

Care & Treatment

Community Health
& Prevention

Capacity Building,
Research & Evaluation

Vaccine Research
Education

Considering the Impact of Stigma on HIV Prevention in Relationship to National HIV AIDS Strategy

Stacey Little, PhD, MPH, MSW



Vaccine Research
Education

Capacity Building,
Research &
Evaluation

Care & Treatment

Community Health
& Prevention

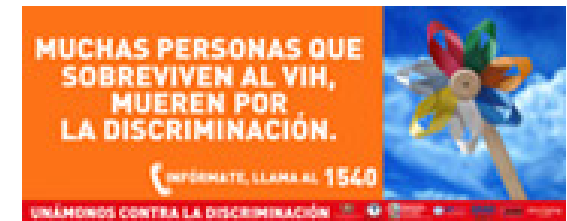


“...Stigma and discrimination are the major obstacles to effective HIV/AIDS prevention and care.”

**World AIDS Campaign on Eliminating
Stigma & Discrimination**

AED's Anti-stigma work

- National Anti-stigma Initiative (US) 2003-2008
- Anti-stigma Toolkit
- Proyecto Acción SIDA de Centroamérica
 - Social Marketing Campaign in Central America (5 countries)
- SMARTWork
 - Workplace interventions
- CHIVES Project



Anti-Stigma Initiative Framework

Goal: To foster and catalyze innovative, replicable approaches to eliminate HIV/AIDS-related stigma in the United States.

Approach: Provide grants to CBOs to support the development of innovative and replicable programmatic approaches (“interventions”) that address HIV/AIDS-related stigma at a national-level. Support the creation of initiatives, models of intervention, tools and instruments, and media that have the potential for replication/national significance in the U.S.

Initiative Components

- Three-pronged approach:
 - Assist CBOs and national organizations in the development of innovative and replicable anti-stigma interventions
 - Provide TA for anti-stigma activities
 - Support research & information dissemination

Phase I (2003-2005)

- Phase 1: Social marketing interventions to increase knowledge and change behavior
- Challenge grants for researchers
- Information dissemination



Phase I Grantees

- ⊙ African Services Committee
- ⊙ Asian & Pacific Islander Wellness Center
- ⊙ Bienestar
- ⊙ SC African American HIV/AIDS Council
- ⊙ Us Helping Us

BIENESTAR
está comprometido a mejorar la salud y bienestar de la comunidad latina y otras comunidades menos representadas.

VIIH SIDA SEXUALIDAD
AMOR de MADRE

Querida comunidad,
¿A veces que olvidamos los días en cuanto al impacto del VIH/SIDA en nuestra comunidad? Se han muerto innumerablemente hijos e hijas, madres y padres, tíos y tías, y otros seres queridos debido al VIH/SIDA. ¡Y aún hoy en día nos seguimos infectando!

Los latinos representamos el 14 por ciento de los residentes en los EE.UU. pero representamos el 25 por ciento de las personas viviendo con SIDA. Muchas latinas se están infectando cada vez más, y los jóvenes latinos entre las edades de 18 a 25 años de edad se encuentran en alto riesgo de contraer el virus del VIH/SIDA.

Por favor tome la información contenida en esta folletina para que usted y su familia puedan protegerse y mantenerse saludables. Con la educación, podemos prevenir el VIH/SIDA.

Char De Caró
Presidente y CEO de Bienestar Mexican Services

CENTROS DE BIENESTAR:

800 LOS ANGELES CENTER 8000 S. Moore Blvd., Los Angeles, CA 90002 (323) 327-7900 Fax: (323) 727-7900	BIENESTAR EL MONTE CLINE 2101 Santa Ana Avenue #100, El Monte, CA 91731 (909) 444-0633 Fax: 100
WILLOWBROOK CENTER 4000 Sunset Blvd., Los Angeles, CA 90027 (323) 960-9600 Fax: (323) 960-4279	LA CLAY CENTER 2000 E. Beverly Blvd., Los Angeles, CA 90022 (323) 327-7900 Fax: (323) 727-7900
SAN FERNANDO VALLEY CENTER 4000 Burbank, Suite 100, San Fernando, CA 91411 (818) 906-7627 Fax: (818) 906-3444	SAN DIMAS CENTER 2100 South Street, San Dimas, CA 91768 (916) 295-2767 Fax: (916) 295-2113
PASADENA CENTER 700 E. Main Street, Pasadena, CA 91104 (626) 797-7660 Fax: (626) 797-7661	PLANNED PARENTHOOD 800-235-PLAN (7526)
WILMINGTON CENTER 504 N. Adams Blvd., Wilmington, CA 90744 (910) 326-6000 Fax: (910) 326-6000	
SOUTH LOS ANGELES CENTER 100 W. Manchester Ave., Los Angeles, CA 90009 (323) 727-1100 Fax: (323) 727-1100	

UNA MADRE:
VENCE SUS MIEDOS
PARA PROTEGER A
SUS HIJOS DEL
VIH Y EL SIDA

www.bienestar.org

**ONE DRUMBEAT.
A WORLD OF HELP.**

Free health and legal services
English classes and food pantry
Confidential HIV/AIDS testing and treatment
Nous parlons Français et des langues Africaines

AFRICAN SERVICES COMMITTEE
(212) 222-3882 429 W. 127th St., Harlem www.africanservices.org

Phase II (2005-2008)

- Three-pronged approach with a focus on community- & national-level interventions
- Focus areas:
 - HIV/AIDS Human Rights
 - Health Disparities
 - Homophobia and *Transphobia*
 - Racial Discrimination
 - Injection Drug Use

Vaccine Research
Education

Capacity Building,
Research &
Evaluation

Care & Treatment

Community Health
& Prevention



Descriptions of Grantee Programs

AIDS Survival Project

- Reduce perceived HIV/AIDS-related stigma as a barrier to prevention, care, and treatment in two rural areas of Georgia using the THRIVE! Model
- Approach:
 - Conduct four THRIVE! Programs w/ two local ASOs
 - Develop a THRIVE! Toolkit to facilitate replication
 - Establish online TA for THRIVE! Partners
 - Conduct Media Campaign
- THRIVE! Curriculum
 - Provides current information related to living positively and well with HIV/AIDS: HIV treatment strategies & options, oral health, disclosure, conscious sex, legal issues, nutrition and complimentary therapies and much more.
 - Peer-lead support groups

Asian & Pacific Islander Wellness Center



Vaccine Research
Education

Capacity Building,
Research &
Evaluation

Care & Treatment

Community Health
& Prevention

- *TALK AIDS*, a national, bilingual social marketing campaign to encourage English and Cantonese-speaking Chinese Americans between 18-34 to talk about HIV/AIDS, stigma, and "saving face".
- Target core barrier — lack of communication around sex and HIV
- Use highly credible spokesperson

Asian & Pacific Islander Wellness Center

- Target Chinese media (TV and print)
- Form a Steering Committee to develop message
 - PSA and Print Ad with Joan Chen
 - English and Mandarin (Chinese subtitles) versions
- Develop a replication package of campaign materials, processes, and evaluation methods for replication in other limited-English communities

Vaccine Research
Education

Capacity Building,
Research &
Evaluation

Care & Treatment

Community Health
& Prevention

Asian & Pacific Islander Wellness Center



Joan Chen
Actress

愛滋病有沒 有聲音?

這個流行性傳染病是有的，
和它時常是無聲的。

請你現在和你的家人和朋友討
論愛滋病這個問題。

我將會同個朋友討論這個問
題。。。你？

如需更多的資料，
請電415-292-3400或
上網到 apiwellness.org/talkaids



愛滋病有沒 有聲音?

這個流行性傳染病是有的，
和它時常是無聲的。

請你現在和你的家人和朋友討
論愛滋病這個問題。

我將會同個朋友討論這
個問題。。。你？

如需更多的資料，
請電415-292-3400或
上網到 apiwellness.org/talkaids



Joan Chen
Actress

Gay Men's Health Crisis

- ◉ Anti-Stigma Awareness Program (ASAP)
 - Social Marketing Campaign developed and tested by community members
- ◉ Goals:
 - reduce stigma toward individuals at high risk of HIV transmission, and
 - build resilience to stigma in those same individuals
 - Target MSM of color; HIV+ MSM; and Transgender women through three campaigns

Gay Men's Health Crisis

- Facilitate a 6-session workshop (concept development and distribution strategies for each campaign)
- Facilitate focus groups w/ community members
- Produce campaign materials
- Launch campaign at a community event
- Conduct evaluation surveys

Gay Men's Health Crisis

I HAVE HIV

and everyone treats me with the same respect
and caring as they would anyone else.



We're all affected by HIV. Through kindness
and support, we can have a greater impact
in reducing the spread of the virus.

Are we ready to be there for each other?
Check out: www.gmhc.org/NoSTIGMA

GMHC
GAY MEN'S HEALTH CRISIS

The Tisch Building
119 West 24th Street
New York, NY 10011

Harm Reduction Coalition

- ◉ *Syringe Exchange Communication Project* aims to reframe the debate on syringe exchange in order to reduce stigma toward IDUs and the practice of syringe exchange
- ◉ Develop effective and diverse message(s) for targeted audiences
 - Message analysis: examination of how the issue is portrayed in media and politics
 - Communications: developing materials, generating favorable editorials, circulating sign-ons and action alerts
 - Coalition work: linking HIV, hepatitis C, substance use, and public health with progressive allied groups & movements

Harm Reduction Coalition

- Coalition work: linking HIV, hepatitis C, substance use, and public health with progressive allied groups & movements
- ◉ Producing materials for education and advocacy based on these messages

National Council of La Raza

- ◉ Salud Es Cultura: ¡Protégete!
- ◉ Formative data collection revealed
 - “Stigma” (the word itself) is problematic for Latinos
 - Latinos are experiencing stigma due to their ethnicity
 - HIV-positive Latinos experienced rejection and discrimination from their families and felt stigmatized due to the ignorance related to the lack of understanding about risk factors and transmission

National Council of La Raza

- The Kit: *Rotafolio*, bilingual- flip chart, to guide community education sessions (*charlas*)
 - Moderators guide- with detailed information on the *charla* and the evaluation process
 - CD containing all materials
 - Bilingual HIV/AIDS brochures and Outreach cards
- *Charlas*
 - Conduct 150/site (450 total)

Documentary Film



- ◉ Discussion Guide
- ◉ Interviewees include:
 - Rep. Jose Serrano (NY-16)
 - Dr. Shannon Hader, DC HIV/AIDS Administration
 - Marjorie Hill, GMHC
 - Grantee and local CBOs Program Staff
 - Five Personal Stories from Volunteers

HIV-related Stigma and NHAS



- ① Reduce HIV Incidence
 - Fear and Silence
 - Social Isolation
 - Social Complexity-Religion, Culture, Gender
 - Routine HIV Testing in Primary Care
 - Normalizing Testing
- ② Increase Access for PLWHA and Optimize Health Outcomes
 - Medical Provider Awareness and Education
 - Increase the number Medical Providers

HIV-related Stigma and NHAS Cont.

- Reduce HIV Related Disparities
 - Increase Access to Culturally Competent Prevention and Care
 - Increase Community Engagement and Awareness
 - Increase Understanding
 - Reduce Discrimination
 - Personal and Structural Barriers
 - Self-stigma and Criminal Laws

Recommendations

- ① Create comprehensive anti-stigma interventions/curricula
 - self-actualization, increased dialogue, and promote *behavior change*
- ① Assess existing research, interventions, and tools to determine best practices that can be promoted and diffused
- ① Promote diverse approaches that engage, educate, and catalyze community
 - Not all social marketing campaigns
 - Targeted community –level approaches that address specific community needs and level of understanding of HIV

Vaccine Research
Education

Capacity Building,
Research &
Evaluation

Care & Treatment

Community Health
& Prevention

Recommendations Cont.

- ⊙ Require enhanced HIV care and treatment education CEUs for all licensed medical/clinical providers annually
- ⊙ Mobilize national leadership and partnership to change community norms that help eradicate HIV-related stigma in communities
- ⊙ Engagement of faith leaders who are already active in HIV prevention to eradicate HIV-related stigma among their communities.



Thank You

Stacey Little, PhD, MPH, MSW
Associate Director and Domestic Team Leader
AED Center on AIDS & Community Health
(COACH)

Office: 202-884-8727

Email: slittle@aed.org

We are committed to helping communities develop and implement creative and evidence-based programs to address and mitigate critical health problems—with a major focus on domestic and international HIV/AIDS and sexually transmitted diseases, tuberculosis, and hepatitis.



Visit us online at
coach.aed.org
to:

- **Learn** more about our U.S. based and international projects
- **Access** technical assistance tools and materials
- **Read** the latest news from our projects and staff
- **Join** our partner database



If you have additional questions, please contact us at coach@aed.org or (202) 884-8440

10/01/2010