Stigma Mapping

Act One

Rights
Camera
Action
Collaboration

Change the course of LIVES

What are your ideas?

Collaboration

70 miles
14 municipalities
All unemployment 8%

Conditions where people live, work, play, learn

Health disparities - differences in health status

Social determinants of health (SDOH)

Public safety, mental health

Economic factors, education, quality of life

Evidence based, sustainable, systemic

Look at partnerships with faith-based institutions to provide transportation

Common Ground Initiative
One of first in the nation
Access to health care, high school graduation rate, decreased unemployment

Jails, safety, education, arts, public services, parks, code enforcement

Citizenship, community, coalition, collective power

Housing, land, air, water, health, education, employment

Children in poverty, food insecurity, death, overdose, smoking, obesity, alcohol

Roadmap

Housing, education, transportation, safe community

Businesses want to be located in healthy communities

Evidence based

Julie Stuart Making Ideas Visible®
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
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.
• 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.
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.
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.

http://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-health
What has been your experience with Stigma in your community?
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

http://www.cdc.gov/globalaids/Resources/pmtct-care/docs/TM/Module_5TM.pdf
Types of Stigma...

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

http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1279314/
Types of Stigma...

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

http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1279314/
Types of Stigma...

➢ Discrimination
  ▪ The treatment of an individual or a group with partiality or prejudice
  ▪ An act or a behavior

http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1279314/
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

http://www.cdc.gov/stltpublichealth/cha/plan.html
The Steps...

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

Environment

Indicators

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

- **Physical indicators**: Clues that one can see in the environment.
Even if you may think you were born Gay, Jesus Christ said: "You must be born again." John 3:7
WHY STIGMA MAPPING?
Social-Ecological Model
Beyond the Behavior

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

Determinants of Health (Structural and environmental factors)
- Unemployment
- Homelessness
- Living conditions
- **Stigma**
- Social support, etc.

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

http://www.huffingtonpost.com/james-clear/this-simple-equation-reve_b_6550942.html
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.
Purity of Body
“Pulling your own weight.”
<table>
<thead>
<tr>
<th>Area</th>
<th>Streets/Specific Complexes</th>
<th>What I saw/Experienced: Who, What, Where, when, why,</th>
<th>Signage in the field</th>
<th>Annotations/notes: wants/needs/likes/dislikes/values</th>
<th>Highlights of Photos taken/ Docs to compliment notes</th>
</tr>
</thead>
</table>

After Mapping – Reflect and Discuss.
<table>
<thead>
<tr>
<th>Purity of body</th>
<th>Historic/downtown</th>
<th>Industrial</th>
<th>Hispanic/north Charleston</th>
<th>TV-news</th>
<th>Comments</th>
</tr>
</thead>
</table>
|                        | 1. Signage at the waterfront on spitting, etc  
2. Public fountain to play in  
3. Pooper scooper bags | 1. Clothesline  
2. Tattoo parlors  
3. Gentlemen’s clubs—all nude | 1. Puddles  
2. Go walking around shirtless  
3. Laundromats | 1. Learning to swim  
2. Pregnant woman killed | • 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. |
| Hierarchy              |                   | 1. No loitering signs  
2. The housing complex was placed in an industrial zone | 1. PD has jurisdiction  
2. Man made ridge  
3. Dish  
4. For rent signs  
5. Work stop signs |  | Meteorologist credentials |
| Pulling one’s weight   | 1. Charity events signs | 1. Habitat for humanity | 1. Lottery ticket ads  
2. Food pantry at the ministry center | 1. Political ads  
2. Unemployment benefits  
3. Car ads, you worked hard for the money.” | Pulling one’s weight vs. charity vs. luck |
<table>
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<th><strong>Indicators of Moral Values</strong></th>
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<tbody>
<tr>
<td><strong>Purity of body</strong></td>
</tr>
<tr>
<td>1.</td>
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<td>2.</td>
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<td>3.</td>
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<td>4.</td>
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<td><strong>Hierarchy</strong></td>
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<td>3.</td>
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<td>4.</td>
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</tbody>
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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
Thank you
Thank you!

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Resources

- http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1279314/
- http://www.cdc.gov/globalaids/Resources/pmtct-care/docs/TM/Module_5TM.pdf
- http://strive.lshtm.ac.uk/system/files/attachments/Understanding%20Stigma%20Together_0.pdf
- http://www.huffingtonpost.com/james-clear/this-simple-equation-reve_b_6550942.html
- http://www.cdc.gov/violenceprevention/overview/social-ecologicalmodel.html
- http://www.cdc.gov/globalaids/Resources/pmtct-care/docs/TM/Module_5TM.pdf