

# Allowing People Living With HIV to thrive by meeting their basic needs through a dedicated award-winning advice service



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Positive East, London, UK

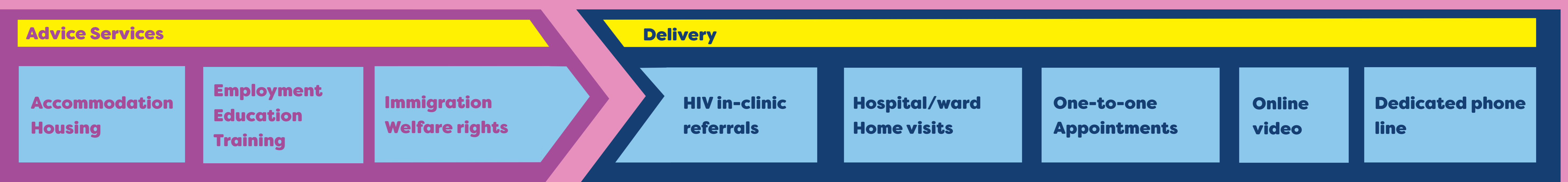
## About Positive East

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

Positive East offers the only free Advice Quality Standard accredited service for People Living with HIV in London. To lead a fulfilling life and develop to one's potential, basic needs of food, shelter, safety, and freedom from fear must be met. This case study demonstrates the importance of a dedicated specialist advice service for People Living With HIV and presents Positive East's model as effective and sustainable in addressing basic human needs thus strengthening engagement with care.

## Case presentation



## Outcomes 2024-2025

**507** People Living With HIV benefited from Positive East's advice service

### Demographics

53% Male  
62% Black heritage  
68% Heterosexual

**174** Clients received advice on accommodation or housing

**9** Clients received support with employment, education or training

**75** Clients received direct immigration support

**425** Clients received advice on general welfare rights and benefits

**2,281** case work hours provided

**£829,844** in maximised client income

Guidance to clinical teams, housing officers and social workers was also provided

## Discussion

### Challenges:

- Heightened demand
- Increased complexity of cases often linked to mental health and poor health literacy
- Longer timeframes to close cases
- Trust in the service due to prior stigma and discrimination experiences
- An ageing population with cognitive decline

### Learnings:

- Managing client expectations
- Prioritising casework
- Collaborating with Positive East's other in-house specialist services
- Regular review of case law
- Continuous training of staff
- Partnerships with clinicians and non-HIV sector was also considered important

## Conclusion

Positive East offers a one-stop integrated advice service to People Living With HIV to address basic human needs and address the structural and social determinants of health necessary to prevent disengagement from care.

Between 2024-2025 Positive East has advised over 500 clients delivering over 2,000 casework hours with over £800,000 in maximised client income. Challenges include, increasing case complexity, changes in legislation and growing age-related support needs.

The way forward is to provide expanded pan-London coverage focussing on greater in-clinic presence and an integrated advice service supported by guidance and position papers.