

Someone You Know and Love

An HIV Anti-Stigma Campaign

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Boston EMA Planning Council

20
22



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Overview

- Background: Definition of HIV Stigma
- Introduction to the Campaign
- Film Showing
- Challenges with Filming
- Continuing Campaign Activities
- Envisioning a World Without Stigma



Definition of HIV Stigma

HIV stigma is negative attitudes and beliefs about people with HIV. It is the prejudice that comes with labeling an individual as part of a group that is believed to be socially unacceptable.
(CDC, 2021)

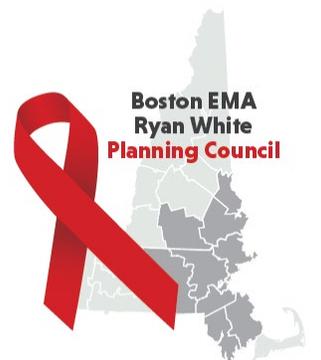


Introduction

Who We Are: Boston EMA Planning Council

Purpose: To confront and dismantle the stigma that still surrounds the HIV/AIDS epidemic.

Mission Statement: The campaign will illuminate the stigma surrounding HIV/AIDS by empowering PLWH to share their personal experience.



Film Production

- Recruited Participants
- Hired Audio Chemist Production Company
- Scheduled and Filmed Interviews
- Edited Film Content
- Produced Final Product



Website Production

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Someone You Know and Love Film



Youtube (Full Video): <https://www.youtube.com/watch?v=tPoT2JY3QcY>

Film Recognition

- First Place Award from the International Conference on Stigma
- Published article by Boston.com
- City of Boston speaker panel moderated by Mayor Kim Janey



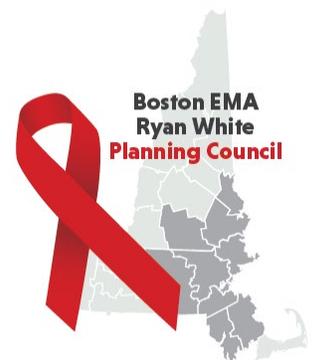
Challenges with Filming

- Problems with first film production company
- Participants dropped out due to production delays
- Establishing safe spaces for filming



The Consumer Experience

What was it like to be a part of the project?



Continuing the Campaign

High School Storytelling



Envisioning a Future Without Stigma

