

## **ENUF IS ENUF: A REVIEW OF AUSTRALIA'S FIRST PEER-LED ANTI-HIV STIGMA CAMPAIGN 2013-2017**

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### **Background:**

The ENUF anti HIV stigma campaign was initiated by Living Positive Victoria as a response to a recommendation in *The HIV Stigma Audit: Community Report* (NAPWHA, 2013). The ENUF campaign ran for four years with limited financial and human resources. A review into the campaign was initiated in late 2017. The campaign comprised a multifaceted approach, involving high-profile community ambassadors, personal narratives of people living with HIV (PLHIV) as campaign messages, a pledge the public could sign to commit to calling out HIV stigma and community cultural engagement (CCE) activities.

### **Approach:**

Qualitative interviews were conducted with key stakeholders, including PLHIV, current and past board members, LGBTIQ community media, HIV and blood-borne viruses sector partners (government, clinicians and researchers), ambassadors, and arts practitioners involved in the CCE activities. Interviews were analysed using the W3 Learning and Evaluation Framework ([www.w3project.org.au](http://www.w3project.org.au)), utilising the four functions: engagement, alignment, adaptation and influence. Arising from the analysis, a series of recommendations were developed to inform Living Positive Victoria in the creation of future campaigns on HIV stigma and to guide CCE activities.

### **Outcomes/impact:**

The ENUF campaign drew attention to stigma and the difficulties faced by PLHIV, including the long-term impact of stigma on disclosure. The brand and messaging was well recognised among people living with HIV, given its concise, yet effective use of the word 'ENUF'. A total of 54 high-profile individuals were recruited as ambassadors and over 10,000 people signed a pledge to call out and fight HIV stigma. The biggest impact of the campaign was for the PLHIV who had been involved in the CCE activities including HIV-positive arts practitioners and participants.

### **Innovation and Significance:**

The ENUF campaign was the first campaign in Australia to tackle HIV stigma. The campaign messaging, while clearly highlighting PLHIV experiences of stigma, lacked strategic long-term direction on how to fight stigma. However, the campaign demonstrated that effective anti-stigma campaigns could be achieved despite constrained resources. The limited funding for this campaign also created an opportunity to gain support from local businesses, furthering the reach of the ENUF anti-HIV stigma messages.

### **Disclosure of Interest Statement:**

No interests to declare.