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Building Your HIV Tool Box for Women Living with HIV

AIDS 2018 Global Village

Women's Networking Zone, Booth 524

July 23, 2018

9:30 am – 10:45 am CET

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

#onewomanatatime

www.thewellproject.org

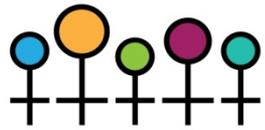
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Session Goals

- Provide in-depth overview of The Well Project's comprehensive and free tools, as well as their impact
- Describe how to leverage these tools to increase individual knowledge, connection and advocacy or to use them to increase awareness and advocacy within one's organization, healthcare setting or community



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Speakers



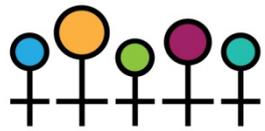
Krista Martel, executive director, The Well Project



Gina Brown, MSW, community advisory board, WRI member, The Well Project; Southern AIDS Coalition



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



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Who is The Well Project?

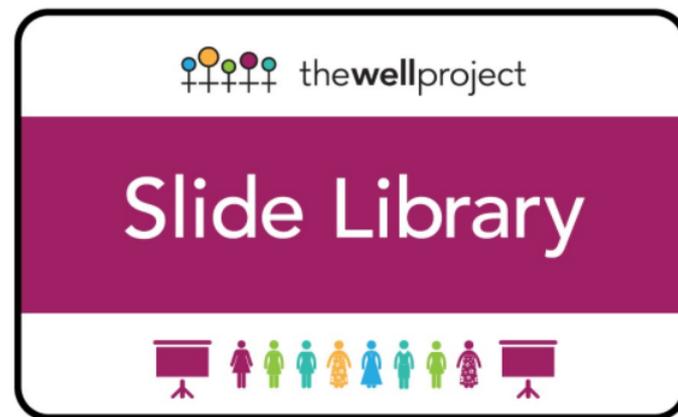
- Non-profit organization with a mission to change the course of the HIV/AIDS pandemic through a unique and comprehensive focus on women and girls
- Leverages technology to improve health outcomes and increase quality of life for women and girls living with HIV
- Provides accessible and comprehensive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



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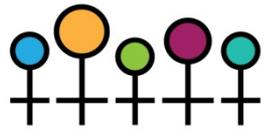
Areas of Focus

- [#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



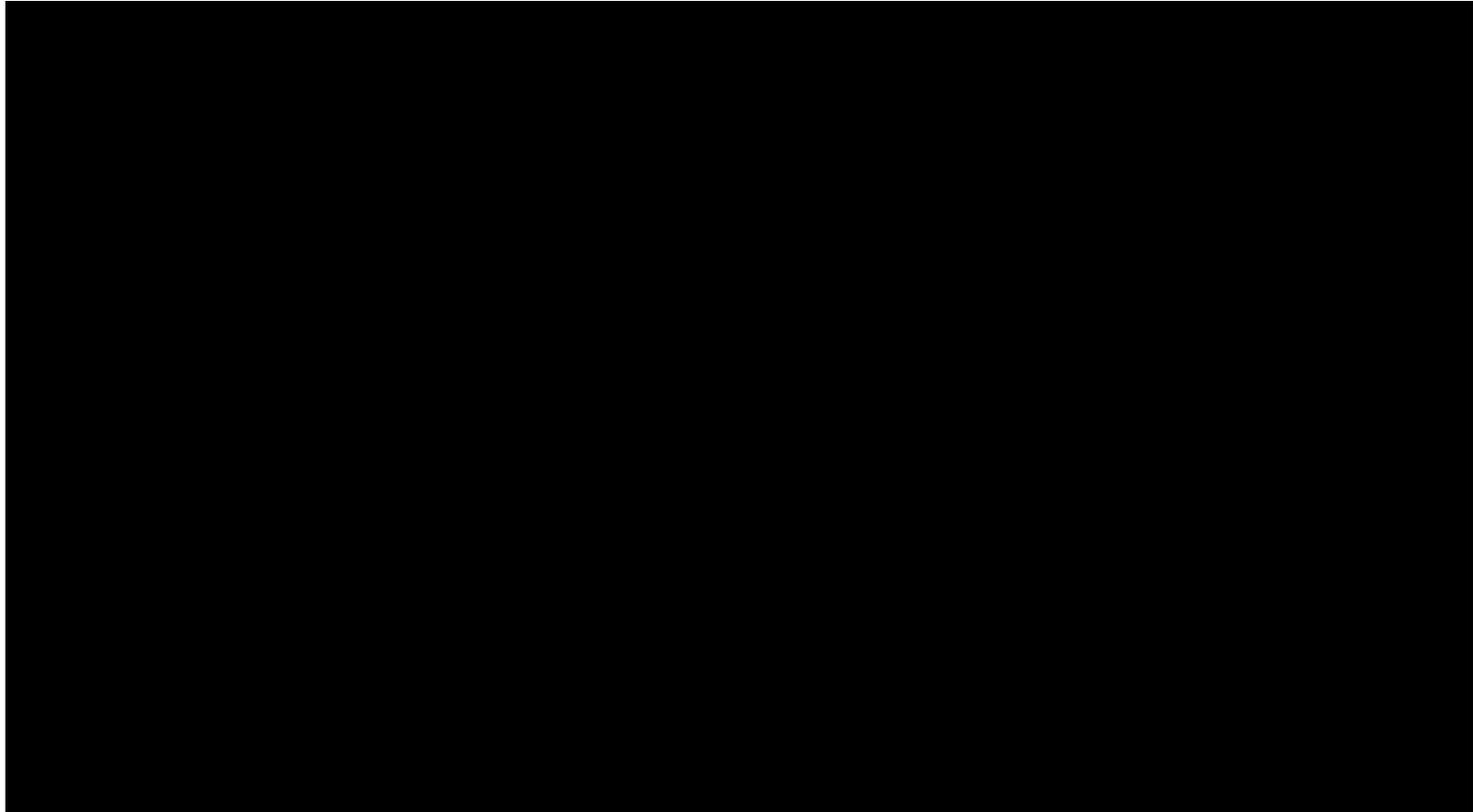
The Well Project believes that knowledge is power. We are dedicated to providing tools to our members to use to further their knowledge, as well as to educate and empower others in their community. In addition to our fact sheets, we have developed several slide sets on important topics related to HIV. 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. 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](#)



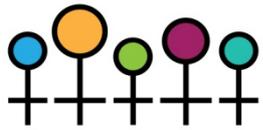
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Building HOPE



<https://youtu.be/PeUZT9yhhHE>

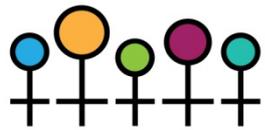
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Benefits of Using The Well Project

- 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



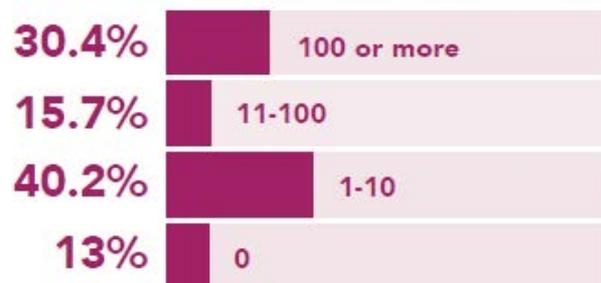
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Using The Well Project to Educate/Advocate for Others

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



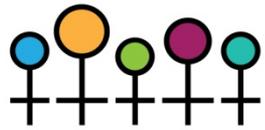


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Supporting Self-Care

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%



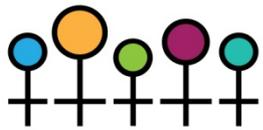
Practice safer sex

53.4%



Seek out support for past or current violence or trauma

51.5%

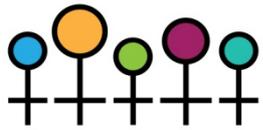


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Using Social Media in Advocacy

- 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?***



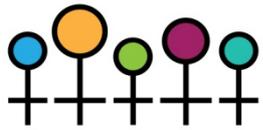
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Thank You!



Questions & Answers

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



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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
 - www.facebook.com/thewellproject
 - www.twitter.com/thewellproject
 - www.youtube.com/thewellprojecthiv