

# Determining the level of HIV-related stigma in the general population in Brighton & Hove prior to introducing an anti-stigma campaign

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# BACKGROUND



**Towards Zero HIV  
strategy**

**Zero new HIV  
infections**

**Zero deaths from  
HIV-related causes**

**Zero HIV-related  
stigma**

**Digital anti-stigma  
campaign**

# BACKGROUND

## Why is reducing stigma so important?

“I did not want to let anyone know about it. I was so embarrassed. I was ashamed. I was afraid. I was scared. I was nervous. I was shy. I was quiet. I was alone. I was different. I was strange. I was weird. I was odd. I was unusual. I was special. I was unique. I was me. I was just run a mile to HIV testing and counselling”

UNAIDS | 2011–2015 STRATEGY

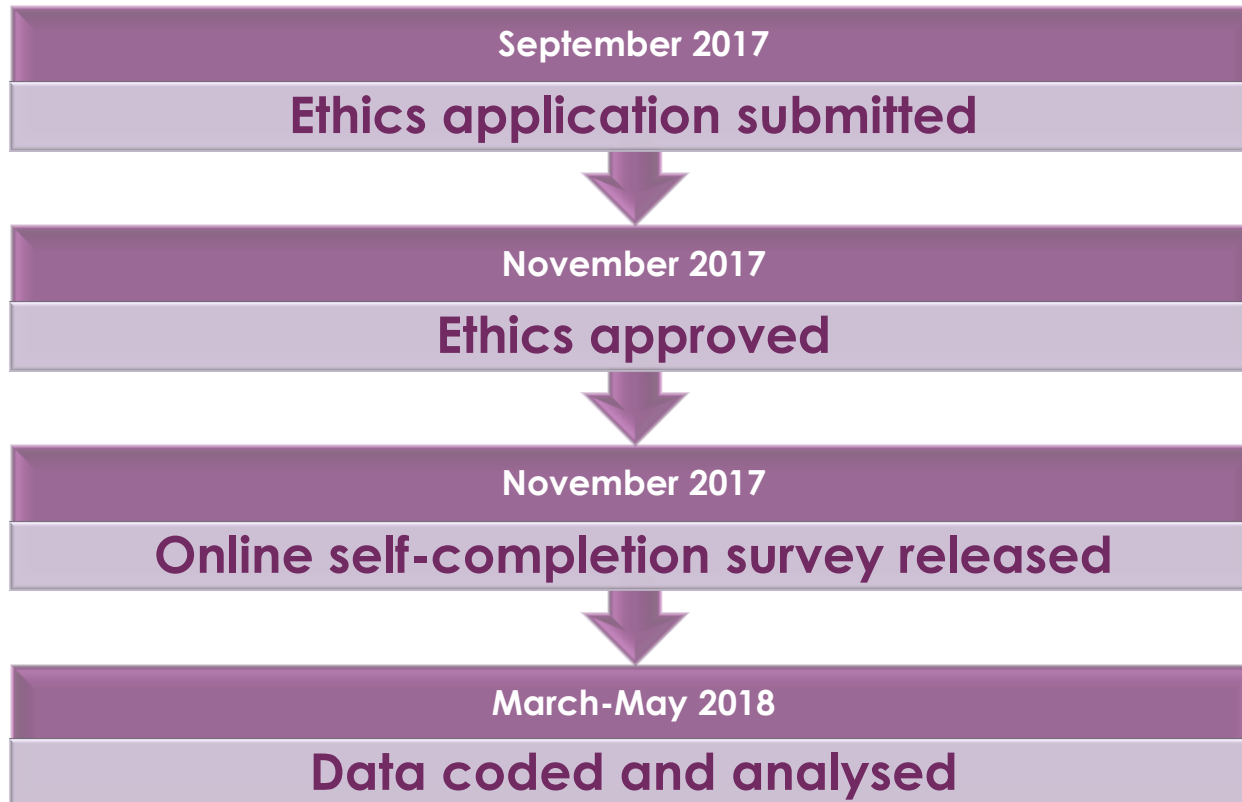
## GETTING TO ZERO



# AIMS

- 1. to obtain a baseline measure of the level of HIV knowledge and HIV-related stigma**
- 2. to identify any specific misconceptions in HIV knowledge**

# METHODS



Target Population: Anyone living  
WITHOUT HIV >16 years



# METHODS

## 1. Demographics

Do you personally know someone who is living with HIV i.e. friends or family? \* *Required*

Please select ▾

## 2. Knowledge about HIV

If HIV is effectively managed, they are unable to pass on the virus.

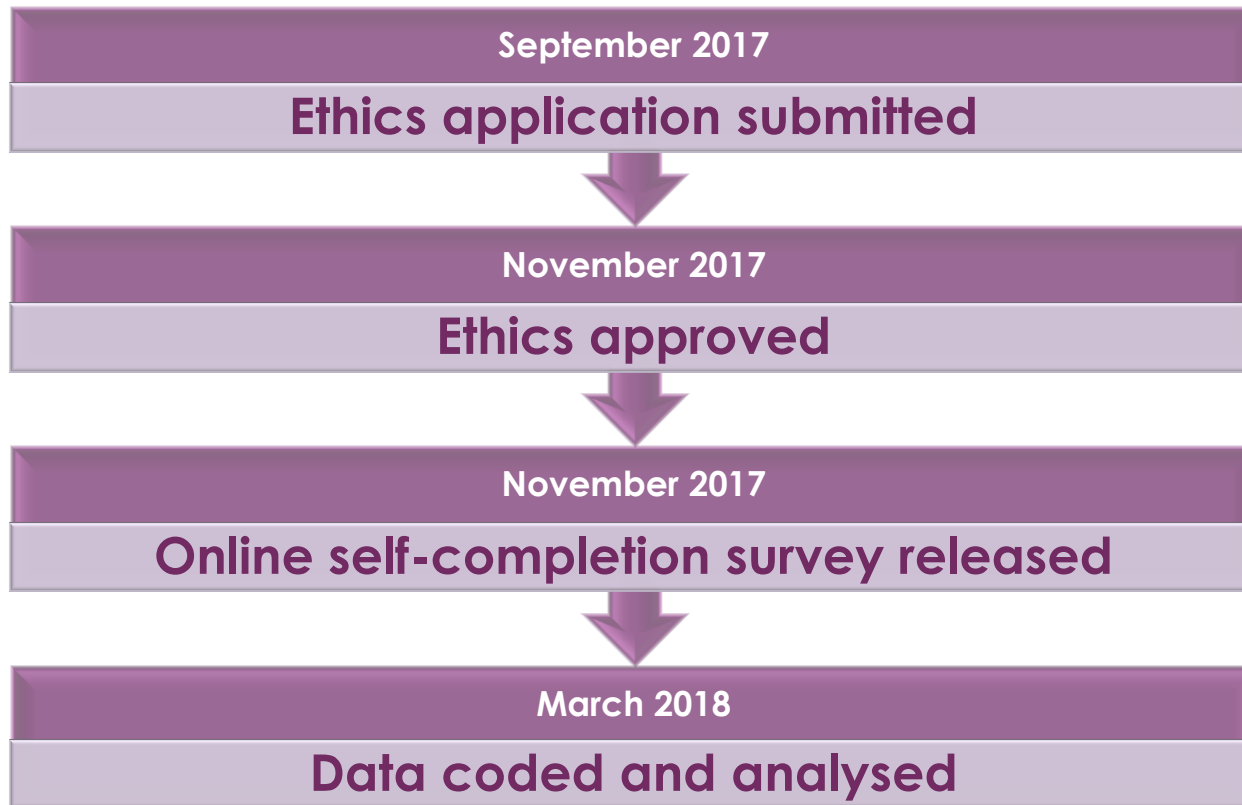
- ☐ True
- ☐ Somewhat true
- ☐ Somewhat false
- ☐ False

## 3. Attitudes towards HIV and people living with HIV

Most people living with HIV have had many sexual partners.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

# METHODS



Participant number	Question number					Stigma score
	22	23	24	25	26	
1	1	1	4	3	4	13
2	1	1	1	1	2	6
3	3	1	1	3	4	12

# RESULTS

**359 Participants**

**76%**

• Age 25-55

**58%**

• Female

**61%**

• Heterosexual

**91%**

• White

**68%**

• Undergraduate/Postgraduate

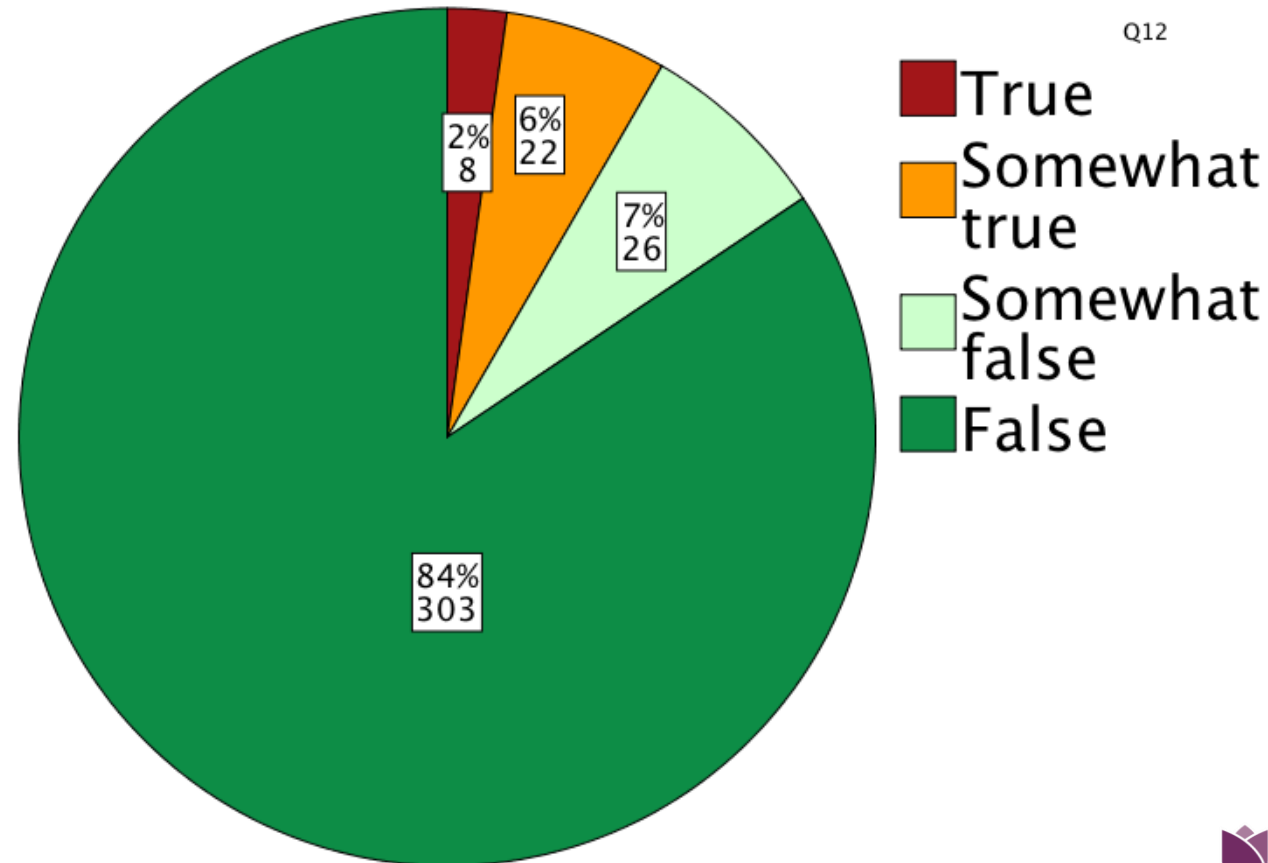
**43%**

• Knew someone living with HIV



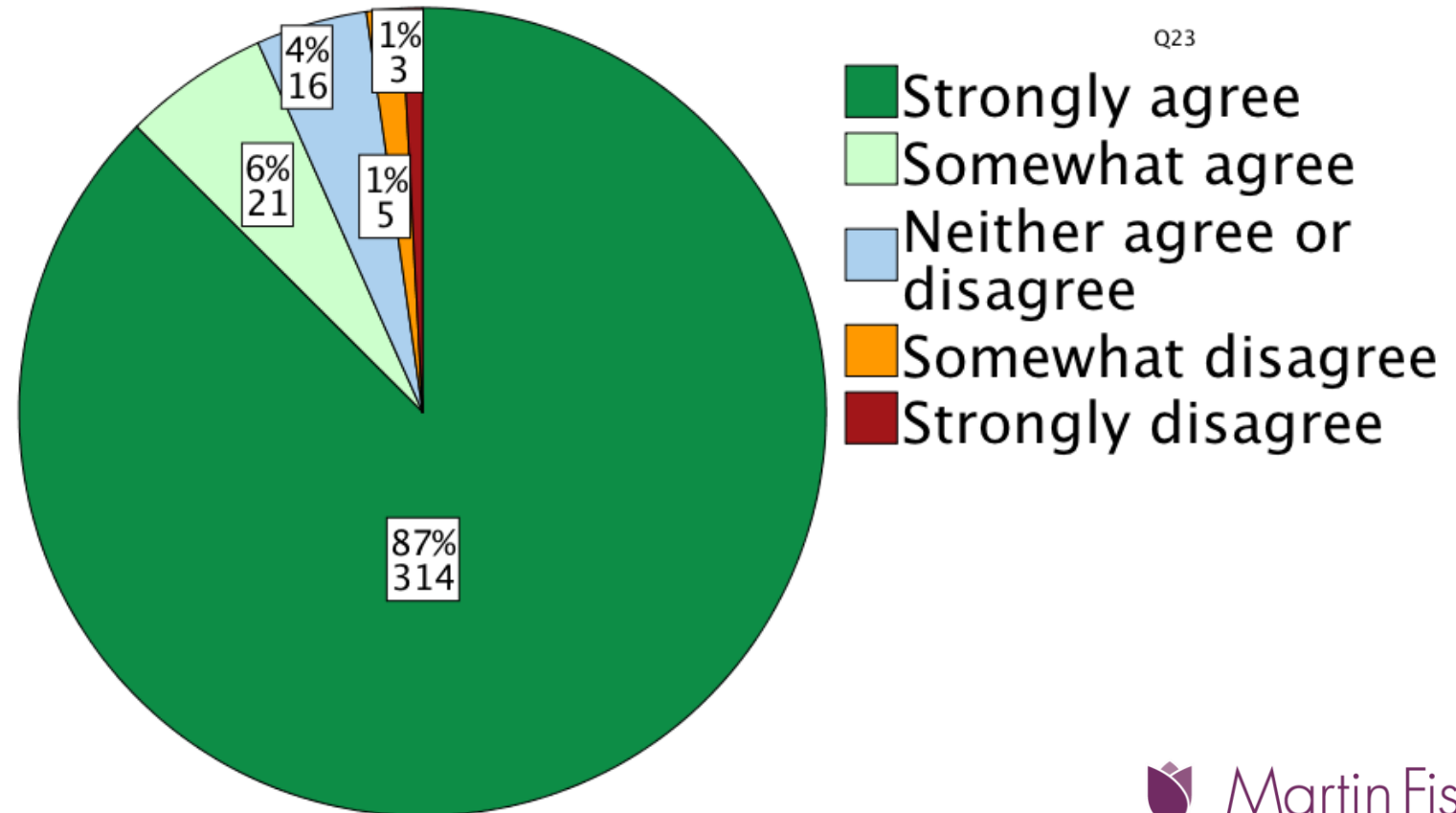
# RESULTS

**HIV can be passed on  
through kissing**



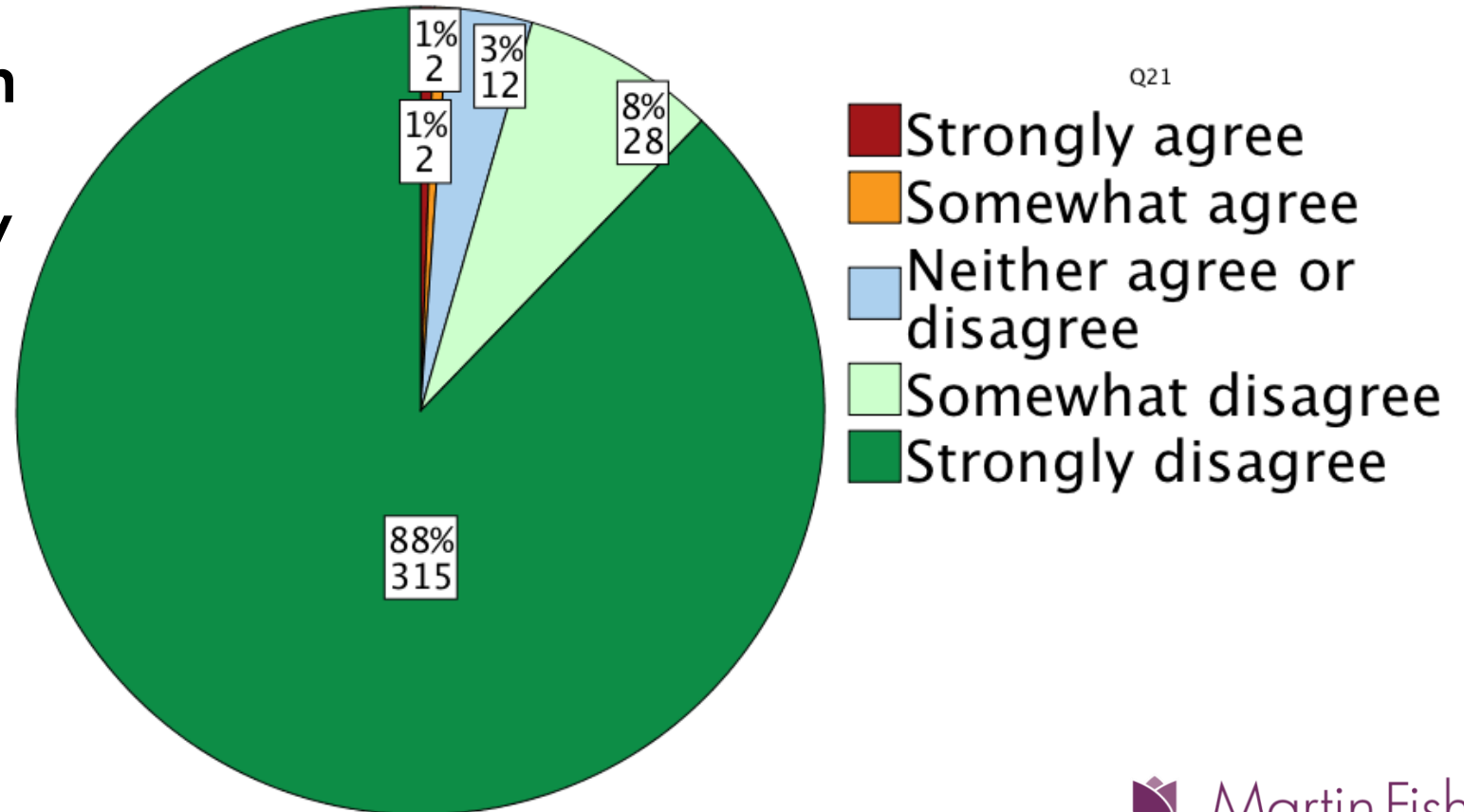
# RESULTS

**People living with HIV  
deserve the same  
respect and  
compassion as people  
living with cancer**



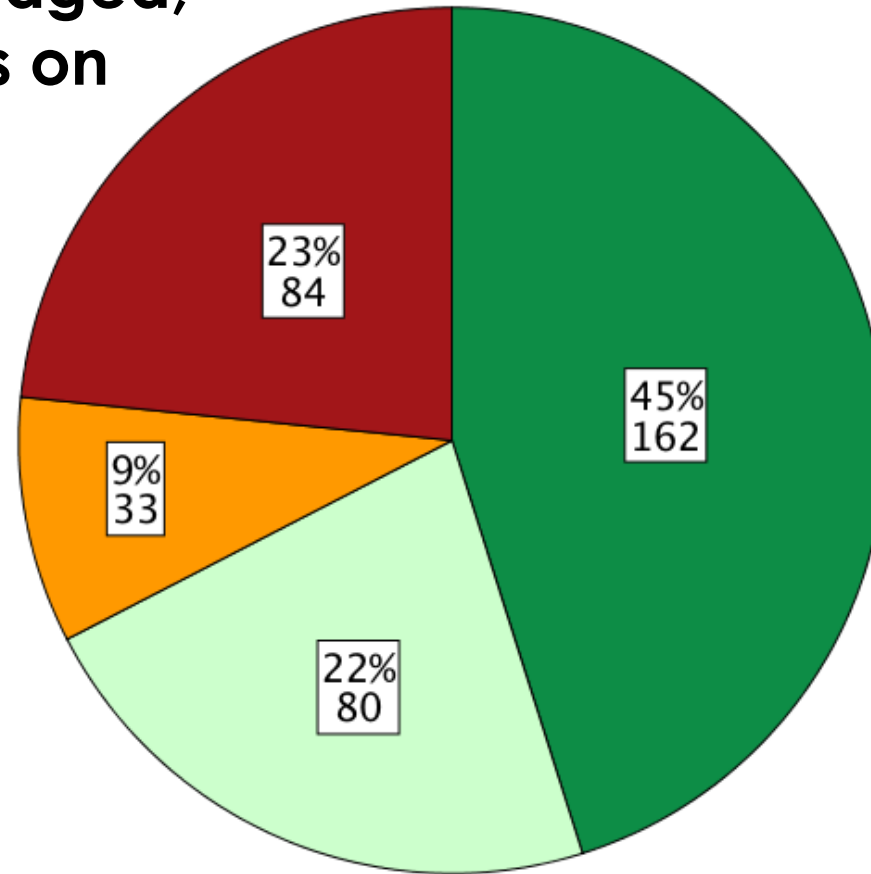
# RESULTS

**If my child was placed in a class at school with a child living with HIV, I would want to have my child moved to a different class**



# RESULTS

**If HIV is effectively managed,  
they are unable to pass on  
the virus**

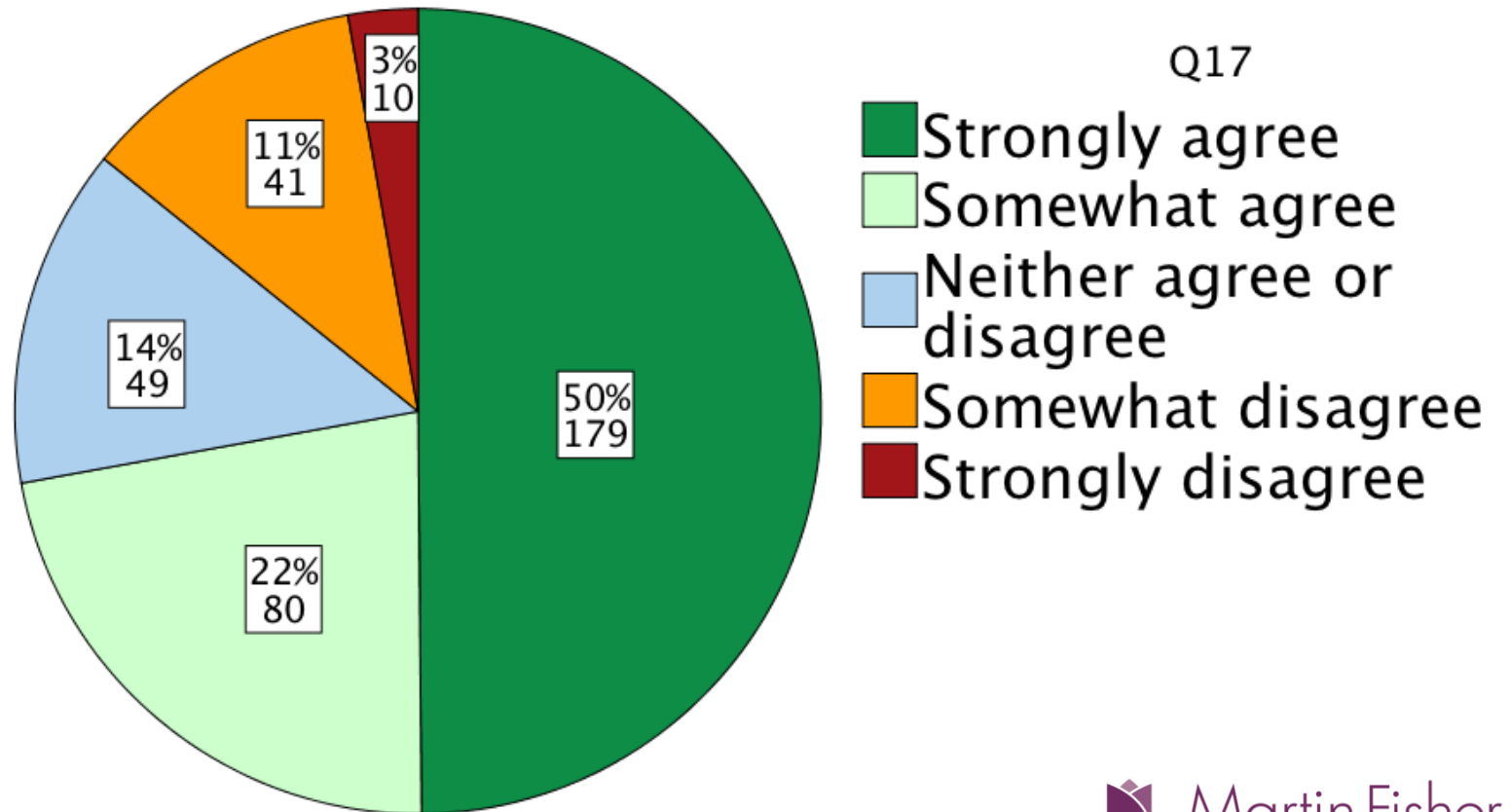


Q11

- True
- Somewhat true
- Somewhat false
- False

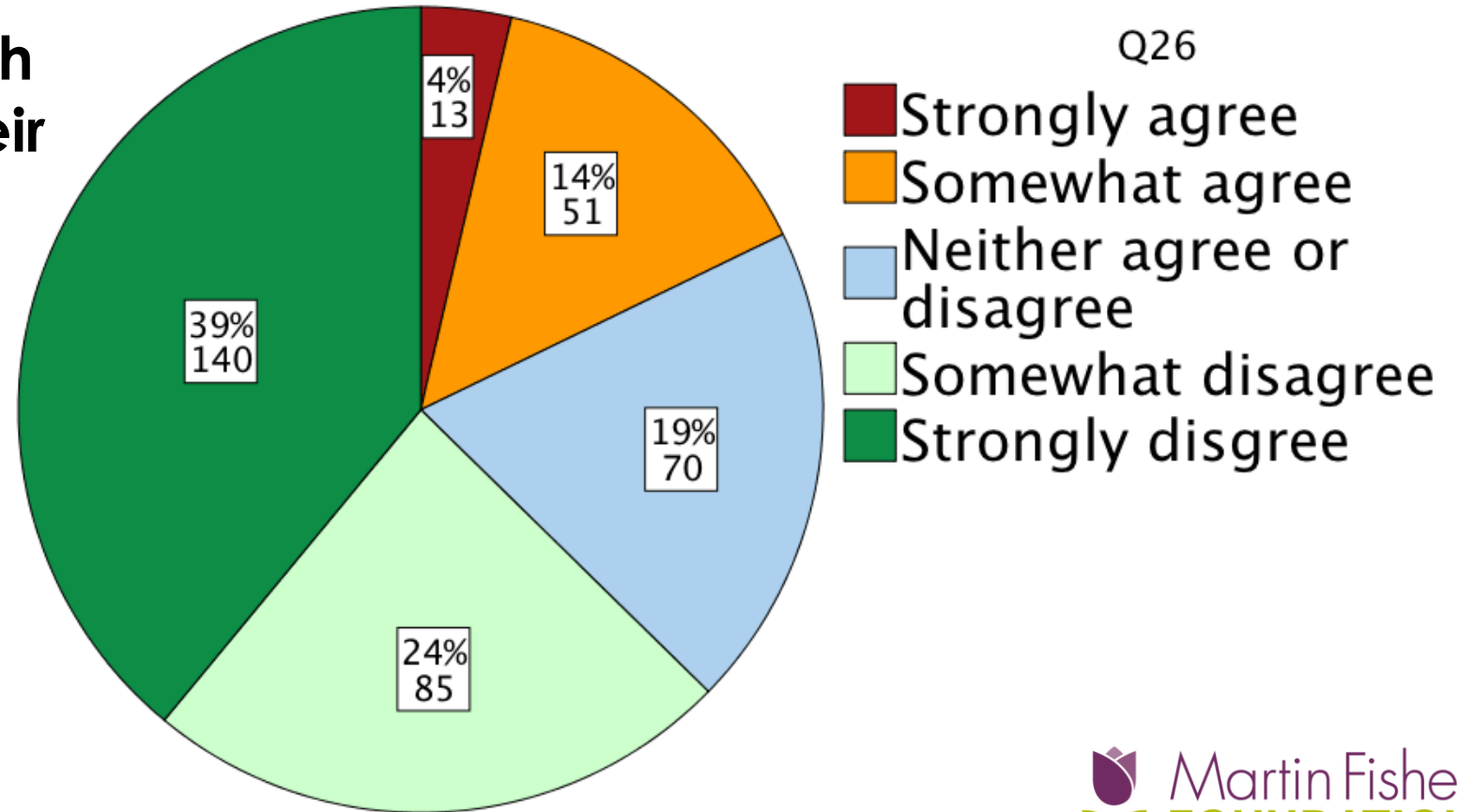
# RESULTS

**A doctor who is living with HIV should be able to practice invasive procedures (i.e. surgery) if they are taking effective treatment**



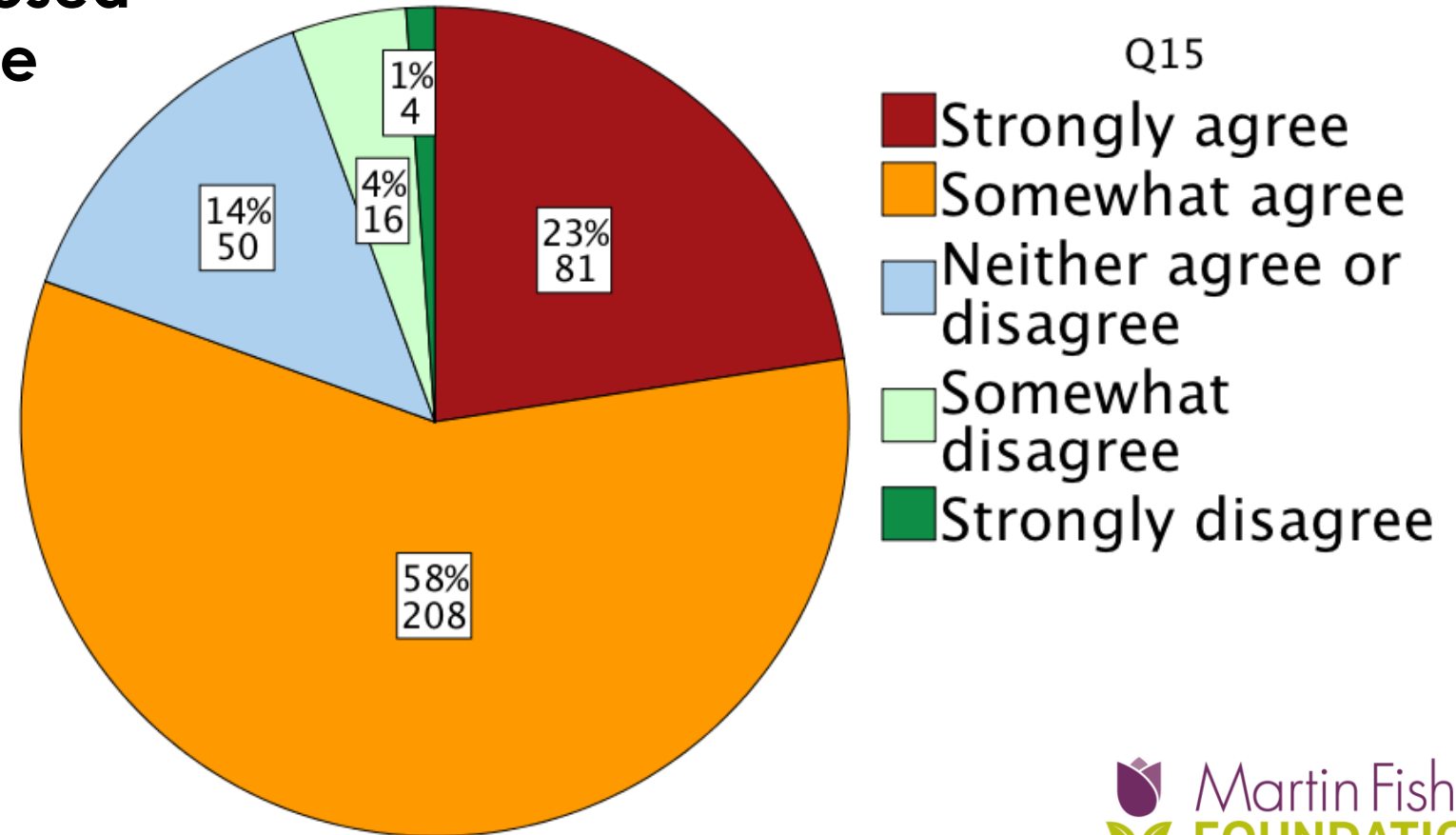
# RESULTS

**If a person has become infected with HIV through unprotected sex, it is their own fault**

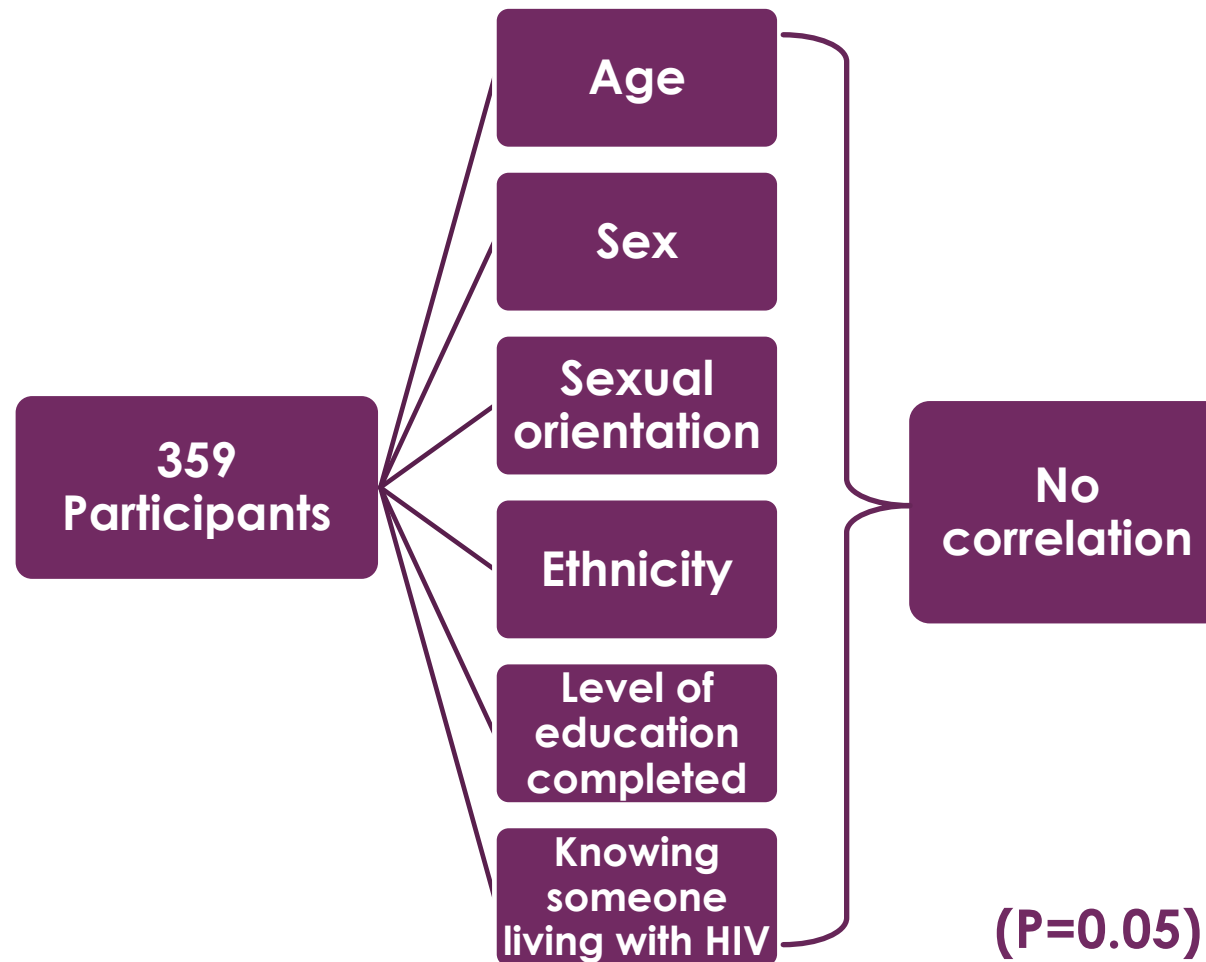


# RESULTS

**The fear of being diagnosed with HIV prevents people from having a test**



# RESULTS: STIGMA SCORE





# LIMITATIONS

- Not enough time for survey troubleshooting and testing
- Ambiguous questions and wording – loaded?
- Survey was short – not every area explored
- Low sample size not representative of population demographics
- Self-selection bias – large proportion knew someone living with HIV
- Largely quantitative data

# DISCUSSION



Knowledge and attitudes are generally positive



Little knowledge that undetectable equals untransmittable



Sex and morality is an issue that may be fuelling stigma



Fear of diagnosis prevents testing

*“In our Brighton and Hove we are much more aware and there is less stigma but for friends and family further afield there is a deep lack of knowledge.”*



**THANK YOU!**  
ANY QUESTIONS?