



DON'T SHHH SHINGLES – SPEAK UP!

A public health awareness campaign supporting the health of older Australians

About the campaign

Don't Shhh Shingles – Speak Up! is a public health awareness campaign which aims to achieve greater awareness and understanding of the risk and burden of shingles amongst older Australians by encouraging those who have experienced the often painful condition to share their story with others.

Through the simple act of sharing personal stories, the *Don't Shhh Shingles* campaign aims to help reduce the burden of shingles on the community by educating older Australians about their risk, and encouraging those who have experienced the painful condition to speak up by:

- Speaking with their family, friends and peers about their shingles experience.
- Speaking to their doctor or medical professional to understand more about the condition and their risk.
- Visiting the www.shingles.com.au website to submit their story or be involved in media activities.
- Encouraging local councils and community groups to proactively raise awareness of shingles risk.

To find out more about how individuals, organisations or communities can help raise awareness of shingles, visit: www.shingles.com.au/shareyourstory

Galaxy survey findings

An online survey of 1,025 Australian respondents aged 60 years and older was conducted in mid-September 2015. Findings included:

We believe we're healthy...and at low risk of shingles

- Most Australians (71%) aged 60 years and older consider their health condition to be better than average.¹
- This includes 56% that consider themselves to be in good health and 15% that rate their health as excellent. Only 6% say their health level is poor.¹
- Those who rate their health status as excellent (63%) are much more likely to believe they are low risk of developing shingles than those with average (42%) or poor health (35%).¹

We know someone with shingles...and are concerned about its impact

- The majority of older Australians (79%) know someone who has had shingles.¹
- This is most often a family member (46%) or friend (29%).¹
- Most older Australians (73%) are concerned about the impact shingles would have on their life if they did contract it.¹

We don't discuss shingles with the people we should...and delay getting to them

- Only one in four older Australians (25%) have ever discussed shingles with a doctor.¹
- More than half (58%) will delay their visit to the doctor with 42% saying this is because they don't like bothering the doctor.¹
- Shingles is way down the list of topics that older Australians talk about these days with incontinence (17%) a more likely topic of conversation than shingles (11%), especially among older women (22%).¹
- Despite being in the high risk category for shingles, only 4% of those aged 60 years or older consider themselves at high risk of developing the condition, 49% believe they are at low risk and 47% do not know what their risk level might be.¹
- Most older Australians (59%) do not believe the media gives enough coverage to issues affecting people aged 60 years and older.¹



Chronic Pain
AUSTRALIA

CAMPAIGN BACKGROUNDER



Ambassadors and supporters

John Wood - Ambassador

Lending his voice to the campaign is multiple Gold Logie-winning actor John Wood, who knows first-hand how excruciating the condition can be, having experienced shingles twice in his life.

“The first time I had shingles was as a teenager, which is very rare. The lesions burst and the pain so was debilitating I was bedridden for 13 weeks and dropped out of school as a result. You never forget the pain – that was my greatest worry when I got shingles again while filming Blue Heelers in my fifties,” said John.

“I wouldn’t want anyone to experience the pain of shingles. I want to make sure that those at highest risk – people over 60 – know about the potential pain and suffering that shingles can cause and have a conversation with their doctor about their risk,” said John.

Don’t Shhh Shingles – Speak Up! is public health education campaign sponsored by bioCSL and supported by Chronic Pain Australia.

References

1. Galaxy Research. 2015. Shingles Study.

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