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# Sin Vergüenza

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

Presented By

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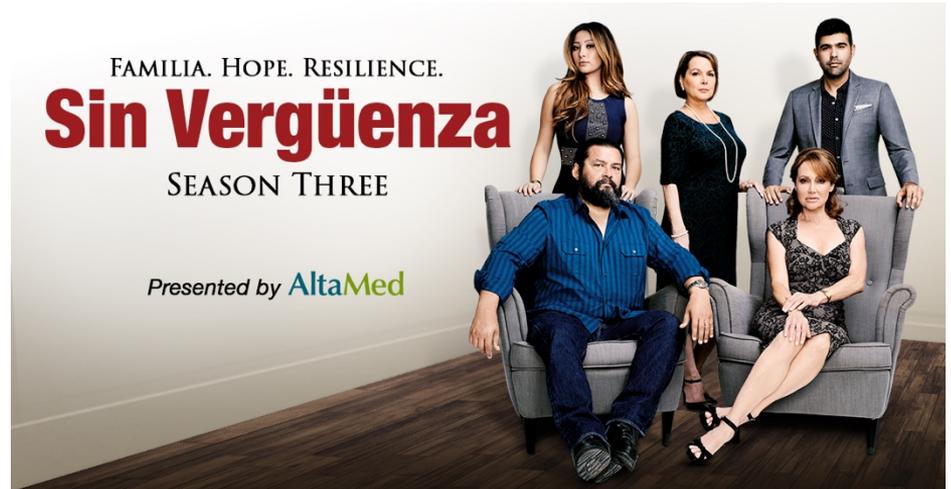
**AltaMed**  
QUALITY CARE WITHOUT EXCEPTION™

# About the Series

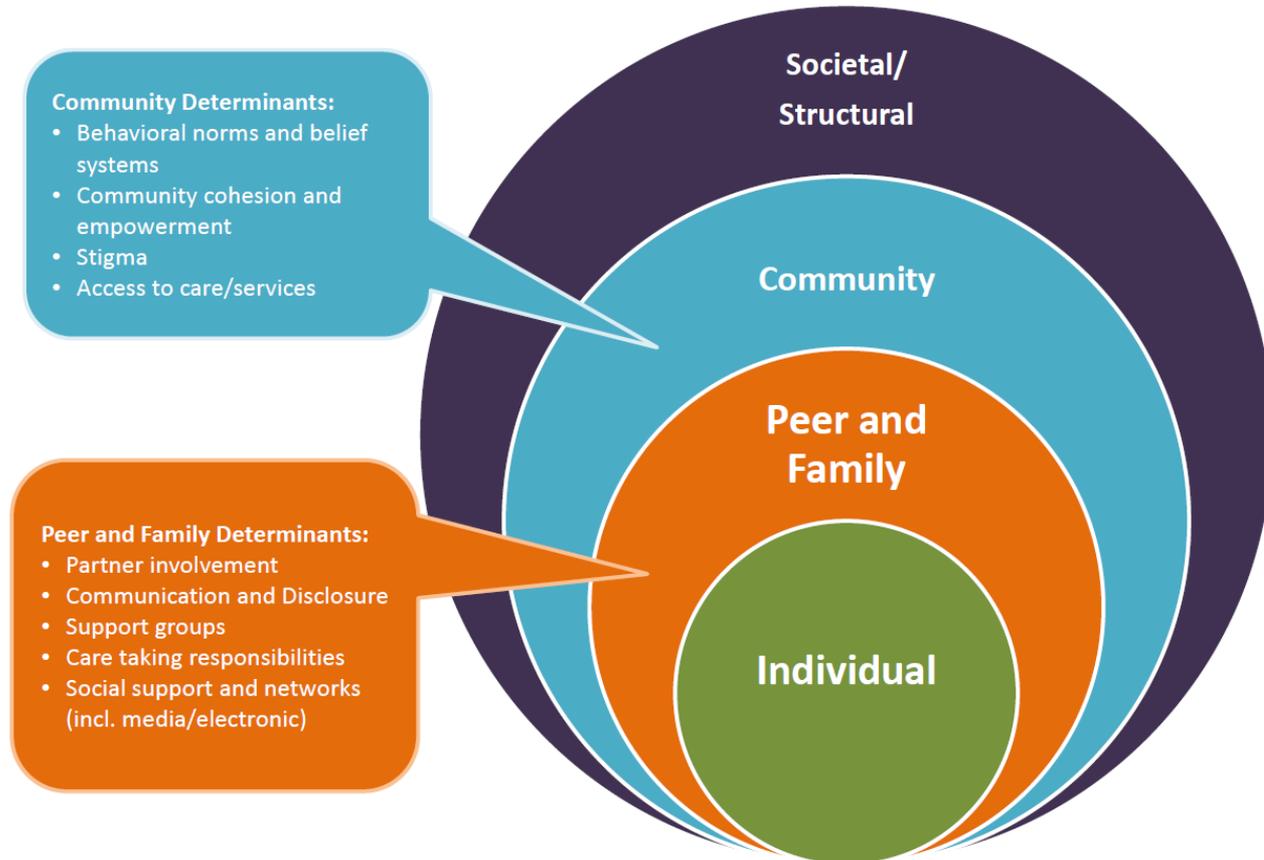
Created in 2012, the series encourages people to seek HIV testing by featuring character stories highlighting the impact HIV has on Latino families.

11-episode Telenovela web series  
Bilingual: English and Spanish

Watch at [SVseries.org](http://SVseries.org)



# Comprehensive HIV Continuum Socioecological Perspective



# HIV STIGMA

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How do we Measure it?

Has it Gotten Better?

# HIV STIGMA

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

# HIV STIGMA

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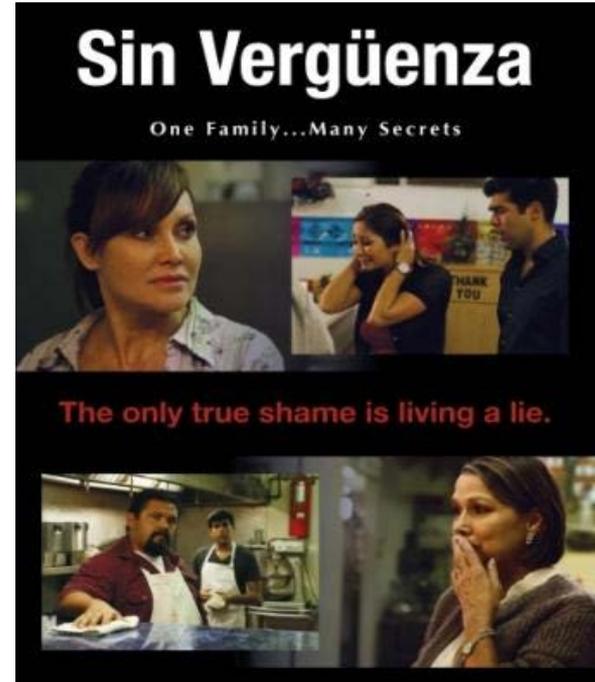


- Storytelling
  - Educate
  - Understanding
  - Empathy
  - Cultural Norms

# 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

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# LGBT Shame & Stigma

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Season Three

- 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



# 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*



# Coping with HIV

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Season Three

- 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

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Season Three

- 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



# Christina Salazar

**Sin Vergüenza**  
Season Three

*“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)



# Tatiana

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

*- Tatiana*



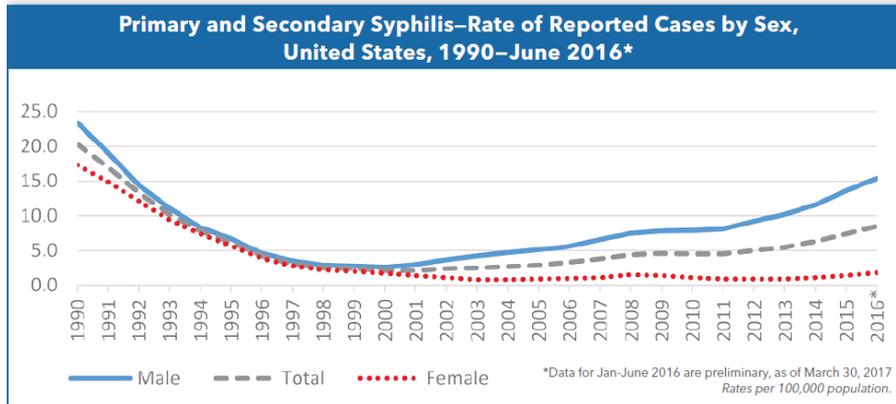
# STD Testing & Treatment

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Season Three

- 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*



CDC, 2017

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# Enrique Salazar

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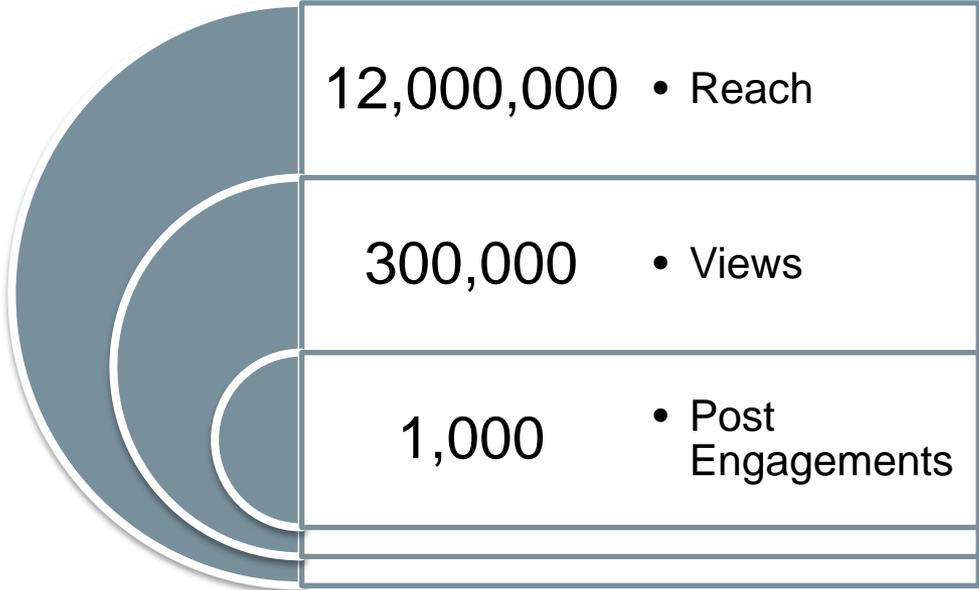
*"I thought I was  
being careful."*

*- Enrique*



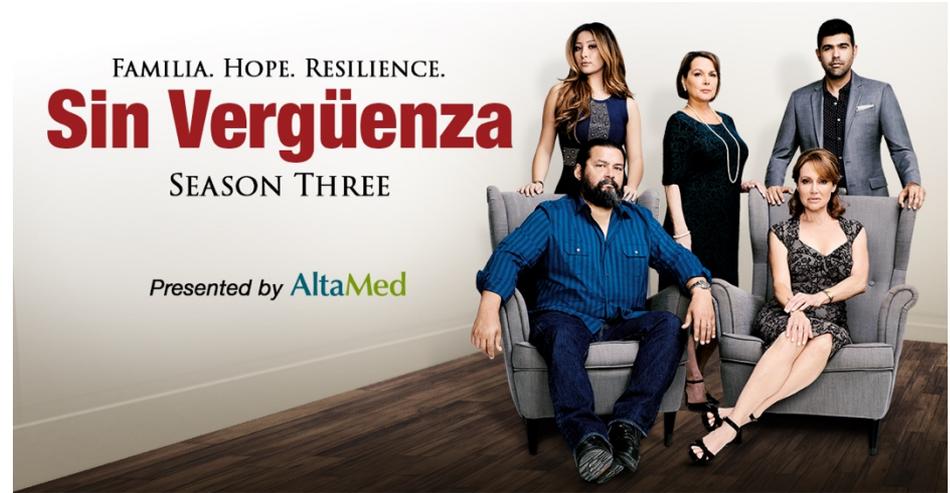
# Goal Metrics

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# Disseminating & Engaging

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# 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



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SEASON THREE

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# Connect With Us

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**SEASON THREE**

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# Sin Vergüenza

## Season Three

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