

Title: Graffiti art as an peer engagement tool

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Background:

To present a three to five minute video to show how I use graffiti art as a peer engagement tool for a hepatitis C test and treat service. C No More is a mobile outreach peer and nurse led van with a focus on the community corrections population.

Melbourne has a massive subculture of graffiti art. I started doing graffiti in early 1985 and I have found that graffiti art is a unique and effective way of engaging our punters.

I can pick a graffiti artist a mile away and I often use this as my opening line "Do you write?"

I have been able to incorporate graffiti into the van in several ways. My graffiti-based C No More logo is widely used. It is on the A-frame board we display on outreach, our flyers which we hand out widely to punters and workers, our C No More website, my email signature. I have penned additional signage around the van.

I created a wall mural on the side of Harm Reduction Victoria office building for World Hepatitis Day in July 2025. There is a picture of this mural on the van which punters often comment on.

Through my knowledge, the C No More nurses have learned about street art and the Melbourne graffiti scene; they also use my connection to graffiti in the way they talk to punters. This helps to build trust between them.

So in short graffiti is brought up nearly every day on the van and is a great engagement tool and allows me to build instant rapport and trust. The multimedia video will have a short interview, examples of all the art in the van and a mock engagement to show how art is used to engage some of the punters.

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