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Stigma and storytelling





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Stigma Stories Campaign









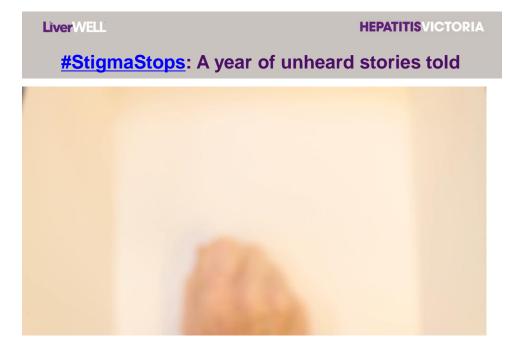
Jule's story

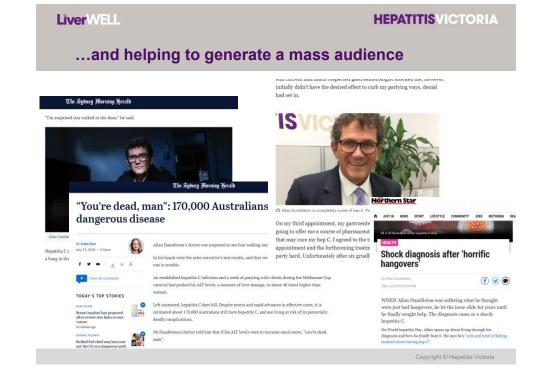


SHARE YOUR stigma story...

#StigmaStops: A year of unheard stories told

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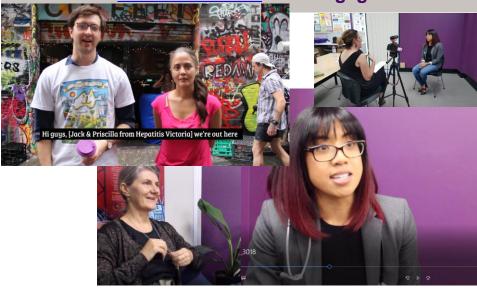






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Follow-on: More resources more engagement



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Outcomes of a 'handy' campaign

- · Large online social audience and traditional media reach
- #StigmaStops as a conversation prompt/starter for health and community workers
- Creative development of new resources
- Ongoing pervasiveness of stigma
- Work still to be done



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Disclosure of Interests

• Hepatitis Victoria receives funding for anti-stigma activities from the Victorian DHHS