
Stigma, Discrimination, Poverty & Housing

— Kara Lam // Theresa Ware // Dani Grimes —

Ashley

Biology Student

“People are displaced into risk factors they normally wouldn’t have been exposed to.”

Housing/Poverty and Disease

Undereducated and the underserved.

Many of these people don't receive the best health care or even health care at all.

Poorer populations often receive less education; they are less health literate which leads to the disease going untreated and spreading within a community.

“Practiced behaviors are passed down from generation to generation.” - Liz

Widely spread through drug use in Cincinnati.

So complacent with the fact that they are sick that they don't care about taking their medication.
Mistrust of the healthcare system.

Nikita

Pharm D student

Secretary and HIV/AIDS Chair for SNPHA
(Student National Pharmaceutical Association)

“This affects anyone alive that is sexually active, but they don’t think it’s relevant. The education is lacking around both the disease and its treatment.”

Awareness/Education

Education needs to be reaching young audiences as well as those undereducated and underserved.

How HIV/AIDS is and isn't spread.

How preventable and treatable it is. *Patients can live normal lives while taking medicine regularly.

Doctors don't offer these tests as routinely as they should -- patients can opt-out.

Most people think that it'll never happen to them -- invincible teenager syndrome.

Liz

Social Work Student

“I hate to see social injustice. There is no reason why society should belittle someone based on something they can’t control.”

Discrimination

HIV stigma inflicts suffering on people and interferes with attempts to fight the AIDS epidemic.

These stigmas reduce the quality of life for those that have it.

Changes in healthcare/medicine have already helped start changing the stigmas associated, therefore decreasing them.

People are undereducated on the topic so they have created stigmas based on opinions rather than facts.

Don't define a person by their disease / situation !!

* 32 states and 2 U.S. territories have HIV specific laws including things such as consensual sex, biting, and spitting.

* Gay men still can't donate blood.

**What's something you know
that you wish everyone else
could know?**

Nikita - "It's more than a third-world disease."

Ashley - "I wish everyone knew the way HIV/AIDS was actually transmitted."

Liz - "Treat everyone as if they're a human and not someone with HIV/AIDS."

Nikita

“Make people aware it **is** a problem,
but also that it is easily solved by a
simple algorithm.

It is ***not*** a death sentence.”

Engaging the Audience

How do we reach the different groups of people: race, social class, etc.?

How do we reach the broadest target audience but still connect?

Audio audio audio !! -- hearing the story from a voice you can associate with

“Tug the crap out of heart strings” - Liz (ethos)

Use as many stories as possible! Don't just give people facts, make them feel.

Coming face-to-face with this topic / not fluffing or hiding the truth

Be conversational not lecturing -- admit that we're a bit out of touch w/ our audience

Introducing a shock factor before explaining how simple it is to prevent and treat the disease

Public (almost unavoidable!) setting: mall, public transportation, public library, cross section