



Women's Advocacy and
Treatment Coalition on HIV

A program of The Well Project



The Well Project: Building Hope and Leadership among Women Living with HIV

In honor of NWGHAAD

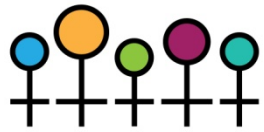
Friday, March 9, 2018

Together, we can change the course of the HIV epidemic...one woman at a time.

#onewomanatatime

www.thewellproject.org

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Agenda

- Introductions
- Introducing The Well Project
- The Well Project's resources
- Leveraging The Well Project to build leadership skills
- Panel discussion
- Q&A

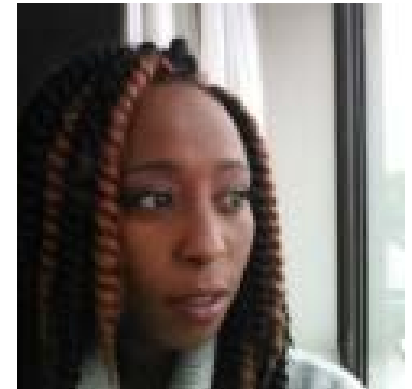
Speakers



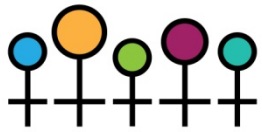
Krista Martel, executive director, The Well Project



Maria Mejia, global ambassador, community advisory board, *A Girl Like Me*, The Well Project



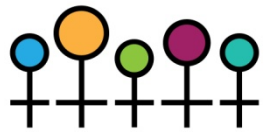
Tiommi Jenae Lockett, communications coordinator, community advisory board, *A Girl Like Me*, The Well Project



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Webinar Details

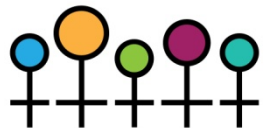
- Webinar will last approximately 90 minutes with Q&A
- Use live chat box on left side to enter questions while presenters talk; questions will be put in queue to be answered at the end
- Participants' lines will be muted (can unmute during Q&A if requested)
 - To unmute your phone, press *6 or click on microphone icon at the top of your screen (if using computer microphone)



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About *WATCH!*

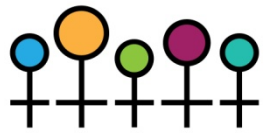
- *WATCH!* (Women's Advocacy and Treatment Coalition on HIV) is an ongoing HIV treatment advocacy and capacity-building webinar series
- The *WATCH!* 2018 series will take place throughout the year and will include 3-4 webinars
- Webinars will be recorded and can be accessed on our website for up to one month after they take place
- Certificates for completed webinars available upon request



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About NWGHAAD

- March 10, 2018 is National Women and Girls HIV/AIDS Awareness Day (NWGHAAD), an annual nationwide observance that sheds light on the impact that HIV/AIDS has on women and girls.
- Supported by the Office of Women's Health (OWH), NWGHAAD encourages federal, national, and community organizations to come together to increase awareness, offer support and share information about the importance of HIV/AIDS prevention, care, and treatment.
 - For events near you and to find more ways to join in the efforts to share knowledge and take action in your community, visit: www.womenshealth.gov/nwghaad



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Introducing The Well Project

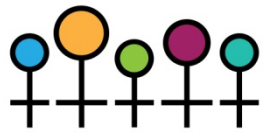
Krista Martel

Together, we can change the course of the HIV epidemic...one woman at a time.

#onewomanatatime

www.thewellproject.org

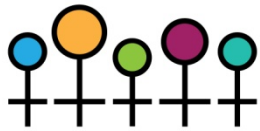
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Who is The Well Project?

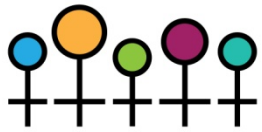
- Non-profit organization with a mission to change the course of the HIV/AIDS pandemic through a unique and comprehensive focus on women and girls
- Leverages technology to improve health outcomes and increase quality of life for women and girls living with HIV
- Provides accessible and comprehensive #information, #community support, and #advocacy building
- Access our resources and join our community at www.thewellproject.org



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Why Women?

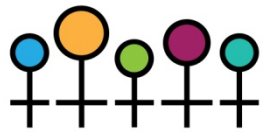
- Around the world, the "female face of HIV" is overwhelmingly black or brown
- Half of all people living with HIV are women; most live in sub-Saharan Africa and Asia
- Trans women are nearly 50x more likely to be living with HIV than the general adult population
- In U.S., about 1 in 4 people living with HIV is a woman
 - Black women and Latinas make up nearly 80% of these women, but account for <30% of U.S. female population
 - American Indian/Alaskan Native communities experience 3rd highest HIV rate of any racial group in the U.S.
 - While Asian/Pacific Islanders are not as heavily impacted, cultural factors may leave these women vulnerable to HIV/make it harder for them to connect to HIV care



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Areas of Focus

- [#information](#): 110+ regularly updated fact sheets on topics related to women and HIV (most popular also available in Spanish)
- [#community](#) support: *A Girl Like Me/Una Chica Como Yo* with 700+ blogs posted by WLHIV from 80+ bloggers around the globe; active social media community
- [#advocacy](#) building: webinars and conferences on important topics for WLHIV and advocacy skills



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Why this Webinar?

- The Well Project works diligently to keep its resources up-to-date and fulfill new gaps – they can be used to:
 - Increase personal knowledge
 - Connect with other women living with HIV
 - Educate and advocate for others
 - Build advocacy and leadership skills
- This webinar aims to provide in-depth overview of how to use these tools to help you (personally), your organization, or within a healthcare setting

Impact of The Well Project's Resources on Women Living with HIV

75.7%
FEEL HOPEFUL
ABOUT FUTURE



81.6%
FEEL
CONNECTED
TO A COMMUNITY



70.9%
ACCEPT ONLY
RESPECTFUL,
CARING
BEHAVIOR
FROM THEIR PARTNER,
FAMILY AND/OR FRIENDS



82.5%
ADVOCATE FOR
THEMSELVES



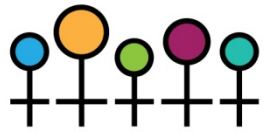
80.6%
ADVOCATE FOR THE
NEEDS OF OTHERS
LIVING WITH HIV



Your Voice Counts:
The Well Project 2016 User Survey Report

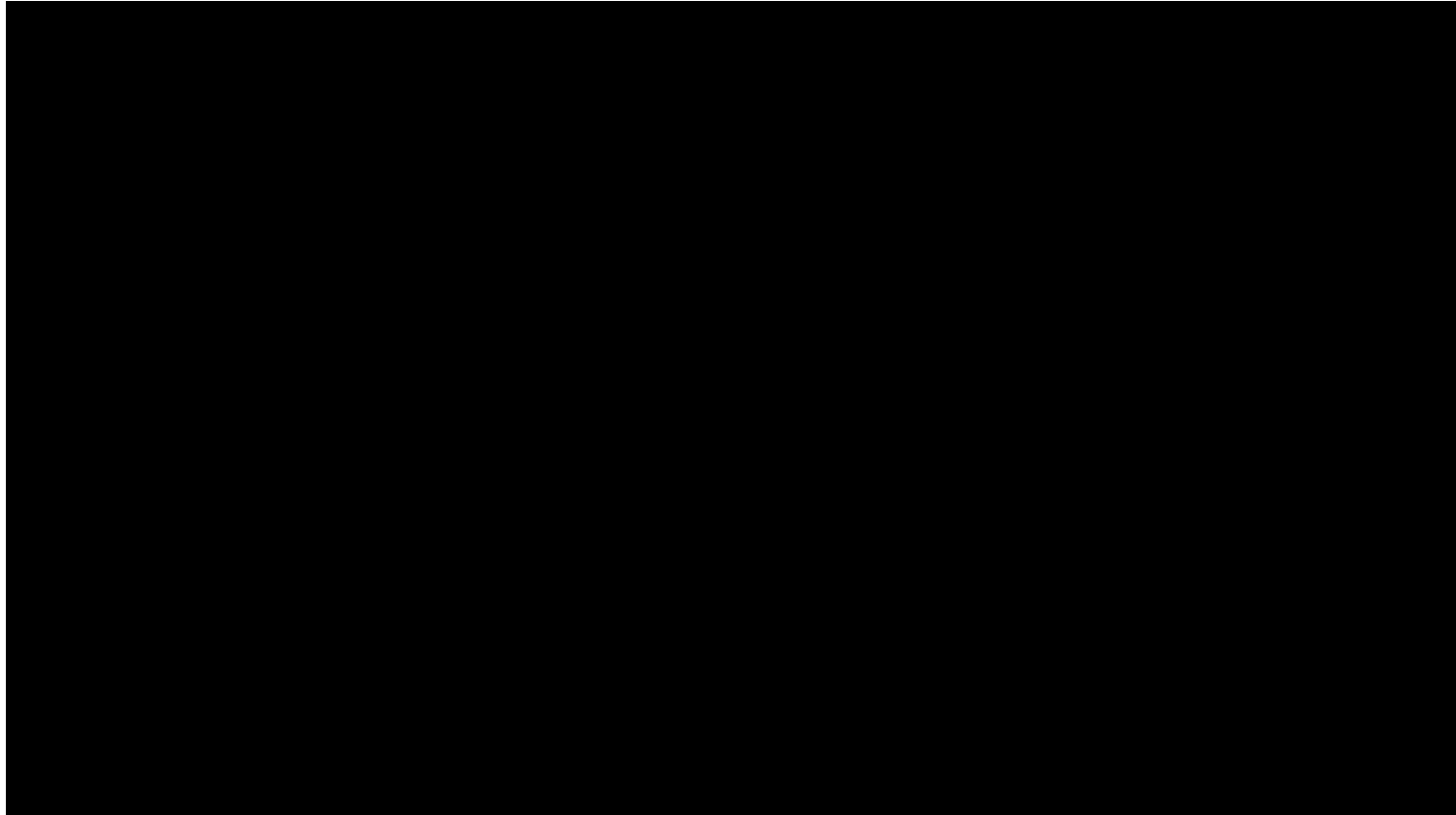
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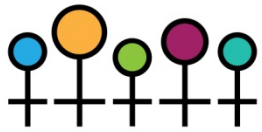
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Building HOPE



<https://youtu.be/PeUZT9yhhHE>

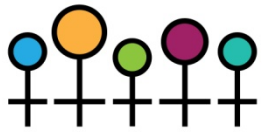
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The Well Project's Online Resources

- Search Function
- HIV Information
 - Fact Sheets
 - Webinars
 - Slide library
 - Women making a difference
 - Conference updates
- En Espanol
- *A Girl Like Me/Una Chica Como Yo*
- Get Connected
- Our Partners
- Who We Are
- Women's Research Initiative on HIV/AIDS (WRI)



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Leveraging The Well Project to Build Leadership Skills

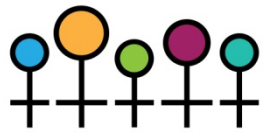
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Together, we can change the course of the HIV epidemic...one woman at a time.

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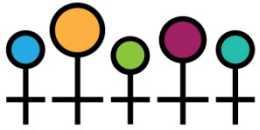
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Different Forms of Advocacy

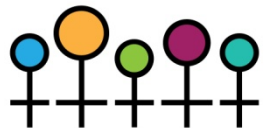




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Different Forms of Advocacy

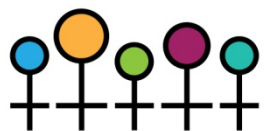
- **Self-Advocacy:** speaking up for yourself
- **Individual advocacy for others (including peer advocacy):** speaking up on behalf of someone else, and/or supporting others to speak up for themselves
- **Community advocacy:** getting together with others to speak up about changes that need to be made on a larger scale
- **Political/public advocacy:** speaking up to those in power on a national or international level



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Using The Well Project to Educate/Advocate for Others

- Fact sheets and slide decks are helpful in building self knowledge and educating others
- *A Girl Like Me/Una Chica Como Yo* is a useful blog to remind women they're connected and not alone
- Webinars help to increase knowledge and advocacy skills
 - Connect more women to community by encouraging others to participate

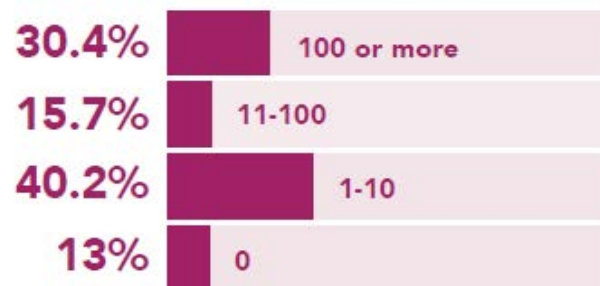


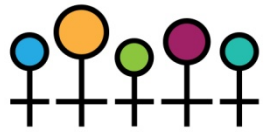
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Using The Well Project to Educate/Advocate for Others

- In a recent survey of The Well Project's users:
 - 63% used our resources to provide support and information as an HIV peer educator or advocate
 - 56% used our resources to educate people as an HIV educator

Number of People with Whom WLHIV Participants Share The Well Project's Resources Annually

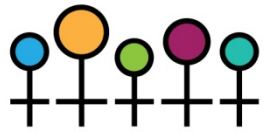




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Supporting Self-Care

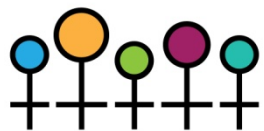
- Being a leader can be rewarding, but unless you take time to refill yourself, you are at risk for burnout and depression
 - Burn out: feeling cynical about your work, doubtful of your effectiveness or overwhelmed, numb, frustrated, bored, unappreciated
 - Depression: feeling hopeless, lacking interest in many activities, having trouble sleeping or concentrating, not taking HIV treatment or managing your health



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Supporting Self-Care

- Self-care can break stress cycle leading to burnout, enable you to recover energy and passion
- What drains you? What fills you up or re-energizes you?
 - Do you need more sleep? Time outdoors? A good laugh? Time to journal? Evening out with friends?
- You will have so much more to share with others if you take time to care for yourself



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Practicing Self-Care

SELF-CARE

When asked how The Well Project's resources had affected aspects of self-care related to their emotional well-being, WLHIV responded they were *"somewhat" or "much" more likely to:*



Accept only respectful, caring behavior from partners, family and/or friends

70.9%



Make an effort to get enough/good rest and eat healthy foods

68.0%



Exercise or move regularly

63.1%



Seek out care for depression or other mental/emotional health issues

56.3%



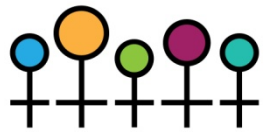
Practice safer sex

53.4%



Seek out support for past or current violence or trauma

51.5%

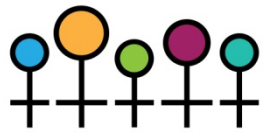


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Social Media Efforts

- Social media describes ways to communicate or share information with large groups of people
- Examples include: blogs, chat rooms, videos, Facebook, Twitter, Instagram, LinkedIn, YouTube
- Important tool for nonprofit organizations, individual advocates to get information out to large groups for little or no cost



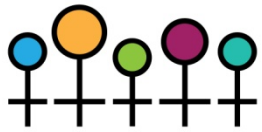


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Social Media Efforts

- Use an alias if you are not comfortable using your real name in online HIV groups, forums or websites
- Educate yourself about HIV using resources and websites like The Well Project
- Becoming a successful social media activist requires a lot of time and dedication (often unpaid)
- Just getting started? Consider joining an existing group or social media campaign





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Finding and Sharing with Others Living with HIV

- There are many online communities on Facebook, YouTube, Twitter, and Instagram!
- You can find people and groups by searching for information with hashtags
 - Hashtags: when you put a “#” before a word, phrase or name
 - E.g., you can search “#HIV” on Twitter/Facebook/Instagram to find all posts that include that hashtag
 - Common hashtags for HIV advocacy include #HIV, #AIDS, #VIH, #SIDA, #UequalsU
- Look for online communities like The Well Project!
 - This is a place where women and girls from all over the globe connect with each other, exchange information and experiences
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Sharing Information

The Well Project Resource WLHIV Participants Were Most Likely to Share

41.7%
HIV information
and fact sheets



14.3%
information
posted on
Facebook and
Twitter pages



13.1%
information
from treatment
advocacy webinar series



11.9%
blogs from
*A Girl Like
Me/Una Chica
Como Yo*

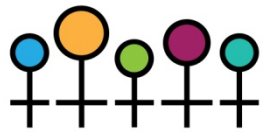


9.5%
news from
e-newsletter



9.5%
reports from the WRI

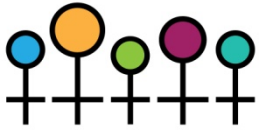




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It's Easier than it Looks!

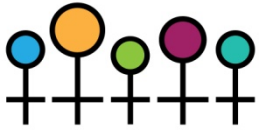
- Facebook has groups, personal pages, public or private organizations, everyone is there!
- Twitter uses small messages and can reach a lot of people
 - Use hashtags and tag others that are a part of our mission
- YouTube videos are great for visual activism
- Instagram is a place to post pics of your journey or cause!
 - Very popular with the youth
 - Hashtags are very important



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Facebook

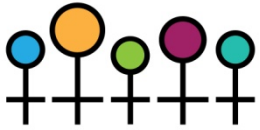
- You can have a personal profile page, create a group (public or private), or a page for your organization or brand
- If you create a nickname or false name for your page:
 - You may not find as many “friends” right away as people won’t know you
 - But it can let you post in groups with no worrying around disclosing
- How to tag individuals and pages
 - Use @ to tag people and pages
 - Always make sure you’ve checked with someone before tagging them in a status update or photo, especially when related to HIV
- You can share other people or page’s status/links like The Well Project (go to www.facebook.com/thewellproject, click “follow” and click “see first” in the newsfeed to ensure you see posts)
- Use # to hashtag based on topic or trending news



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Twitter

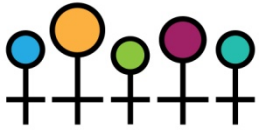
- Twitter is a place that everyone uses
- Tag others who you want to see the message or are part of the message
- Use hashtags in your posts such as #HIV, #Stigma
- Search using hashtags (#NWGHAAD, #HIVwomen)
- The more people you follow, the more people will follow you
- To get followers, you need to be active on Twitter, posting tweets, retweeting others, and tagging others
- Twitter moves fast, so need to post often!
- A good resource for searching the latest information on a topic (use # for searching)
- @thewellproject and @mariaHIVmejia



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YouTube

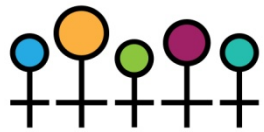
- YouTube is where I started my bilingual vlogs (video blogs)
 - People are very visual and they like to see the person behind the message
- Uploading vlogs is easy – all you need is a smart phone or laptop with a camera, and a good connection to the internet
- Consider naming your site something simple; use your name, organization, and/or something that references HIV/AIDS
- Create an account vs. create a channel
 - Channel allows you to post all your videos in one place and people can subscribe
- Add a description and links, hashtags
- Share your video on Twitter/Facebook
- Monitoring comments



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Instagram

- Instagram is a place to post pictures
 - Again, people are very visual
- Post a picture and hashtag
 - This also brings traffic and attention to your cause!
- Make sure that status briefly explains who you are
- Post a link of your website/agency or anything you want to bring attention to in your bio



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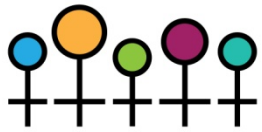
Bringing it all Together

- You can use all of these tools in an interconnected way to increase traffic for your cause and share quality information with large numbers of people
- Make sure to always check your sources before sharing
 - The Well Project is a trusted source, but not all websites are!
- Once you have created your brand, it is good to create accounts and reserve it on each social media platform, even if you don't use it right away
 - For example, Facebook.com/**YourName**; Twitter.com/**YourName**; YouTube.com/**YourName**; Instagram account: **YourName**
- YouTube, Facebook, Instagram, and Twitter have settings that help you connect all your social media



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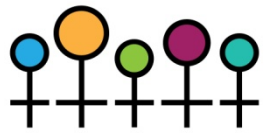
Discussion



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Learn More!

- To learn more:
 - [Building HOPE: Fill Your HIV Toolbox](#)
 - [How to Be an Advocate for Yourself and Others](#)
 - [A Place at the Table: Having a Voice in HIV Planning and Decision Making](#)
 - [Why Language Matters: Facing HIV Stigma in Our Own Words](#)
- For more fact sheets and to connect to our community of women living with HIV, visit:
 - www.thewellproject.org
 - www.facebook.com/thewellproject
 - www.twitter.com/thewellproject



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Thank You!



Questions & Answers

The Q & A will come from the questions submitted to the presenters through the chat box during the webinar session.