HIV Confident: tackling HIV associated stigma in London

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on behalf of The London Fast Track Cities Initiative

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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?

ADVOCATING FOR LONDON

- Champion local improvements
- Advocate for HIV within our organisations
- Influence national policy
- Engage leaders & influencers
- Work with other Fast-Track Cities

LEADING ACROSS BOUNDARIES

- Complement regional & national work
- Change behaviours across all communities
- Inject funds into HIV sector
- Tackle HIV stigma
- Work across organisations in London

DELIVERING TOGETHER

- Work in partnership to improve services
- Engage wider HIV community
- Showcase London’s achievements
- Raise awareness of HIV
- Describe ambitions & plans

COMMUNICATING & ENGAGING

- People understanding risk
- Best medical, psychological & social care
- No community left behind
- Support to live & age well
- Confident to talk about HIV
What are we trying to fix?
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
‘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**

**Extending delivery**
- Continue to deliver & evaluate pilot training
- ‘Hard launch’ Ambassador role
- Identify & recruit ambassadors
- Launch promotional videos on social media

**World AIDS Day Launch**
- Develop HIV Confident website
- Agree content for website go-live
- Film second cohort of Ambassadors
- Prepare Ambassadors for website & comms launch

**Ambassadors Co-production**
- Vision & strategy for ambassadors
- List of priority organisations/sectors
- Approach & plan for additional materials
- Support & wellbeing needs

**New deliverables to be developed**
- Finalise Charter accreditation framework
- E-learning modules
- Online toolkit including monitoring and evaluation tools
- Pilot expansion
Thank you