Building Your HIV Tool Box for Women Living with HIV

Nothing Without Us: HIV and Social Justice
Iris House 13th Annual Women as the Face of AIDS Summit
May 7, 2018

Together, we can change the course of the HIV epidemic...one woman at a time.

#onewomanatatime #thewellproject

www.thewellproject.org
Building HOPE

https://youtu.be/PeUZT9yhhHE

www.thewellproject.org
Agenda

• Introducing The Well Project
• The Well Project’s resources
• Leveraging The Well Project to build leadership skills
• Q&A
Introducing The Well Project

Krista Martel

Together, we can change the course of the HIV epidemic...one woman at a time.

#onewomanatatime #thewellproject

www.thewellproject.org
Who is The Well Project?

• Non-profit organization with a mission to change the course of the HIV/AIDS pandemic through a unique and comprehensive focus on women and girls
• Leverages technology to improve health outcomes and increase quality of life for women and girls living with HIV
• Provides accessible and comprehensive #information, #community support, and #advocacy building
• Access our resources and join our community at www.thewellproject.org
Why Women?

- Half of all people living with HIV are women; most live in sub-Saharan Africa and Asia.
- Trans women are nearly 50x more likely to be living with HIV than the general adult population.
- In the U.S., ~1 in 4 people living with HIV is a woman:
  - Black women and Latinas make up nearly 80% of these women, accounting for <30% of the U.S. female population.
  - American Indian/Alaskan Native communities experience the 3rd highest HIV rate of any racial group in the U.S.
  - While Asian/Pacific Islanders are not as heavily impacted, cultural factors may leave these women vulnerable to HIV and harder for them to connect to HIV care.
Areas of Focus

• **#information**: 110+ regularly updated fact sheets on topics related to women and HIV (most popular also available in Spanish); newly added slide library

• **#community** support: *A Girl Like Me/Una Chica Como Yo* with 700+ blogs posted by WLHIV from 80+ bloggers around the globe; active social media community

• **#advocacy** building: webinars, capacity building and leadership development for WLHIV; WRI

www.thewellproject.org
Benefits of Using The Well Project

• The Well Project works diligently to keep its resources up-to-date and fill new gaps – they can be used to:
  – Increase personal knowledge
  – Connect with other women living with HIV
  – Educate and advocate for others
  – Build advocacy and leadership skills

• This session aims to provide in-depth overview of how to use these tools to help you (personally), your organization, or within a healthcare setting

www.thewellproject.org
Impact of The Well Project’s Resources on Women Living with HIV

- 75.7% feel hopeful about the future.
- 81.6% feel connected to a community.
- 70.9% accept only respectful, caring behavior from their partner, family, and/or friends.
- 82.5% advocate for themselves.
- 80.6% advocate for the needs of others living with HIV.

Your Voice Counts:
The Well Project 2016 User Survey Report

www.thewellproject.org
The Well Project’s Online Resources

- Search Function
- HIV Information
  - Fact Sheets
  - Webinars
  - Slide library
  - Women making a difference
  - Conference updates
- En Espanol
- A Girl Like Me/Una Chica Como Yo
- Get Connected
- Our Partners
- Who We Are
- Women’s Research Initiative on HIV/AIDS (WRI)

www.thewellproject.org
Leveraging The Well Project to Build Leadership Skills

Together, we can change the course of the HIV epidemic...one woman at a time.

#onewomanatatime  #thewellproject  www.thewellproject.org
Different Forms of Advocacy

- Self
- Individual advocacy for others
- Community
- Political/Public

www.thewellproject.org
Different Forms of Advocacy

- **Self-Advocacy**: speaking up for yourself
- **Individual advocacy for others** (including peer advocacy): speaking up on behalf of someone else, and/or supporting others to speak up for themselves
- **Community advocacy**: getting together with others to speak up about changes that need to be made on a larger scale
- **Political/public advocacy**: speaking up to those in power on a national or international level

www.thewellproject.org
Using The Well Project to Educate/Advocate for Others

- Fact sheets and slide decks build self-knowledge and can help educate others
- *A Girl Like Me/Una Chica Como Yo* reminds women they’re connected and not alone
- Webinars help increase knowledge and advocacy skills
  - Connect more women to community by encouraging others to participate

www.thewellproject.org
Using The Well Project to Educate/Advocate for Others

In a recent survey of The Well Project’s users:

• 63% used our resources to provide support and information as an HIV peer educator or advocate

• 56% used our resources to educate people as an HIV educator

www.thewellproject.org
Supporting Self-Care

Being a leader can be rewarding, but unless you take time to refill yourself, you are at risk for burnout and depression

- **Burn out**: feeling cynical about your work, doubtful of your effectiveness or overwhelmed, numb, frustrated, bored, unappreciated
- **Depression**: feeling hopeless, lacking interest in many activities, having trouble sleeping or concentrating, not taking HIV treatment or managing your health

www.thewellproject.org
Supporting Self-Care

• Self-care can break stress cycle leading to burnout, enable you to recover energy and passion
• What drains you? What fills you up or re-energizes you?
  – Do you need more sleep? Time outdoors? A good laugh?
    Time to journal? Evening out with friends?
• You will have so much more to share with others if you take time to care for yourself
Practicing Self-Care

When asked how The Well Project’s resources had affected aspects of self-care related to their emotional well-being, WLHIV responded they were “somewhat” or “much” more likely to:

- Accept only respectful, caring behavior from partners, family and/or friends: 70.9%
- Make an effort to get enough/good rest and eat healthy foods: 68.0%
- Exercise or move regularly: 63.1%
- Seek out care for depression or other mental/emotional health issues: 56.3%
- Practice safer sex: 53.4%
- Seek out support for past or current violence or trauma: 51.5%

www.thewellproject.org
Social Media Efforts

- Important tool for nonprofit organizations, individual advocates to get information out to large groups for little or no cost
- Examples include: blogs, chat rooms, videos, Facebook, Twitter, Instagram, LinkedIn, YouTube
- Use an alias if you are not comfortable using your real name in online HIV groups, forums, or websites
- Educate yourself about HIV using resources and websites like The Well Project

www.thewellproject.org
Finding and Sharing with Others Living with HIV

- There are many online communities on Facebook, YouTube, Twitter, and Instagram!
- You can find people and groups by searching for information with hashtags
  - Hashtags: when you put a “#” before a word, phrase or name
    - E.g., you can search “#HIV” on Twitter/Facebook/Instagram to find all posts that include that hashtag
  - Common hashtags for HIV advocacy include #HIV, #AIDS, #VIH, #SIDA, #UequalsU
- Look for online communities like The Well Project!
  - This is a place where women and girls from all over the globe connect with each other, exchange information and experiences #thewellproject
The Well Project Resource WLHIV Participants Were Most Likely to Share

- 41.7% HIV information and fact sheets
- 14.3% information posted on Facebook and Twitter pages
- 13.1% information from treatment advocacy webinar series
- 11.9% blogs from A Girl Like Me/Una Chica Como Yo
- 9.5% news from e-newsletter
- 9.5% reports from the WRH

www.thewellproject.org
Discussion
• To learn more:
  • Building HOPE: Fill Your HIV Toolbox
  • How to Be an Advocate for Yourself and Others
  • A Place at the Table: Having a Voice in HIV Planning and Decision Making
  • Why Language Matters: Facing HIV Stigma in Our Own Words

• For more fact sheets and to connect to our community of women living with HIV, visit:
  – www.thewellproject.org
  – www.facebook.com/thewellproject
  – www.twitter.com/thewellproject
Thank You!

Questions & Answers

The Q & A will come from the questions submitted to the presenters through the chat box during the webinar session.