

Their Story, Your Choice

A series of interactive films
aimed at targeting HIV
stigma.

Takudzwa Mukiwa

Terrence Higgins Trust

Tell Otis 2:46

Don't tell Otis 1:55

Make your choice now

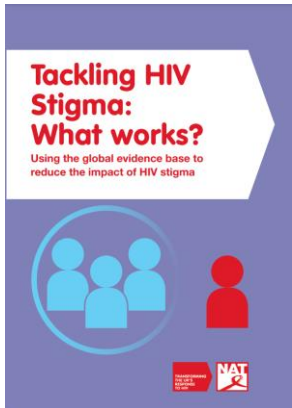
2:58 / 3:04

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Why interactive films?



Experiences of delivering interactive theatre to facilitate discussions and to address HIV stigma



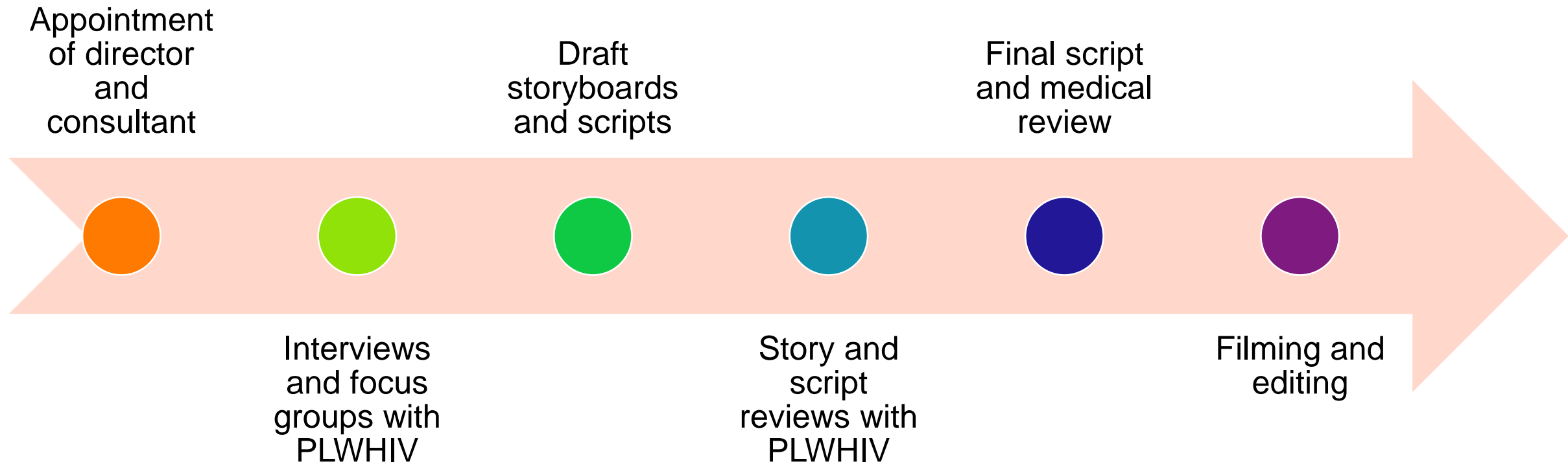
Evidence reviews

“allow the exploration of the personal experience through a story”

“Use mixed media to deliver a relatable narrative to encourage empathy with people living with or groups affected by HIV”

Interventions designed to reduce HIV stigma should be developed and delivered in partnership with people living with HIV.

How the films were made.



Output

Four interactive films were produced exploring issues around


- telling someone you have HIV in a relationship
- late diagnosis
- Dating
- and abuse in relationships





Hosting of films

- YouTube



Their Story, Your Choice - Make choices for the characters as the...

Terrence Higgins Trust

4 videos 110 views Last updated on Jul 15, 2021

⋮ ➦ ⋮

▶ Play all

↻ Shuffle

With unexpected twists and some surprising results, you'll definitely learn something along the way.

The stories in these films have been inspired by the real-life experiences of people from black African communities living in the UK. They are dramatisations made with actors and all details

- Terrence Higgins Trust website



Share this story



The only way to know your HIV status is to [get tested](#). Should you be diagnosed like Thomas in the film, you will be put on [HIV treatment](#) straight away.

HIV treatment is free of charge in the UK to all who need it, regardless of citizenship or immigration status.

The sooner you find out you have HIV and start treatment the [better it is for your health](#). Being on effective treatment means you cannot pass on HIV and can expect to lead a long, healthy life.

If like Thomas you have questions about [how the law works](#) in relation to when people with HIV need to disclose their status you can find this on our website, along with lots of other information about how to [tell people](#) you have HIV including [sexual partners](#).

It's never been easier to [get an HIV test](#) and to [get a result quickly](#). You can get a test in person or order tests online, with free and paid-for options. Many tests will provide you with a result in just a few minutes. If you would like to know more about the kinds of tests available and where you can get them our website can help you.

There are many myths that still surround HIV. [Learn what's fact, and what's not.](#)

• [Go back to the beginning](#)

Get support

If you would like to speak in confidence with someone about issues raised from this film, call TH1 direct on 0800 802 1221 or click the 'speak to somebody' button at the bottom of your phone screen.

Get tested in person

FIND OUT WHERE TO GET AN HIV TEST

Test yourself

BUY AN HIV SELF TEST



Promotion

- Films were promoted via advertising on social media platforms to reach people at scale and times convenient to them.
- We have been using the films in workshops



Lessons

- Using interactive videos storytelling and drama can be effective to reach and engage people disproportionately affected by HIV stigma.
- Advertising is essential to maximise reach and engagement.
- People reflected that the interactive nature of the films made them reflect more on the themes than if the films had not been interactive. While storytelling approaches can be useful, practitioners need to think of ways to engage viewers more than just passively.

Results*

First three films

- 87,661 people landed on the first scene of a film with an average 27% watching to the end of a story
- 3,565 social media reactions, comments and shares
- 101 self tests ordered – 59 of these by BA's
- 692 referrals to HIV testing information pages and test finder
- 6,971 looked at other pages on Terrence Higgins Trust's site.

Final film

- 32,647 page views on the first scene of the film
- Impressions: 1,057,881
- Reach: 188,962
- Clicks: 43,148
- Ave. CPC: £0.16
- Ad video plays: 374,421
- Ad video completes: 164,459
- Total end views: 1,467

Feedback

"@thtorguk Just watched Josh and Simone's story on YouTube and did each possible choice. Thanks for that. I didn't know much about HIV before and I've learnt a lot just from that story" -
User feedback on Twitter

"Secrets r no good but at the same time, disclosure carries so many risks. Difficult situation isn't it" - User feedback on Facebook

"Well done! The video clip is spot on and it's educational"- user feedback on Facebook



Fancy a small demo?

- https://www.youtube.com/playlist?list=PLwspbA2qeKI4ULrmaJ4FfOmOY2VM_G5RL
- <https://www.tht.org.uk/our-work/community-projects/their-story-your-choice>