

Mission Zero – a partnership approach towards 2030 goals in Calderdale

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Background to Mission Zero

- Calderdale - West Yorkshire, between Leeds and Manchester, a mix of rural and urban areas
- Work started in late 2023 – with the aim of signing up to Fast Track Cities
- Decided to start work ahead of formally signing up
- A 12-month partnership approach focussed on TB and hepatitis C, as well as HIV
- Led by The Brunswick Centre with a range of partners
- Launched in May 2024



What is Mission Zero?

AIMS

- Ending new HIV, TB and viral hepatitis transmissions, stopping preventable deaths and eliminating associated discrimination and stigma in Calderdale by 2030

OBJECTIVES

- Increase awareness and knowledge of HIV, TB, and viral hepatitis in Calderdale
- Improve access to testing, treatment, and care services
- Reduce stigma

Key Messages & Activities

KEY MESSAGES

- Take control of your health
- Treatment works
- Support is available

KEY STRANDS

- Marketing and communications
- Community Engagement & Outreach
- Testing & Screening
- Training and knowledge sharing



A Partnership Approach

The Brunswick Centre

The Hepatitis C Trust

The Tuberculosis
Service

Calderdale Council

Calderdale and
Huddersfield NHS
Foundation Trust
(CHFT)

St. Augustine's Centre

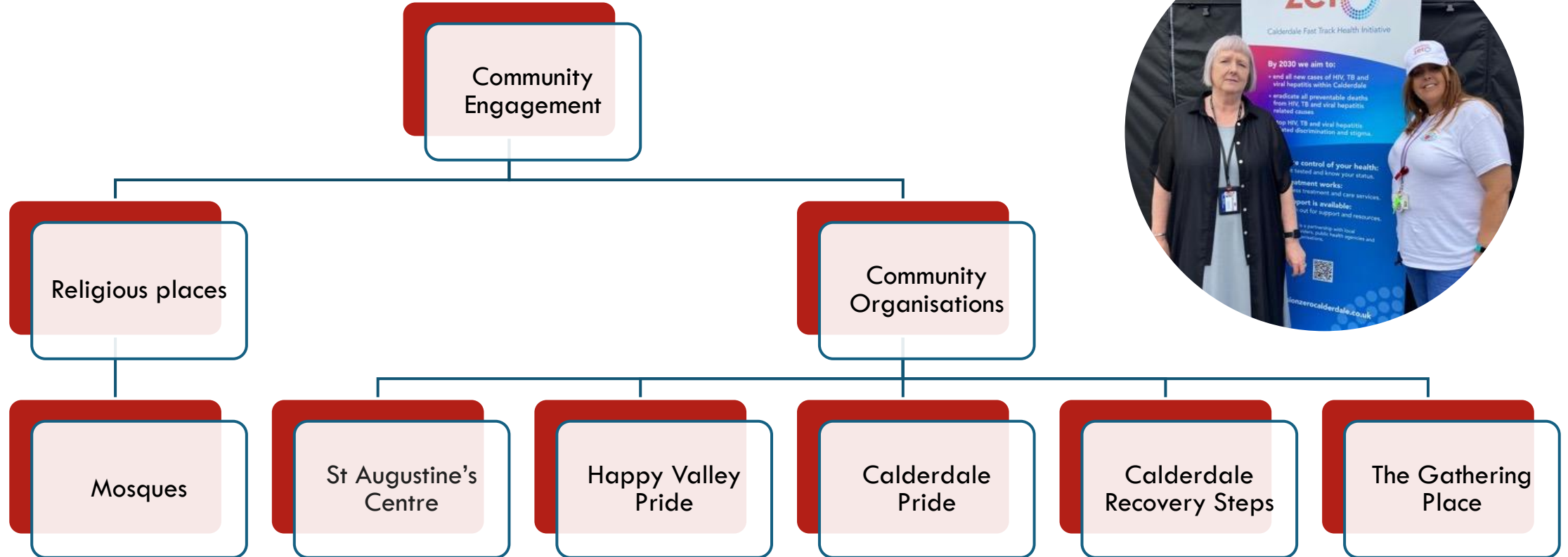
HumanKind /
Recovery Steps

Primary Care

And more!



Community Connections

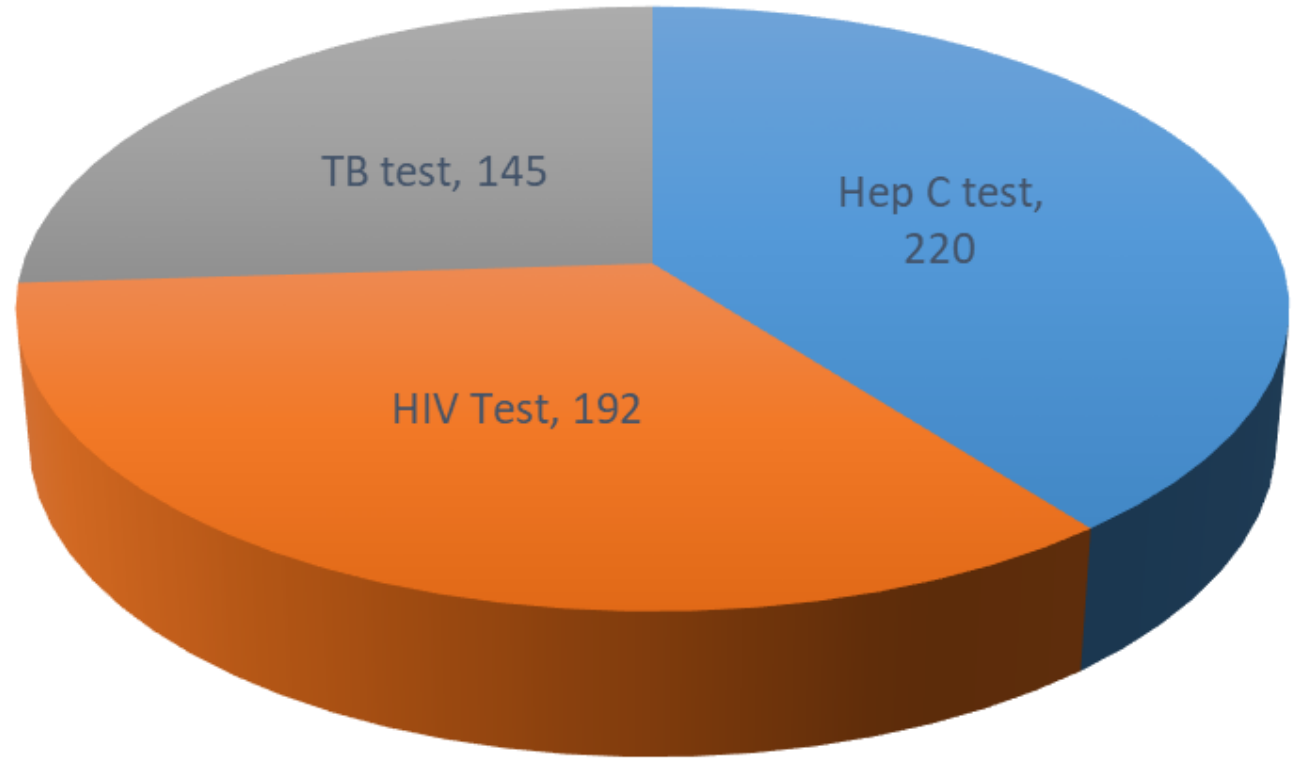


Combined Testing Approach

The Brunswick Centre

The Hepatitis C Trust

C&H NHS Foundation
Trust (CHFT)



Challenges and Solutions

- Initial buy-in and support
- Logistical challenges
- Testing flow and gathering information
- Working to timescales
- Teamwork



Forthcoming Activity

- Further community engagement, testing and screening
- Community Champions programme
- Youth engagement programme
- E-learning based on stigma
- One-Day conference
- Next steps



Thank You!



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