

From the Margins to the Center: Tackling Stigma and Poor Mental Wellbeing as the Key Global Barriers to Living Well with HIV, a Multinational and Multi-community Position

D.D Diallo, SisterLove, Atlanta, Georgia, US

On behalf of the HIV Community Council, an initiative sponsored by Gilead Sciences

Disclosure of speaker's interests

Advisor and grantee for Gilead Sciences, ViiV Healthcare and MSD.

Acknowledgement

The HIV Community Council is an initiative sponsored by Gilead Sciences.

The HIV Community Council Members



Mario Casco

Programme Chair (QoL), EATG



Susan Cole-Haley

Mentor/Mother member, 4M Network



Dázon Dixon Diallo

Founder & President, SisterLove



Jorge Garrido

CEO, Apoyo Positivo



Evin Jones

Executive Director, Pacific AIDS Network



Gabriel Maldonado

CEO, TruEvolution



Ntombenhle Mkhize

CEO, AIDS Foundation of South Africa



Queen Victoria Ortega

CEO, FLUX



Stephan Vernhes

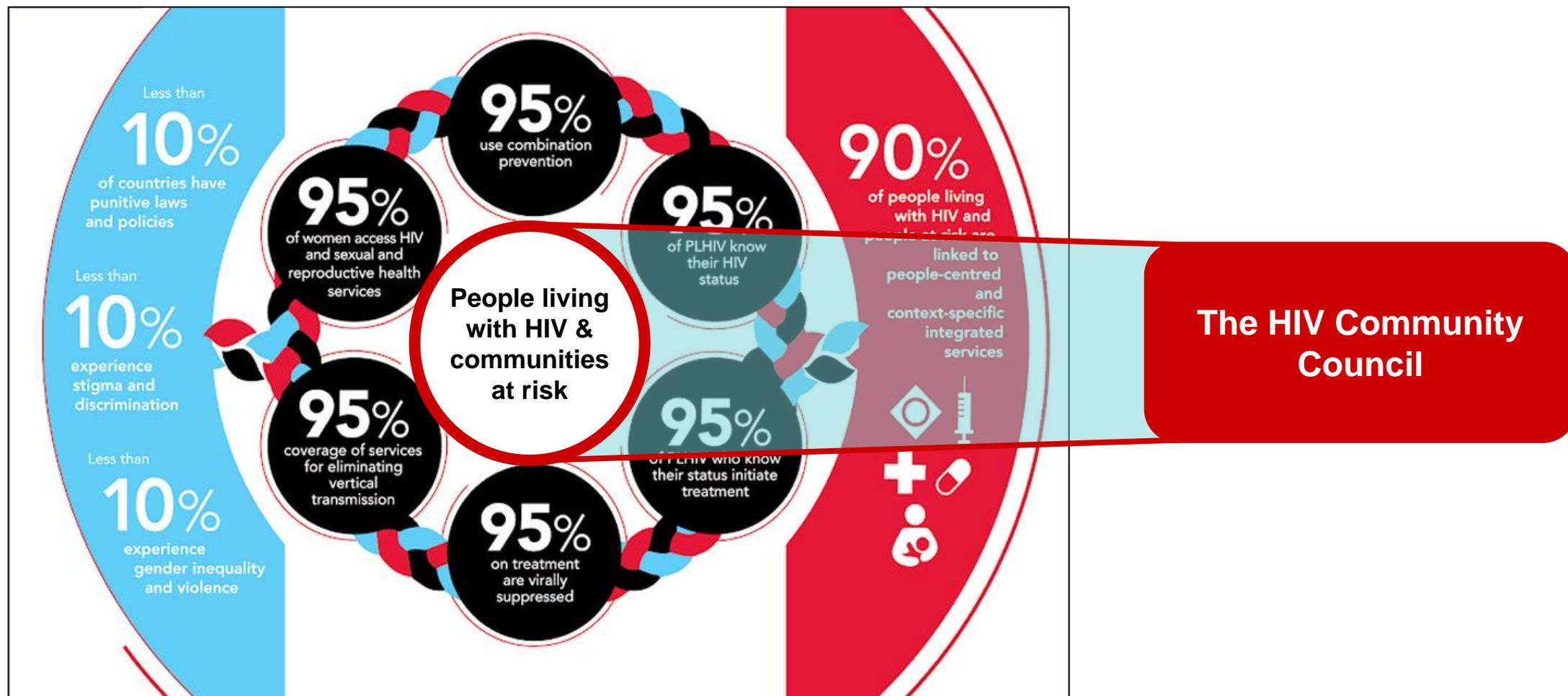
European Platform Coordinator AIDES



YoYo Wu

Co-founder HIVStoryTaiwan

People and their communities are central to the UNAIDS Global 2025 targets¹



1. UNAIDS 2020. World AIDS Day Report: Prevailing against pandemics by putting people at the centre.

The HIV Community Council comprises ten community leaders of diverse, key populations of people living with HIV



Legend

- | | | |
|--|--|---|
|  Aging with HIV |  Migrant Communities |  Trans community |
|  BIPOC |  Non-binary communities |  Women and girls |
|  Gay and HIV+ men engaging in ChemSex |  People in prison |  Women of color |
|  Homeless |  PWUD |  Youth |
|  LGBTQ+ |  Sex workers | |

BIPOC – Black, Indigenous, and people of color; LGBTQ+ – Lesbian, Gay, Bisexual, Transgender and Queer (or questioning); MSMGB – Gay, bisexual and other men who have sex with men; PWUD – People who use drugs

Overview and objectives of the HIV Community Council series

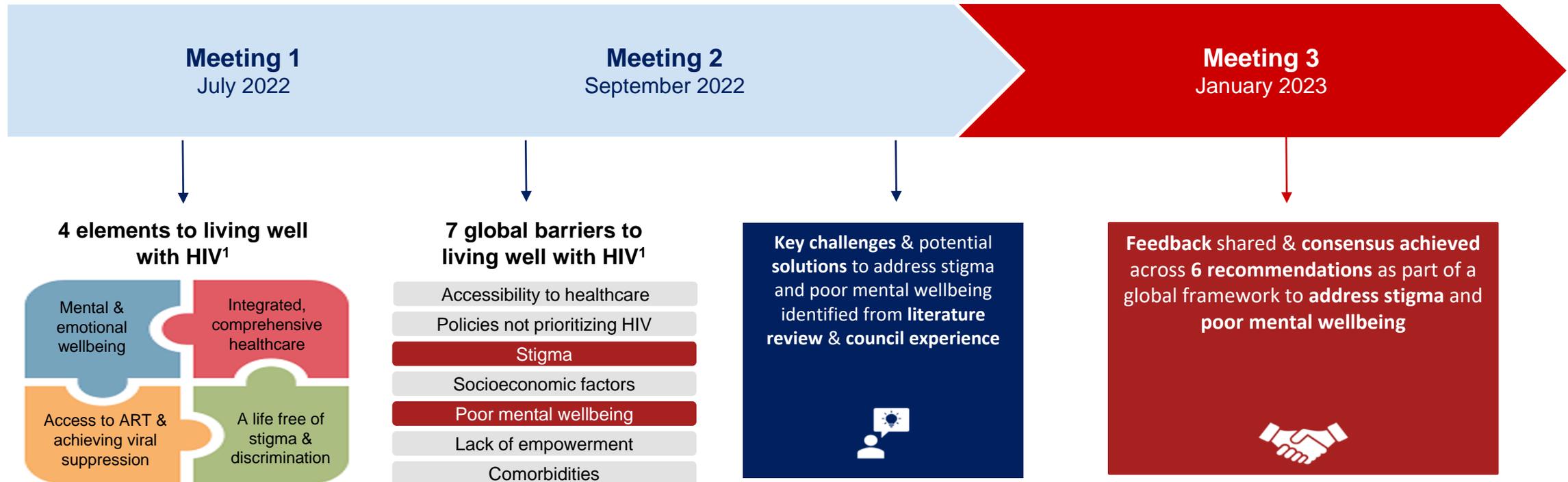
Summary presented at IAS 2023

Meeting 1&2 Objectives:

Understand the community's definition of successful long-term management of HIV, identify regional differences and unmet needs, and explore potential solutions

Meeting 3 Objective:

To agree on recommendations as a call to action to address long-term HIV management challenges



1. Cole S, et al. IAS 2023, Poster EPD0593

Community recommendations to combat HIV-related stigma and poor mental wellbeing and help empower people to live well

Stigma

- 1 Reframe perceptions of HIV
- 2 Use the power of one's story
- 3 Amplify the U=U message

Poor Mental Wellbeing

- 4 Put poor mental wellbeing and the need for care in context for people living with HIV
- 5 Ensure support networks for mental wellbeing are visible and accessible
- 6 Bridge the gaps for those with more severe mental health issues

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Zooming In: Using the power of one's story to tackle stigma

What do we mean?



We should utilize influencers and influencer platforms to disseminate **engaging** and **relatable content**

How can we develop it?



Incubator programs and **talent scouts** to identify and support **diverse content creators**

How can we deliver and support it?



Different **social media platforms** to **target specific audiences**, in partnership with **marketing** and **media organizations**

Impact of 'using the power of one's own story'

**the first series on HIV,
sexual health and diversity**

www.indetectables.es

apoyo 
apoyopositivo.org

ESTIGMA
a film by David Velduque

IDENTENCIA

la acampada

3M+

IEWS

25+

SHORT FILMS

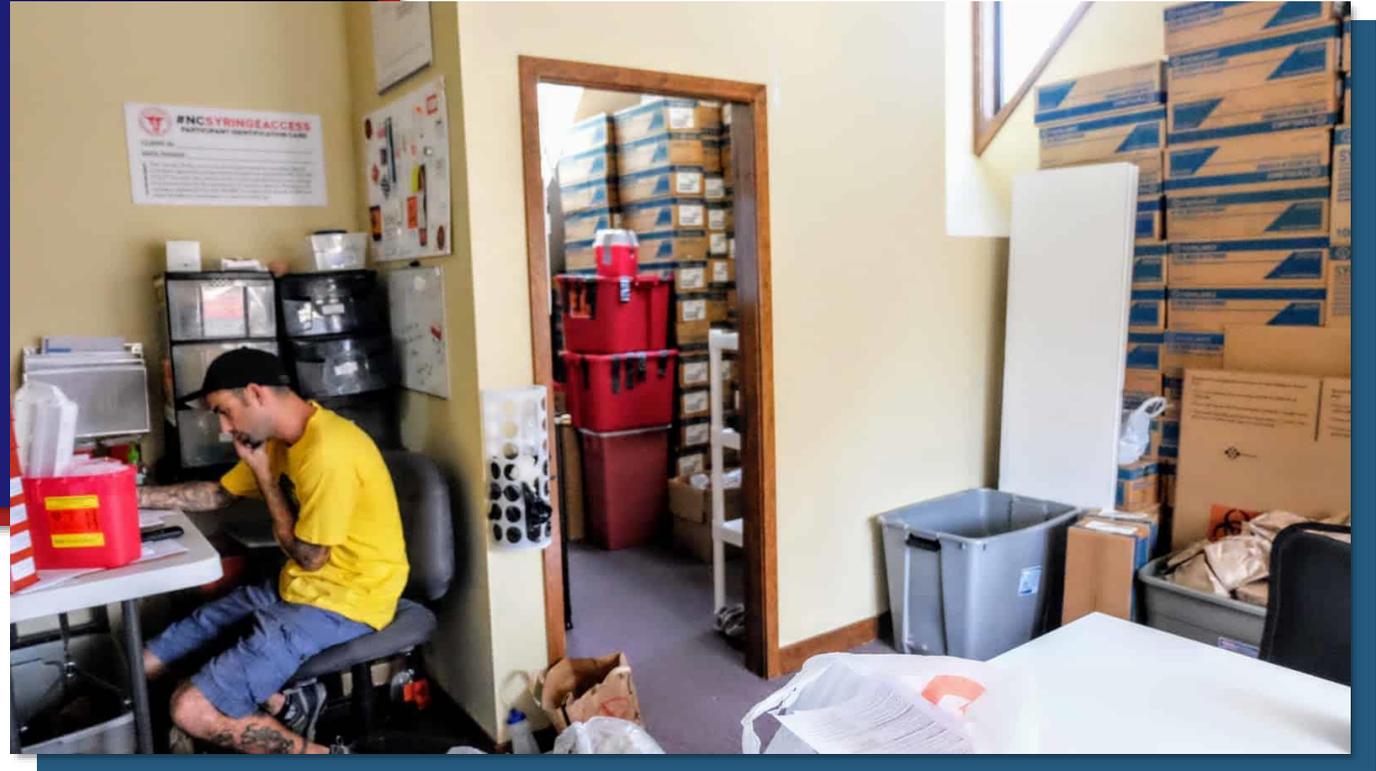


AWARDED 'BEST
EUROPEAN SHORT FILM'

500+

OFFICIAL SELECTIONS
IN FILM FESTIVALS

'One's own story' has the power to change perceptions and actions



Zooming in: Bolstering community-based support networks for mental wellbeing

What do we mean?

How can we develop it?

How can we deliver and support it?



Community and peer-based interventions are an **effective** and **established** complement to **mental health services**



Formal **Mental Health First Aid training** for **community leaders** and **ambassadors**



Partnerships with established regional organizations dedicated to **supporting mental wellbeing**

Impact of bolstering community-based support networks for mental wellbeing



Develop leadership capabilities of community members to better support others



**Positive Leadership
Development Institute**



Provide the tools for effective community support

“Increased [my] confidence in how to deal with mental health”



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

**Mental Health
First Aid Canada**



“I would like all the staff in my workplace to take this, especially those with a non-medical background”

Stigma and poor mental wellbeing continue to impede the successful long-term management of HIV and good health

Our experiences of the barriers to living well with HIV were more aligned than we expected

Our shared experience showed that strategies and interventions exist to help address these barriers

Our community-endorsed recommendations offer the potential impact and value to help end the HIV epidemic within the most affected communities and regions



Working in partnership with existing organizations, communities can be empowered, appropriately resourced, and actively involved in enabling equitable access to HIV care