

Co-production of faith-based assets to improve HIV awareness, reduce stigma and promote prevention and treatment adherence

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About Positive East

Positive East has been on the forefront of HIV service and care for over 30 years; supporting people from point of HIV diagnosis to longer term care. Guided by the mission – to improve the quality of life of individuals and communities affected by HIV – Positive East has developed a holistic range of health and wellbeing programmes from counselling, peer support and information and advice to HIV testing and HIV prevention outreach.



Background

The development of the faith-based assets arose from a critical gap in HIV knowledge and engagement within faith communities.

Anecdotal evidence showed that faith leaders discouraged individuals living with HIV taking their medication, citing religious justification.

This misinformation and stigma led to worsened health outcomes. So, these assets are aimed at mitigating that.

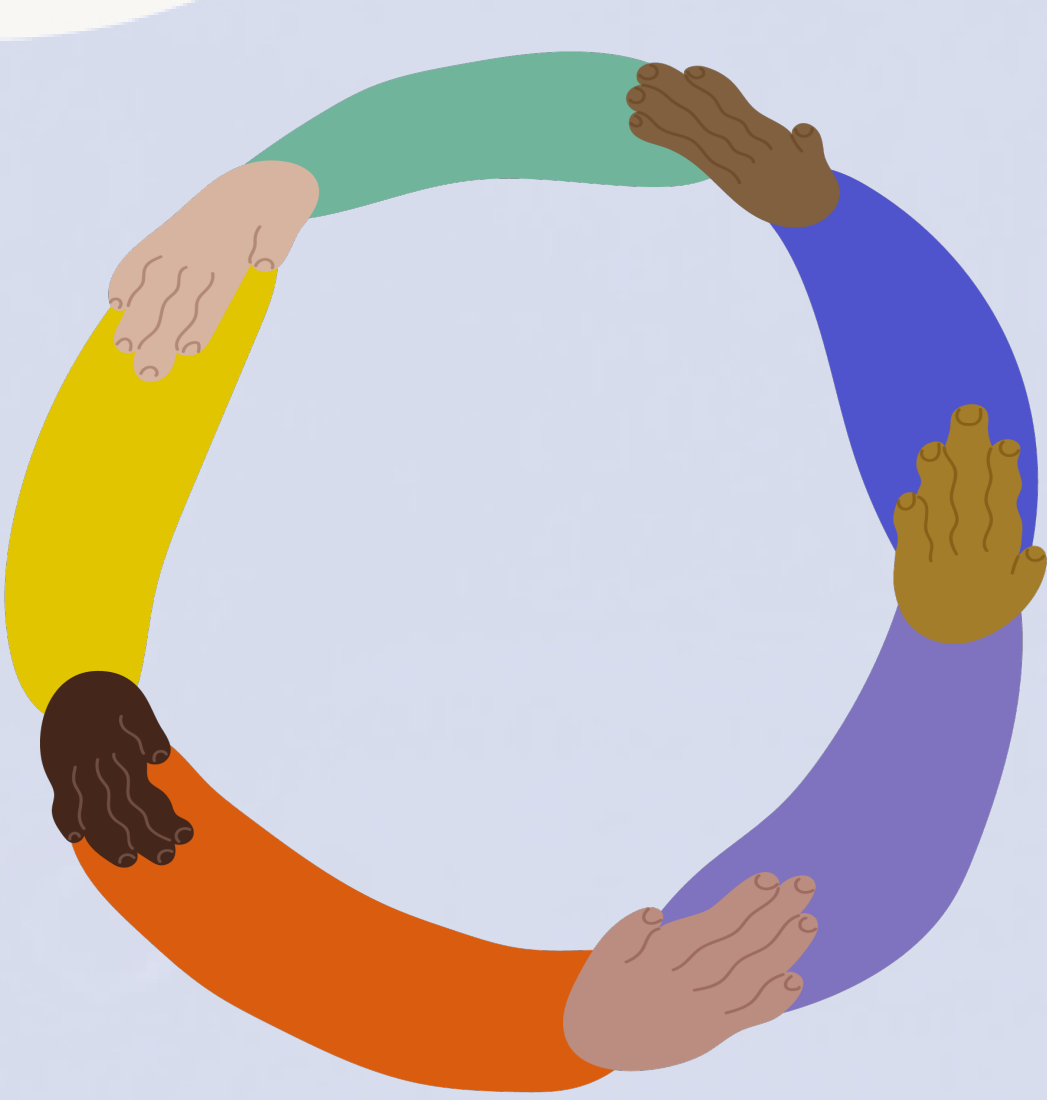
The aim of this project was to increase knowledge among faith leaders through the co-production of HIV awareness booklets.

Methodology

15 Muslim and 20 Christian faith leaders recruited across London.

4 workshops with faith leaders to increase HIV knowledge and address stigma.

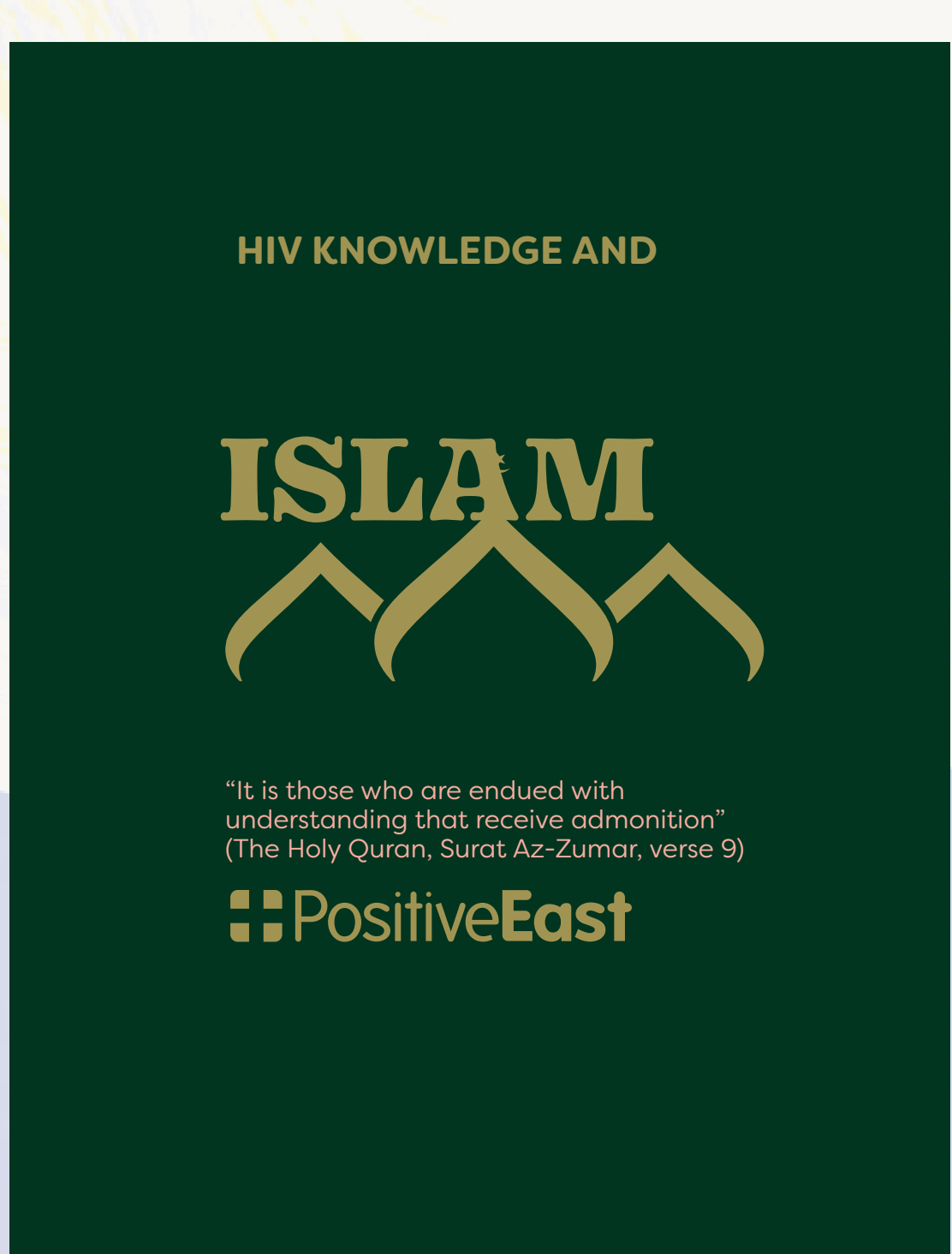
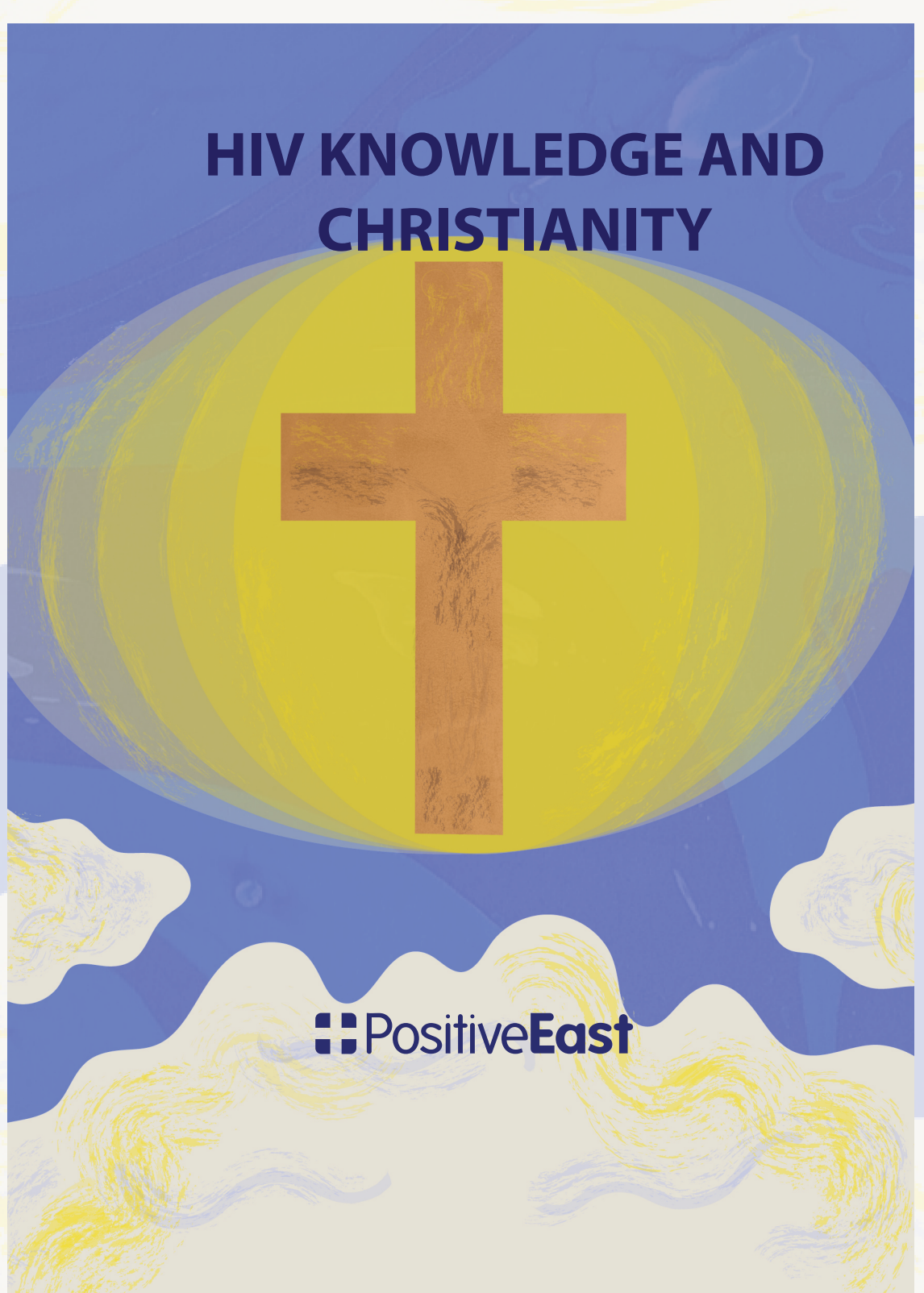
6 focus groups focussed on producing a culturally and religiously appropriate booklet for the faith communities.



Results

1,000 *HIV Knowledge and Islam* and 1,000 *HIV Knowledge and Christianity* booklets were co-produced with faith leaders and printed.

70% of faith leaders reported increased understanding of HIV prevention and treatment.



Conclusion

Engagement with faith leaders using booklets provided leverage to reduce stigma and promote HIV prevention in faith communities as evidenced by the increasing demand for booklets within HIV clinics and faith settings in London.



Christian



Islam

Scan the QR code to read the full booklets

Acknowledgements



Gilead Sciences, faith leaders who contributed to the production of these booklets and members of staff and volunteers at Positive East whose support resulted into having this fantastic and impressive resource.

