

× City of
× Amsterdam

× GGD
× Amsterdam



HIV Confident: tackling HIV associated stigma in London

Professor Jane Anderson
on behalf of The London Fast Track
Cities Initiative

Co-Chair Fast-Track Cities London

Consultant Physician, Homerton Healthcare NHS Foundation
Trust



Fast-Track Cities London Roadmap 2019 - 2030

The road to zero HIV → Zero infections, zero deaths, zero stigma → What will 2030 look like for London?

- LONDON LEADERSHIP GROUP**
- NHS England
 - London Councils
 - Public Health England
 - People living with HIV
 - Primary care
 - Mayor of London
 - Voluntary sector
 - STPs / ICSs
 - HIV clinicians
 - Directors of public health



What will 2030 look like for London?

- Confident to talk about HIV
- Support to live & age well
- No community left behind
- Knowing when, where & how to get tested
- Best medical, psychological & social care
- Improved awareness & knowledge of HIV
- Stigma & discrimination challenged
- People understanding risk



What are we trying to fix?



Positive Voices: The National Survey of People Living with HIV
Findings from the 2017 survey



PERSPECTIVE

[Check for updates](#)

<https://doi.org/10.1038/s41467-021-24673-w> OPEN

Consensus statement on the role of health systems in advancing the long-term well-being of people living with HIV

Jeffrey V. Lazarus^{1,2,3}, Kelly Safreed-Harmon¹, Adeeba Kamarulzaman^{2,3}, Jane Anderson⁴, Ricardo Baptista Leite⁵, Georg Behrens⁶, Linda-Gail Bekker⁷, Sanjay Bhagani⁸, Darren Brown⁹, Graham Brown¹⁰, Susan Buchbinder¹¹, Carlos Caceres¹², Pedro E. Cahn¹³, Patrizia Carriero¹⁴, Georgina Caswell¹⁵, Graham S. Cooke¹⁶, Antonella d'Arminio Monforte¹⁷, Nikos Dedes¹⁸, Julia del Amo¹⁹, Richard Elliott²⁰, Wafaa M. El-Sadr²¹, María José Fuster-Ruiz de Apodaca^{22,23}, Giovanni Guaraldi²⁴, Tim Hallett¹⁶, Richard Harding²⁵, Margaret Hellard²⁶, Shabbar Jaffar²⁷, Meaghan Kall²⁸, Marina Klein²⁹, Sharon R. Lewin^{30,31,32}, Ken Mayer³³, Jose A. Pérez-Molina³⁴, Doreen Moraa³⁵, Denise Naniche¹, Denis Nash³⁶, Teymur Noori³⁷, Anton Pozniak^{9,38}, Reena Rajasuriar², Peter Reiss³⁹, Nesrine Rizk⁴⁰, Jürgen Rockstroh⁴¹, Diana Romero³⁶, Caroline Sabin⁴², David Serwadda⁴³ & Laura Waters⁴⁴

Priority Setting

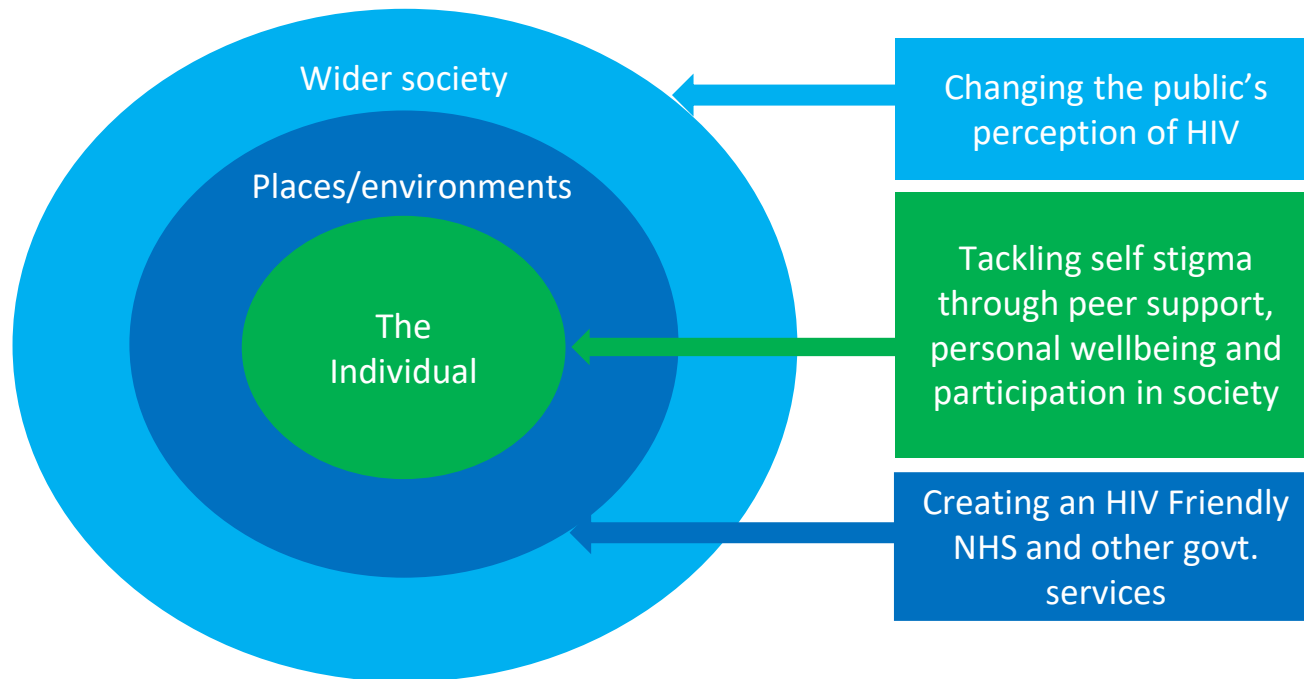
- Established the Fast Track Stigma Oversight Group
- Convened workshops and discussions with 100+ organisations across our City



Londoners will

- Feel comfortable to be open about their HIV status,
- Not experience HIV related stigma
- Be able to live well with HIV

A triple APPROACH



- **Individual:** Empowerment Programme
- **Places:** HIV Friendly Charter
- **Wider society:** Ambassadors Programme

Tackling HIV Stigma – The Journey So Far

2019

PLANNING
Budget
People
Governance

2019-2022

DESIGNING
Engagement
Research
Testing
Community of practice

2021- 2023

PROCURING
Community of practice established
Go Live Empowerment Programme

2023 - 2026

IMPLEMENTING
Delivery Partners identified
Contracts
Go Live Charter Mark Ambassadors

Empowerment Programme

- Community of Practice created the empowerment programme framework and established a £325k fund for delivery of programmes to tackle self-stigma
- Six projects working with diverse communities across London, April 2022 – March 2023
- Supported by an independent facilitator, action learning sets and evaluation support



NÚMERO DE SERIE

POSITIVELY UK

PositiveEast

nam aidsmap

terrence HIGGINS TRUST
TOGETHER
WE CAN



4M Network
My health, My choice, My child, My life

NAZ
SEXUAL HEALTH FOR EVERYONE

AMSTE  DAM
FAST-TRACK CITIES 2023

'HIV Confident' charter mark

- Three year £360k programme tackling place-based stigma since April 2023 in partnership with National AIDS Trust, Positively UK and NAM AIDSMap – plans to go from London to UK-wide
- Developed brand and established multi-sectoral Advisory Group to oversee delivery
- Toolkits & online training supporting multi-sector organisations to gain 'HIV Confident' charter mark
- Partnership with the Ambassador programme to deliver lived experience elements





HIV Ambassadors Programme

- Three year £235k programme to tackle societal stigma since April 2023, in partnership with THT
- Replicating best practice and amplifying existing campaigns, learning from the Mayor of London's suicide prevention campaign (300,000 people trained on suicide awareness and prevention)
- Sharing learning across other Fast-Track Cities

• Recruit & train PLHIV as ambassadors, sharing their personal experiences to eliminate HIV stigma

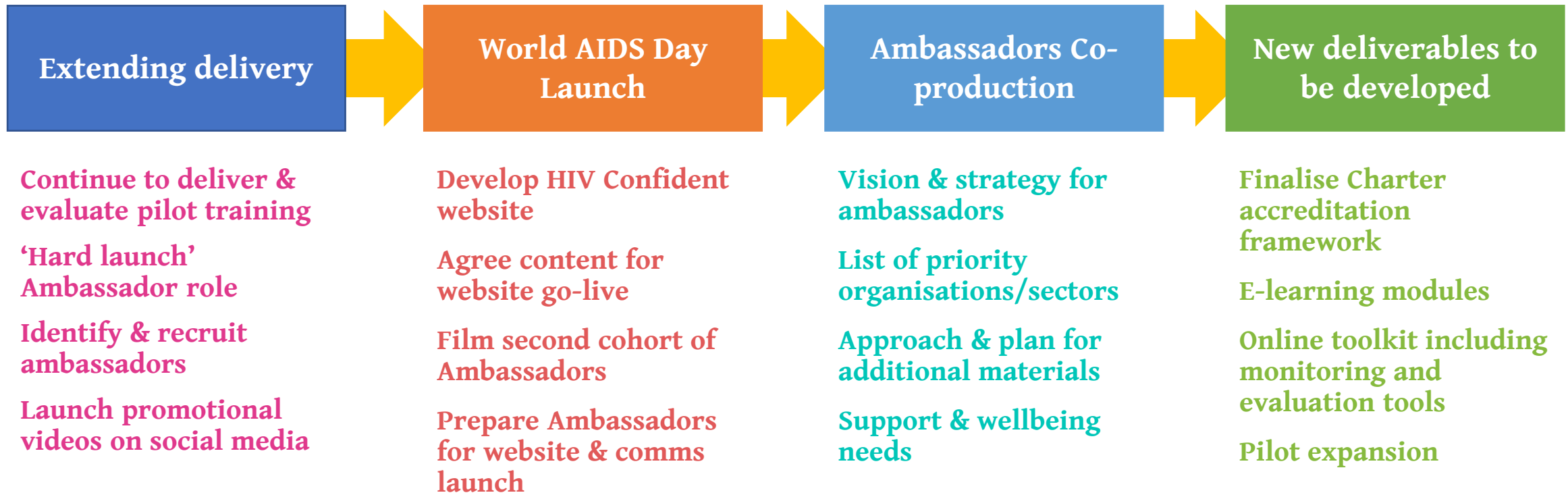
• Educate the wider health & social care sector about HIV and stigma

• Support the HIV Confident Charter and its rollout and promote it to organisations

• Tackle internalised stigma for PLHIV and societal stigma and discrimination

• Seek opportunities for PLHIV to work within & outside the HIV sector

Ongoing anti-stigma efforts in London



Thank you



MAYOR OF LONDON

