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# Scotland's HIV Stigma Campaign

Rachael Webb & Niamh Millar

Terrance Higgins Trust

# Scotland's HIV Stigma Campaign

**‘Stigma is more harmful than HIV’**

**June 2024**

# HIV in Scotland

## Ending HIV Transmission in Scotland by 2030

1. To prevent people from acquiring HIV, regardless of age, sex, gender identity, sexual orientation, race, ethnicity, religion, deprivation or disability status.
2. To find people living with HIV (some of whom are undiagnosed) and support entry/re-entry into HIV care and treatment.
3. To help reduce stigma that makes some people less likely to access HIV prevention, testing and treatment services.

November 2022

# 36 years since the last major campaign about HIV

- In 1987 the AIDs Don't Die of Ignorance campaign was launched.
- The general population have had no large-scale, direct information about HIV put in front of them since.
- The public desperately needed to be updated about HIV and how times have changed.



# Funded by the Scottish Government



Scottish Government  
Riaghaltas na h-Alba  
gov.scot

## Multi stakeholder campaign

- Terrence Higgins Trust
- Public Health Scotland
- NHS Greater Glasgow & Clyde
- Waverley Care
- University of Strathclyde
- Our Positive Voice
- Scottish Drugs Forum



## Stand appointed as creative agency

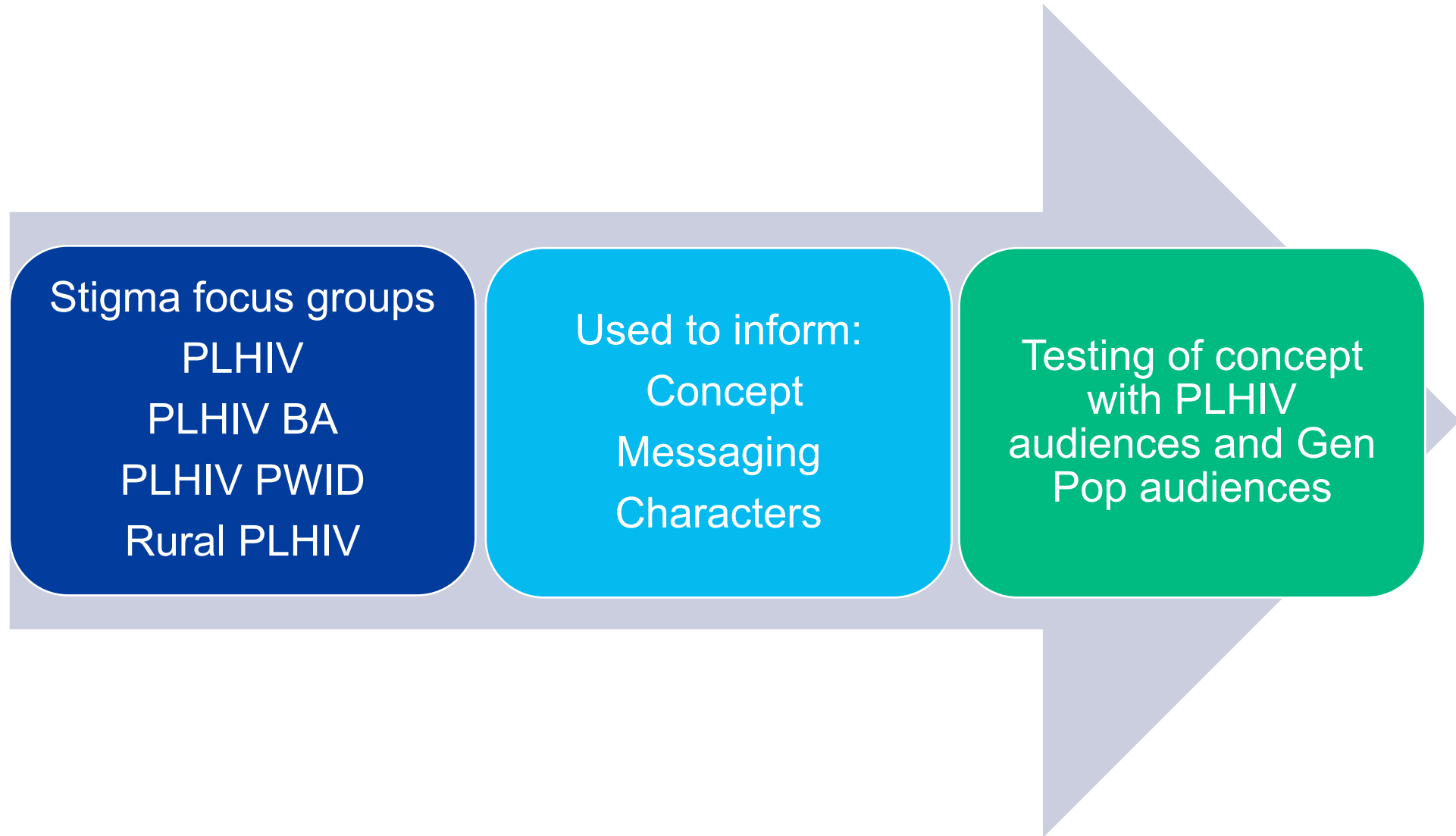


# User Involvement and Audience Testing

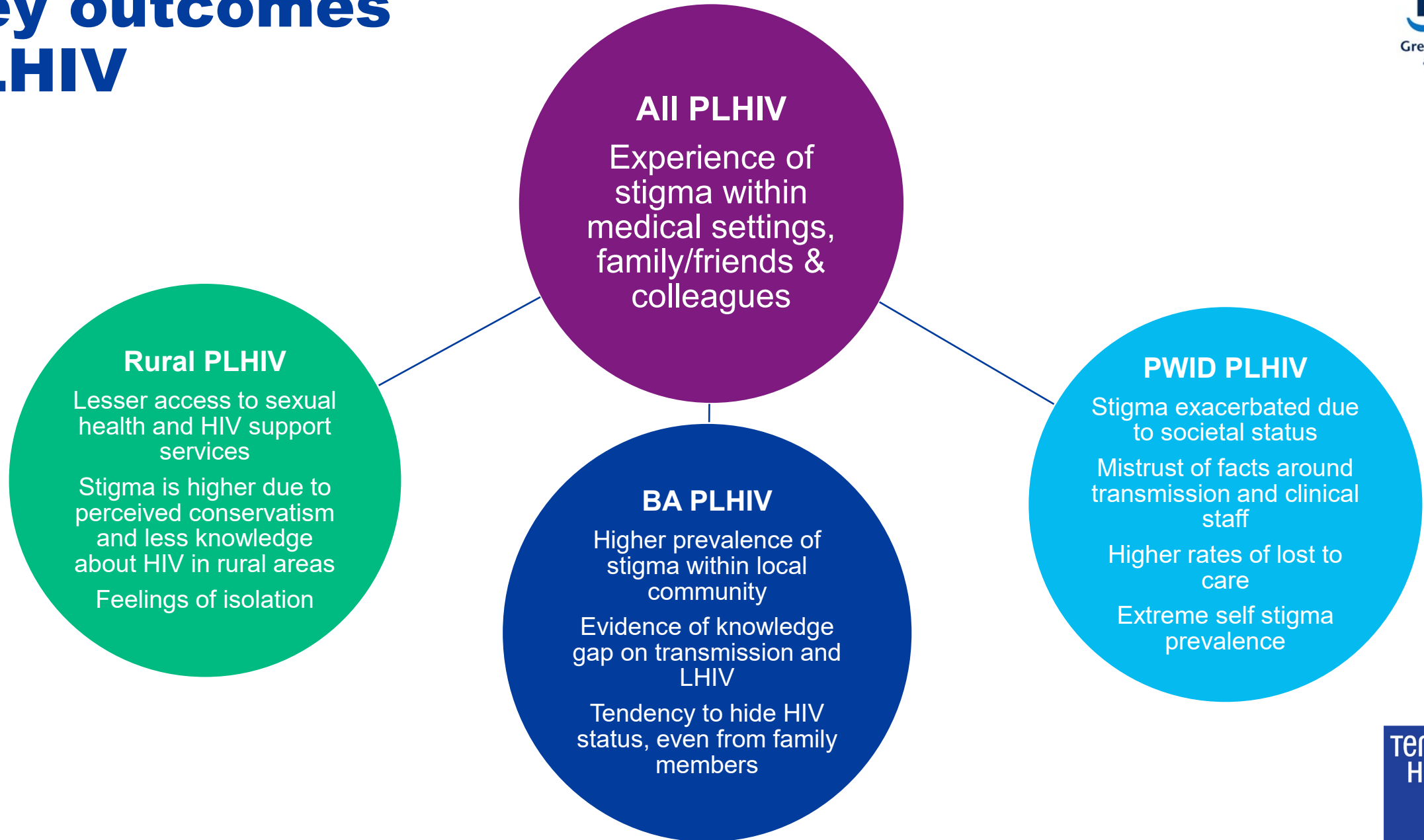
## YouGov poll key insights

- **25%** would feel worried about catching HIV if someone they knew had the virus
- Only **35%** people would be happy to kiss someone with HIV
- **55%** of people would not feel comfortable having sex with someone living with HIV who was on effective treatment.
- Nearly half (**46%**) of people in Scotland would 'feel ashamed to tell other people' if they were diagnosed with HIV.

# User Involvement and Audience Testing



# Key outcomes PLHIV





# Quote examples

- Medical setting

*“I went for a Gynaecologist appointment and a big fuss was made of me being HIV positive, they discussed in front of me that they should be wearing double gloves. They also asked ‘where did you get HIV from?’”*

*“I’m an NHS nurse and another nurse whispered to me about a patient ‘be careful with her, she has HIV’ I didn’t have the strength to tell her I do too. None of the nurses wanted to look after that patient.”*

- BA community

*“I tried to hide that I had HIV from my family. When they found out, they made me use different cups and glasses and plates. They made me use a different bathroom from everyone else in the house.”*

- PWID

*“Where I come from, people don’t even use the word HIV. They call it ‘the virus’. Like ‘That guy’s got the virus’. There’s certain streets in Glasgow, you’d have people smashing your windows because they know you’ve got it.”*

# Concept

- Key theme – Stigma has a bigger impact on the lives of PLHIV than having HIV does = **Stigma is more harmful than HIV.**
- Show examples of stigma within settings with family, friends, neighbours and medical settings.
- Seize opportunity to re-educate: U=U/CPIO, one pill a day, 2030.
- Equal representation of genders, ethnicities, sexual orientations and age bands.

# Media channels

- TV – STV partnership deal
- OOH
- Social Media
- Print
- Press
- Dedicated website at [HIVstigma.scot](https://HIVstigma.scot)
- Launched on 16<sup>th</sup> October 2023





# Creative examples



**STIGMA  
IS  
MORE  
HARMFUL  
THAN  
HIV**

Common misconceptions about HIV have a devastating impact on people living with the virus. They also stop those most at risk from seeking the care they need.

But HIV is now treatable, and just one pill a day means it can't be passed on. And if HIV can't be passed on, we can end new cases in Scotland.

Learn the facts at [HIVstigma.scot](https://HIVstigma.scot)



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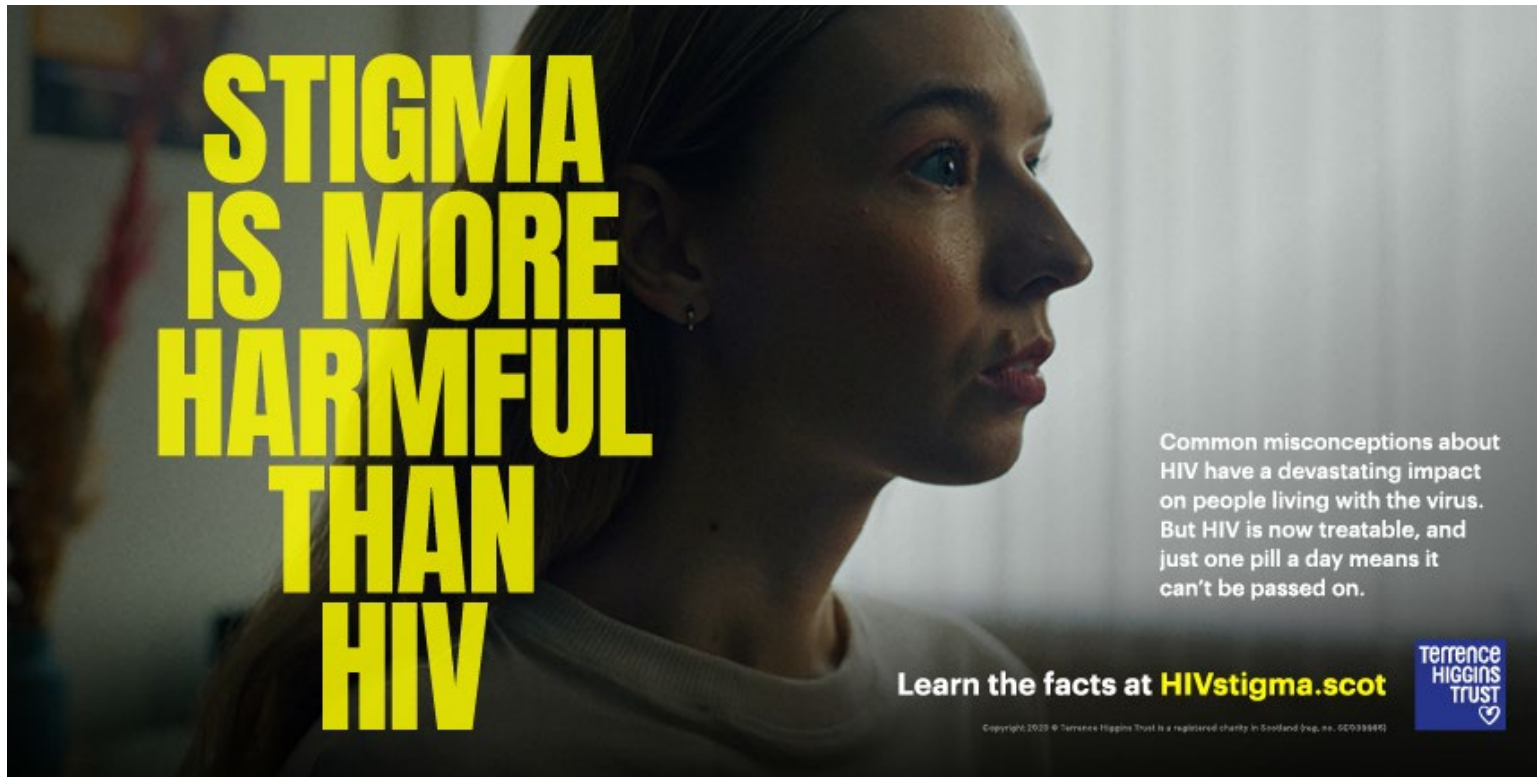
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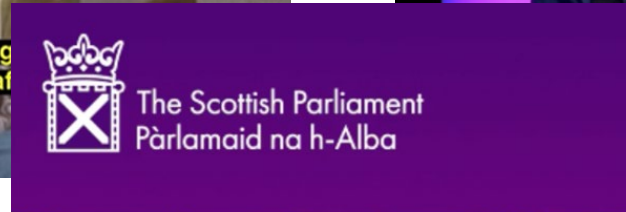
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# Press coverage

## TV / Radio

- BBC Radio 4 – Today Programme
- BBC Scotland News
- STV News and STV Tonight
- BBC Radio Scotland
- Sky News
- BBC The Nine
- Talk TV/ Talk Radio
- LBC
- BBC Radio 5 Live
- FMQ Scottish Parliament
- **10,401,000** viewers / listeners across the UK



# HIV stigma campaign 40 years after tombstone ads

39 minutes ago



The 1980s Aids awareness campaign was designed to evoke fear of a disease for which there were few treatment options

An advert aimed at tackling the stigma around HIV is to air on Scottish TV nearly 40 years after the "Don't Die of Ignorance" campaign.

By Danya Bazaraa  
00:05 16 Oct 2023, updated 10:58 16 Oct 2023



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5 comments

- Woman diagnosed with HIV seven years ago welcomes the new TV campaign

The first new advert raising awareness of HIV in 40 years will be aired on TV as part of a 'long overdue' campaign.

Menu

Live

News / Scotland

## 'I can live a normal, healthy life and have kids with HIV treatment'

As the first new major campaign on HIV launches, a mum talks about the harm stigma still poses.

Emma McNally was diagnosed the virus in 2016 when she was 27 years old.

Christina O'Neill  
12 hours ago

Health

# First HIV TV ad in 40 years will 'tackle attitudes stuck in the 1980s'

Oct 16 • Written by [Amelia Hansford](#)

Share Save for later Listen

The HIV awareness advert will be the first to air in Scotland in 40 years. (Terrence Higgins Trust/STV)

## The first HIV awareness TV advert to tackle ignorance and discrimination against people living with HIV

Listen to this story  
3 min

The advertising campaign, headed by the

# Results

- University of Strathclyde is in progress with a full evaluation

- YouGov poll run post-campaign:

37% of people agreed with 'People living with HIV and on effective treatment can't pass HIV on to others'

32% of people disagreed with 'Having HIV means you will have a shorter than average life expectancy'

- Post-campaign focus groups with PLHIV
- Accolades at the Charity Film Awards, Marketing Society Awards and Proud Scotland Awards.