

No Stigma, No Shade, No Shame!

Addressing Life, Love, Sex and HIV
Through Digital Media

Presented By

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Objectives

Sin Vergüenza

Season Three

- Describe the process of developing a HIV Social Marketing Campaign that is relevant and accessible to Latinos across multiple generations.
- Demonstrate the effectiveness of using the Sin Vergüenza Season 3 Telenovela for igniting conversation in Latino communities around HIV treatment and treatment adherence through the use of educational entertainment.
- Evaluate the use of entertaining content to increase awareness on HIV-related issues including STD testing and treatment, HIV stigma, Transphobia, and LGBT shame and stigma.





The largest independent Federally Qualified Community Health Center in the U.S.

Delivering more than 930,000 annual patient visits through its 43 sites in Los Angeles and Orange Counties

5 HIV Treatment Sites

Los Angeles & Orange County
1,700 HIV positive clients

2009 Opt-out HIV screening

2011 Systemize routine HIV testing in all clinics

Screen all persons 13-64

1986

Founded with Substance Abuse Treatment

Expanded Care now includes

Medical & Oral Health

Psychosocial Services

Prevention Services

HIV Testing

Over 5,000 HIV targeted tests annually

Over 30,000 Opt out HIV tests annually

Over 70 HIV+ persons identified annually

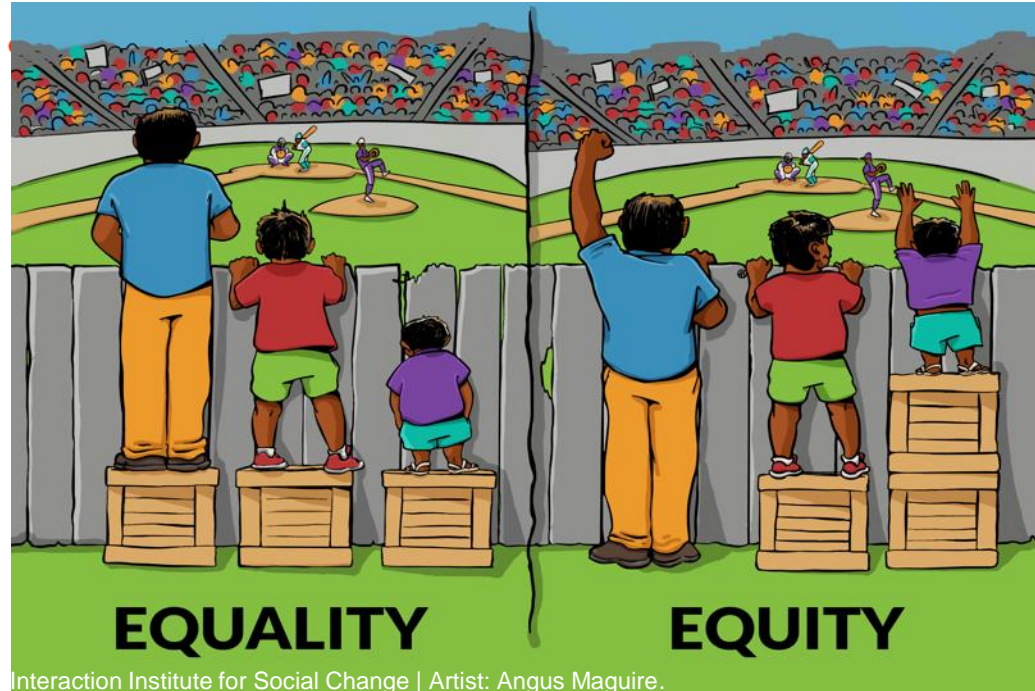
HIV in the US

Sin Vergüenza

Season Three

Centers for Disease
Control and Prevention
(July 2012)

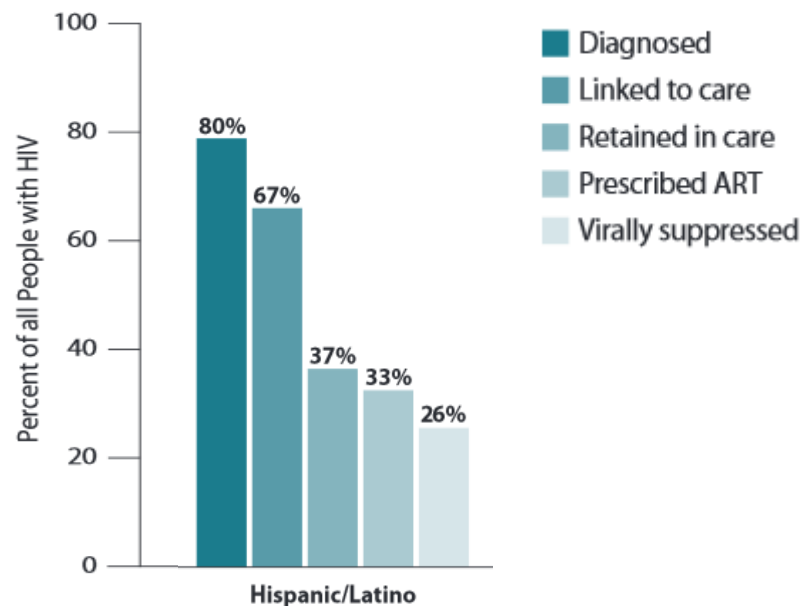
Released the Stages of
Care, a comprehensive
analysis showing that only
25% of the 1.1 million
Americans living with HIV
have their virus under
control



HIV & Latinos in the US

Centers for Disease
Control and Prevention
(July 2012)

- New HIV infection among Latinos in US was more than 3x as high as that of whites.
- Among Latino men who have sex with men (MSM), 67% of estimated new HIV infections occurred in those under age 35.
- 70% of Latinas living with HIV/AIDS were infected through heterosexual contact

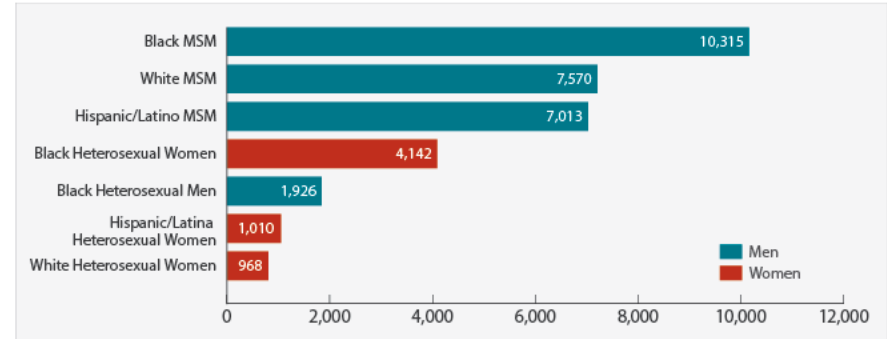


Women and HIV/AIDS

Centers for Disease
Control and Prevention
(July 2015)

- Overall 86% of HIV diagnoses among women were attributed to heterosexual sex.
- Among all women with HIV diagnosed in 2015, 61% were African American, 19% were White, and 15% were Hispanic/Latino.
- Women represent 23% of the cumulative HIV/AIDS in the U.S.
- Only 76% are linked to HIV care.

HIV Diagnoses in the United States for the Most-Affected Subpopulations, 2015



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



Why a telenovela?

- Telenovelas are a fundamental part of the Latino experience and culture in the US
- Have roots in Latin America
- Are a cultural touchstone, especially for Spanish speakers across the globe.
- Popular story arcs like long-lost family members resonate with Latinos whose families may have emigrated.
- Telenovela viewership in the United States is booming with 5.6 million people tuning in across the country (Jacobson, 2012)



Sin Vergüenza = Without Shame

Shame

Sin Vergüenza

Season Three

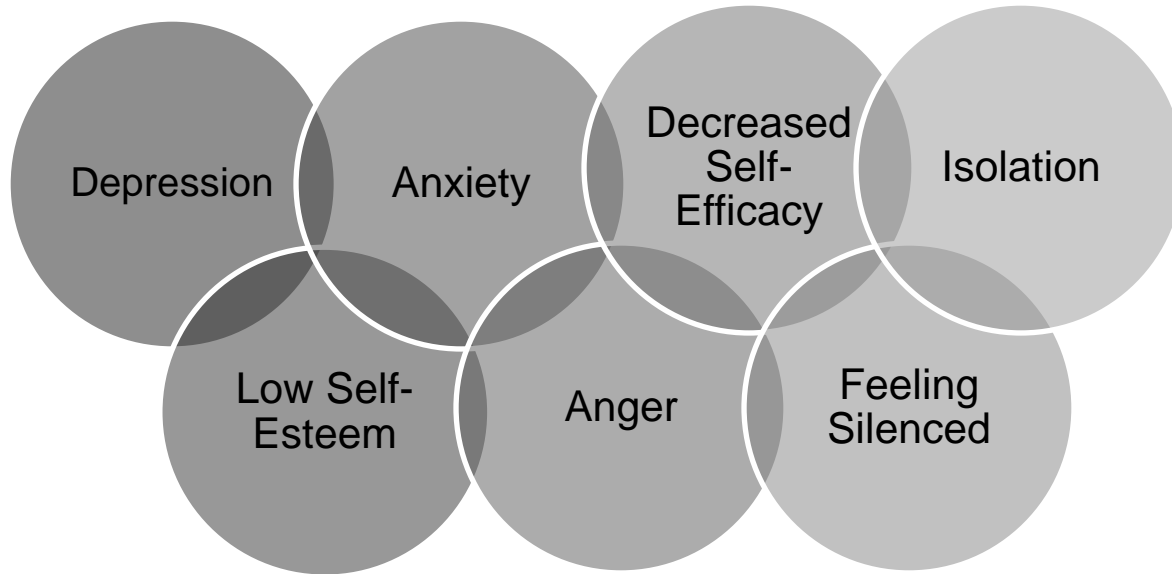
Informs you of an internal state of inadequacy, unworthiness, dishonor, or regret about which others may or may not be aware.



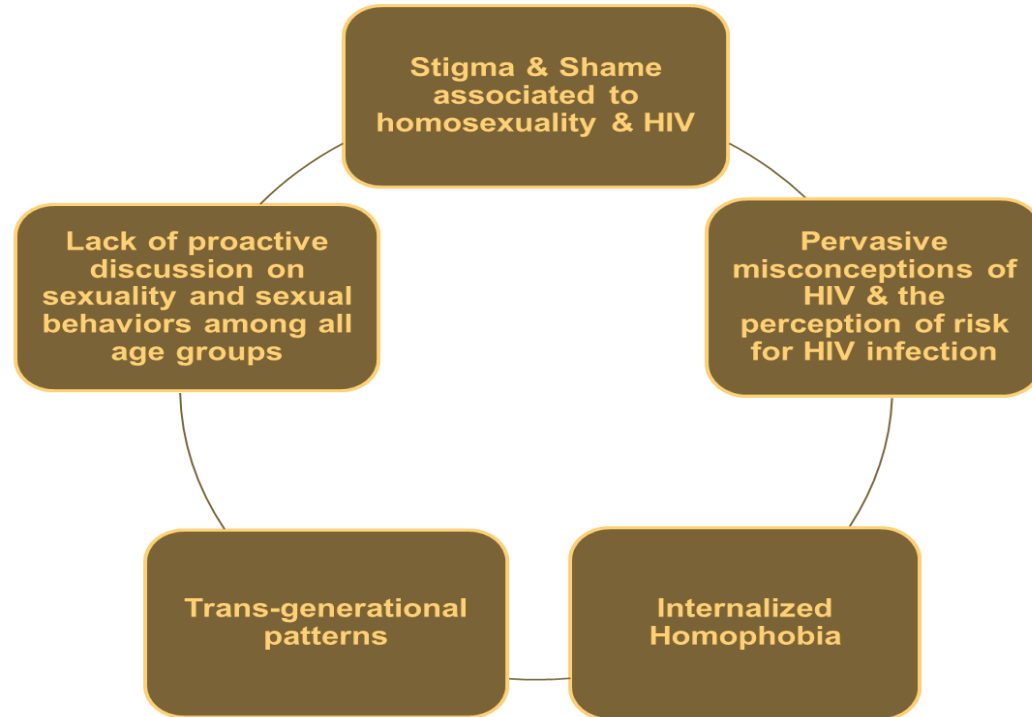
Another person, circumstance, or situation can trigger shame in you, but so can a failure to meet your own ideals or standards whether or not they are perfectionist

(Lamia, 2011)

Shame



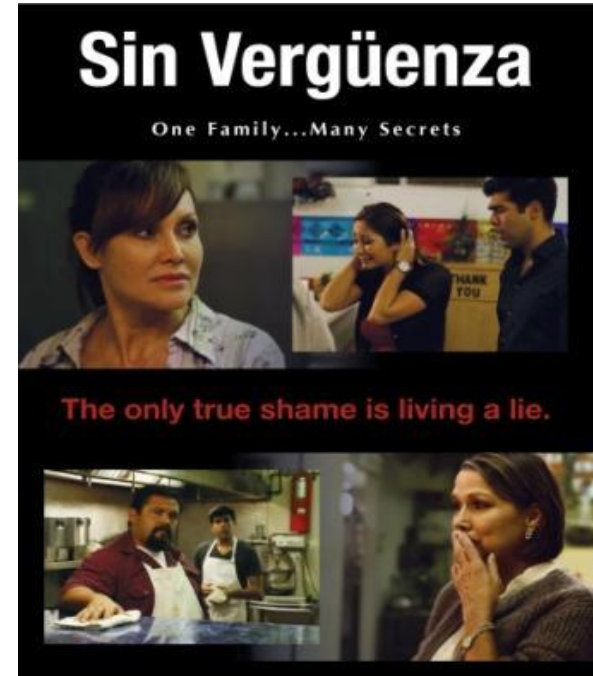
Themes/Contributors of Risk



Season One

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

Meet The Salazars

Sin Vergüenza

Season Three



Cesar Salazar

Sin Vergüenza
Season Three

"I ran away because I was so ashamed of who I was, but I just can't run anymore."

- Cesar



Cesar Salazar

Sin Vergüenza

Season Three

HIV positive and infected his wife of 28 years. He turned to alcohol as a means to cope and accessed the 12-step program to deal with shame and guilt.



Adriana Salazar

Sin Vergüenza

Season Three

*“It hasn’t been easy,
but I know I’ll be ok.”*

- Adriana



Adriana Salazar

Sin Vergüenza

Season Three

She's coping with her HIV diagnosis by accessing mental health to work through changes in her relationship and health



Tatiana

Sin Vergüenza

Season Three

"I've dealt with this my whole life. I get harassed for simply being a transwoman."

- Tatiana

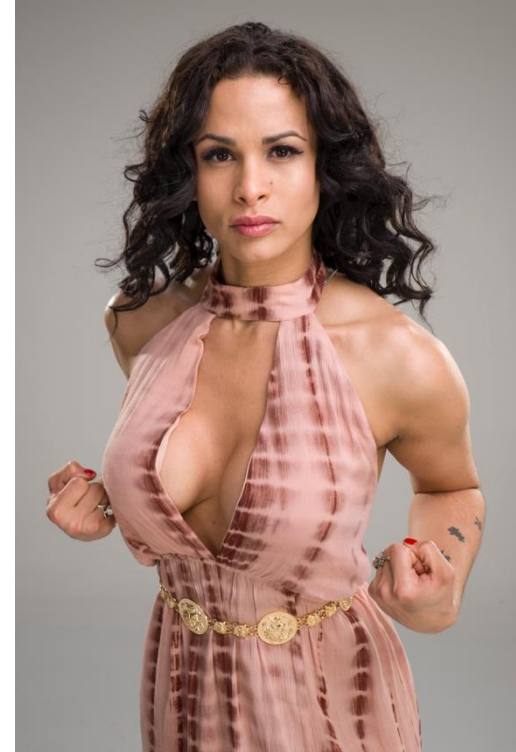


Tatiana

Sin Vergüenza

Season Three

She represents transwomen who have been victims of assault and abuse. Her character highlights chronic abuse experienced and the challenges in accessing protections from authorities.



Enrique Salazar

Sin Vergüenza

Season Three

*"I thought I was
being careful."*

- Enrique



Enrique Salazar

Sin Vergüenza

Season Three

Young openly gay man who is knowledgeable and proactive in HIV prevention and self-care. He's an LGBT advocate and helps those who are underrepresented.



Christina Salazar

Sin Vergüenza
Season Three

*“You can’t get HIV
like you catch a flu.”*

– Christina



Christina Salazar

Sin Vergüenza

Season Three

She has been deeply impacted by her parents' HIV diagnosis and family secrets.

As a young mother, she is trying to stop her dysfunctional relationship with her son's father and reclaim her voice.



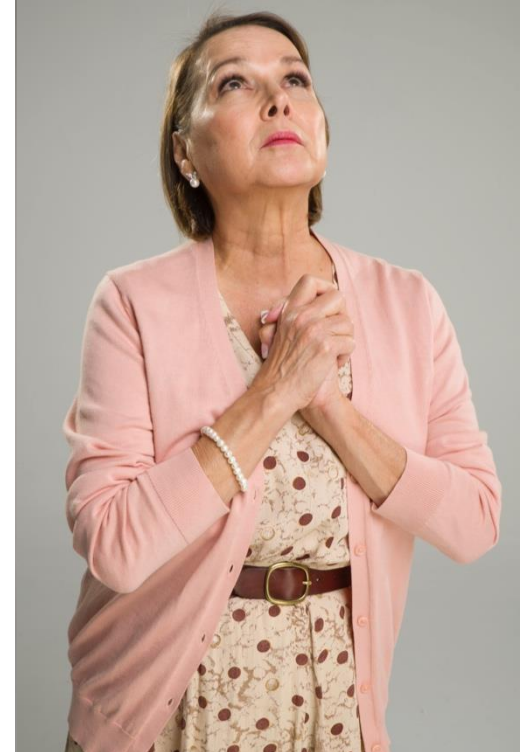
Esther Salazar

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Season Three



La Abuela is struggling to adjust to changes in her family. She is forced to re-evaluate her expectations of a woman's role in the family and explore the benefits of dating.



Sin Vergüenza

Season Three

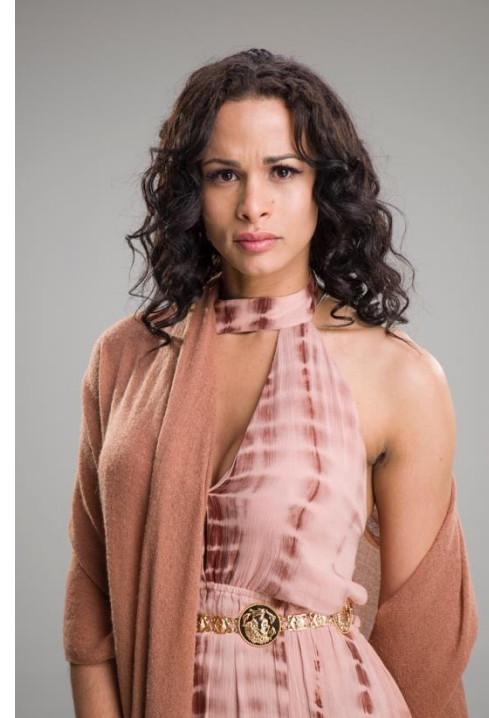
Episode One

Transphobia

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- Call for justice.
- Stand up against discrimination and crimes of hate against the transgender community



Sin Vergüenza

Season Three

Episode Two

- Eliminating shame, stigma and misconceptions about HIV in our community.
- Highlighting the value of HIV treatment compliance.
- Undetectable = Untransmittable



Sin Vergüenza

Season Three

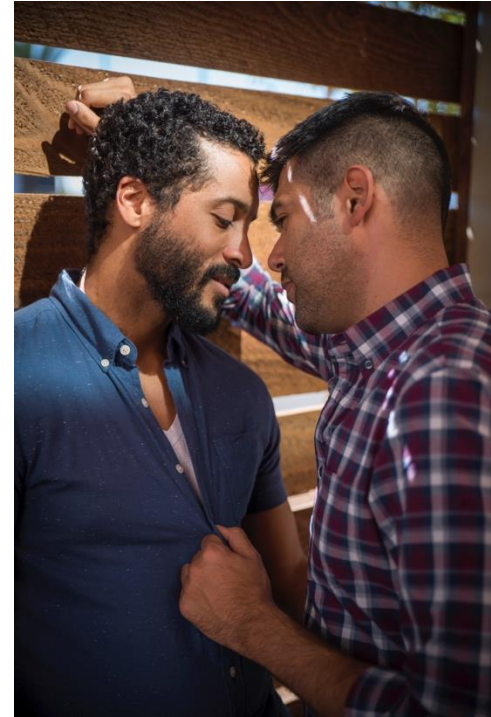
Episode Three

STD Testing & Treatment

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- The rate of new HIV and STD infections continues to rise each year.
- PrEP and regular condom use are important ways to reduce the risk of transmission of HIV and other STDs



Sin Vergüenza

Season Three

Episode Four

LGBT Shame & Stigma

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- Eliminate homophobic messages that are both harmful and hateful.
- These impact many LGBT persons and can cause a deep sense of shame and stigma about who they are.



Sin Vergüenza

Season Three



What's Being Done to Disseminate and Engage the Community?

Social Media
Press Media
Partnerships
Community Showings
You!

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



FAMILIA. HOPE. RESILIENCE.

Sin Vergüenza

SEASON THREE

presented by **AltaMed**

Connect With Us

SEASON THREE

NOW AVAILABLE

Watch at SVseries.org



Follow us for updates on:



@AltaPride

Sin Vergüenza

Season Three

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