

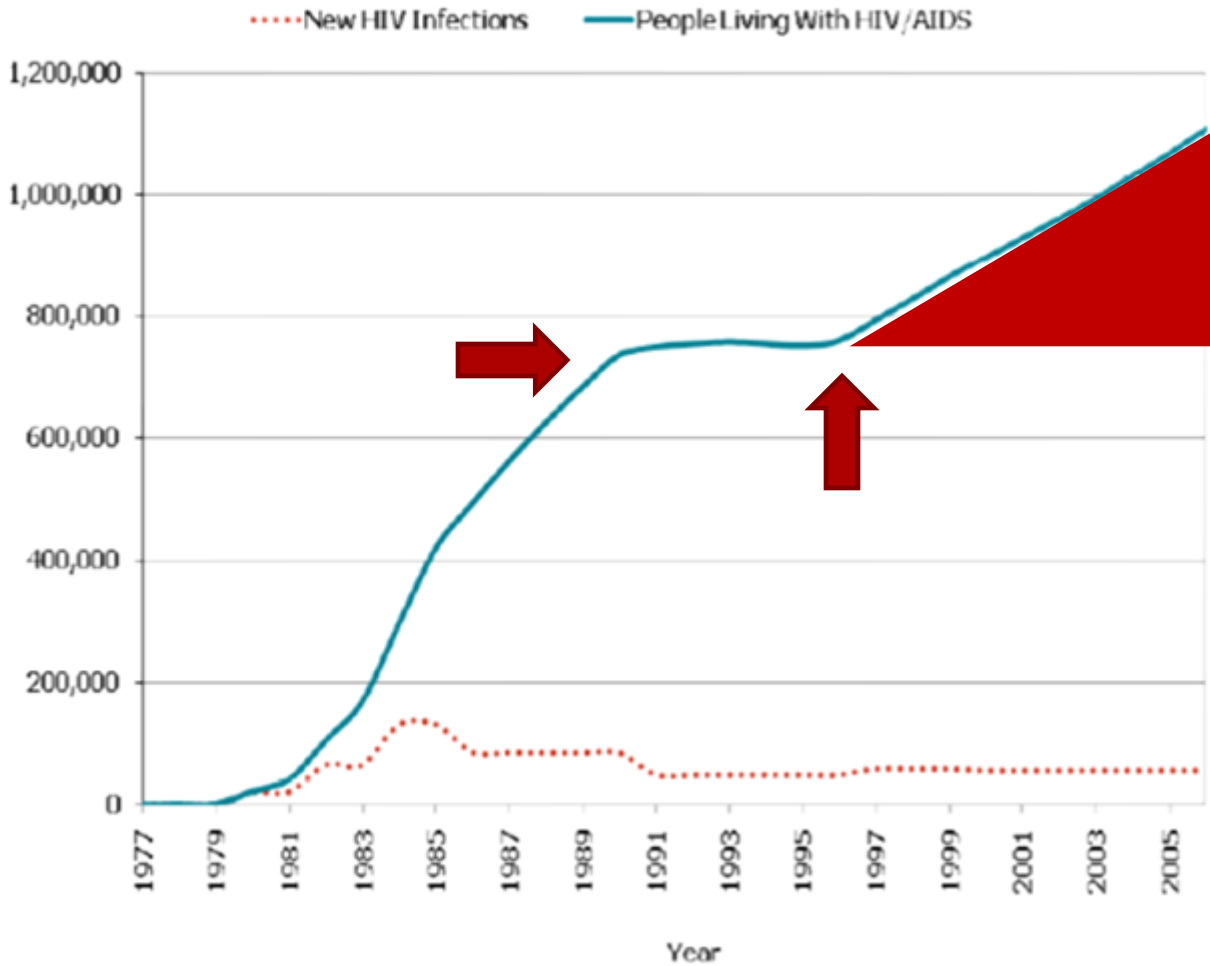


Addressing HIV/AIDS Stigma

Rhea Van Brocklin

MATEC Conference 2011

HIV Incidence and Prevalence, United States, 1977-2006



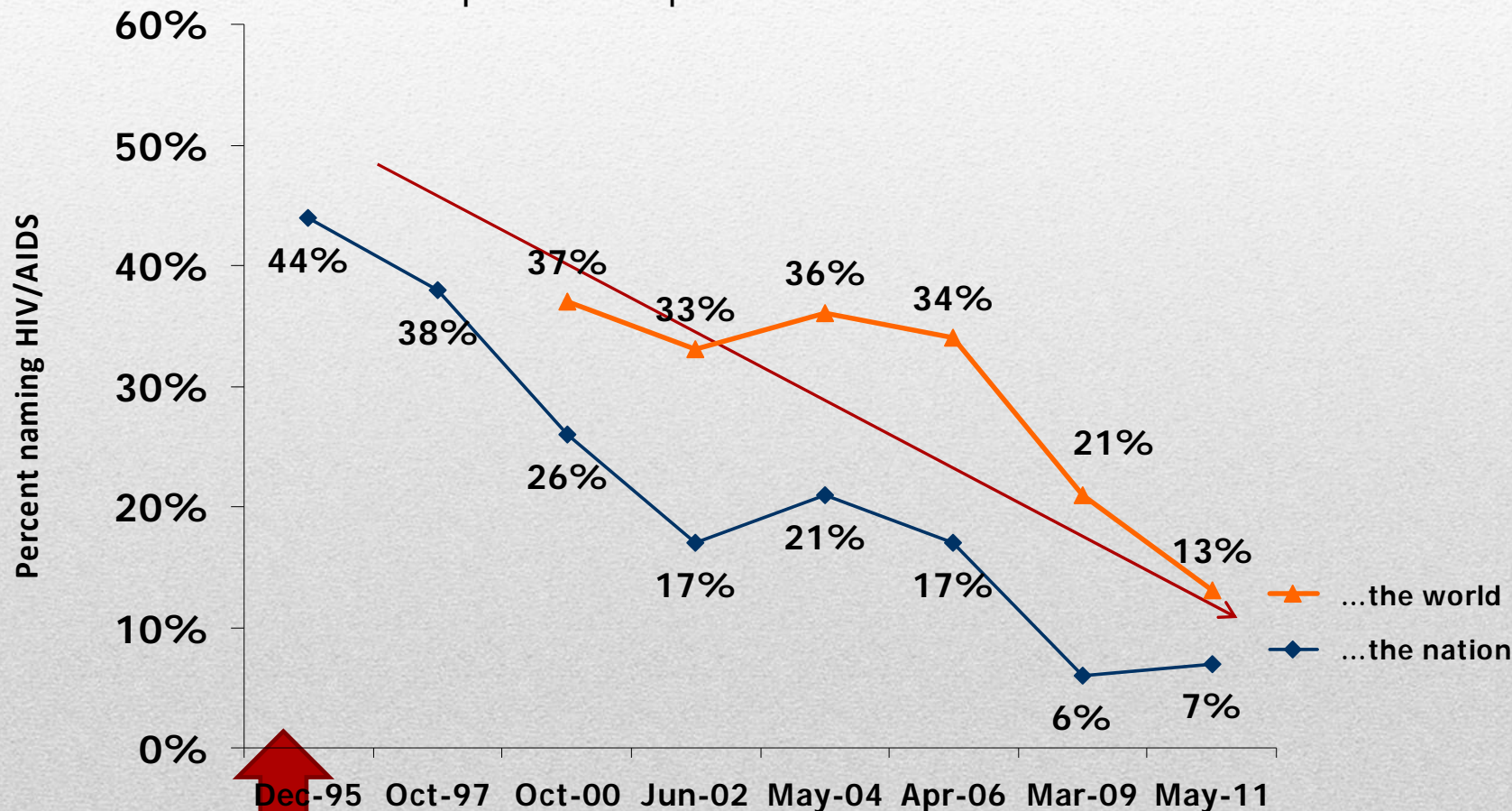
● Hall HI, Song R, Rhodes P, et al. Estimation of HIV Incidence in the United States. *JAMA* 2008;300: 520-529.

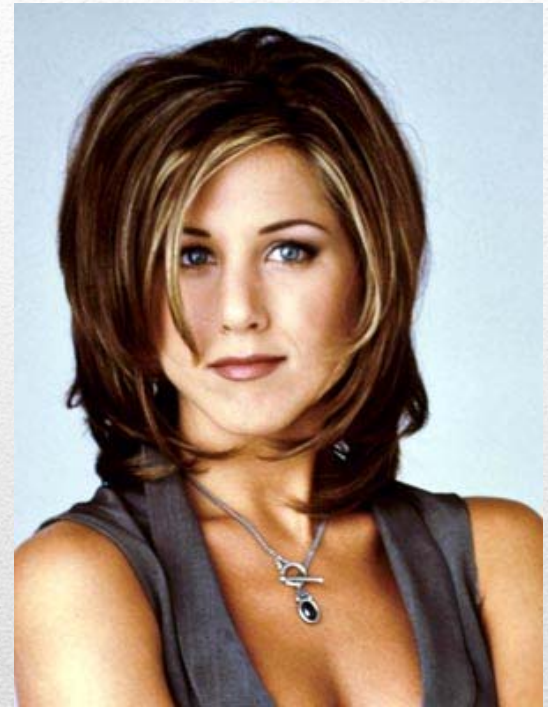
● CDC. HIV Prevalence Estimates—United States, 2006. *MMWR* 2008;57(39):1073-76.



Trend in Share Naming HIV/AIDS as Most Urgent Health Problem for the U.S. and the World

Percent of the public naming HIV/AIDS as the most urgent health problem facing the nation and the world in open-ended questions





Social Norms (Attitudes/Beliefs)



DOUG MENUEZ/GETTY IMAGES



Social Norms (Attitudes/Beliefs)

Stigma

- A ‘process of devaluation’ of people either living with or associated with HIV/AIDS

5 Components of Stigma

1. Labeling
2. Linking to negative stereotypes
3. “Us” versus “Them”
4. Discrimination
5. Dominant group’s political access leading to full rejection of weaker group.

HIV/AIDS Stigma in 2011

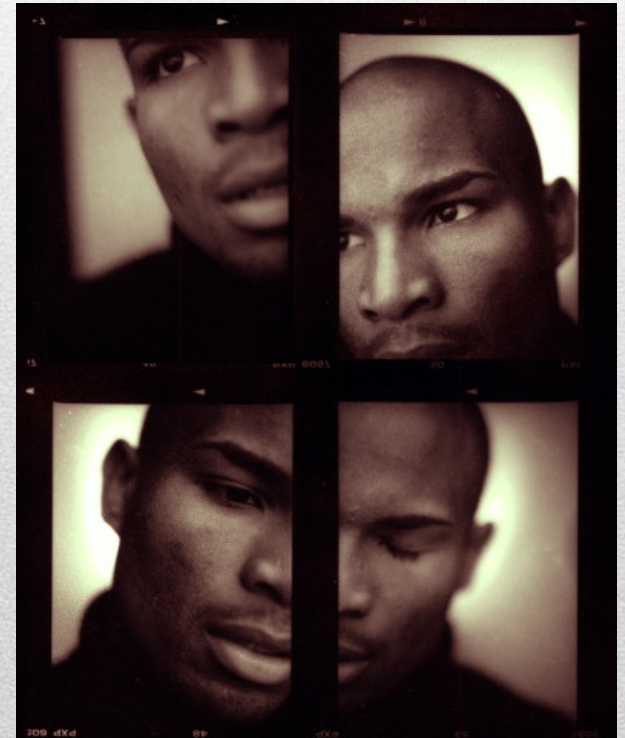
(Link & Phelan, 2001)



Connections

- 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
- Iowa's past stigma assessments

Why an Anti-Stigma Alliance in Iowa?



- 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

Forming on May 13, 2009



Iowa HIV Alliance

HIV won't stop me

- **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 Mission, Vision, and Tag Line

- **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.

Our Objectives



HIV Won't Stop Me

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

*Matt McCoy,
State Senator*



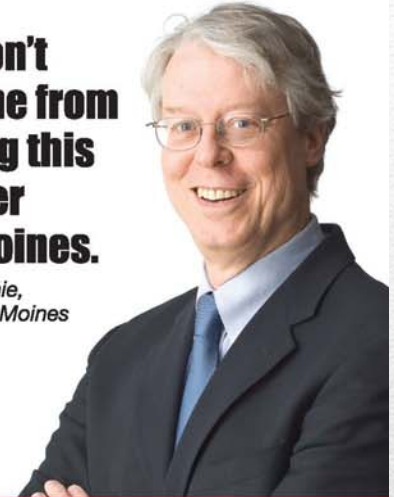
**HIV won't stop
me from making
a new friend.**

*Keyni Williams &
Malea Van Brocklin*



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

*Frank Cownie,
Mayor, Des Moines*



IowaHIVAlliance.com





HIV Won't Stop Me




- Conduct survey with general population
- Raise awareness of HIV stigma in our communities
- Recruit individuals to the campaign


Tier 2 of Campaign: World AIDS Day 2010

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

Survey 2010 Results

- 
- **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.

Next Steps

- 
- Empowerment training for PLWHA to tell their stories (Wellness Summit 2011)
 - Survey “The Middle” for ideas on effective messaging/marketing strategies (Summer 2011)
 - In 2012, 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

Tier 3 Activities

- Also in 2012, a regional campaign in IA and NE 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
 - We hope to launch a T-shirt campaign
 - People who wear shirts will blog about their experiences
 - Where will The Shirt show up next?
 - Will you wear The Shirt?

Tier 3 Activities



Support/Resources

Rhea Van Brocklin
AIDS Project of Central Iowa
711 E. 2nd St
Des Moines, IA 50309
515-284-0245

www.aidsprojectci.org
www.iowahivalliance.com
