





The Brighton experience of telling patients about U=U

Dr Gillian Dean
Consultant GU/HIV Physician









The Brighton experience of creating an HIV-Stigma Campaign

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Consultant GU/HIV Physician





Conflict of interests

- HIV innovations grant (Public Health England) 2016/7
- HIV innovations grant (Public Health England) 2017/8
- Trustee of the Martin Fisher Foundation

Martin Fisher

Forming partnerships

Strengthening partnerships

Networking

Inclusive

Collaboration

Pooling knowledge & resources

Innovative thinking

Creative ideas

Visionary

Sharing experience & expertise

Working together towards clear goals

The Martin Fisher Foundation

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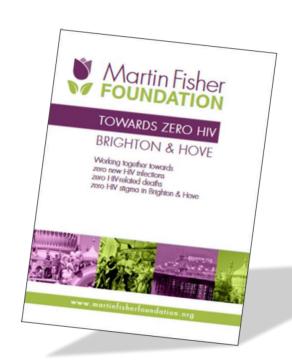
Sharing experience & expertise

Working together towards clear goals



The Martin Fisher Foundation

- Ensure we're all on the same page
- All pointing in the same direction, towards the same goal of ELIMINATING HIV* within a generation
- Provide co-ordination, opportunities for funding, innovation
- Reduce HIV related stigma work with PLWH, stakeholders & voluntary organisations
- Facilitated B&H becoming 1st Fast Track City in UK!!





Opportunity to:

- Build on and strengthen existing programmes
- Attract new funding
- Focus political attention, galvanise action, renew commitment, ensure collaboration
- Learn from over 100 other high prevalence cities
- Have much better data



by 2020

90-90-90

95-95-95

by 2030

500 000 New HIV infections or fewe 200 000 New HIV infections or fewer





Using Digital Platforms to reduce HIV stigma & discrimination

AIMS

- To improve knowledge:
 - Recent advances in HIV medicine
 - HIV is a manageable condition with potentially a normal life expectancy
 - People living with HIV on effective treatment cannot transmit the infection (U=U)
- Aimed at the 'general population'
- To involve patients every step of the way
- To convey how traumatising HIV stigma is...







Using Digital Platforms to reduce HIV stigma & discrimination

Phase 1

• information gathering, baseline city-wide survey, focus groups, stakeholder consultation, social media platforms

Phase 2

production of films, cartoon animations, podcasts, PLWH testimonials

Phase 3

 dissemination – YouTube, Facebook, Twitter, traditional media, awareness campaign

Phase 4

• monitoring & evaluation – throughout project



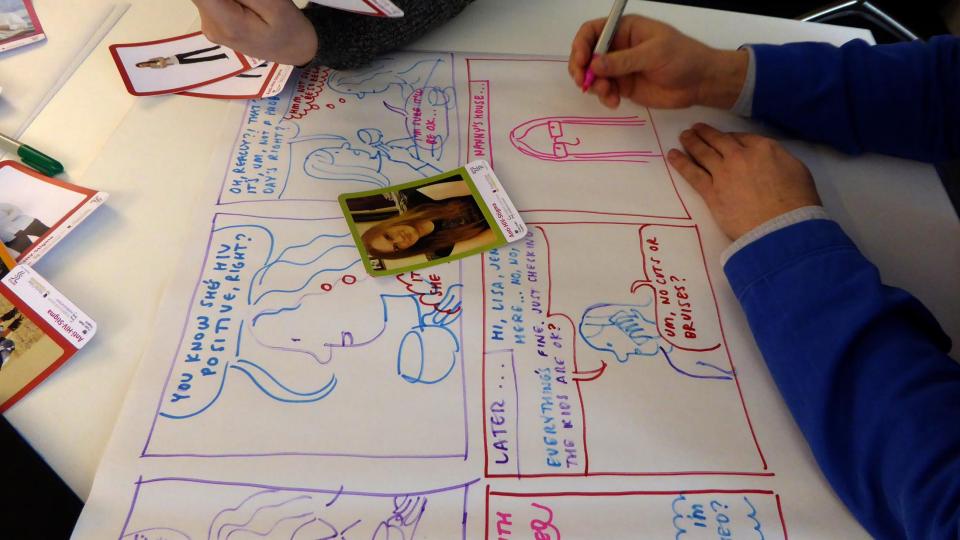
Information gathering

Participatory workshops

- Series of workshops run by the campaign designers
- PLWH and without, then together
- Aiming to gather campaign ideas, insights, slogans and concepts













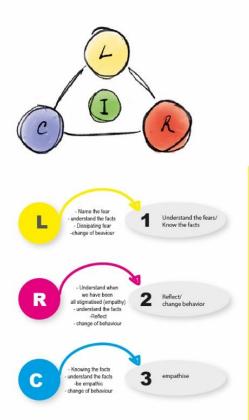


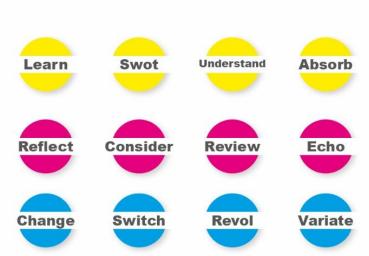
Population questionnaire

- Validated questions looking at knowledge and attitudes around:
 - HIV in the workplace; HIV and medical professionals; HIV testing
- Disseminated using the B&H City Council portal
- N=360
 - 82% agreed fear of HIV was a barrier to testing
 - 32% thought "If HIV is effectively managed, they are unable to pass on the virus" was false
- Being presented tomorrow abstract 6: Hannah Kelso (4th year med student)



Creating the Mantra....







Creating the Mantra....



...towards an HIV stigma-free life



Creating the Mantra....









Creating the Mascot....introducing....



Creating the Mascot....the one and only....

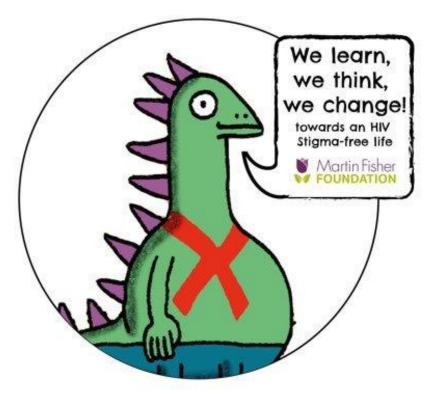
Drum roll.....





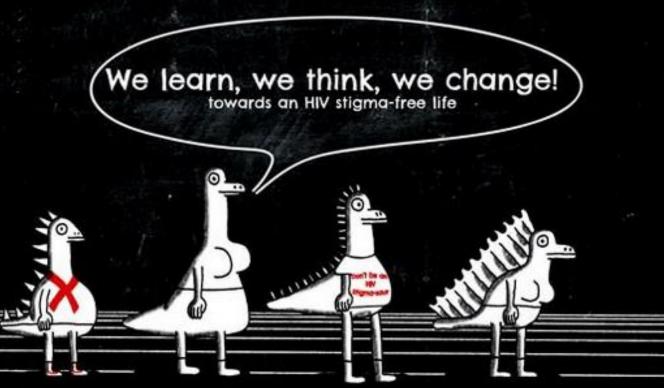
HIV Stigmasaur!

Known to his friends as ...
Stiggy



@Stigma_Saur





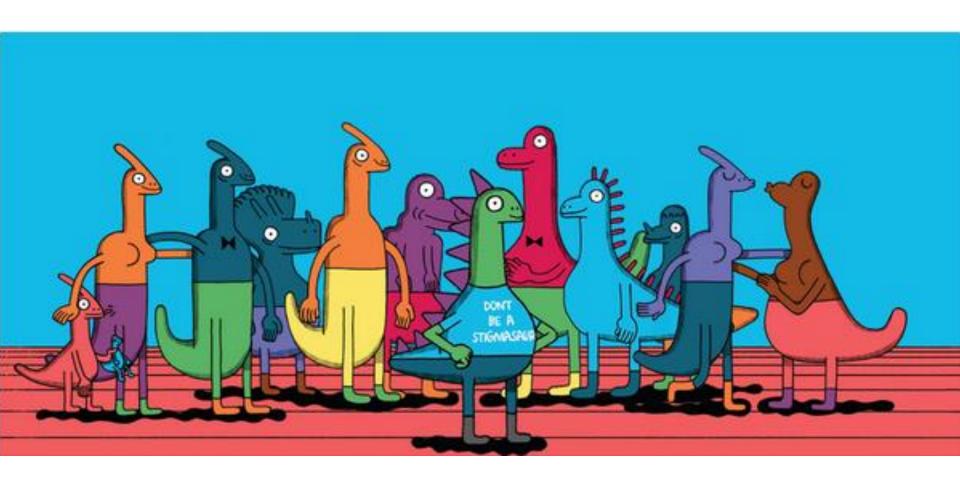
the last of HIV Stigmasaurs!

and family...

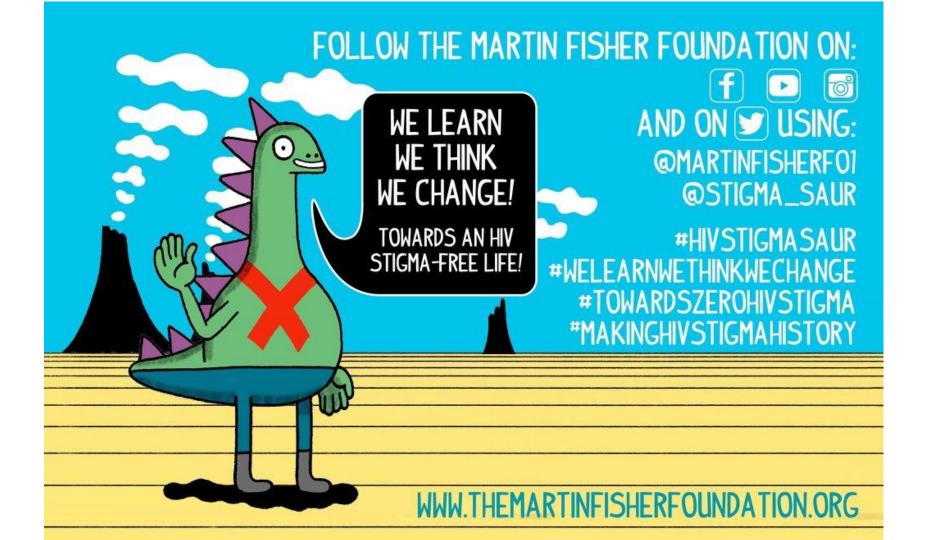




Uncles, aunts &



...and extended family





Did you know that as an HIV+ person on treatment, with an undetectable viral load, I cannot pass it on?

Illustration by Carlos Peralta

Anti-HIV-Stigma













Illustration by Carlos Peralta















Anti-HIV-Stigma













What is to live with HIV?

In practical terms it means:

- -taking my pills every day and
- -checking my blood every 6 months
- -Dealing with insensitive people...

Illustration by Carlos Peralta

Anti-HIV-Stigma











Public Health

⊑ฤgland



Illustration by Carlos Peralta



Brighton-2018



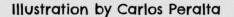








The main problem with HIV is the fact YOU have a problem with it!





Creating the brief – story boards

















Evaluation

- Baseline data collection, focus groups and interviews (experience, knowledge and attitudes PLWH and without HIV)
- Process evaluation observations / documentary analysis of workshops with feedback to design team - what does and doesn't work
- Validated methods to collect population level data (baseline & post intervention)
- Social media platform metrics (hits, comments analysis, impact on attitudes/behaviour)
- Document how people are affected by the campaign



Impact for future HIV prevention

Normalising: reducing stigma and improving knowledge will increase HIV testing rates

Create a **repository** for information for digital users

Scale up:

- Feed into the Towards Zero HIV Task Force (Fast Track Cities & MFF)
- Embed in education programmes with Health Care Professionals (primary care, support staff, dentists, pharmacists, medical students)
- Target other distinct populations other age groups, schools, languages

What can you do?

Sign up to our Thunderclap campaign

RIGHT NOW!!

tiny.cc/tfh1uy

.....to share across your social media platforms

on 19th July

Support The Martin Fisher Foundation in sharing this message.

support with	support with	support with TWITTER	support with TUMBLR
TAGEBOOK	THOEBOOKTugo		TOMBER

We will post this one-time message to your account on July 19 at 12:00PM BST. About Support & Privacy

THUNDERCLAP



On 19th July the Martin Fisher Foundation is launching the Making HIV-Stigma History, a social media campaign featuring the one and only HIV Stigmasaur!! Through short films and animations, Stiggy and friends will convey accurate and consistent information about HIV. We want to break down stereotypes and misconceptions, dispel common myths and show how stigma can adversely affect a person living with HIV.

By improving knowledge and reducing the fear of the virus, we hope more people will come forward for HIV testing and that people who are HIV positive will be able to live in a stigma-free society. **One in ten** people living with HIV are unaware of their diagnosis, but if they are tested and treated, and this is the REALLY EXCITING bit, then WE COULD ELIMINATE HIV within a generation.

Help us make HIV-stigma history! We want to reach as many people as possible with this fantastic news, and this is where **YOU CAN HELP** by 'sharing', 'following', 'retweeting' and 'broadcasting' – so let's GO!

Please follow the Stigmasaur on Twitter @Stigma saur and on Instagram



Summary

- VERY steep learning curve for the team
- Having patients as part of the team has been essential (as always)
- And also the wider team of talented designers, illustrators and film-makers
- The **start** of a journey to raise awareness and improve knowledge in general popⁿ
- We have committed to reaching zero stigma by 2025
- All working together towards the elimination of HIV!!
- Let's ALL "Make HIV-Stigma History"



Final message from Stiggy



