



Stump the Stigma Project

Evaluation Report

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1. Overview and Aim of the project

The Highlife Centre Ltd has written this report to document activities, performance and impact of the Stump the Stigma Project that has been funded by Coventry City Council.

The aim of the “Stump the Stigma” Project is to support Coventry City Council’s sexual health strategy to:

- Raise awareness of HIV, Hepatitis B and C
- Increase the number of people testing for HIV
- Undertake consultation on the barriers to HIV testing and how to overcome these barriers

2.2 Project Budget and Risks

The Highlife Centre Ltd was awarded a total of £9350 by Coventry City Council to pay for the project’s direct costs.

The project was carried out within budget and timescale but encountered medium level risk midway through the project. Full details have been presented in this report.

2.5 Approach to attracting and engaging participants

In order to achieve the above aims, we reached and engaged people from the black African community through a range of activities that raised awareness, informed and educated them of the benefits of HIV testing and treatment. We also raised awareness of Hepatitis B and C, though HIV overshadowed the entire project due to it being a well-known and sensitive subject.

We used a combination of events in the form of information days, themed health and wellbeing day, home visits and branded merchandise to ensure that key messages on HIV and Hepatitis B and C get across to individuals and that they are receiving the information and activating upon it, thereby increasing the number of people who test for HIV.

For added value, we worked with other community organisations such as Better Life Chances, Family’s Choice, HEDAP, Elikya of Life, Tuzonala, African Christian Fellowship (ACF), businesses (barber shops and salons) faith groups (churches), Coventry University and Terence Higgins Trust.

The Project engaged with target community through direct and indirect media and activities. Altogether 491 people were engaged and informed on the project.

2. Performance Review

This section reviews the performance of the project against the project criteria as set out in the guidance. In total 15 Staff and Volunteers worked on the project and attended HIV, Hepatitis B and C training from Terrence Higgins Trust and Integrated Sexual Health Service.

Performance against target

Projected outcomes

We estimated that by the end of the project: we would have achieved the following:

- 250 people will be reached, informed and engaged.
- People from Black African communities would have increased their knowledge and raised their awareness of HIV testing, Hepatitis B and C
- People from Black African communities would have improved access to HIV testing services and where to test leading to an increase in the number of people who do voluntary HIV tests.
- Increased number of people will join in promoting the benefits of early diagnosis and treatment including addressing any misconceptions about HIV testing and treatment.
- Reduced the stigma associated with HIV testing and living with HIV.
- Increased confidence amongst communities in relation to living together as normal.
- A measurable improvement to the health, wellbeing and confidence when tests have been done.

Actual performance

- The project reached informed and engaged a total of 491 individuals directly and indirectly.
- 16 people got tested during the period of the project as a result of the activities delivered.
- People from black African communities increased their knowledge and raised their awareness of HIV testing, Hepatitis B and C.
- More people from Black African communities have been educated on where to get tested and the treatments available for HIV.
- More people from black African communities have increased their knowledge in the benefits of getting tested.
- More people from black African communities have dispelled myths surrounding HIV testing and treatment.
- More people from black African communities have become interested in promoting safe sex, reduction of stigma and raising general HIV testing awareness.

Everyone from management to beneficiaries volunteered their time on the project to make it a success. In all, 15 volunteers worked on the project. This empowered project volunteers to take control, lead their activities, gain skills and experience, giving them confidence that could perhaps help them to move into employment. The volunteers we recruited were all passionate about HIV awareness and dedicated their time over and above what was expected of them, they worked 2 hours on average per week each on the project contributing to 690 hours of work.

Project staff

Everyone from management to beneficiaries volunteered their time on the project to make it a success. In all, 15 volunteers worked on the project. The volunteers we recruited were all passionate about HIV awareness and dedicated their time over and above what was expected of them, they worked 2 hours on average per week each on the project contributing to 690 hours of work.

Figure 1 Number of volunteers recruited and supported by the project

Definition – only include volunteers supporting this project

Number of people working on the project team	15
Number of project team attending HIV, Hepatitis B and C training from ISHS	15

Age	Up to 25		26- 59	15	60 and over	
Sex	Male	4	Female	9	Transgender	
Ethnicity						
Black/African from				Black British		
Angola	1	Somalia		Black Caribbean		
Botswana		South Africa		Black any other background		
Ghana	7	Swaziland				
Cameroon	2	Tanzania		Chinese		
Congo/Zaire/DRC	1	Uganda		British Asian		
Equatorial Guinea		Zambia				
Ivory Coast		Zimbabwe	2	Indian		
Kenya	1	Lesotho		Pakistani		
Mozambique		Malawi		Bangladeshi		
Namibia		Nigeria	1	Asian/any other background		
Other black Africa Please state				Mixed		
White				Mixed white/Asian		
White British		White Irish		Mixed white/black Caribbean		
White/any other background please state				Mixed white/black African		
Any other mixed background				Other ethnic group please state		
Sexuality						
Heterosexual/Straight	15	Bisexual		Lesbian		
Gay man		Questioning/not sure				
Substance misuse						
Previous drug user	Yes		No			

Stump the Stigma Information and Awareness Days



Summary

The project began with a week of active campaign around Coventry City in November 2014. The project's volunteers visited places where black African people naturally congregate such as the churches/church life groups, salons, barber shops and convenient shops. Other places visited were libraries and pubs.

Volunteer health champions displayed posters and literature in the above places and educated the community and provided information on the benefits of HIV testing and treatment as well as places to get tested.

268 people were engaged in this activity. Feedback we received was positive and an interest to develop long term relationships with some barber shops and salons have been expressed in terms of providing condoms and having a presence on a regular basis. Detailed statistics and information on the places we visited and the number of people present are below.



Stump the Stigma Pampering Day Event



Summary

This event was held on 6th December 2014. The event was attended by 28 people and was the most successful activity of the project.

The day started with participants watching a video on the effects of HIV and treatment, followed by a relaxing pampering session and a talk on HIV and where to get treatment.

After the video, individuals were asked on their views on the barriers to HIV test and how to overcome them.

Leillah from Terrence Higgins Trust carried out 11 tests on the day.

A consultation was held to discuss the barriers to testing. Feedback from the consultation has been explained below.

Monitoring data about individuals who attended the event has also been detailed.

Consultation about barriers to HIV testing held on 6th December 2014.

The Highlife Centre conducted a consultation to identify what the barriers are to HIV testing within the black African community and how the barriers can be overcome. The consultation was attended by 28 people and the following were revealed:

Barriers to testing

Most people from black African community:

1. Are stereotyped as having HIV by the wider community regardless if HIV status is known or not
2. Have no knowledge about the benefits of testing for HIV.
3. Have no knowledge that HIV testing is FREE and not enough awareness and information about the places to go and get tested.
4. Have a fear of being judged by people within their own and the wider community.
5. Believe that not knowing your status is better than knowing as illness only starts when you know.
6. Think that having HIV may affect employment and any future opportunities
7. Think that HIV is someone else's problem
8. Think that HIV can never happen to them
9. Think that they will be deported to their country of origin if diagnosed as HIV positive
10. Can become homeless if living with family or friends
11. Don't think that they need to test regularly if they have done it once before
12. That Hepatitis B or C is ok to live with and not as serious as having HIV
13. That HIV testing is expensive and therefore cannot afford
14. Say that "No news is good news" therefore not knowing your status is best
15. Think that they will never have a life partner if known to be HIV positive

How the barriers can be overcome

The group suggested that, the barriers identified above can be overcome through the following means:

1. Provide a more targeted approach to engagement i.e. using key groups within the community.
2. Use pictures of people from the targeted communities in publicity and promotion
3. Open up opportunities to talk about sexual health as normal through debates
4. Provide events or activities to inform and educate people within likeminded clusters i.e. young people, women, men, gay people, married people, single people
5. Informative sessions or debate on relationships, what people's views are on the different types of relationships i.e. same sex, monogamous, multi partner relationship etc.?
6. Workshops to educate on understanding responsibility to self, to others and to be the best one can be for themselves as a whole person.
7. Embed HIV testing as part of general health testing in health care
8. Provide more information at vantage places that HIV testing and treatment is free for everyone highlighting the benefits of testing.
9. Involve different community organisations groups i.e. voluntary or community organisations, faith groups, schools, local businesses etc. to support the cause.
10. Provide on-going train the trainer courses to community sexual health champions
11. Create health coaching groups and mentors
12. Link information about HIV and support available to counseling sessions
13. Create publicity around the understanding that HIV can happen to anyone and everyone regardless of race or nationality.

The consultation also highlighted the benefits of testing and provided the group with information on where to get tested. A member of staff from Terrence Higgins Trust was present and carried out 11 tests as a result of this activity.

The group feedback positively and have volunteered to become champions of HIV within their own communities.

Monitoring data on the Pampering day activity are detailed below:

Figure 3 Number of individual clients engaged directly in small group work (Definition - Small groups of less than 15 with an intervention of over 15 minutes) and

Number of individuals consulted about the barriers to HIV testing and how the barriers can be overcome

Age	Up to 25	6	26- 59	22	60 and over	
Sex	Male	5	Female	23	Transgender	
Ethnicity						
Black/African from			Black British			
Angola	7	Somalia		Black Caribbean		
Botswana		South Africa		Black any other background		1
Ghana	9	Swaziland				
Cameroon		Tanzania		Chinese		
Congo/Zaire/DRC	6	Uganda		British Asian		
Equatorial Guinea		Zambia				
Ivory Coast		Zimbabwe		Indian		
Kenya	2	Lesotho		Pakistani		
Mozambique		Malawi		Bangladeshi		
Namibia		Nigeria	3	Asian/any other background		
Other black Africa Please state				Mixed		
			Mixed white/Asian			
White		White Irish		Mixed white/black Caribbean		
White British				Mixed white/black African		
White/any other background please state				2		
Any other mixed background				Other ethnic group please state		
Sexuality						
Heterosexual/Straight	28	Bisexual			Lesbian	
Gay man		Questioning/not sure				
Substance misuse						
Previous drug user	Yes		No	28		
Postcode						
CV1	3	CV2	10	CV3	1	CV4
CV5	1	CV6	11		CV7	2
Other						

Stump the Stigma” Friendship Visits



Summary

This activity engaged with 60 members of the community on a one to one basis, educating and informing them about the benefits of HIV and where to access tested.

Some of the visits proved to be tasking and emotional as most people had family members who had died of or has AIDS or living with HIV.

It is an honest comment to say that it was by far the most difficult activity of the project as we experienced some challenges. For example:

- People were reluctant for us to visit their homes
- People were not forthcoming with personal data i.e. age etc.
- Emotional sessions due to loss of relative
- Issue of confidentiality
- Some preferred to meet with us outside of their homes.

Full monitoring data and information are below: this data includes, home visits and people engaged on a one to one basis in the community.



Figure 4 Number of individual clients engaged directly

Definition - one to one contact of over 15 minutes

Age	Up to 25	14	26- 59	46	60 and over		
Sex	Male	13	Female	47	Transgender		
Ethnicity							
Black/African from			Black British				
Angola	5	Somalia		Black Caribbean			
Botswana		South Africa		Black any other background			
Ghana	11	Swaziland					
Cameroon		Tanzania		Chinese			
Congo/Zaire/DRC	27	Uganda					
Equatorial Guinea		Zambia		British Asian			
Ivory Coast		Zimbabwe		Indian			
Kenya	7	Lesotho		Pakistani			
Mozambique		Malawi		Bangladeshi			
Namibia		Nigeria	10	Asian/any other background			
Other black Africa Please state				Mixed			
				Mixed white/Asian			
White							
White British		White Irish		Mixed white/black Caribbean			
White/any other background please state				Mixed white/black African			
Any other mixed background				Other ethnic group please state			
				2			
Sexuality							
Heterosexual/Straight	60 – This may not be the factual information as some were reluctant to disclose sexuality.				Lesbian		
Gay man		Bisexual		Questioning/not sure			
Substance misuse							
Previous drug user	Yes	3	No	57			
Some did not disclose							
Postcode							
CV1	7	CV2	11	CV3	12	CV4	3
CV5		CV6	9	CV7			
Other	18 did not give their addresses						

Stump the Stigma HIV Awareness Gala



Summary

The valentine's day gala was very successful in terms of raising HIV awareness in the black African community. Of 150 invitations, 135 people attended the event from 23 different countries.

Edwin Lukgong from Terrence Higgins Trust gave a talk on the key messages of HIV which generated a huge interest amongst delegates.

Guests were also entertained with a series of HIV messages such as the condom quiz and free condoms were given to the guests.

Whilst the event was effective and useful, it was important that HIV, Hepatitis B and C information was not overshadowed by the fun and entertainment of the event. In the future

In the future smaller events will be preferred as were unable to do HIV testing due the large number of people and also the possibility of alcohol consumption.

Figure 4 Number of individual clients engaged at a promotional event
 Definition – event arranged solely to support the project outcomes of 1 hour or more

Age	Up to 25	16	26- 59	135	60 and over	
Sex	Male	63	Female	72	Transgender	
Ethnicity						
Black/African from				Black British		
Angola	10	Tanzania	2	Black Caribbean	16	
Eritrea	3	South Africa	1	Black any other background		
Ghana	39	Sa Tome	6			
Cameroon	8	Tanzania	2	Chinese		
Congo/Zaire/DRC	20	Uganda	2			
Equatorial Guinea		Zambia		British Asian		
Ivory Coast	3	Zimbabwe	10	Indian		
Kenya	5	Rwanda	22	Pakistani		
Burundi	1	Malawi	2	Bangladeshi		
Seria Leone	3	Nigeria	6	Asian/any other background		
Other black Africa Please state				Mixed		
				Mixed white/Asian		
White						
White British	2	White Irish	1	Mixed white/black Caribbean		
White/any other background please state				Mixed white/black African		
Any other mixed background				Other ethnic group please state		
Sexuality						
Heterosexual/Straight				Lesbian		
Gay man				Bisexual		
				Questioning/not sure		
Substance misuse						
Previous drug user	Yes		No			
Postcode						
CV1		CV2		CV3		CV4
CV5		CV6		CV7		
Other						

3. Risks encountered

The project was delivered successfully within timescale and budget. However, it was met with a medium level risk where one of the project partners decided cease working on the project.

This impacted on the project category budget as a joint event was planned within the overall budget, creating a shortfall to cover costs for the valentines event. Coventry City Council was immediately informed and permission was sought to reorganise the budget categories, moving funds from other categories to cover for the short fall.

4. Project sustainability

The project involved Terrance Higgins Trust in most of our events and have developed relationships with them going forward. The Centre will continue to work with volunteers and health champions to update them with information that will help with the promotion of the benefits of HIV testing.

The Centre has become a C-card centre and have events planned to engage with young people from black African communities.

We will share good practise with other organisation to learn what worked well with regards to promoting HIV and Hep B&C awareness and increase HIV testing.

As a result of this project, we have become a voice in our community. We will challenge appropriately services on behalf of the black African community and continue to inform Public Health and Clinical Commissioning Groups of what the needs are within our community to ensure that opportunities and services are better deigned to meet the needs identified in the Black African Community so that changes and new problems are feedback regularly.

5. Conclusions, Lessons and Insights

This section outlines the main conclusions from our analysis of the project. It also draws out the key lessons and insights for future work and future projects.

What worked well?

Overall, the project was a success. There are a number of approaches that worked well in this project.

Raising awareness of HIV

Using volunteers

Everyone from management to beneficiaries volunteered their time on the project to make it a success. This empowered project volunteers to take control and lead activities that resulted in acquired skills and experience, increased confidence that could improve their employability.

Promotions and attracting participants onto the project

- Using events with food and drinks attracted people onto the project. The posters displayed in barber shops, convenient shops and salon were also a good way of people engaging with the project. We received a number of feedback from individuals informing that they had done an HIV test as result of the posters seen in these areas.
- A Whatsapp platform was created 15 volunteers who received information regularly on key messages and disseminated them to the wider community.
- The CEVOH project Facebook page displayed information on the HIV project with pictures from the events. This generated a general interest in the cause and some people asked questions about how they can become involved.
- Word of mouth via community leaders and churches.
- The CEVOH email that managed the Highlife Centre's mass emails to participants had signature of "Do it I did- Get tested" on it, with information on where to get tested.
- T-shirts helped to promote the projects and events

Having an HIV test

HIV testing was surprisingly well responded to than anticipated, unfortunately, we could only get THT to only one of our events.

11 people out of 28 participants tested on the pampering day event. People that went to test at THT through the project and reported back were 5.

We believe that more people will be interested in testing in small groups, with power talks on the benefits of testing and treatments.

Showing a video also worked well, it provoked people to think about their lives and risks of HIV.

Raising awareness of Hepatitis b and c

Information on Hepatitis B and C were given out to members of the community. It became apparent that this is a new territory most people from black African families have no knowledge of.

Some people were interested in the subject and provoked thoughts on other sexually transmitted diseases that are not well known.

It is also a much simpler subject to approach than HIV. For example, during a routine NHS pre-screen checks that we carry at the Highlife Centre, one gentleman admitted that he'd been diagnosed of having Hep B 20 years ago but has not tested since then. He was asked if he would have been upfront and open about the subject if he was diagnosed with HIV, and he replied "may be not".

What didn't work so well?

Raising awareness of HIV

Most faith group's leaders were reluctant to be informed about HIV. We purposely, recruited 2 faith group women leaders who attended the C-card training held at the City Council. Upon receiving information about condoms and the promotion of contraception, they were unwilling to work on the project and take information into the churches. The reason was that the congregation will misunderstand it as promoting promiscuous relationships rather than abstinence.

Having an HIV test

Men were reluctant to engage on a one to one basis or receive information about testing. On the whole they were willing to test once the key messages have been given. We did not have enough events to encourage onsite testing, however, information was received in good faith and community members informed us when they have tested at Terrence Higgins Trust.

Raising awareness of Hepatitis B and C

The subject HIV overshadowed events, meetings and conversations. There were opportunities to promote hepatitis B and C, however audiences wanted more information on HIV.

Tests undertaken at our events

Number of HIV tests	Name of event	Type of event, small group or large event
11	Pampering day	Small group
5	Awareness days	One to one (clients rung and informed us of having the test)

If Public Health were to provide funding for a further round of community grants what would be your key recommendations and/or suggestions to

- Focus activities on men that will readily engage them in the subject.
- Develop small group activities with onsite tests
- Use well connected volunteers in the community to engage with people within their networks
- A documented evidence of people referred to test by THT
- Provide a more targeted approach to engagement i.e. using key groups within the community
- Use pictures of people from the targeted communities in publicity and promotion
- Open up opportunities to talk about sexual health as normal through debates
- Provide events or activities to inform and educate people within likeminded clusters i.e. young people, women, men, gay people, married people, single people
- Informative sessions or debate on relationships, what people's views are on the different types of relationships i.e. same sex, monogamous, multi partner relationship etc.?
- Workshops to educate on understanding responsibility to self, to others and to be the best one can be for themselves as a whole person.
- Embed HIV testing as part of general health testing in health care
- Provide more information at vantage places that HIV testing and treatment is free for everyone highlighting the benefits of testing.
- Involve different community organisations groups i.e. voluntary or community organisations, faith groups, schools, local businesses etc. to support the cause.
- Provide on-going train the trainer courses to community sexual health champions
- Create Health coaching groups and mentors
- Link information about HIV and support available to counseling sessions
- Publicity around the understanding that HIV can happen to anyone and everyone regardless of race or nationality.

6. Contact details

This report has been written by project manager of the Enterprise Skills for Women Project

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APPENDIX ONE

Budget Performance Report

BUDGET PERFORMANCE REPORT

Organisation	The Highlife Centre Ltd
Funder	Coventry City Council
Project Name	Stump the Stigma HIV Awareness Project
Project duration	5 months
Dates covered by report	October 2014 to February 2014

Expenditure	Total Project Budgeted Expenditure	Actual Spend to end of November 2014	Variance
	£	£	£
Office and Admin	856.00	654.02	£201.98
Sessional	590.00	560.00	£30.00
Speaker	280.00	366.50	-£86.50
Publicity and Promotions	724.00	902.00	-£178.00
Volunteer expenses	3,000.00	1,989.07	£1,010.93
Refreshments	520.00	1,382.50	-£862.50
Room hire	405.00	966.50	-£561.50
Management fees	2,975.00	2,520.00	£455.00
Total Costs	9,350.00	9,340.59	£9.41

BUDGET SUMMARY

The project was delivered successfully within timescale and budget. However, it was met with a medium level risk where one of the project partners decided cease working on the project.

This impacted on the project category budget but not the overall budget. The funder was immediately informed and permission was sought to move money round the budget to cover for the short fall.