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# Building Your HIV Tool Box for Women Living with HIV

**U.S. Conference on AIDS**

**September 8, 2108**

**4:15 pm – 6:15 pm ET**

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

**#onewomanatatime**

[www.thewellproject.org](http://www.thewellproject.org)

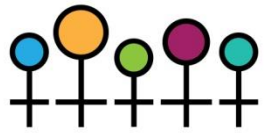
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# Session Goals

Participants will leave this session with:

- A deeper knowledge of The Well Project's free, online resources, including 110+ regularly updated fact sheets, slide sets, webinars, blogs, and community partners
- An understanding of the importance of leveraging existing resources to enhance personal knowledge, advocacy efforts, and community building for women across the lifecycle of HIV advocacy work
- Insights into the importance of self care and resources to support those efforts
- Tools to build/enhance social media advocacy work and community building



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# Speakers



**Krista Martel,**  
executive director, The  
Well Project



**Tiommi Jenae Lockett**  
community advisory  
board, *A Girl Like Me*,  
and communications  
coordinator, The Well  
Project; communications  
coordinator?, PWN-USA



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



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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](http://www.thewellproject.org)



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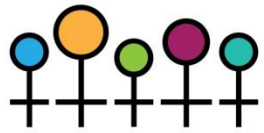
# Areas of Focus

- [#information](#): 110+ regularly updated fact sheets on topics related to women and HIV (most popular also available in Spanish); newly added slide library
- [#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, capacity building and leadership development for WLHIV; WRI



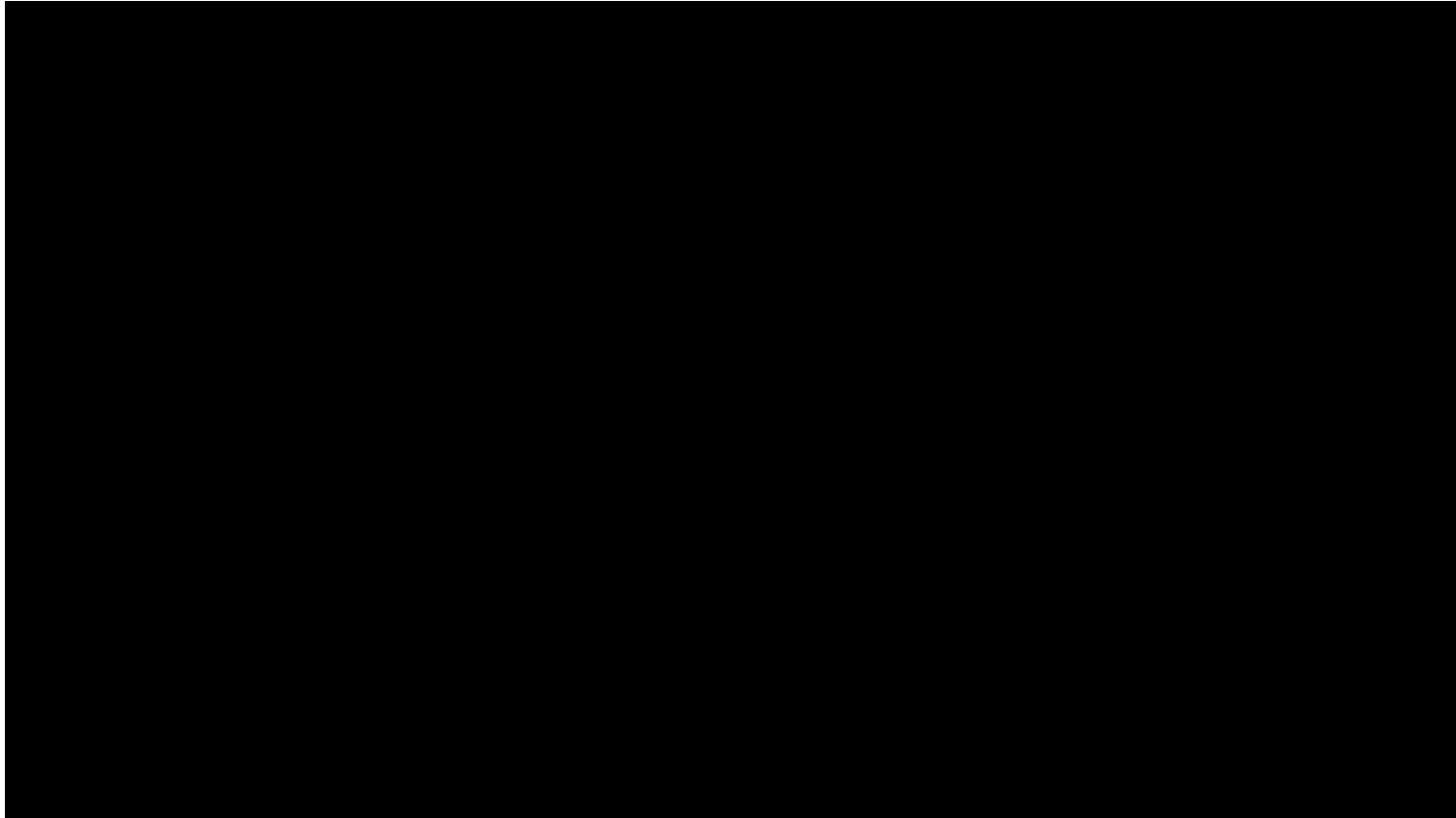
The Well Project believes that knowledge is power. We are dedicated to providing tools to our members to use to further their knowledge, as well as to educate and empower others in their community. In addition to our fact sheets, we have developed several slide sets on important topics related to HIV. Below are links to PDF downloads of our slide sets. If you are in need of a PowerPoint version, please email us at [update@thewellproject.org](mailto:update@thewellproject.org). Continue to check back often for the addition of new slide sets, as well as annual updates to the slides.

- [Adherence](#)
- [AIDS-Defining Conditions](#)
- [Complementary Therapies](#)
- [Considerations Before Starting Treatment](#)
- [Depression, Women, and HIV](#)
- [Drug Interactions](#)
- [HIV Drugs and the HIV Lifecycle](#)
- [HIV Treatment Guidelines](#)
- [How To Be An Advocate For Yourself and Others](#)
- [Lessons from GRACE: A US Study Focused on Women Living with HIV](#)
- [Menopause and HIV](#)



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# Building HOPE



<https://youtu.be/PeUZT9yhhHE>

www.thewellproject.org



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# Benefits of Using The Well Project

- The Well Project works diligently to keep its resources up-to-date and fill 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
- The Well Project's resources can be accessed anytime, anywhere, and *anonymously*



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# Who Uses The Well Project?

- Reach more than 2.5 million annually
- Top countries
  - United States
  - India
  - Philippines
  - Mexico
  - South Africa
  - United Kingdom
  - Canada
  - Spain
  - Nigeria
  - Argentina
- Audience approximately 60% women living with HIV, 15% men living with HIV, 25% healthcare providers/educators/caregivers/friends/family





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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*
- Our Partners
- Women's Research Initiative on HIV/AIDS (WRI)
- Get Connected
- Who We Are



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# Leveraging The Well Project to Build Leadership Skills

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

#onewomanatatime

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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 build self-knowledge and can help educate others
- *A Girl Like Me/Una Chica Como Yo* reminds women they're connected and not alone
- Webinars help increase knowledge and advocacy skills
  - Connect more women to community by encouraging others to participate



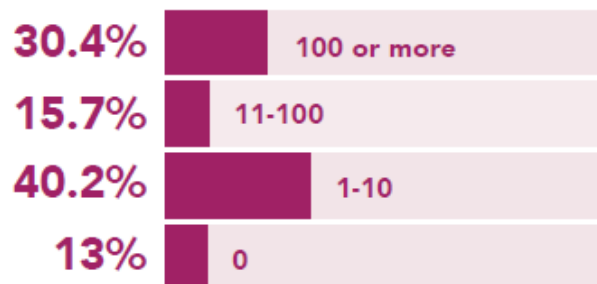
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# Using The Well Project to Educate/Advocate for Others

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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# 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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# 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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# The Well Project's Impact on Improved 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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# Using Social Media in Advocacy

- Important tool for nonprofit organizations, individual advocates to get information out to large groups for little or no cost
- Examples include: blogs, chat rooms, videos, Facebook, Twitter, Instagram, LinkedIn, YouTube
- 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





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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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***Discussion: How Have You  
Used The Well Project in  
Your Advocacy?***



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# Thank You!



## Questions & Answers



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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](#)
  - [Talking to the Media and Using Social Media](#)
  - [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](http://www.thewellproject.org)
  - [www.facebook.com/thewellproject](https://www.facebook.com/thewellproject)
  - [www.twitter.com/thewellproject](https://www.twitter.com/thewellproject)
  - [www.youtube.com/thewellprojecthiv](https://www.youtube.com/thewellprojecthiv)