Addressing Stigma through Contract Providers

Florida Department of Health in Broward County

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Recommendations on Addressing HIV Related Stigma

DOH-Broward HIV Contracted Providers

“HIV Impacts Us All” Campaign

“What’s Your Deal” Campaign

Lessons Learned

Recommendations
WHAT CAN WE DO ABOUT STIGMA?

An effective response to the HIV epidemic must tackle the root causes of stigma and ensure services are inclusive and accessible.

PROTECT

- Anti-discrimination laws
- Decriminalisation
- Challenging violence

INCLUDE

- Key populations in healthcare service design and implementation
- Stigma and discrimination reduction as a goal in national strategies

EMPOWER

- To understand rights
- To act on violations

EDUCATE

- To address fears
- To change attitudes

Recommendations on Addressing HIV Related Stigma

- National HIV/AIDS Strategy
- NASTAD and NCSD
- AVERT

Image retrieved from AVERT at https://www.avert.org/professionals/hiv-social-issues/stigma-discrimination
DOH-Broward HIV Contracted Providers

- Providers: Established 501 c3 status, non profit community based organization
- Contracted services: HIV Testing; Community Outreach; Condom Distribution; TOPWA; Cyber Outreach; Social Marketing: Evidence Based Interventions
- Populations served: Black and Hispanic Heterosexuals; MSM; Transgender; Individuals Living with HIV; & IDUs
“HIV Impacts Us All”
“What’s Your Deal”

How do you prevent the spread of HIV?
Let us know using #SaferSexDeal
Lessons Learned

- Partner agency’s relationship with the community
- Diversity in the campaign development methodology
- Community engagement and inclusion
- Multi-level vetting process
- Public Health Language vs. Community Language
- Resource allocation
Recommendations

- Contingency plan for administrative changes
- Identify additional funding sources for campaign implementation
- Campaign sustainability plan with continuous evaluation component included
Thank you!