

## BACKGROUND

- HIV-related self-stigma is a significant barrier to an effective HIV response. High levels of self-stigma have been associated with reduced health outcomes, quality of life and access to HIV care and treatment for PLHIV worldwide
- Programs that effectively target self-stigma among PLHIV remain scarce.
- The objective of this study is to provide an overview of the development of a theory- and evidence-based intervention aimed to reduce HIV-related self-stigma and its negative effects for different key populations living with HIV in the Netherlands

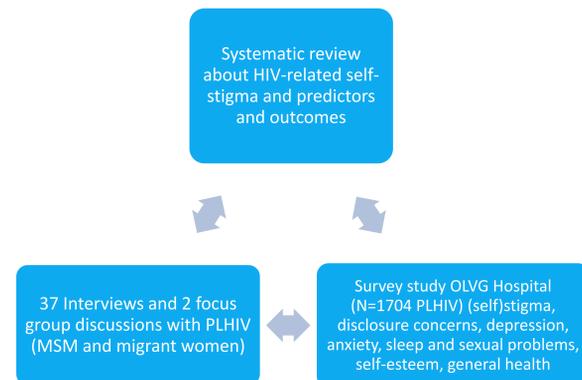
## HOW WE DEVELOPED THE INTERVENTION

### INTERVENTION MAPPING (IM)

- We followed the IM protocol for designing theory-based and evidence-based health promotion programs
- IM consists of six steps: (1) needs assessment (2) program outcomes and objectives (3) theory-based methods and corresponding practical applications (4) program production (5) adoption, implementation, and maintenance plan (6) program evaluation
- The intervention is being developed in a collaborative manner between PLHIV, stigma researchers, and health care professionals



### NEEDS ASSESSMENT



## WORKSHOP PROGRAM



### ABOUT THE WORKSHOP

- A group workshop of 3 weeks with weekly 2 hour sessions guided by trainers of Hello Gorgeous Foundation; the trainers are also living with HIV
- Every workshop group will consist of 8 people living with HIV
- The workshop focuses on sharing experiences with other people living with HIV, tips and exercises to cope with negative feelings and negative reactions towards HIV status

Session 1 Stigma education and awareness				
Activities	Content	Targeted determinants	Time	Materials
1.1 Five questions introduction	Getting to know each other; discuss house rules; privacy participants	-	10 min	None
1.2 Stereotypes	Explore negative associations with HIV	Knowledge, attitude, norms	20 min	Flipcharts/post its
1.3 Knowledge Quiz	HIV educational game to target misbeliefs about HIV	Knowledge	20 min	Question cards
BREAK				
1.4 Introducing stigma	Movie and psychoeducation; what is stigma, which types exist, exercise in small groups on stigmatizing situations	Knowledge, attitude, norms	15 min	Laptop, beamer, flipchart
1.5 Effects of stigma	Movie and psychoeducation; what are the effects on someone who is being stigmatized	Knowledge, attitude, norms	20 min	Laptop, beamer, flipchart
1.6 Self-stigma experiences	Movie and psychoeducation; what is self-stigma, how does it affect someone, discuss personal experiences in small groups	Knowledge, norms	20 min	Laptop, beamer, flipchart
Session 2 Coping with negative feelings and building self-esteem				
2.1 Introduction	Show today's program		10 min	Flipcharts
2.2 Public images of HIV	Movie clip HIV campaign + discussion on link negative public ideas and the self	Attitude, knowledge	15 min	Beamer, laptop, flipcharts
2.3 Coping with negative feelings	Movie clip 'coping with HIV' discuss different ways of coping with self-stigma (positive and negative coping tools are discussed)	Knowledge, attitude, norms	20 min	Beamer, laptop, flipcharts
BREAK				
2.4 Cognitive restructuring	Development of functional positive thinking after identifying the relationship between negative thoughts and its effects	Self efficacy, skill building	30 min	Pens, paper, exercise sheet
2.5 Living positively with HIV	Building self-esteem; exercise in thinking what HIV brought you in life; focus on goals and problem solving	Self-efficacy, skill building	20 min	Flipcharts
Session 3 Coping with negative reactions and empowerment				
3.1 Introduction	Show today's program		10 min	
3.2 Disclosure	Share experiences with HIV disclosure in small group; group discussion on (dis)advantages of coming out	Norms, knowledge	30 min	Flipcharts
3.3 Role play	Role play on coping with negative reactions on someone's HIV status [stigmatizing word use, negative coming out experience]	Self-efficacy, skill building	30 min	Set up room for role play; situation cards
BREAK				
3.4 Planning for the future	Reflection on goal attainment and learning experience of workshop; look back at positive coping and empowerment tools and how these can be implemented in future/ daily life situations	Self-efficacy, skill building, norms	30 min	Flipcharts
3.5 Closing and evaluation	Questions/ thoughts on the workshop		10 min	Flipcharts

## RESULTS

### PROGRAM OBJECTIVES AND METHODS FOR CHANGE

- Objectives for PLHIV are 1) increasing positive beliefs about HIV and 2) expecting positive reactions towards one's HIV status
- Specific behavioral determinants at the individual level such as knowledge, attitude, social norms, skills, and self-efficacy are targeted
- Methods and applications for the intervention derive from both social cognitive theories as well as empowerment theories

### PLAN FOR IMPLEMENTATION AND ADOPTION

- Collaborating from start with PLHIV (from planning and design to implementation); Hello Gorgeous Foundation delivers the program
- Website available to sign up for the program; share materials (trainers handbook; workbook) in different languages for adoption; share study results



### HOW DO WE EVALUATE THE PROGRAM?

- Effect evaluation (RCT; 80 intervention group and 80 waiting list control group) T0 (baseline), T1 (post treatment), T2 (3 month follow up), measuring (self)stigma, QoL, self-esteem, resilient coping, personal empowerment
- Process evaluation (15 interviews with participants)

### CONCLUSION

- Developing a theory- and evidence-based intervention to reduce HIV-related self-stigma and its harmful effects using the systematic IM approach holds promise and contributes to the critical gaps in knowledge about HIV-related self-stigma as well as effective intervention studies

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