



living positive victoria

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

**Joël Murray, Suzy Malhotra, Brenton Geyer,
Timothy Krulic**

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Overview

1. Background & Method

2. ENUF Program

- i. ENUF peer-led messaging campaign and pledge
- ii. ENUF Ambassador Program
- iii. Arts and health promotion

3. Key recommendations



1. Methods

- Interviews with key stakeholders (n = 14);
- An online survey of key stakeholders (n = 5);
- Interviews with Living Positive Victoria staff and current board members;
- Roundtable discussion with arts practitioners working with HIV themes;



1.1 W3 Framework

G Brown & D Reeders, ARCSHS

- Engagement
- Alignment
- Adaptation
- Influence (community and policy systems)



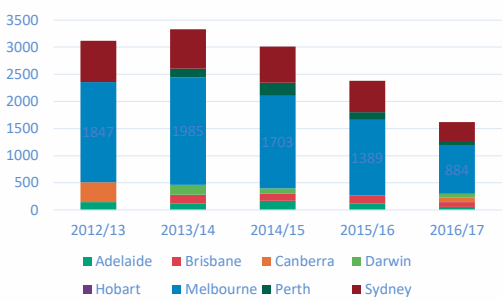
2. ENUF Program

To foster a greater understanding of HIV in the community and the stigma and discrimination that those who are positive experience in our community. Through education, through that information, reduce the discrimination of people living with HIV.

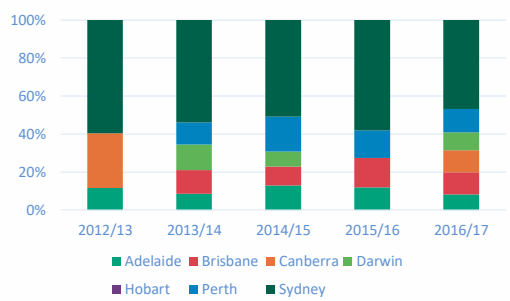


2.1.1 Engagement

No. unique website visits (capital cities) by year

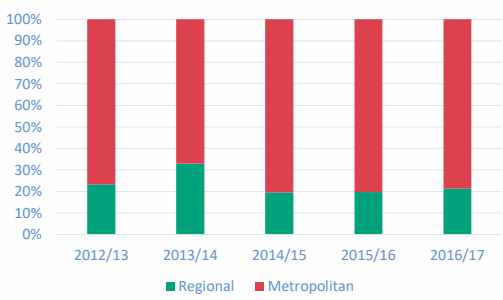


Unique website visits (capital cities) excluding Melbourne (%)



2.1.1 Engagement

Unique website visits (regional & metropolitan) by year (%)



2.1.1 Engagement



2.1.2 Alignment



napwa national association of people living with hiv/aids NCHSR



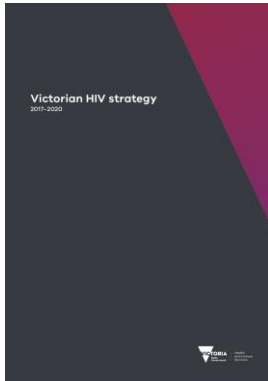
2.1.3 Adaptation



2.1.3 Adaptation



2.1.4 Influence



HIV stigma and discrimination named a priority in *Victorian HIV Strategy 2017-2020*



2.2 Ambassador program

**ENUF Ambassador
Natasha Stott-Despoja on
Channel Ten's *The Project***



2.3 Arts and health promotion



3. Key Recommendations

- Interrogate stigma, build resilience
- Engage diversity of people living with HIV through partnership
- Resource ambassadors
- Engage in arts and health promotion, measure impacts, disseminate findings

