A cultural approach to reduce Stigma, Homophobia, Transphobia & Addiction

Presented By

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About the Series

Created in 2012, the series encourages people to seek HIV testing by featuring character stories highlighting the impact HIV has on Latino families.

11-episode Telenovela web series
Bilingual: English and Spanish

Watch at SVseries.org
Comprehensive HIV Continuum Socioecological Perspective

Community Determinants:
- Behavioral norms and belief systems
- Community cohesion and empowerment
- Stigma
- Access to care/services

Peer and Family Determinants:
- Partner involvement
- Communication and Disclosure
- Support groups
- Care taking responsibilities
- Social support and networks (incl. media/electronic)
HIV STIGMA

How do we Measure it?

Has it Gotten Better?
HIV STIGMA

- Judged
- Shamed
- Blamed
- Isolated
- Rejected
- Discriminated
- Excluded
- Abandoned
- Feared
HIV STIGMA

Reverse Stigma

- Storytelling
- Educate
- Understanding
- Empathy
- Cultural Norms
Goals for the season:

• Encourages people to seek HIV testing.

• Raises awareness of HIV risk regardless of age, gender, relationship status or sexual orientation.

• Addresses shame and stigma associated to sexual orientation and HIV.
Season Two

Goals for the season:

• Combats stigma and shame tied to HIV

• Promotes treatment as a form of prevention for those living with HIV and PrEP for those at risk of becoming infected with HIV.

• Addresses prevention methods to reduce Mother to Child transmission of HIV

• Addresses the differences in coping for persons living with HIV (mental health, substance abuse, and disclosure)
Sin Vergüenza
Season Three
LGBT Shame & Stigma

• Aims to eliminate homophobia
• Addresses negative impact of internalized homophobia
  - Deep sense of shame & stigma
  - Impacts sense of self
  - Impacts relationship with others
  - Can contribute to self-harm, mental health problems and substance abuse
• Builds on the value of support networks
  - 12-step program
“I ran away because I was so ashamed of who I was, but I just can’t run anymore.”

- Cesar
Coping with HIV

- Normalizes mental health treatment to facilitate:
  - Coping with HIV diagnosis
  - Process complex feelings of grief
- Addresses gender differences
  - Familial & cultural expectations
  - Challenges the norms for women living with HIV
HIV Related Stigma

• Aims to address negative beliefs, feelings and attitudes towards people living with HIV
  - Addresses pervasive misconceptions about HIV
  - Highlights the value of HIV treatment compliance
• Undetectable = Untransmittable
“You can’t get HIV like you catch a flu.”
– Christina
Transphobia

• Call for justice to stand up against discrimination & crimes of hate against the transgender community
  - Transphobia perpetuates violence
  - Fatal violence disproportionately affects transgender women of color

• Intersections of racism, sexism, homophobia & transphobia
  - Impacts access to employment, housing, healthcare and other necessities

(HRC, 2017)
“I've dealt with this my whole life. I get harassed for simply being a transwoman.”

- Tatiana
STD Testing & Treatment

- PrEP and regular condom use remain important to reduce the risk of transmission of HIV and other STDs
  - STDs consistently associated with 2 to 3-fold increased risk of HIV acquisition

Sexton J, Garnett G, Rottingen J, 2005

Primary and Secondary Syphilis—Rate of Reported Cases by Sex, United States, 1990–June 2016*

*Data for Jan-June 2016 are preliminary, as of March 30, 2017 Rates per 100,000 population.

CDC, 2017
“I thought I was being careful.”

- Enrique
Goal Metrics

- **Reach**: 12,000,000
- **Views**: 300,000
- **Post Engagements**: 1,000
Disseminating & Engaging

- Social Media (AltaPride)
- Print Ads
- Community Level Events
- Publications
- Earned Media

Sin Vergüenza

Season Three

FAMILIA. HOPE. RESILIENCE.
Sin Vergüenza
SEASON THREE

Presented by AltaMed
What’s Next

• Survey to Assess Impact of SVII Developed in Collaboration with Gino Galvez, PhD, CSULB

• Media Kits for Season Three Available to Share the Telenovela with your Communities

“I thought I was being careful.”
- Enrique
Connect With Us

Season Three
Now Available
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Sin Vergüenza
Season Three

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