



Community & Self-Stigma Thwarts Prevention, Testing & Treatment Uptake

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#ZeroStigma

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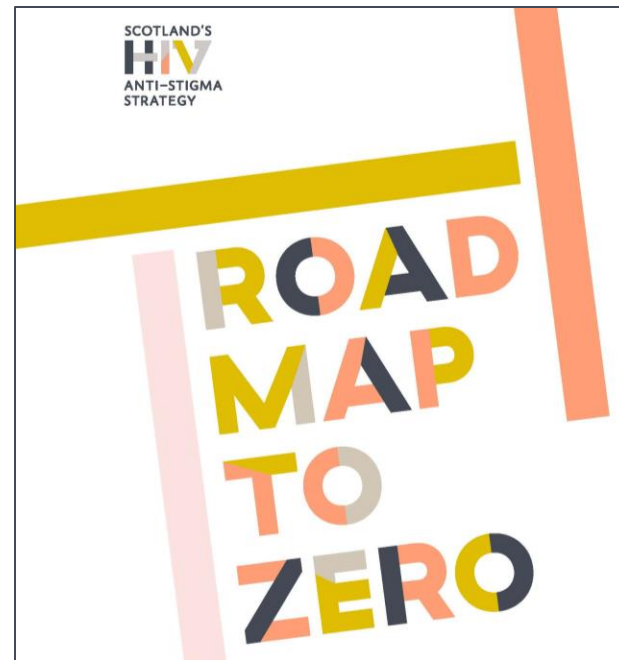
- National NGO focused on developing and influencing policy surrounding HIV, access to healthcare and prevention.
- Organise Positive Person's Forum, National Involvement Standards and challenging stigma through public campaigning.

Does Community & Self-Stigma Thwart Prevention, Testing & Treatment Uptake

- Yes

Define: Stigma

- Stigma refers to extreme disapproval of (or discontent with) a person or group based on a characteristic that serves to distinguish them from other members of society and outside the norm.
- It is described as a “spoiled identity.”
- HIV-related stigma could be defined as the negative beliefs, feelings and attitudes towards people who are living with or are affected by HIV



Define: Stigma

- Three types of stigma:
 - Discrimination
 - Perceived Stigma
 - Self-Stigma

“My ex-partner who I just split up from, I told him about my HIV status, this is a gay man, this is a professional and he said that I was diseased, I was rotten, I was riddled, and I found that really difficult to take. But again, that didn’t surprise me cos [sic] I know what the gay scene is like.”

Man living with HIV, Edinburgh

“The moment you say you’re HIV positive, your relationships change, and the language people use changes. You feel isolated.”

Woman living with HIV, Glasgow

HIV Anti-Stigma Strategy

- Co-produced by a Consortium, led by people living with HIV, alongside partners in the third sector, academia and NHS.
- Built on the work of the NAT (National AIDS Trust) Report “Tackling Stigma: What Works”
- Linked with the UK Stigma Index as a tool that can measure self-reported experiences of stigma.

WHAT

IS HOLDING US BACK?

What is holding us back?

- Lack of focus on intersecting inequality
- Lack of a unified approach
- Inability to address the causes of stigma
- Interventions targeting one level of stigma

Structural

National & local laws, public policy

Community

Cultural values, norms attitudes

Organisational

Workplace, organisations, social institutions

Interpersonal

Family, friends, partners

Individual

Attitudes, feelings, knowledge

Intersectionality

- Gender
- Sexual Prejudice
- Racism, Culture or Religion
- Poverty and Class
- Criminalisation.

HOW

WE GET TO ZERO STIGMA

How we get to ZERO stigma

- Stigma must be addressed through a multi-level approach
- Simply focusing on community and individual level will not reap the results
- Evidence based, targeted interventions

Community-Level Stigma

- Increase access to accurate information on HIV and HIV transmission using a range of media tools
- Expose people to a range of messages addressing different aspects of stigma
- Challenge negative media messaging around HIV and use relationships with the media to maintain more accurate reporting
- Link to opportunities for people to further engage with campaigns at a local or community level
- Involve people living with HIV in the delivery/facilitation of interventions
- Provide information on HIV stigma and its effects within interventions
- Provide opportunities to discuss stigma and the factors contributing to it with peers
- Use mixed media to deliver a relatable narrative to encourage empathy with people living with or groups affected by HIV

Self-Stigma

- Programmes for people living with HIV which combine skills-building activities, peer support and opportunities to discuss stigma and its effects
- Promote opportunities for people living with HIV to speak as a community in challenging stigma and discrimination

Implementation Standards

- Collaborative working with Third Sector, Government, and NHS.
- Evidenced based programmes.
- Involvement of people living with HIV and key populations affected.
- Evaluation and assessment of programme.

CALL TO ACTION

COMMITMENTS TOWARDS ZERO STIGMA

Call to action

- Participating fully in designing, implementing and monitoring for reducing stigma.
- Working collaboratively with other partners to introduce necessary policy change.
- Strengthening meaningful involvement of people living with and affected by HIV.
- Hold each other accountable for progress towards zero stigma goals.

Acknowledgements

- The HIV Anti-Stigma Consortium
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- The UK Stigma Index
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- Waverley Care
- Scottish Drugs Forum
- University of Edinburgh
- University of Glasgow