

Anti-stigma Initiatives

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NASTAD

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BRIDGING SCIENCE, POLICY AND PUBLIC HEALTH

NASTAD and Stigma

- **NASTAD partnered with the National Coalition of STD Directors (NCSD) and was awarded funding for a MAC AIDS Fund Grant related to stigma.**
- **The proposal seeks to mount an unprecedented, aggressive, targeted effort across the silos of HIV and STDs to examine and address stigma in public health practice.**

- **NCSD and NASTAD's approach will:**
 - increase comprehensive access to prevention, care and supportive services for HIV positive and negative Black and Latino gay men, particularly those at-risk for STD transmission (especially young Black and Latino gay men),
 - target social and sexual networks to promote positive sexual health messages, and
 - establish and promote evidence-based practices and tools to educate NCSD and NASTAD members, key community stakeholders, and public health providers.

- **“NASTAD Guide to Addressing Stigma”**
- **Anti-stigma surveys**
 - HIV/AIDS specific survey related to health department policies
 - Community-wide survey addressing population-level stigma
- **Series of webinars for AIDS Directors**
- **Policy statement**

Definitions

- **A term that refers to prejudice, discounting, discrediting, and discrimination directed at people perceived to AIDS or HIV, and the individuals, groups, and communities with whom they are associated (Herek et al., 1998).**
 - Personalized stigma: Refers to perceived consequences of others knowing one's HIV status.
 - Disclosure concerns: Relates to who one has told about their HIV status and the act of telling others.
 - Negative self-image: Expresses feelings of shame or guilt related to one's HIV status.
 - Concerns with public attitudes: Refers to what “most people” think about a person with HIV.

- **A term that refers to negative behavior toward other people and can fall along a continuum from the annoying to the toxic (Martin, Brooks, Ortiz, & Veniegas, 2003).**

Steps to Reducing Stigma

(National Minority AIDS Council, *HIV/AIDS Stigma and Access to Care*)

- **Define the problem.**
- **Define the desired outcome.**
- **Determine the source of the behavior.**
- **Determine the best approach.**
- **Choose the intervention method(s).**
- **Evaluate the program.**

- **Image of the organization.**
- **Policies of the organization.**
- **Social norms within the organization.**
- **Staff demographics and staff attitudes.**
- **Agency name.**

- **Location.**
- **Marketing strategy.**
- **Restroom facilities.**
- **Staff attitudes.**

- **Provide physicians/care givers with incentives to gain more experience within the field of HIV and with PLWHA**
- **Agencies can partner with local universities or colleges to offer CEU's for HIV/AIDS trainings.**
- **Design weekend trainings for pre-med students on HIV/AIDS.**
- **For clinics offering multiple services, alternate clinic days for HIV services so that the clinic does not become known as an HIV-only clinic.**
- **Consider a holistic and culturally sensitive approach.**

Checklist for Organizations

(continued)

- **Increase cultural competency for doctors, nurses, and all agency staff.**
- **HIV specialist physicians/care givers should dialogue and communicate regularly with other agency doctors/care givers, especially about HIV/AIDS stigma.**
- **Hold agency hosting days where your agency holds site visits so that local doctors and care providers can personally visit your agency and/or meet clients.**
- **Work with upper management – how can they assist with special needs of HIV/AIDS providers.**

- **Assess cultural background of client and match to appropriate providers.**
- **Encourage HIV-positive providers and community members to be open about their status, if possible.**
- **In churches and religious settings, advocate peer to peer education.**
- **In churches and religious settings, bring in outside preachers, ministers, or religious leaders to discuss HIV/AIDS topics.**

- For examples of anti-stigma campaigns in other states, please see the handout.
- For more information about NASTAD's work related to stigma, please contact Britten Pund at bpund@NASTAD.org or Tyler TerMeer at ttermeer@NASTAD.org.

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2011 ADAP Conference/Washington, DC

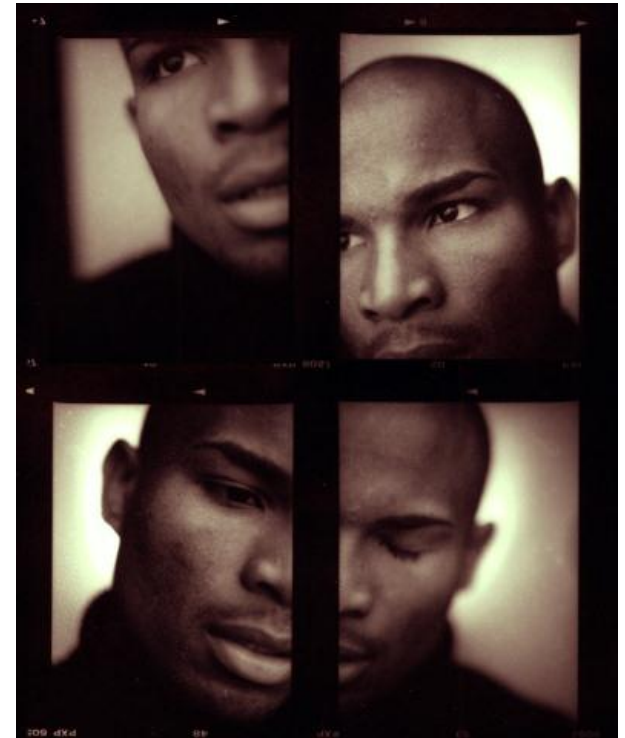
Iowa's Anti-Stigma Campaign

Iowa HIV Alliance

- Objectives
 - Learn about the purpose of the Alliance
 - Review the Alliance's strategic planning process
 - Learn about the Iowa HIV Anti-Stigma Campaign

Why an Anti-Stigma Alliance in Iowa?

- Stigma impacts a person's ability to:
 - Get tested for HIV
 - Disclose his/her HIV status
 - Seek medical treatment
 - Get a job
 - Get adequate housing
 - Sustain a support system



Why an Anti-Stigma Alliance in Iowa?

- Iowa's past stigma assessments
 - 2005 Consumer Needs Assessment
- Prioritized on Several Strategic Plans
 - Statewide Coordinated Statement of Need
 - All Iowa AIDS Benefit
 - Prevention Plan

Budget and Planning

- \$15,000 , staff, and volunteers
- Five A's

Forming on May 13, 2009

- The Alliance is comprised of:
 - AIDS Project of Central Iowa
 - Planned Parenthood of the Heartland
 - Iowa Department of Public Health
 - Siouxland Community Health Center
 - Poweshiek County Mental Health Center
 - Community HIV/Hepatitis Advocates of Iowa Network (CHAIN)
 - Nebraska AIDS Project
 - Family Planning Council of Iowa
 - McLellan Marketing
 - Positive Iowans Taking Charge (PITCH).
 - First Light Christian Fellowship
 - University of Iowa Virology Clinic

Our Mission, Vision, and Tag Line



- **MISSION** – Developing effective solutions to barriers and inequities that prevent Iowans impacted by HIV stigma from participating fully and equally in all aspects of life.
- **VISION** – The elimination of HIV stigma in Iowa
- **TAG** – HIV won't stop me...

Our Objectives

- **Iowa Anti-Stigma Alliance Objectives**
 - Form strategic, **multi-disciplinary collaborations** that will help to address the impact of HIV/AIDS stigma in Iowa.
 - Develop a statewide marketing campaign to **raise awareness** about the impact of HIV/AIDS stigma and inspire action in the communities we serve.
 - **Stimulate conversations** in rural and metro Iowa to increase knowledge and decrease misconceptions about HIV/AIDS.
 - Create an anti-stigma campaign model that includes multi-level strategies that can be **replicated throughout the state** and by other disciplines dealing with the impact of stigma.

Stage 1 of Campaign:

- Media Campaign
 - Print Media
 - Des Moines Register, Juice, Citiview
 - Electronic Billboards
 - Public Service Announcements

Stage 2 of Campaign:

- World AIDS Day 2010
 - Simulation events in Des Moines, Waterloo, Sioux City, and Omaha
 - Scavenger hunt and educational events



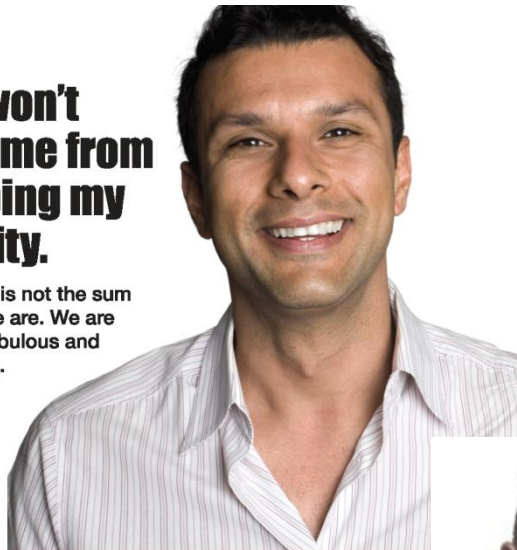
Stage 3 of Campaign:

- Piloting the Stigma Index
 - Interview tool to facilitate conversations about stigma among PLWHA
 - Not yet implemented in the United States
- Moving the movable Middle

The Launch: World AIDS Day 2009

**HIV won't
stop me from
keeping my
dignity.**

HIV/AIDS is not the sum
of who we are. We are
strong, fabulous and
deserving.



IowaHIVAlliance.com



Iowa HIV Alliance
HIV won't stop me

**HIV won't
stop me from
enjoying my
grandchildren.**

HIV/AIDS is not the
sum of who we are.
We are mothers,
spouses and sons.



Iowa HIV Alliance
HIV won't stop me

IowaHIVAlliance.com

**HIV won't stop
me from making
a new friend.**

HIV/AIDS is not the
sum of who we are.
We are neighbors,
family and friends.



Iowa HIV Alliance
HIV won't stop me

IowaHIVAlliance.com

Amping Up the Campaign

- Local recruitment of community leaders in January 2010
- Bringing in our spokespersons
 - Selling the message
 - Getting commitments
 - Setting up the shoots
 - Following up and supporting our spokespersons

HIV Won't Stop Me



See what I'm saying
about HIV.

IowaHIVAlliance.com

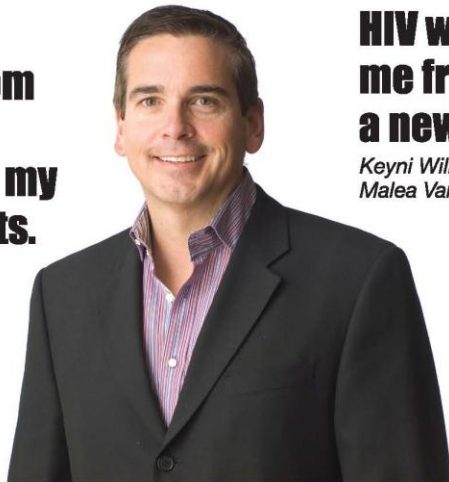
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CLEARCHANNEL 006065

HIV Won't Stop Me

**HIV won't
stop me from
shaking
hands with my
constituents.**

*Matt McCoy,
State Senator*



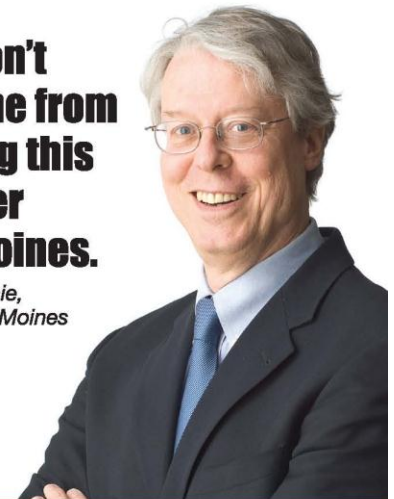
**HIV won't stop
me from making
a new friend.**

*Keyni Williams &
Malea Van Brocklin*



**HIV won't
stop me from
making this
a better
Des Moines.**

*Frank Cownie,
Mayor, Des Moines*



IowaHIVAlliance.com



Iowa HIV Alliance

HIV won't stop me

Assessing Impact

- Google analytics a good measurement for website views
 - 1876 website views
 - 47 countries
- Replication
 - Nebraska AIDS Project on Alliance and recently received funding to implement a statewide anti-stigma campaign

Assessing Impact

- Anti-stigma survey helps determine baseline
 - World AIDS Day 2010 event will help us see if there is a change in perception among the general population
- GNP+ Stigma Index
 - Iowa could be first to pilot this in North America
- National replication
 - Iowa represented at USCA and did video blogs on www.myfabuloustdisease.com and for AIDS Foundation of Chicago.

Survey 2010 Results

- The most stigmatized categories:
 - PLWHA serving food
 - Marrying someone living with HIV
 - Allowing one's child to play with an HIV+ child.

Next Steps

- **Tier 3 of Campaign:** Moving the Middle
 - The committee stated its interest in targeting the “moveable middle”, the part of the general population that has questions or needs clarification about basic HIV transmission to quell fears, uncertainties or misperceptions.
 - The third tier of the campaign will seek to move this middle with media messages that will encourage cultural norms supporting PLWHA.

Potential Tier 3 Activities

- Empowerment training for PLWHA to tell their stories (Wellness Summit 2011)
- Survey “The Middle” for ideas on effective messaging/marketing strategies
- Recruit 3 participants from The Middle to
 - Interview PLWHA about living with stigma
 - Blog about their experience
 - Participate in a focus group, or do a focus group w/ their friends

Potential Tier 3 Activities

- In 2012, a regional campaign in IA, NE, and possibly MN and IL will be created
 - A regional website will be launched
 - A regional YouTube channel will be created featuring video blogs and testimonials/confessionals about stigma from both PLWHA and negative individuals
 - A T-shirt campaign will be launched
 - People who wear shirts will blog about their experiences
 - Where will The Shirt show up next?
 - Will you wear The Shirt?

Assessing Impact

- Recent coverage in Des Moines Register regarding media backlash from campaign
- Potential to shape future programming and policy
 - Stigma as a social determinant of health
 - Stigma in the National AIDS Strategy
 - Stigma directly impacts the criminalization of HIV

Contact Information

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**See what we're
saying about HIV.**

IowaHIVAlliance.com



Iowa HIV Alliance
HIV won't stop me