

LiverWELL HEPATITISVICTORIA

# Stigma Stories Campaign

Hepatitis Victoria

Isabelle Purcell & Mark Pearce with acknowledgement to Jack Gunn

LiverWELL

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## Stigma and storytelling



LiverWELL HEPATITISVICTORIA

# Stigma Stories Campaign



SHARE YOUR  
stigma story...

## #StigmaStops: A year of unheard stories told

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## #StigmaStops: A year of unheard stories told



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### ...and helping to generate a mass audience

**The Sydney Morning Herald**

"I'm surprised you walked in the door," he said.

**"You're dead, man": 170,000 Australians dangerous disease**

By Alpha Daw  
July 23, 2018 - 5:56pm

Allan Dumbleton's doctor was surprised to see him walking into his hands were the sales executive's test results, and they were in trouble.

An established hepatitis C infection and a week of partying with clients during the Melbourne Cup carnival had pushed his ALT levels, a measure of liver damage, to about 40 times higher than normal.

Left untreated, hepatitis C does kill. Despite recent and rapid advances in effective cures, it is estimated about 170,000 Australians still have hepatitis C, and are living at risk of its potentially deadly complications.

Mr Dumbleton's doctor told him that if his ALT levels were to increase much more, "you're dead, man".

HEALTH

**Shock diagnosis after 'horrific hangovers'**

by Allan Dumbleton  
28th Jul 2018 3:00 PM

WHEN Allan Dumbleton was suffering what he thought were just bad hangovers, he let the issue slide for years until he finally sought help. The diagnosis came as a shock; hepatitis C.

On World Hepatitis Day, Allan opens up about living through his diagnosis and how he finally beat it. He says he's "tick and tired of feeling isolated about having hep C".

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### Follow-on: More resources more engagement

Hi guys, [Jack & Priscilla from Hepatitis Victoria] we're out here

3018

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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*

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