Project Inform Urges Baby Boomers to Get Tested for Hepatitis C [VIDEO]

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The HIV and hepatitis C virus (HCV) advocacy group Project Inform recently released two videos urging baby boomers living in the United States to get tested for the hepatitis C virus (HCV) at least once.

The videos (both in English, one also with Spanish subtitles) are the first in a series of public service announcements the group plans to produce about the liver virus, thanks to a $500,000 grant awarded by Quest Diagnostics last year.

In this first promo, two hepatitis C survivors explain what hepatitis C is and point out that baby boomers (individuals born between 1945 and 1965) are at a far greater risk of having the virus than other generations. Currently, the Centers for Disease Control and Prevention estimates that approximately three fourths of the estimated 3.5 million Americans living with HCV are in this age group and that less than 10 percent of people with hep C in the country have been treated and cured.

In addition to encouraging testing, the video addresses some of the long-term risks of hepatitis C infection and emphasizes that HCV is curable. Project Inform asks viewers to share links to the videos on social media and reminds viewers that its staff is on hand to answer questions about hepatitis C testing, care and treatment on its Help4Hep help line at 877-435-7443.

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