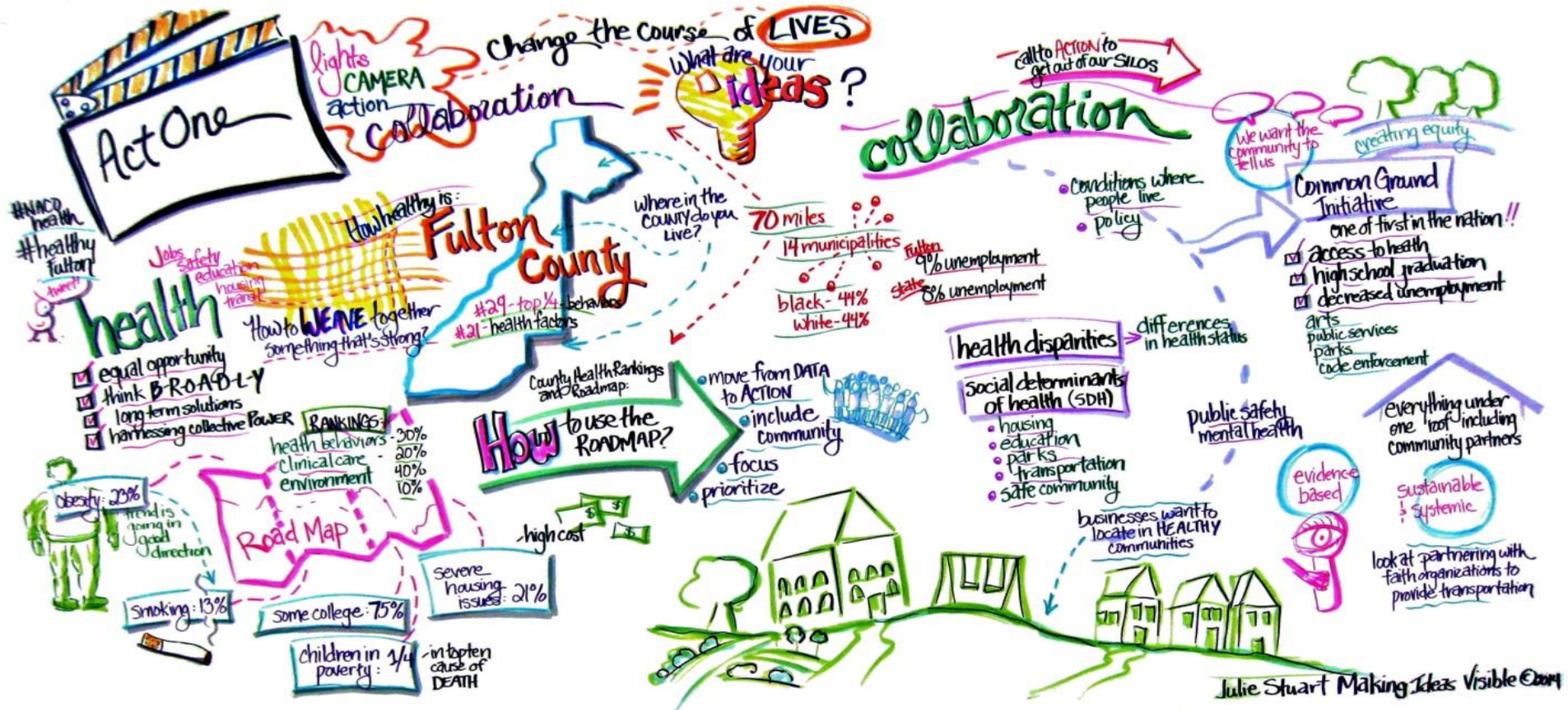


Stigma Mapping



Latino Commission on AIDS



- A Non-for Profit organization founded in 1990 to fight HIV/AIDS in at-risk communities nationwide.
- Services in more than 40 States, Puerto Rico & the Virgin Islands.
- Long demonstrated history of building national, regional and local coalition.

Five core areas:

- Hispanic Behavioral Research Center
- HIV Prevention & Health Promotion
- Capacity Building Assistance (CHANGE approach)
- HIV Testing and Access to Care
- Health Policy & Community Mobilization



Foto por: bleacher + everard

Capacity Building Assistance



CBA Service Provision

- High Impact Testing
- Prevention with Positives
- Organizational Management

Learning Objectives:

- Understand an ecological model in public health or how the environment affects your health and behaviors.
- Recognize structural and environmental barriers when reaching our target populations and accessing health services.
- Understand the concept of stigma mapping and learn to apply it in your neighborhood and access of health services.

NATIONAL HIV/AIDS STRATEGY for the UNITED STATES:

UPDATED TO 2020

JULY 2015



- Goal 1: Reducing new HIV infections.
- Goal 2: Increasing access to care and improving health outcomes for people living with HIV.
- Goal 3: Reducing HIV-related disparities and health inequities.
- Goal 4: Achieving a more coordinated national response to the HIV epidemic.

The Right People → The Right Practices?

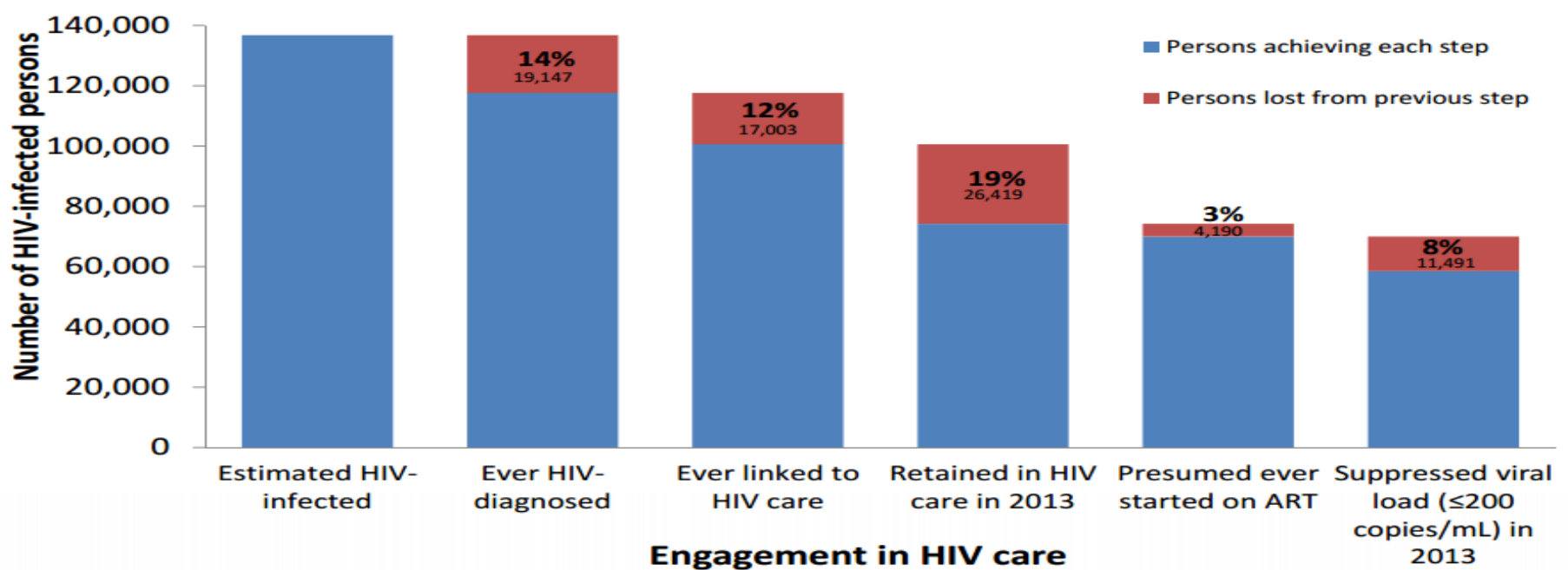
Goal 1. Reducing New HIV Infections

HIV does not impact all Americans equally

- **Gay, bisexual, and other men who have sex with men of *all races and ethnicities***
(noting the particularly high burden of HIV among Black gay and bisexual men)
- **Black women and men**
- **Latino men and women**
- **People who inject drugs**
- **Youth aged 13 to 24 years**
(noting the particularly high burden of HIV among young Black gay and bisexual men)
- **People in the Southern United States**
- **Transgender women**
(noting the particularly high burden of HIV among Black transgender women)

The Right Practices:

NYC Care Continuum 2013



Engagement in HIV care

HIV Prevention that Works

This website is designed to support High Impact Prevention (HIP) - using interventions with demonstrated potential to reduce new infections to yield a major impact on the HIV epidemic.

[Learn More](#)

What prevents clients from being retained in care?

Understanding the relationship between how population groups *experience* “place” and the *impact of “place”* on health is fundamental to the social determinants of health—including both social and physical determinants. — *Healthy People, Office of Disease Prevention and Health Promotion.*



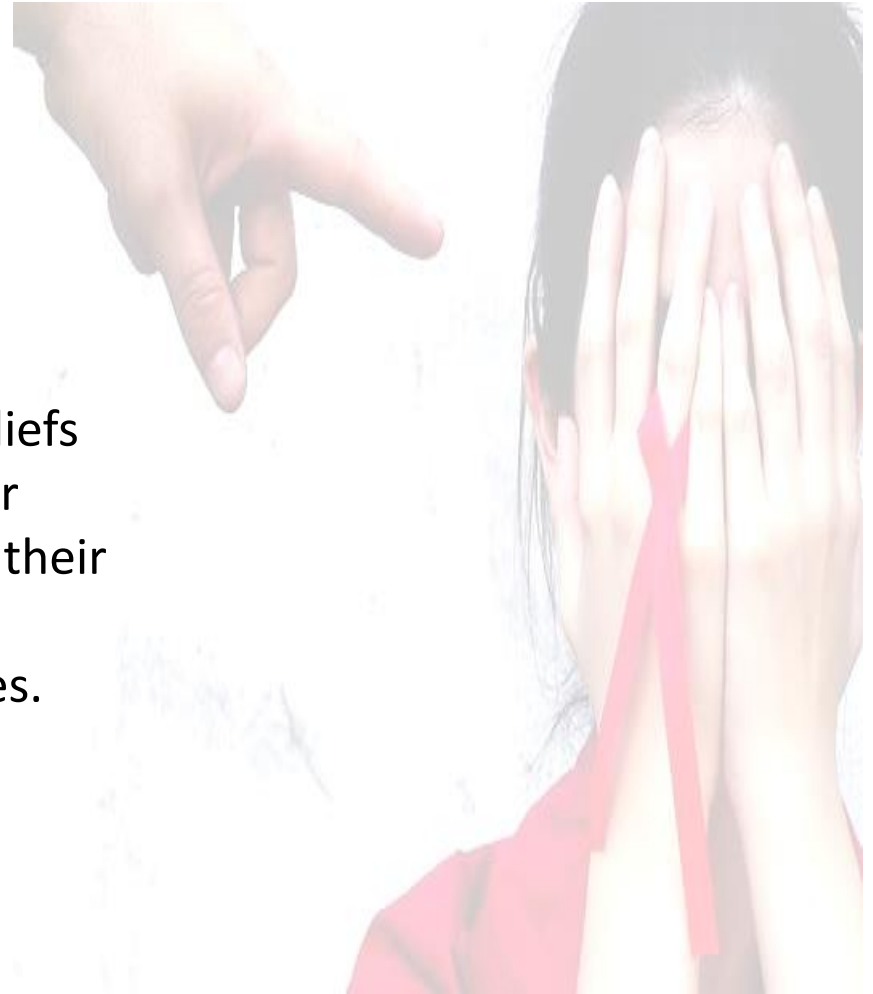
What has been your
experience with Stigma in
your community?

experience

stigma

Refers to all unfavorable attitudes and beliefs directed towards PLWHA/Mental illness or those perceived to be infected, as well as their significant others and loved ones, close associates, social groups, and communities.

CDC Global AIDS resources



Types of Stigma...

- **Felt stigma/Internal stigma/Self-Stigma:**
 - Real or imagined fear of societal attitudes and potential discrimination:
 - Shame
 - Survival strategy

Types of Stigma...

- **Enacted stigma/External stigma:**
 - Actual experience of discrimination
 - Enacted stigma

Types of Stigma...

➤ Discrimination

- The treatment of an individual or a group with partiality or prejudice
- An act or a behavior



What is stigma mapping?

Formative Assessments Explore...



Explore...

- How to design a successful intervention
- Community outreach plan
- The design of materials and their efficiency
- Opportunities & threats
- Provides a better understanding of your community & the experiences and needs of your target population(s)
- Imperative for the implementation of successful interventions

The Steps...

Environment

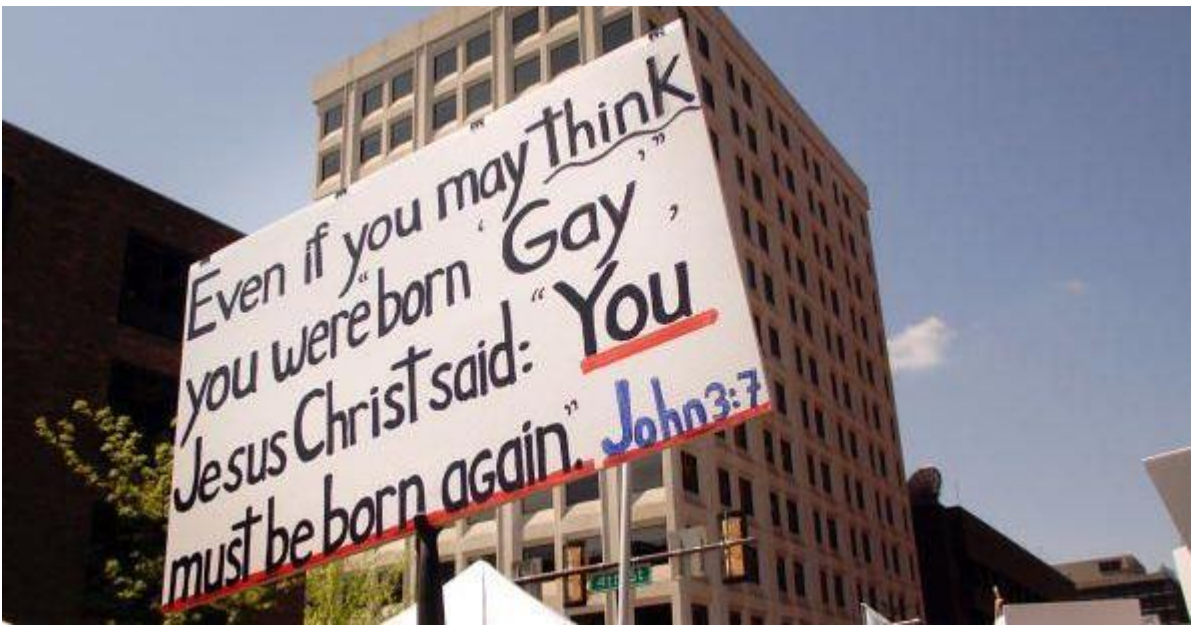
- Use existing data
- Building rapport with gatekeepers in the community
- Community observations
- Community Mapping
- Stigma Mapping
- Spot Interviews
- Interviewing Key Informants
- Focus Groups



Indicators

- **Data indicators:** Information that does shows behavior or suggests it.

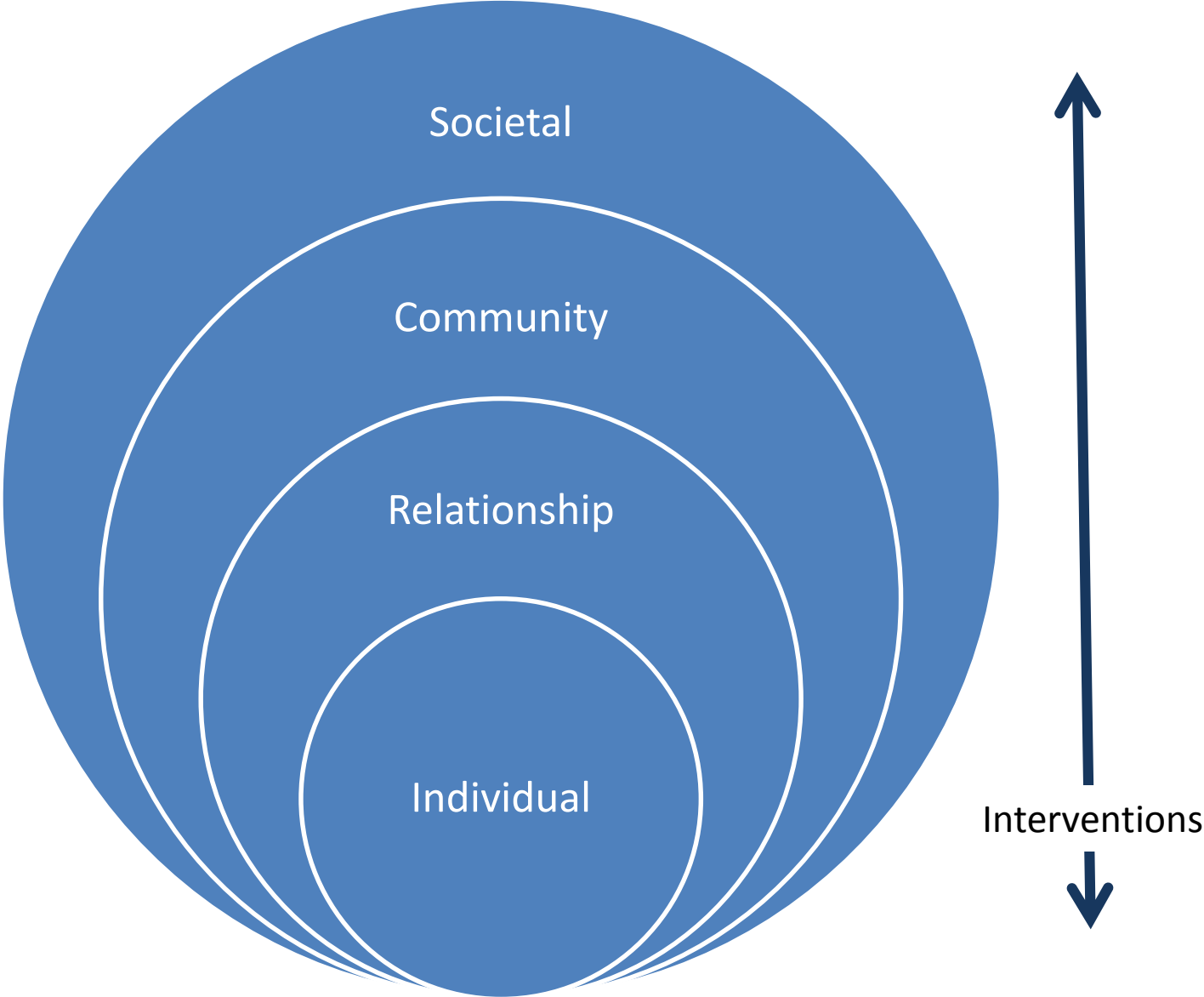
- **Physical indicators:** Clues that one can see in the environment.





WHY STIGMA MAPPING?

Social-Ecological Model



Beyond the Behavior

Behavior is the result of the interaction between personal risk factors and environmental factors.

Person



**Determinants of Health
(Structural and
environmental factors)**

- Unemployment
- Homelessness
- Living conditions
- **Stigma**
- Social support, etc.



- Not testing
- Not adhering to medications
- Others...?

Environmental Barriers and Structural interventions

Environmental Barriers

- Health facilities
- Education
- Housing
- Stigma**
- Transportation
- Healthy food

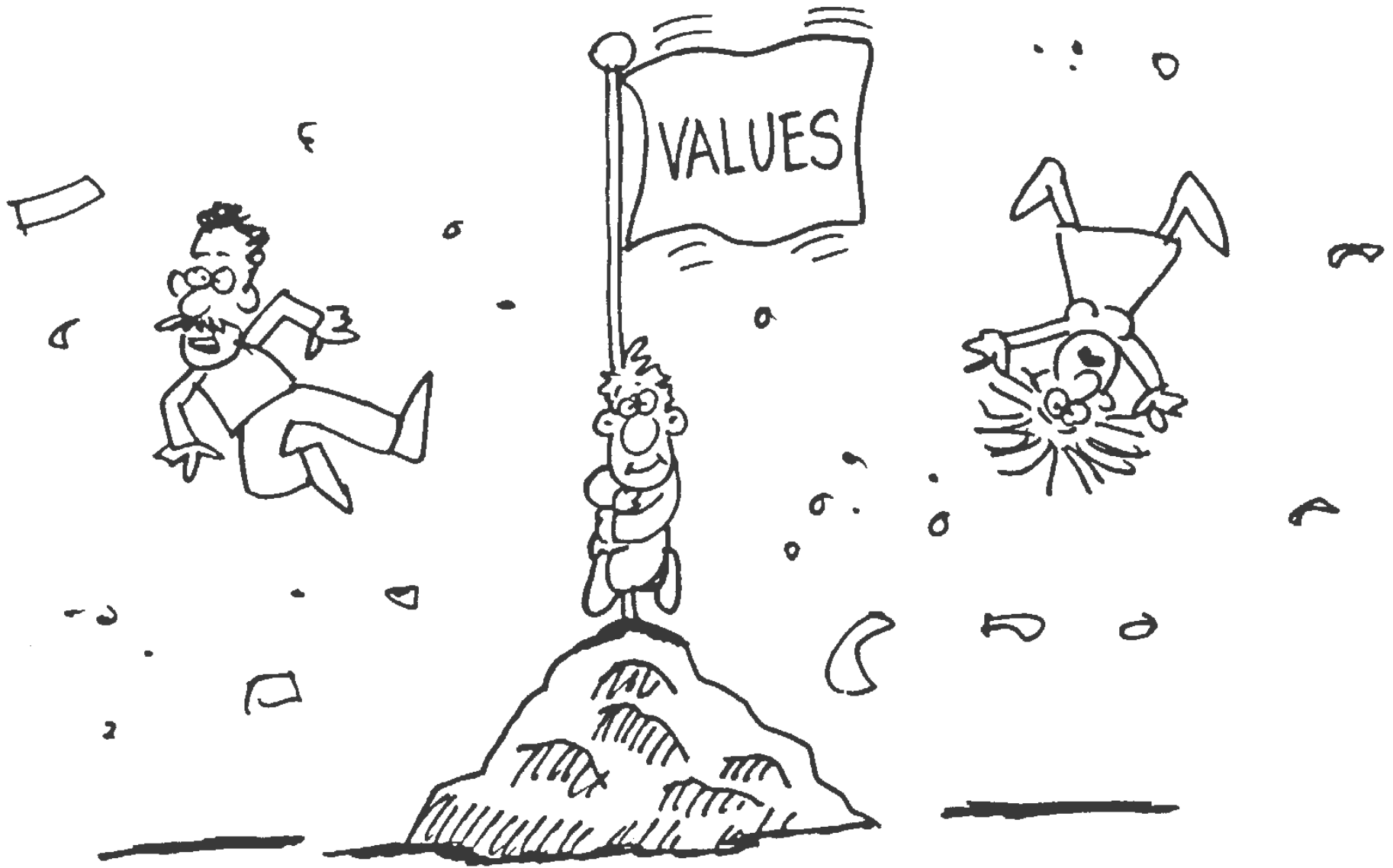


Structural interventions

- **Availability**
 - Exists
 - Appropriate Amount
 - Structural Implementation
- **Accessibility**
 - Physical (geography)
 - No Discrimination
 - Information
 - Affordable
- **Acceptability**
 - Manipulates social norms

Stigma and Risk Behaviors

- Low uptake of prevention/treatment
- Poor adherence to prevention/treatment
- Lack of disclosure
- Lack of testing
- Poor access to care
- Mental health care accessibility and availability
- Substance use accessibility and availability
- Isolation/ lack of social support



Three Universal Moral Values to consider when conducting community observation



- Hierarchy:
 - i.e. Caste system in India
- Purity of Body
 - i.e. The word for ‘Cancer’ in Japanese signals pollution.
 - “Clean”
- “Pulling your own weight.”
 - i.e. Seen explicitly in the United States.

All of these show up differently depending on the existing cultural landscape.



**PRIVATE CLUB
MEMBERS ONLY**

**NO
TRESPASSING**



Hierarchy

- 7 pm
RDAY

GOT
ID?
21+





“Pulling your own weight.”

	Historic/downtown	Industrial	Hispanic/north Charleston	TV-news	Comments
<i>Purity of body</i>	<ol style="list-style-type: none"> 1. Signage at the waterfront on spitting, etc 2. Public fountain to play in 3. Pooper scooper bags 	<ol style="list-style-type: none"> 1. Clothesline 2. Tattoo parlors 3. Gentlemen's clubs-all nude 	<ol style="list-style-type: none"> 1. Puddles 2. Go walking around shirtless 3. Laundromats 	<ol style="list-style-type: none"> 1. Learning to swim 2. Pregnant woman killed 	<ul style="list-style-type: none"> • Alcohol/liquor laws in SC are odd and apparently were hard for the locals to keep track of. Still the gentleman's clubs are BYOB.
<i>Hierarchy</i>	<ol style="list-style-type: none"> 1. For sale signs 2. Yacht club-private members 3. Historical designation plaques 	<ol style="list-style-type: none"> 1. No loitering signs 2. The housing complex was placed in an industrial zone 	<ol style="list-style-type: none"> 1. PD has jurisdiction 2. Man made ridge 3. Dish 4. For rent signs 5. Work stop signs 	Meteorologist credentials	
<i>Pulling ones weight</i>	<ol style="list-style-type: none"> 1. Charity events signs 	<ol style="list-style-type: none"> 1. Habitat for humanity 	<ol style="list-style-type: none"> 1. Lottery ticket ads 2. Food pantry at the ministry center 	<ol style="list-style-type: none"> 1. Political ads 2. Unemployment benefits 3. Car ads, you worked hard for the money." 	Pulling one's weight vs. charity vs. luck

Indicators of Moral Values

Purity of body

1. _____
2. _____
3. _____
4. _____

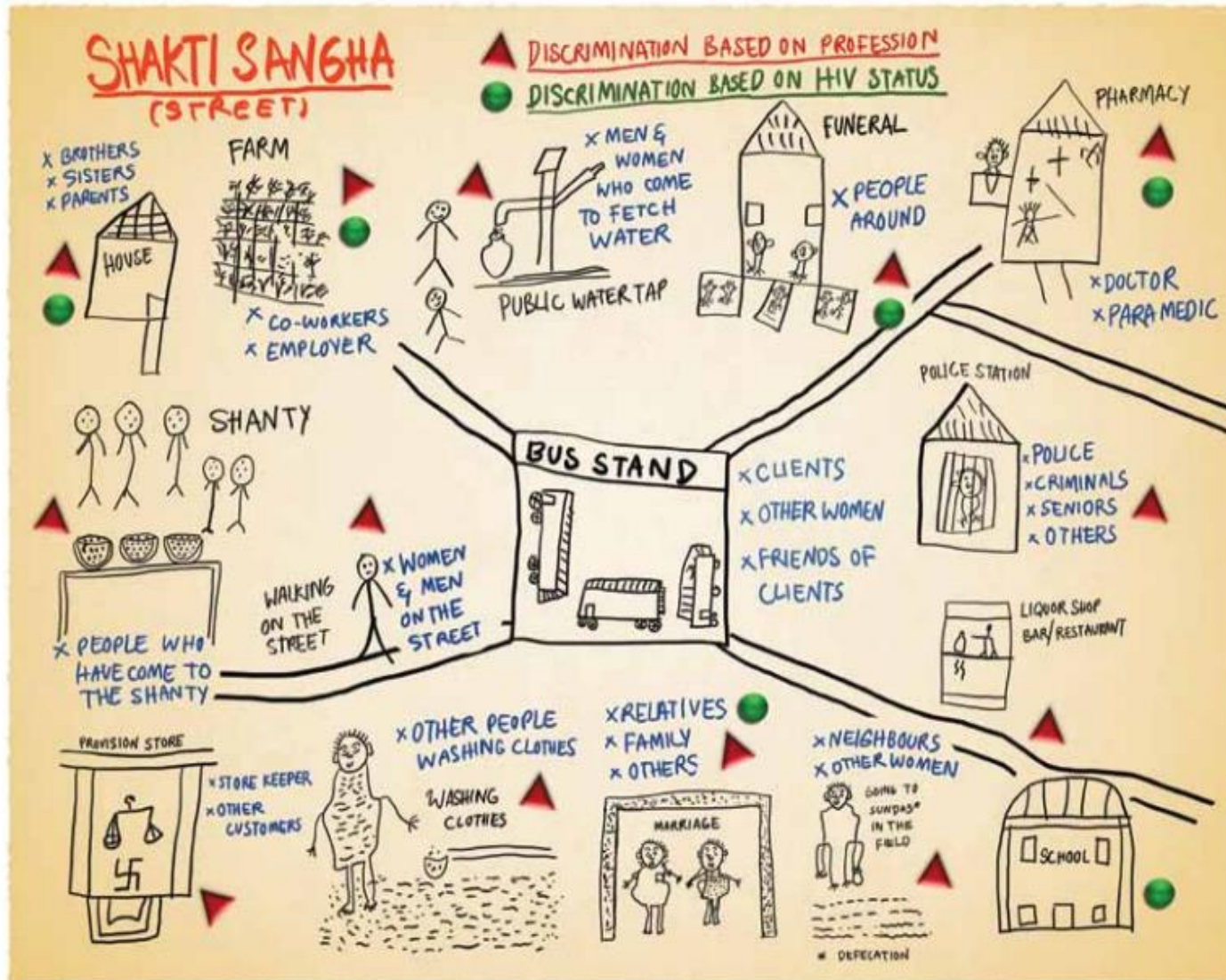
Hierarchy

1. _____
2. _____
3. _____
4. _____

Pulling ones weight

1. _____
2. _____
3. _____
4. _____

A Sample Map



Reference: Adapted from a diagram by FSWs during the PSW workshop on Stigma and Discrimination, Belgaum district, Karnataka, India, June 2012.



- How do you translate this information into the implementation of your campaign?
 - Messaging
 - Promotion
 - Distribution
 - Partnerships

DANKSCHEEN
YAQHANYELAY
TASHAKKUR ATU
GRACIAS
SUKSAMA
EKKHMET
ARIGATO
SHUKURIA
KOMPASUNIDA
MAJAKE
GRAZIE
MEHRBANI
PALDIES
TINGKI
BIYAN
SHUKRIA
THANK
YOU
JUSPAXAR
GOZAIMASHITA
EFCHARISTO
KOMPASUNIDA
BOLZIN
MERCİ

Thank you!



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Website: www.latinoaims.org/programs/cba

Twitter: www.twitter.com/commissioncba

Resources

- <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1279314/>
- http://www.cdc.gov/globalaids/Resources/pmtct-care/docs/TM/Module_5TM.pdf
- <http://www.cdc.gov/stltpublichealth/cha/plan.html>
- <http://www.icrw.org/files/images/Understanding-and-challenging-HIV-stigma-Introduction-and-Module-A.pdf>
- http://strive.lshtm.ac.uk/system/files/attachments/Understanding%20Stigma%20Together_0.pdf
- <http://www.communityscience.com/knowledge4equity/AssetMappingToolkit.pdf>
- <http://www.huffingtonpost.com/james-clear/this-simple-equation-reveals-6550942.html>
- http://www.unaids.org/sites/default/files/media_asset/2014unaidsguidancenote-stigma-en.pdf
- Blankenship, K. M., Bray, S. J., & Merson, M. H. (2000). Structural interventions in public health. *Aids*, 14, S11-S21.
- <http://www.hivguidelines.org/wp-content/uploads/2015/12/Power-of-QI-conference-Daskalakis-Opening-Remarks.pdf>
- <http://www.cdc.gov/violenceprevention/overview/social-ecologicalmodel.html>
- http://www.cdc.gov/globalaids/Resources/pmtct-care/docs/TM/Module_5TM.pdf