Session 7:
Strategies and Approaches to Address HIV Stigma
Tuesday, April 20, 2021
10-11:30 a.m. PST
Session Agenda

➢ Presentations

  • Gabriel Maldonado, founder and chief executive officer of TruEvolution
  • Dr. David Gere, professor of arts activism and founding director of the UCLA Art & Global Health Center
  • Alejandra Aguilar and Karla Morales, health educators and HIV counselors at East Los Angeles Women's Center

➢ Panel Discussion

➢ Open Q&A
LEADING with RESILIENCY

Tools for combating stigma in the healthcare system & engaging in critical health literacy within vulnerable communities.

Gabriel Maldonado, MBA
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WHAT IS STIGMA?

Stereotypes, Attitudes, and Prejudice
WHAT IS STIGMA?

• **Stereotypes.** Attitudes that are often “generally” assumed about a group of people.

• **Prejudice.** Assumptions and stereotypes seen as valid and confirmed belief about a group.

• **Discrimination.** Actions taken based on stereotypes and prejudices.
TYPES OF STIGMA

Community, Institutional, Self/Internalized
TYPES OF STIGMA

- **Community.** Family, friends, workplace, faith, cultural spaces.
- **Institutional.** Healthcare facilities, clinics, schools, universities, legal system (courts/jails/prisons/processing centers).
- **Internalized.** Sexual-shaming, guilt, depression, re-traumatization, avoidance, unprocessed anger/sadness... *fatalism* (!!).
WHAT IS RESILIENCY?

Healthy thinking, choices, and social support.
WHAT IS RESILIENCY?

• **Myself.** Engaging in health-promoting cognitive processing.

• **My choices.** Enacting healthy behavioral practices, including accountability.

• **My circle.** Enlisting social support from others.

• **My perspective.** Empowering other young gay/bisexual men.*
7 RECOMMENDATIONS FOR COMBATING STIGMA

Practical Steps to Implementing Critical Health Literacy
CRITICAL HEALTH LITERACY

1. **Monolingual Materials.** If I can read it then I can engage with it.

1. **Health Literacy.** If I know what it’s called then I can tell you.
   - **Health systems literacy.** If I can understand it then I can navigate it.

1. **Peer support/navigators.** If they speak my language and know my story, we can move faster.
4. Multi-channel communication tools. If I can reach you then I feel connected and supported.

5. Integrated behavioral health services. Everyday my mind needs maintenance and my soul needs healing.

6. Comprehensive prevention & care services. If I can go to one place then I can do it all.
7. Non-shame based language, engagement, or policies.

Empathy-driven:
- Case management services
- Protocols
- Response plans
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Questions and Clarifications?
Through Positive Eyes
JOSEPH GABRIEL
Mwanza, Tanzania

I have been sick for 10 years now.

I wake up in the morning and drink my tea. My brother washes me. When it is warm and dry like today I spend my days sitting outside my house under the shade my brother made. My mother or my brother carry me here in the morning and I stay here until the afternoon. I like listening to the radio—the music, the football and the news I enjoy…

At the moment my life is rich. I have no pain. My belief in God makes me happy and I have the love and care of my family.
The East Los Angeles Women’s Center was founded in 1976 by community volunteers who established the first bilingual sexual assault hotline in the nation. In 1985 ELAWC began operating the Southern California AIDS Hotline.

Today we are recognized as a leading voice for 1000’s of survivors.

We provide culturally responsive services specifically for Latinx Communities in the areas of sexual assault, domestic violence, HIV, and an array of services that inter-connect.
Our purpose is to ignite

*Esperanza – Hope in the lives of women and* their families impacted by domestic violence.

*Using a holistic and family-centered approach,*

**ELAWC provides a broad range of personalized** services built on a foundation of best-practices, trauma informed evidence-based services, grounded in an empowerment model.

**We recognize and honor the cultural strengths of the communities we serve.** We provide services rooted in positive cultural influences that help families become grounded, centered, and interconnected. We are committed to creating culturally responsive programs that create violence free lives.
Creating an environment that supports trauma informed services helps survivors use skills they already possess, as well as to build new skills.

Direct Services

Individual Therapy
Case Management Services
Crisis Intervention
Safety Planning
Advocacy
Accompaniment
Healing Groups
HIV Navigation Services
Linkages and Resources to Safety
Community Outreach and Education
HOPE and HEART Housing Services
HIV Services at ELAWC

- HERR
- HIV Navigation Services
- HIV Information Line

- Building “virtual networks” since 2015
- Maintained the vision throughout 2020
- Hope and Enthusiasm for HIV prevention and care
THANK YOU!

Health Educator

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Connect with us!
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www.elawc.org
Measuring Stigma *(information from Dr. Laura Bogart!)*


- For perceived HIV discrimination, there is the Stigma Index, used in multiple countries: [https://www.stigmaindex.org](https://www.stigmaindex.org)


- To assess stigmatizing attitudes about HIV in the general population, one could adapt/update/use items from the UNAIDS surveys: [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4942369](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4942369) or the Herek scale: [https://ajph.aphapublications.org/doi/pdfplus/10.2105/AJPH.92.3.371](https://ajph.aphapublications.org/doi/pdfplus/10.2105/AJPH.92.3.371)