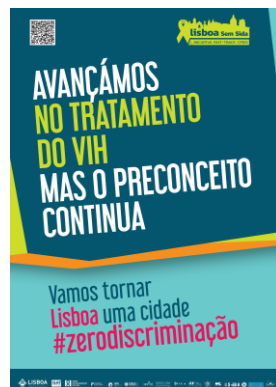


‘#zerodiscrimination’ – communities involved for a public awareness campaign that tackles stigma

Introduction

One key issue in building effective HIV responses is Stigma: awareness campaigns should be able to contribute to a cultural change to tackle that. Community involvement is essential to make sure the campaign addresses the visions and needs of PLWHIV and the most vulnerable communities. Moreover, involvement in the design and implementation of the campaign increases the potential of community mobilization.



Description:

In 2020 the FTC Lisbon initiative developed a municipal campaign to raise public awareness about persistent stigma and discriminatory practices as major barriers to the achievement of a better HIV response.

Today, despite the widespread effectiveness of treatment, a political response is needed to remove obstacles, reduce inequalities and eliminate stigma and discrimination.

The campaign is mostly graphic - meeting the need to avoid working in physical proximity - and includes an online quiz, named “Do I discriminate?”, that can be filled in order to deepen one’s understanding of what practices can be discriminatory toward PLWHIV. The campaign was disseminated through civil society organisations and health services, as well as in billboards located in the streets and underground, social media, websites and scientific and community events.



Do I Discriminate?



Lessons Learned:

The implementation of a tool for self-awareness such as the online quiz increased the willingness of the audience to interact and open up for discussion, by making clear that HIV stigma can be a day-to-day issue for everyone. Community involvement remains crucial to guarantee the appropriateness of messages and language used.

Recommendations:

Take into consideration the socio-cultural background and circumstances that fuel stigma today and ensure enough time for a meaningful participation in the campaign design and implementation. Involve the whole community beyond PLWHIV and the most vulnerable and make sure people can easily relate to the situations and messaging being featured in the campaign.

For more information



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