

# Stigma Task Group Recommendation Report

## Task Group Objectives and Process

The Stigma Task Force team is pleased to present its recommendations to support the ‘Stop HIV Stigma’ initiative for Toronto to Zero.

Erasing HIV stigma is a complicated challenge. This feat requires a culture shift that reframes individuals’ perspectives of HIV, tackling deep-seated fears that persist as a legacy of the epidemic. The detrimental effects of this stigma on people living with HIV cannot be overstated.

These recommendations propose a pragmatic approach for the Toronto community. They aim both to inform how best to support those experiencing the negative effects of stigma and to improve the quality and consistency of this work.

It is fundamental that we appreciate the diversity of elements that make up each whole person living with HIV, celebrating different identities, knowledge, and experiences. To this end, we must acknowledge the compounding nature of intersectional stigma and the way multiple parameters of marginalization can function together to produce new ways of experiencing the world. It is also critical to acknowledge that this is an ongoing process, requiring unwavering commitment and investment of voice, time and money.

## Task Group Membership

Co-chairs:

- Gareth Henry, Black Coalition for AIDS Prevention
- Joanne Simons, Casey House

Members:

- Bruce Clarke, Toronto Public Health,
- Chris Leonard, Black Coalition for AIDS Prevention
- Christopher Thomas, AIDS Bureau, Ministry of Health and Long-Term Care
- Clay Jones, OHTN
- John McCullagh, Community Member
- Kenneth Poon, Community Member
- Kyle Vose, PWA
- Murray Jose-Boerbridge, Toronto HIV Network
- Rodney Rousseau, Community Member
- Ryan Kerr, OHTN
- Ryan Lisk, ACT



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### Recommendations:

1. All HIV service organizations make a commitment, within their strategic and annual operational plans, to allocate resources to conduct anti-stigma work.
2. Any organization or association creating an anti-stigma campaign or program should consider the following during the course of planning:
  - Define which element of the cascade of care is being tackled
  - Consider how the campaign or program supports (or may be supported by) a Toronto to Zero initiative
  - Incorporate people with lived experience with HIV at all stages of the planning, execution and completion of the initiative
  - Review market research that currently exists to inform the approach
  - Define the audience:
    - Must always consider people living with HIV
    - More: the general public, health care professionals, family, friends, care givers, policy makers
  - Define the intention:
    - to enhance resilience of individuals living with HIV; to educate; to bring awareness; to drive action
  - Complete an environmental scan of similar work happening targeted to the same audience to assess partnership opportunities, reinforcement of messaging, and timing.
3. Develop a Toronto based advisory group to monitor, comment on-, and respond to emerging media, policy or sector issues influencing HIV stigma. The advisory group should be in partnership with existing networks, ie: THN, OAN, CATIE....
  - The advisory group will create a framework to quickly alert the sector of arising issues, compiling relevant information and forming recommendations for action.
  - The advisory group should be comprised of people living with HIV, community members, and individuals with expertise in managing public and government relations, media, and communications.
4. The rapid response team of OHTN to complete a periodic global review of all anti-stigma related initiatives, research, trends and leading practices, publishing an accessible draft for the HIV sector.