



Autumn Conference

Friday 24th November 2023


etc.venues 155 Bishopsgate, London



www.bhiva.org

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A stylized light blue virus icon with a circular body and several protruding spikes. Inside the circle is a white shield-like shape with a blue wavy line representing a DNA or RNA strand.

PANEL 3 - Scotland

Scotland's HIV Stigma Campaign – ‘Stigma is more harmful than HIV’

Rachael Webb, Terrence Higgins Trust
Nicky Coia, NHS Greater Glasgow and Clyde



Scotland's HIV Stigma Campaign

'Stigma is more harmful than HIV'

November 2023

HIV in Scotland

Ending HIV Transmission in Scotland by 2030

1. To prevent people from acquiring HIV, regardless of age, sex, gender identity, sexual orientation, race, ethnicity, religion, deprivation or disability status.
2. To find people living with HIV (some of whom are undiagnosed) and support entry/re-entry into HIV care and treatment.
- 3. To help reduce stigma that makes some people less likely to access HIV prevention, testing and treatment services.**

Funded by the Scottish Government



Scottish Government
Riaghaltas na h-Alba
gov.scot

Multi stakeholder campaign

- Terrence Higgins Trust
- Public Health Scotland
- NHS Greater Glasgow & Clyde
- Waverley Care
- University of Strathclyde
- Our Positive Voice
- Scottish Drugs Forum



Stand appointed as creative agency

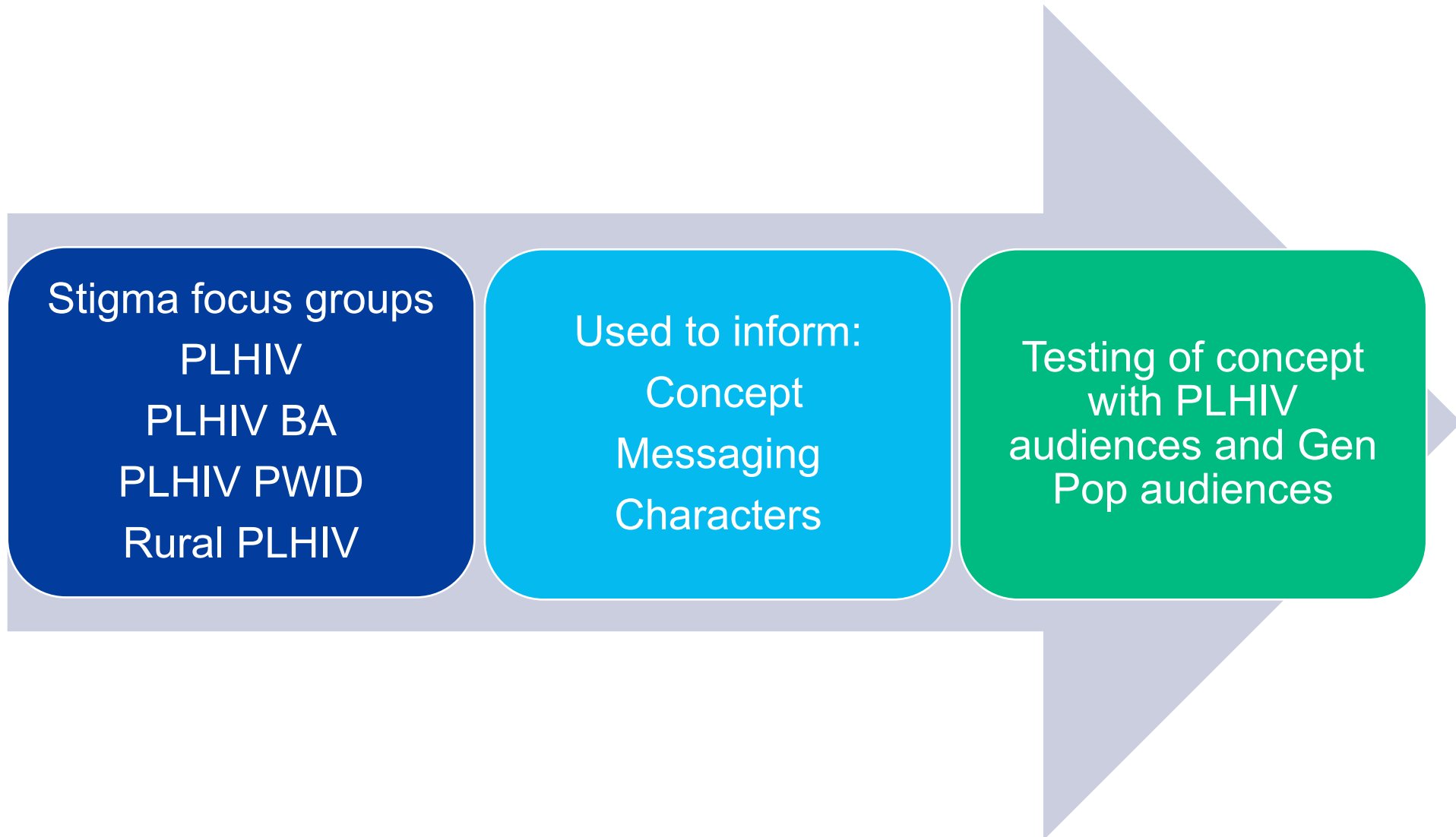


User Involvement and Audience Testing

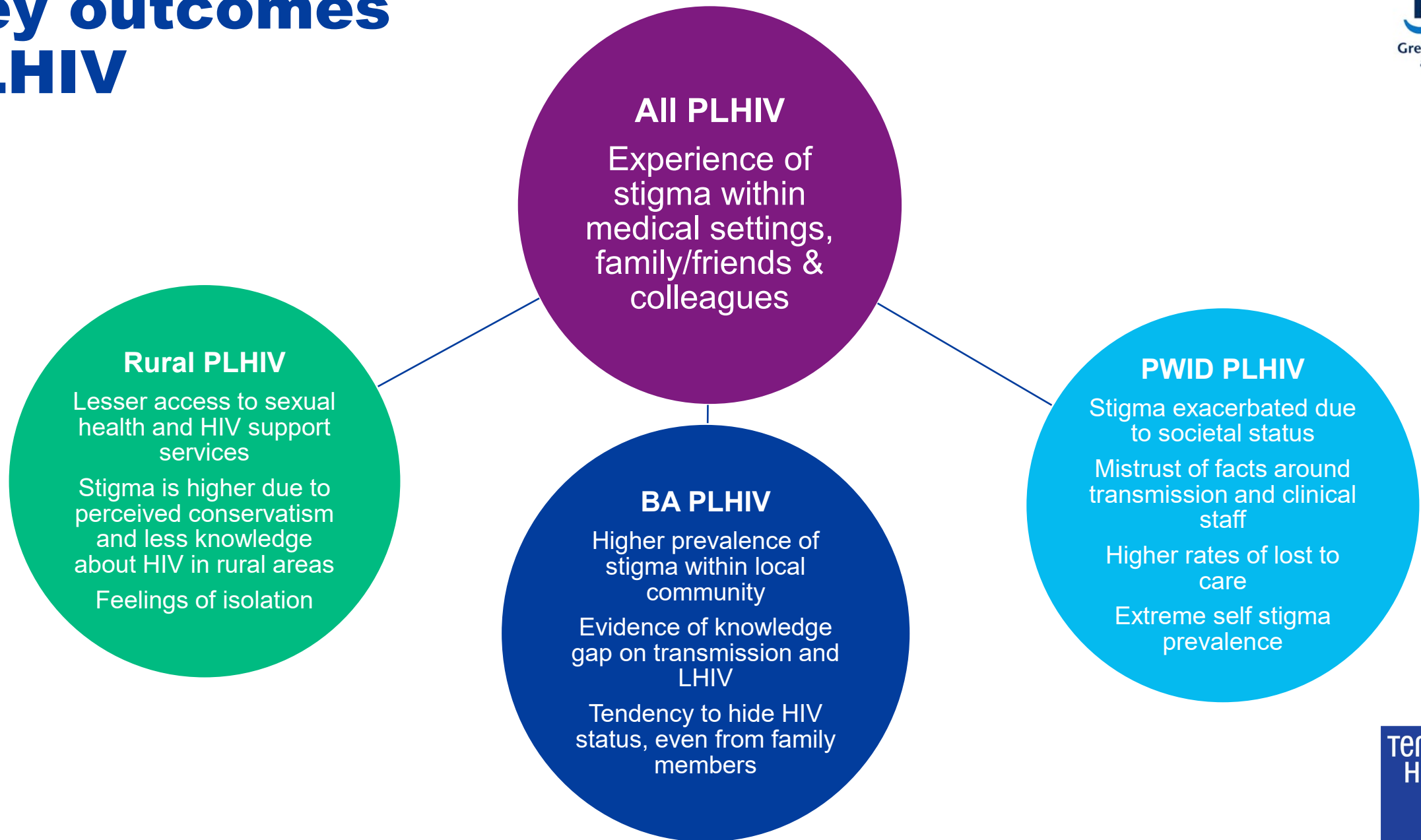
YouGov poll key insights

- **25%** would feel worried about catching HIV if someone they knew had the virus
- Only **35%** people would be happy to kiss someone with HIV
- **55%** of people would not feel comfortable having sex with someone living with HIV who was on effective treatment.
- Nearly half (**46%**) of people in Scotland would 'feel ashamed to tell other people' if they were diagnosed with HIV.

User Involvement and Audience Testing



Key outcomes PLHIV



Quote examples

- Medical setting

“I went for a Gynaecologist appointment and a big fuss was made of me being HIV positive, they discussed in front of me that they should be wearing double gloves. They also asked ‘where did you get HIV from?’”

“I’m an NHS nurse and another nurse whispered to me about a patient ‘be careful with her, she has HIV’ I didn’t have the strength to tell her I do too. None of the nurses wanted to look after that patient.”

- BA community

“I tried to hide that I had HIV from my family. When they found out, they made me use different cups and glasses and plates. They made me use a different bathroom from everyone else in the house.”

- PWID

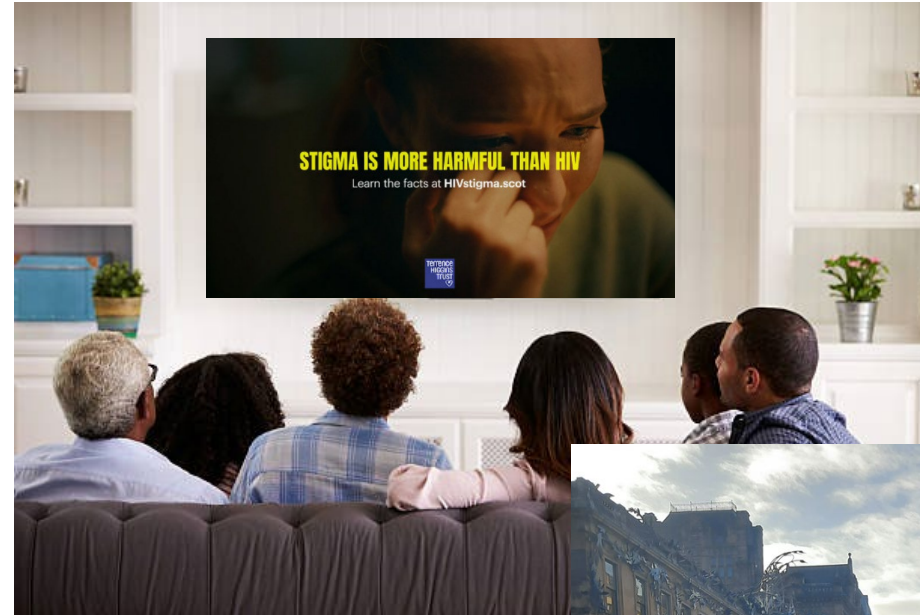
“Where I come from, people don’t even use the word HIV. They call it ‘the virus’. Like ‘That guy’s got the virus’. There’s certain streets in Glasgow, you’d have people smashing your windows because they know you’ve got it.”

Concept

- Key theme – Stigma has a bigger impact on the lives of PLHIV than having HIV does = Stigma is more harmful than HIV.
- Show examples of stigma within settings with family, friends, neighbours and medical settings.
- Seize opportunity to re-educate: U=U/CPIO, one pill a day, 2030.
- Equal representation of genders, ethnicities, sexual orientations and age bands.

Media channels

- TV – STV partnership deal
- OOH
- Social Media
- Print
- Press
- Dedicated website at **[HIVstigma.scot](https://www.hivstigma.scot)**
- Launched on 16th October 2023



Press coverage

Broadcast

- BBC Radio 4 – Today Programme
- BBC Scotland News
- STV News and STV Tonight
- BBC Radio Scotland x3 slots
- Sky News
- BBC The Nine
- Talk TV/ Talk Radio
- LBC
- BBC Radio 5 Live
- FMQ Scottish Parliament



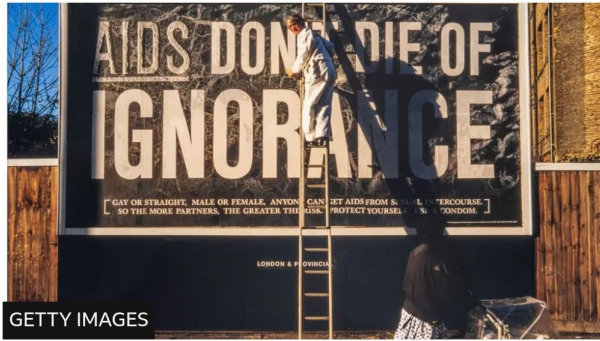
NEWS

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HIV stigma campaign 40 years after tombstone ads

39 minutes ago



The 1980s Aids awareness campaign was designed to evoke fear of a disease for which there were few treatment options

An advert aimed at tackling the stigma around HIV is to air on Scottish TV nearly 40 years after the "Don't Die of Ignorance" campaign.



Scots mum HIV awaren years to air

Emma McAnally, 34, hc the virus to come to te By Danya Bazaraa 00:05 16 Oct 2023, updated 10:58 16 Oct 2023

SHARE [Facebook] [Twitter] [WhatsApp] By Iona Young 00:01, 1



Emma McAnally

A Scots mum who w

First HIV awareness ad since 1980s is set to air on TV: Advert aimed at tackling stigma around the virus comes 40 years after 'Don't Die of Ignorance' tombstone campaign



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- Woman diagnosed with HIV seven years ago welcomes the new TV campaign

The first new advert raising awareness of HIV in 40 years will be aired on TV as part of a 'long overdue' campaign.



Normal, healthy li ls with HIV

Major campaign on HIV talks about the harm stigm



diagnosed the virus in 2016 wh

Listen to this story 3 min



First HIV TV ad in 40 years will 'tackle attitudes stuck in the 1980s'

Oct 16 • Written by Amelia Hansford

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The HIV awareness advert will be the first to air in Scotland in 40 years. (Terrence Higgins Trust/STV)

The first HIV awareness TV advert to air in Scotland in 40 years aims to tackle ignorance and discrimination against people living w

The advertising campaign, headed by the



TV advert showing