

#ZeroEpatiteC campaign in Italy

I. Gardini¹ & M. Bartoli¹ & M. Conforti¹ & A. Cavallaro¹ & F. Silvia¹ & R. Fontana¹

1. EpaC onlus, Italian Liver Patients Association

DESCRIPTION

Epac onlus is an Italian association for all patients with liver diseases, specialised on viral hepatitis. It was born with the aim of spread information and education on hepatitis, ameliorate the life of patients, trough concrete support, counseling, actions to make patients aware and give them the instruments to manage their own life. In the era of DAA therapies we made great efforts not only to reach the goal of unrestricted access to DAA therapies, but also to drive all patients towards specialised medical centers, toward their therapy and a new life, delete any kind of discrimination and stigma, and finally to discover all hidden cases of HCV for a Nation free from Hepatitis C.

These have been the driver themes of our last Campaign: #ZeroEpatiteC

The campaign was focused on HCV, and briefly the aim was to make noise on HCV and promote awareness on the disease and the possibility to eliminate the infection, in the general world program of "war" to HCV and of 2020 and 2030 targets.

The project has involved some ambassadors like soccer players, coaches, journalists and has been promoted on tv, in several tv shows, in stadiums, Train stations, on social media and so on. The result ha been amazing: more then 30 milions of people have been reached!

The campaing was funded 100% by our Association, without any grants or sponsorship.

PUBLIC HEALTH IMPACT

The project had a very amazing impact on patients and general population! Soccer player, coaches, journalists, actors and many others, sponsored and promoted a message for the fight against Hepatitis C, and together with advertisements on tv, on Train stations they brought this disease, the life of people living with Hep C and thier problems, in the house of more then 30 milion of Italians! More than the half Italian population was reached by information on HCV and by the message: HCV is a silent Killer, but today we can eliminate it! We must do it!!!

Curiosly, after 15 days the campaign ended, the Italian Health Agency announced the universal access to the new DAAs for hepatitis C removing all the access restrictions and a plane to cure 80.000 patients/year.



WHY IS THIS INNOVATIVE?

For the first time Stars from sport, tv shows, journalism become ambassadors for the fight against Hepatitis C, talked about something that has never gone beyond defined limits, has never entered in such short time in the life of so many people, arriving from everywhere and, most important, from people and places that are the most followed in our country. We can easily say that after this campaign, most of italians have in mind the problem of HCV and, above all, know that today HCV is a curable disease and must be tackled!



CONCLUSIONS

Thanks to tis campaign, we have been able to raise awareness about HCV and to spread information, not only to patients but also to the general population, about the disease and, above all, about the straordinaria possibilities given today to the patients to be cured! Through a oculated use of media, expecially of the TV shows, but also to the messages of the testimonials, 1st of all the soccer players, we reached the 50% of the Italian population, that means more then 30 millions of people hearing and learning about Hepatis C, about the life of all the patients living with this disease, about the tremendous effect of HCV, about all the deaths of the past and the present days, but also about the possibilities of a revolution thanks to the possibilities to cure everybody.

Even more, thanks to the donation service, via sms, we have been able to collect founds to destinate to other projects, always with the aim to give support and help to patients, to spread correct and complete information to everybody about liver diseases.



CONFLICTS OF INTEREST

No conflict of interest to declare

Contact Information

NAME: Marco Bartoli
 TEL NO: +39 0660200566
 EMAIL: osservatorio@epac.it

