

Hepatitis C is a Rock N Roll Brand

Taking DBS Testing to Bluesfest

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Bluesfest and hep C – why?

- Hep C is associated with the music industry
- 100,000 music fans over 5 days
- 50 + year-old baby-boomers
 risk factors for hep C
 injected drugs in the past
 360 recorded interactions over 500 people

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Stall at Bluesfest

- hep C education, information, and health promotion services
- Overwhelmingly positive response
- Comments: stall de-stigmatises hep C
- many were treated and cured
- 10% had hep C, 12% were friends /family
= 22% directly affected by hep C

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Stall at Bluesfest

- offered slogans *"Clear your fear"* and *"The Shame has lifted"*
- A couple danced past *"Hep C is a Rock and Roll Brand! Yeah, and we did the cure!"*
- *"It's the best billion dollars the government has ever spent"*
- *"Great to see you here"*
- *"Hepatitis C Cure is Easy"*

Dried Blood Spot DBS at Bluesfest

- self collected testing
- confidential – text, call, email results
- easy-to-access, on-the-spot
- nurses, educators, counsellors, and community staff acting as a bridge

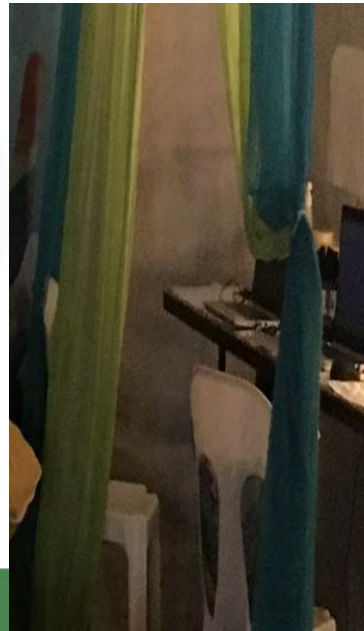
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DBS

27 screened to test
12 eligible registrations
0 positives

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