

# Stigma Awareness in Ontario

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March, 2019

# Why a stigma campaign now?

- ❖ HIV stigma continues to be an intractable issue for people with or at risk of HIV
- ❖ HIV stigma is often interconnected with other forms of stigma (e.g. racism, discrimination, homophobia, stigma related to substance use)
- ❖ Stigma is an ongoing and persistent barrier to accessing health and social services, including testing
- ❖ Ending stigma is a key component of the UNAIDS 90-90-90 targets and fast-track city initiatives
- ❖ Ending stigma one of the 5 broad goals for the Toronto to Zero Action Plan, focus of a dedicated TtZ Task Group

# How do we amplify and support other anti-stigma work?

Many organizations are involved in anti-stigma work, including:

## ❖ PHAC

- Canadian Centre for Gender and Sexual Diversity, Canadian Public Health Association (CPHA), Canadian HIV/AIDS Legal Network, AIDS Committee of Toronto (ACT), Teresa Group, AIDS Committee of North Bay and Area (ACNBA), Coalition des organismes communautaires québécois de lutte contre le sida (COCQ-sida), Ontario AIDS Network (OAN), Pacific AIDS Network (PAN), Providence St. Joseph's and St. Michael's Health Care, Africans in Partnership Against AIDS (APAA), Alliance for South Asian AIDS Prevention (ASAAP), Asian Community AIDS Services (ACAS), Centre for Spanish Speaking Peoples (CSSP), Committee for Accessible AIDS Treatment (CAAT)

## ❖ Casey House

## ❖ CANFAR

## ❖ IAPAC

## ❖ Many other jurisdictions

## ❖ Individual ASOs

# Stigma awareness



## Prevention Access Campaign Positive Series (United States)

[positiveseries.org](http://positiveseries.org)

Customizable social marketing campaign, focused on education and awareness about U=U and encourage engagement in care.

User-generated posters in English and Spanish

# Stigma awareness



Over 1/3 of people would 'swipe left' to reject someone who has HIV and is on effective treatment.

←

*Effective treatment means HIV can't be passed on.*

Reference: YouGov survey of over 2,000 GB adults, June 2018



## Terrence Higgins Trust Can't Pass It On (UK)

[tth.org.uk/our-work/our-campaigns/cant-pass-it-on](http://tth.org.uk/our-work/our-campaigns/cant-pass-it-on)

Awareness campaign in partnership with communities, media, policy-makers and community groups about effective treatment, tackling stigma, removing fear of transmission.



# Stigma awareness



Images from [nyc.gov/site/doh/health/health-topics/hiv-besure-playsure-staysure.page](https://nyc.gov/site/doh/health/health-topics/hiv-besure-playsure-staysure.page)

## NYC Health

Be Sure / Play Sure / Stay Sure / Living Sure  
(New York City, NY)

[nyc.gov/site/doh/health/health-topics/hiv-besure-playsure-staysure.page](https://nyc.gov/site/doh/health/health-topics/hiv-besure-playsure-staysure.page)

Multi-faceted awareness campaign that promotes testing, sexual health, continuum of care, U=U and combats stigma through digital and mass media marketing.

# Stigma awareness

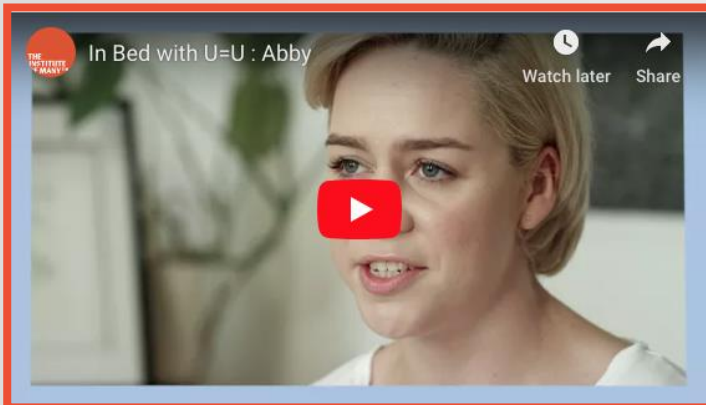


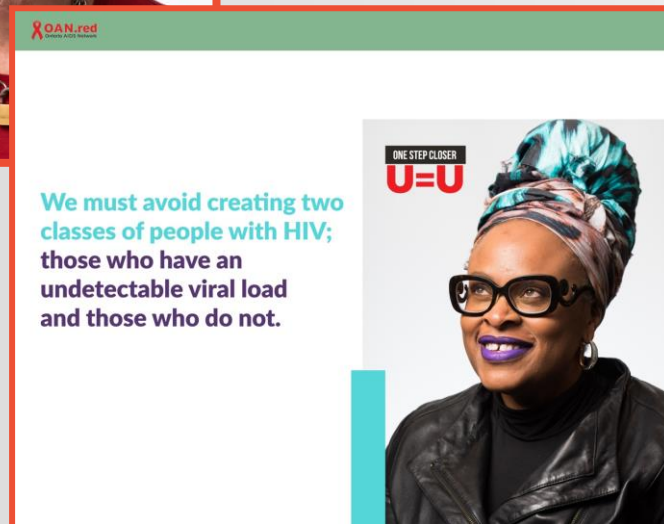
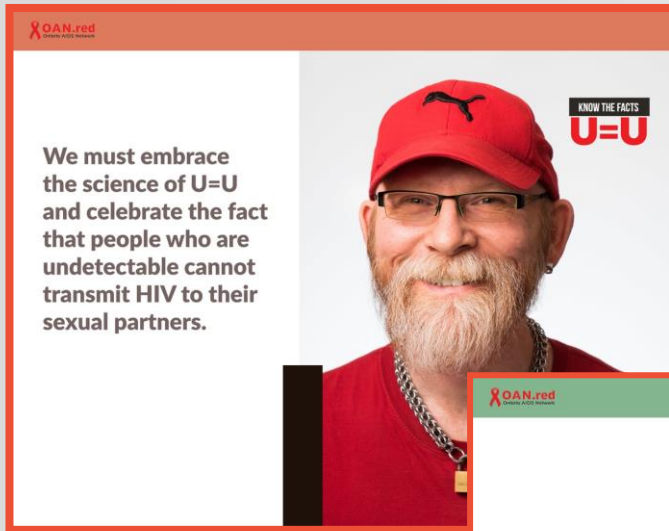
Image stills from video series

## **The Institute of Many** In Bed With U=U (Australia)

[theinstituteofmany.org](http://theinstituteofmany.org)

Video series sharing the personal stories of community members' experience with U=U.

# Stigma awareness



## Ontario AIDS Network (OAN) U=U Toolkit (Ontario, Canada)

oan.red

Online toolkit helping raise awareness and education within organizations about U=U.

<https://oan.red/download/3701/>



# Stigma awareness



## **10 Facts About HIV in Ontario That Might Surprise You**

Despite an overall decrease in the number of HIV diagnoses over the past ten years, there has been a slight increase in recent years, and we're not out of the woods yet.

Here's a few things you might not know about HIV in Ontario...

### **Ontario AIDS Network (OAN) 10 Facts (Ontario, Canada)**

oan.red

Dynamic online resource myth busting common misconceptions about living with HIV.

<http://oan.red/facts/>

# Stigma awareness



## Casey House

#Smash Stigma | June's HIV+ Eatery  
(Toronto, ON, Canada)

[caseyhouse.com](http://caseyhouse.com)

Social marketing event that saw 14 HIV positive individuals-turned-cooks develop a menu, train, and cook for patrons at a restaurant open to the public. Challenged misconceptions about transmission.

<https://www.caseyhouse.com/junes-hiv-eatery/>

# Stigma awareness



<https://canfar.com/awareness/lovein/>

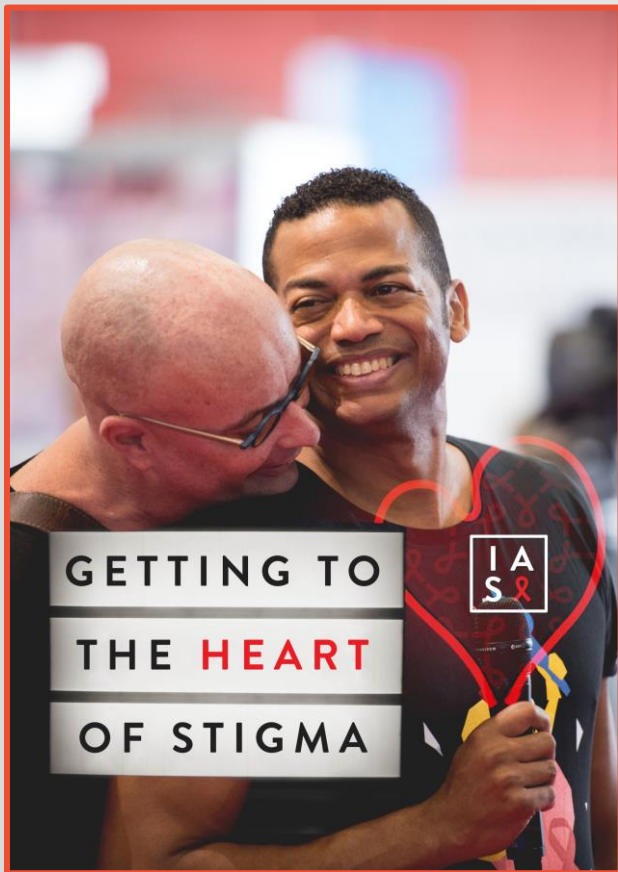
## **CANFAR**

Love In Stigma Out (ON, Canada)

[canfar.com/awareness/lovein/](https://canfar.com/awareness/lovein/)

Social media awareness campaign sharing personal stories of people living with HIV and a challenge to “take a photo with friends or your significant other(s) in a red scarf and share a message of love to those affected by HIV/AIDS.” Messaging focused on challenging the general public to show compassion.

# Stigma awareness

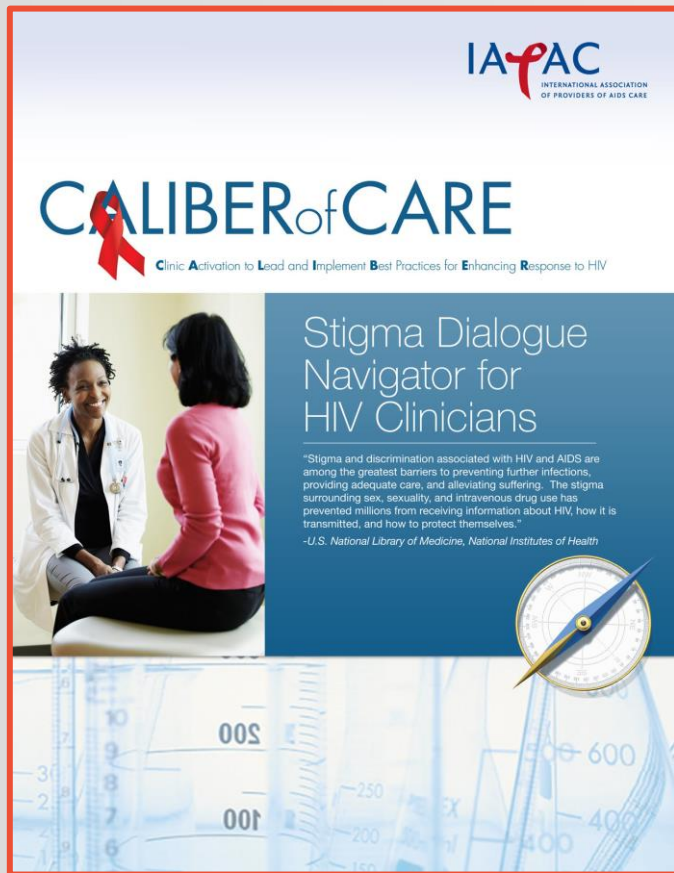


**IAS**  
Getting to the Heart of Stigma  
(Geneva, Switzerland)

[iasociety.org](https://www.iasociety.org)

Annual letter that defines stigma as a multi-faceted, intersectional human rights issue and outlines a plan of action that challenges social norms, addresses collective impact.

# Stigma awareness



**IAPAC**  
Caliber of Care  
(Washington, DC)


[iapac.org](http://iapac.org)

Guidelines for **HIV clinicians** to help foster patient engagement that is stigma-free, nurturing, non-judgmental and empowers patients to overcome stigma.

Stigma Free Discussion Guide [https://www.iapac.org/files/2018/07/Caliber\\_of\\_Care-IAPAClo.pdf](https://www.iapac.org/files/2018/07/Caliber_of_Care-IAPAClo.pdf)



# Stigma awareness












**LET'S STOP HIV TOGETHER**

## A Guide to Talking About HIV

The words we use matter. When talking about HIV, certain words and language may have a negative meaning for people at high risk for HIV or those who are living with HIV.

Consider using the preferred terms below to avoid promoting stigma and misinformation around HIV.

 <b>Problematic word or phrase:</b> AIDS (when referring to the virus, HIV)	→	 <b>Preferred word or phrase:</b> HIV, HIV and AIDS (when referring to both)
 <b>Why:</b> AIDS itself is not a condition. It is a range of conditions, or a syndrome, that occurs when a person's immune system is weakened by the HIV infection.		
 <b>Problematic word or phrase:</b> To catch AIDS, To catch HIV, To pass on HIV	→	 <b>Preferred word or phrase:</b> To be <i>diagnosed</i> with HIV, To <i>acquire</i> HIV, To <i>transmit</i> HIV
 <b>Why:</b> AIDS cannot be caught or transmitted. People become infected with HIV. HIV can be transmitted, but it is not hereditary.		
 <b>Problematic word or phrase:</b> Body fluids	→	 <b>Preferred word or phrase:</b> Blood, amniotic fluid, semen, pre-ejaculate, vaginal fluids, rectal fluids, breast milk
 <b>Why:</b> Only some body fluids transmit HIV. "Body fluids" covers all fluids coming from the body and not just those involved in HIV transmission. Be specific, if you can.		

**Centers for Disease Control (CDC)**  
Let's Stop HIV Together  
(Atlanta, GA)

[cdc.gov/actagainstaids](https://www.cdc.gov/actagainstaids)

Multifaceted online resource for the general public to learn about, and take action against HIV stigma.

Stigma Free Discussion Guide  
<https://www.cdc.gov/actagainstaids/campaigns/lsht/stop-hiv-stigma/index.html#stigma-language-guide>

# The current environment in Ontario

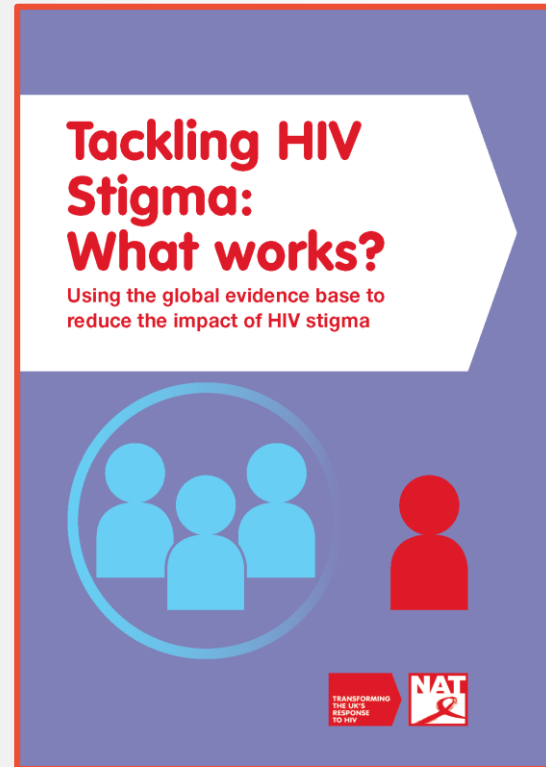
Following a review of the literature to identify *effective HIV-related stigma reduction interventions* in high income country settings (published **since 2010**), by OHTN's Rapid Response, we could consider:

- ❖ Peer-supported virtual communities
  - hivstigma.com
- ❖ Site-specific peer-supported social communities
  - stigma-related interventions in faith-based settings;
  - workshops and trainings with local residents, businesses and community-based organizations;
  - space-based events, drop-in storefront and “pop-up” street-based events and outreach;
  - bus shelter ad campaign
- ❖ Culturally tailored and/or gen pop, multifaceted (radio, television), mass media campaign
  - Project iMPPACS
- ❖ Content-specific videos, (online or pre-loaded onto devices)

# What works?

The OHTN Rapid Response team also identified the **UK's National AIDS Trust** “Tackling HIV Stigma: What works” from 2016, which found that successful stigma awareness campaigns should include:

- ❖ evidence-based practices
- ❖ a range of approaches to tackle different contributing factors
- ❖ social marketing and a mix of media channels as a means to increase public exposure to information and messages.
- ❖ being developed in partnership with people living with HIV
- ❖ roles of sectors beyond HIV



# The current environment in Ontario

OHTN launched a survey of stakeholder organizations and community members living with HIV in Ontario, on the impact of stigma awareness messaging. Dec 4 2018 – Feb 4 2019, 59 responses

## ❖ U=U

- ❖ 69.5% Can't Pass It On (Terence Higgins Trust, UK)
- ❖ 52.5% U=U Toolkit (OAN, Ontario)

## ❖ PrEP

- ❖ 47.5% PrEP For Her (Washington, DC)
- ❖ 45.8% PrEP4LOVE (Chicago)

## ❖ General Pop

- ❖ 69.6% Smash Stigma (Casey House, Toronto, ON)
- ❖ 62.5% The Stigma Project

# The current environment in Ontario

Survey participants told us that these interventions should:

- ❖ include sex-positive language
- ❖ be accurate and fact-based information and services
- ❖ include people who use drugs
- ❖ avoid sector jargon, use simple, plain and relatable language
- ❖ be adaptable to a diversity of cultures and identities, include real people
- ❖ avoid language that might stigmatize those not yet on treatment
- ❖ unpack myths
- ❖ include rural perspectives beyond the GTA



# Art & Science

Toronto-based agency with a relevant portfolio of work in this sector.

- ❖ Clients include OAN, GMSH, The 519 Community Centre, CATIE, CANFAR and Toronto Public Health.
- ❖ Expertise in digital communication channels and promotion (social media, digital paid media, and digital property development).
- ❖ Track record of success in media strategies that include non-traditional venues (apps and adult content websites).

## **Campaign development**

- ❖ Process includes community stakeholder consultation that aims to solicit a diversity of experiences to help craft campaign messaging that will resonate with target populations.
- ❖ Literature review to leverage evidence-based practices previously tested and evaluated.

# Who should we target to reduce stigma?

We have resources to support a stigma campaign. Who should we target?

- ❖ People within priority populations/communities at risk?
- ❖ The general public?
- ❖ Health care and social service providers?
- ❖ Others?

# What are the key anti-stigma messages?

Do we talk **directly** about stigma?

... Or do we address the fears underlying the stigma (e.g. fear of infection)

... Or do we talk about HIV differently -- in a way that helps reduce stigma?

Are we trying to educate? To shame/guilt? To support? To inspire?

Addressing personalized stigma? Disclosure concerns? Negative self-image?

