

Stigma in healthcare

Dr Liz Okecha – Chair of BASHH
HIV/BBV Special Interest Group and
Clinical Lead for St Helens Sexual
Health

X/Twitter: @libokecha

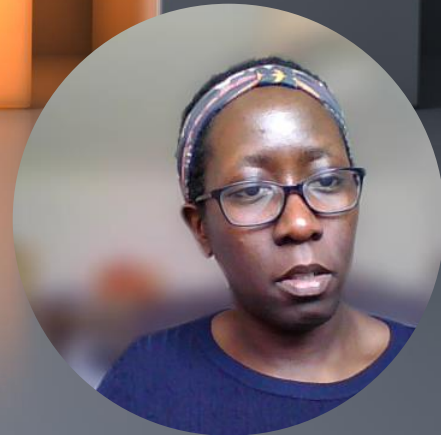
Disclosures

- Received sponsorship from Viiv for BASHH conference 2023



What we'll cover

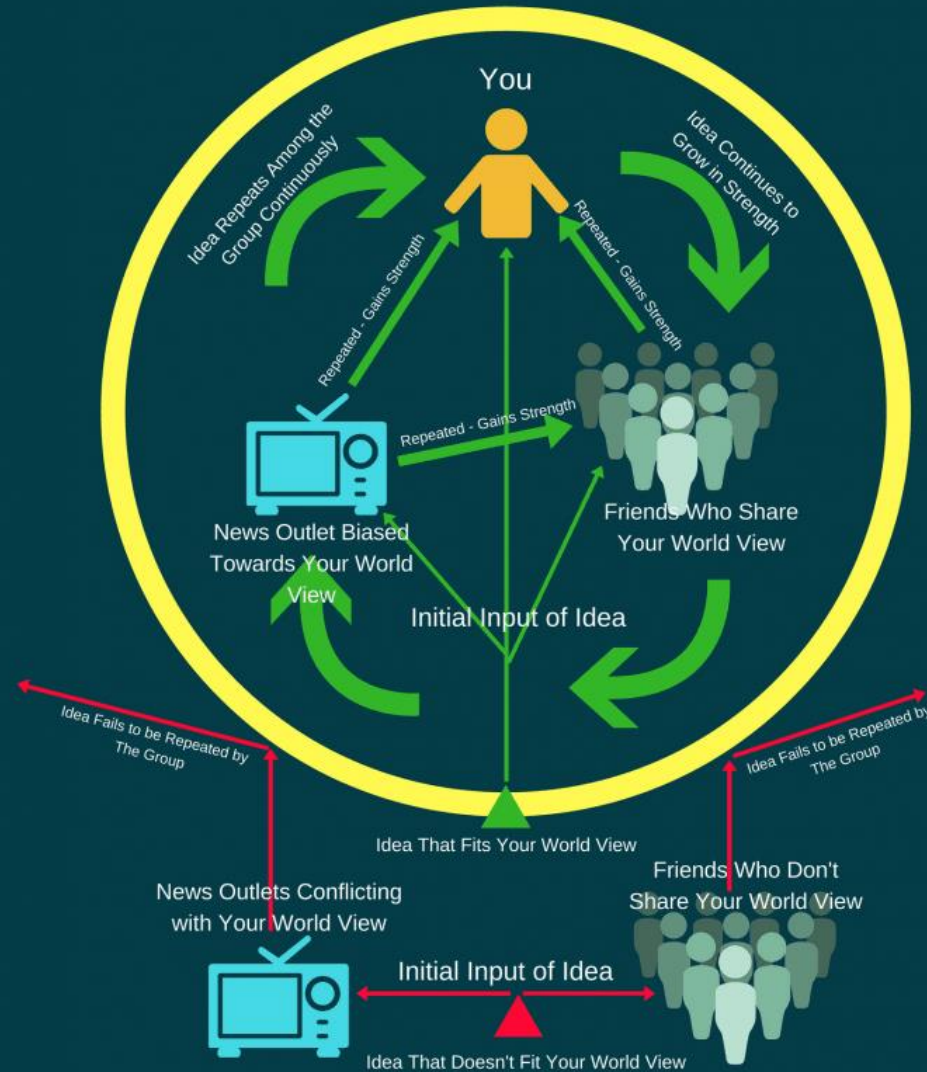
- The challenge
- Examples of change
- What you can do



The challenge of stigma



THE ECHO CHAMBER EFFECT



ideas inside the chamber resonate so that the people inside begin to believe it's the predominate world view even if they are the ones actually on the fringe while conflicting ideas never make it into the chamber or are ignored causing them to die



Positive voices 2022

45% of people living with HIV (PLWHIV) felt ashamed of their HIV status

1 in 3 (32%) PLWHIV reported low self-esteem due to their status

1 in 7 (13.7%) patients had worried about being treated differently when accessing healthcare because of their HIV status



What Is Prejudice?

Prejudice can be conscious or unconscious and involves stereotypes, prejudgments, and beliefs (which are usually negative) about a group of people. These beliefs can be based on: race, sex, gender, religion, culture, disability, sexuality, etc.





Why is opt out Emergency Department testing wo



How did we tackle stigma in St Helens? Patient pathway

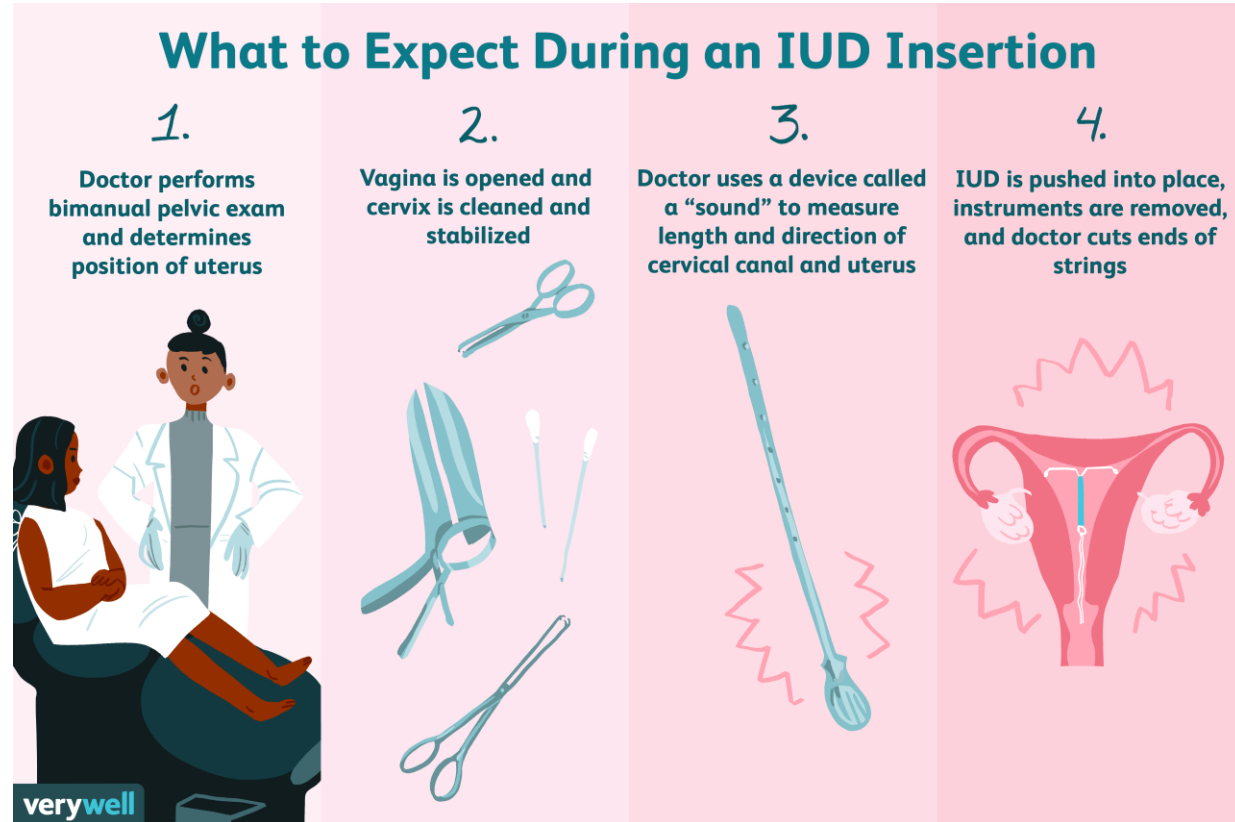


What gives
me
motivation to
change
practice?

DONT
SHRINK
YOURSELF
IN ORDER
TO MAKE
OTHERS
COMFORTABLE



Sexual Health services can do better



- Mandatory pre-procedure
- Clinical justification for testing even if patient perceive risk
- Nudge towards HIV screening



Social media



Patient World AIDS Day campaign





Identify local opportunities for co-partnership

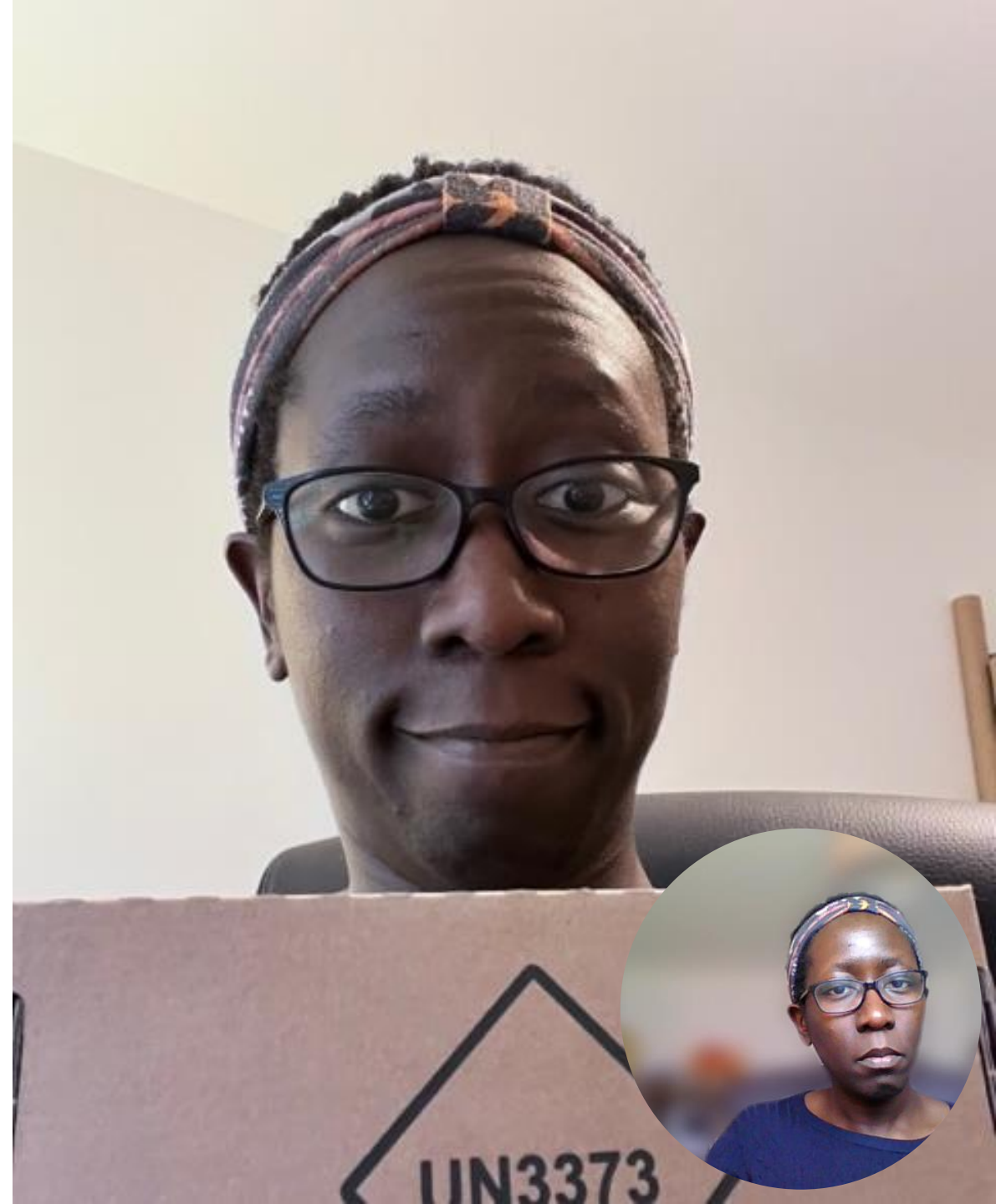
How did we tackle stigma in St Helens? Healthcare pathway



Healthcare WAD campaign and webinar



Be the change
you wish to see



Have conversations
and challenge
sensitively



HIV local action plan



Create a sense
of urgency



Be creative with
local partners



Get community
representation



Involve Primary
Care



Use community voices to educate and inform

elfh Tackling HIV Stigma and Discrimination

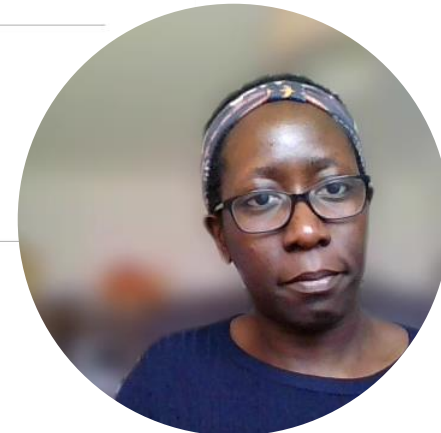
Tackling HIV Stigma and Discrimination

Championing healthcare professionals to do more to end stigma around HIV

Browse About

[Tackling HIV Stigma and Discrimination](#)

Type: elearning ★★★★★ 5 out of 5 ([16 ratings](#)) Authored by Manchester Foundation Trust



[Tackling HIV Stigma and Discrimination - elearning for healthcare \(e-lfh.org.uk\)](https://e-lfh.org.uk/Tackling-HIV-Stigma-and-Discrimination)

Key learning points

1

Change does not
happen overnight

2

Have a long term
vision for what you
want to achieve

3

Don't rely on
letters/email



Challenge to the audience



What three things can you implement right now in your organisation to reduce stigma?



Who do you know in your healthcare systems/boards that would be key players?



How can community be involved in this?



