Key Elements for Successful Stigma-Reduction Programming: Lessons Learned in the Global Effort to Reduce HIV

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Presentation Format

- Background
- Programmatic Principals
- Key Elements
- A few resources
ICRW’s Mission

• To empower women, advance gender equality and fight poverty globally

• To accomplish this, ICRW works with partners to collect empirical evidence, build capacity and advocate for evidence-based, practical ways to change institutions, policies and programs.
ICRW’s Global HIV Stigma Program
1999-Present
Building Insight to Catalyze Action

Cambodia, Ethiopia, India, Tanzania,
Viet Nam, Zambia,
South Asia Regional effort
Implementation and Funding Partners

- Miz Hasab Research Center, Ethiopia
- Muhimbili University College of the Health Sciences, Tanzania
- Kimara Peer Educators and Training Trust, Tanzania
- ZAMBART Project & Kara Counseling and Training Trust, Zambia
- Institute for Social Development Studies, Vietnam
- Bhoruka Public Welfare Trust and Prepare, India
- Care, Mozambique
- PACT-Cambodia
- 26 WB grantees in Afghanistan, Bangladesh, India, Nepal, Pakistan & Sri Lanka
- Global Network of People Living with HIV
- International Planned Parenthood Foundation
- Johns Hopkins University
- Change Project, AED
- DFID
- FHI
- HORIZONS
- Levi Strauss Foundation
- MAC AIDS Fund
- PACT/Community REACH
- PACT-Vietnam
- Positive Action Program, GlaxoSmithKline
- SIDA
- Synergy Project, SSS
- The Bill & Melinda Gates Foundation
- UNAIDS
- USAID (Global, REDSO and Mission funding)
- World Bank South Asia Region
Insight to Action on Stigma

- Formative multi-country research to disentangle and define HIV stigma
- Development of practical stigma-reduction tools
- Measurement & evaluation tools: Testing and validation of stigma indicators
- Implementation & evaluation of stigma-reduction interventions
- Advocacy through guidance and ‘How-To’ documents
- Technical Assistance for implementation and M&E
- Modeling
- Facilitating knowledge sharing
Key Programmatic Principals for Successful Stigma-Reduction Programs
Immediate Actionable Causes

- Lack of awareness
- Fear of casual contact
- Values linking PLHIV with immoral behavior

Individual
- Address attitudes and behaviors

Environmental
- Meet needs for information, training, and supplies

Structural
- Polices, laws, and systems
Create Understanding: Close the Intention-Action Gap

- Foster understanding and motivation for stigma reduction by creating:
  - Recognition of stigma
  - The benefits of reducing it
  - Safe space to reflect and gain skills for change
Address HIV Transmission Fears & Misconceptions

- How it is and is not transmitted
- In-depth information
- Interactively: Allow for
  - “Yes I know that, but why…?”
- Listen, learn & respond to specific fears related to daily living context
Discuss and Challenge the ‘Taboo’

• Provide safe spaces to discuss, reflect, understand and question:
  – The values and beliefs that underlie stigma and discrimination
    ▪ Where they come from
    ▪ What they do
  – Gender, inequity, sexuality, violence, drug use
Start at ‘home’

• Space/support to reflect on, evaluate & change
  • Organizational level
    – programs, practices and policies
  • Individual/Personal level
• Build skills
• Provide ongoing support for learning and change
Key Elements for Successful Stigma-Reduction Programs
Involving Multiple Change Agents

• Facilitate interaction, reduce ‘distance’
  – advocacy campaigns
  – Model & uphold desirable behavior

• Create alliances & form new partnerships
Range and Combination of Approaches

- Participatory learning
- Community meetings
- Cultural Mediums
- Written Materials of Local Relevance
- Media Channels
Effective efforts are led by or continuously engage marginalized communities

- Address self-stigma
- Develop & Support Networks
- Capacity strengthening
  - Training: new knowledge and skills
- Access to prevention and treatment services
- Income generation
A Toolkit for Action

- Based on 4 country study
- Participatory development
- Successfully used with wide range of audiences
  - 40+ countries
  - 7 languages
- Living document
A New Global Network

- SAN web resources
  - Stay up to date on the latest developments
  - Access an extensive e-library
  - Share your experiences, ideas and materials
  - Collaborate with other network members

- Join the network:
  - Sign up for the E-Forum by sending a blank e-mail to:
  - join-hivstigmanetwork@eforums.healthdev.org

- Web site coming soon! (January 2011)
  www.StigmaActionNetwork.org