

# Reducing health workers' stigmatising attitudes towards people who inject drugs and people living with HIV via micro-learning interventions

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# Disclosure of interest

This project was funded by the Australian Government  
Department of Health



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# Stigma

Negative impacts on health-related outcomes

Population groups affected by blood-borne viruses

Reducing stigma is major goal of Australian national health strategies



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# Social norms

Guidelines that govern behaviour by prompting conformity

Health care context:

- Professional behaviour influenced by perceptions of colleagues' attitudes and behaviour



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# Current project

*Aim: Evaluate the effectiveness of an online micro-learning intervention in reducing stigmatising attitudes held by Australian health workers*

## Intervention

- Video presentation by experienced health worker (3-5 minutes)
- Research findings challenging assumptions about colleagues' attitudes



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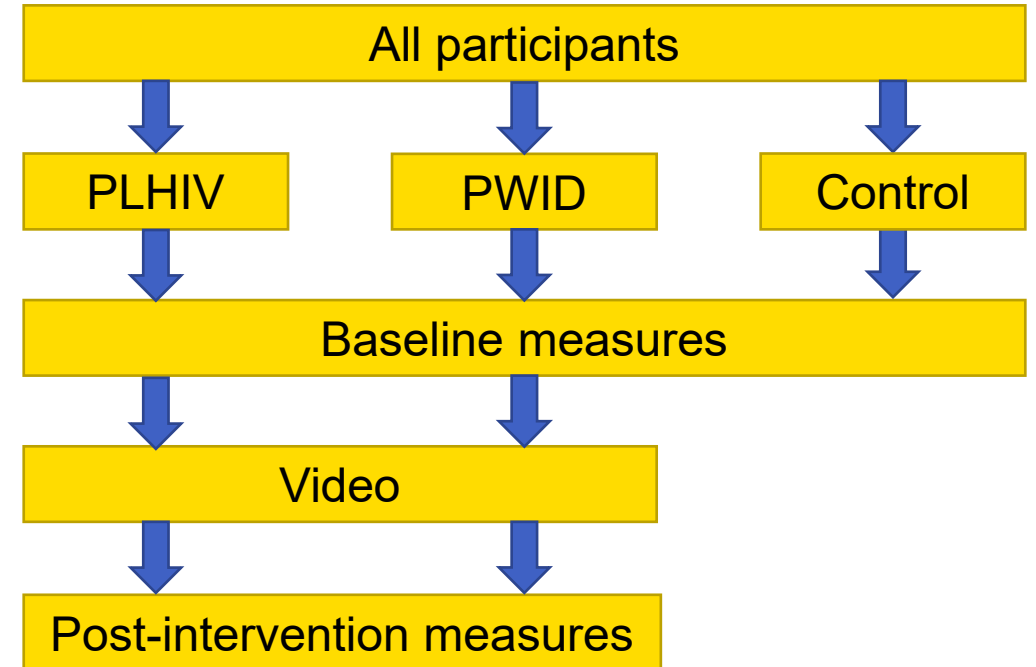
# Method

## Recruited via Qualtrics

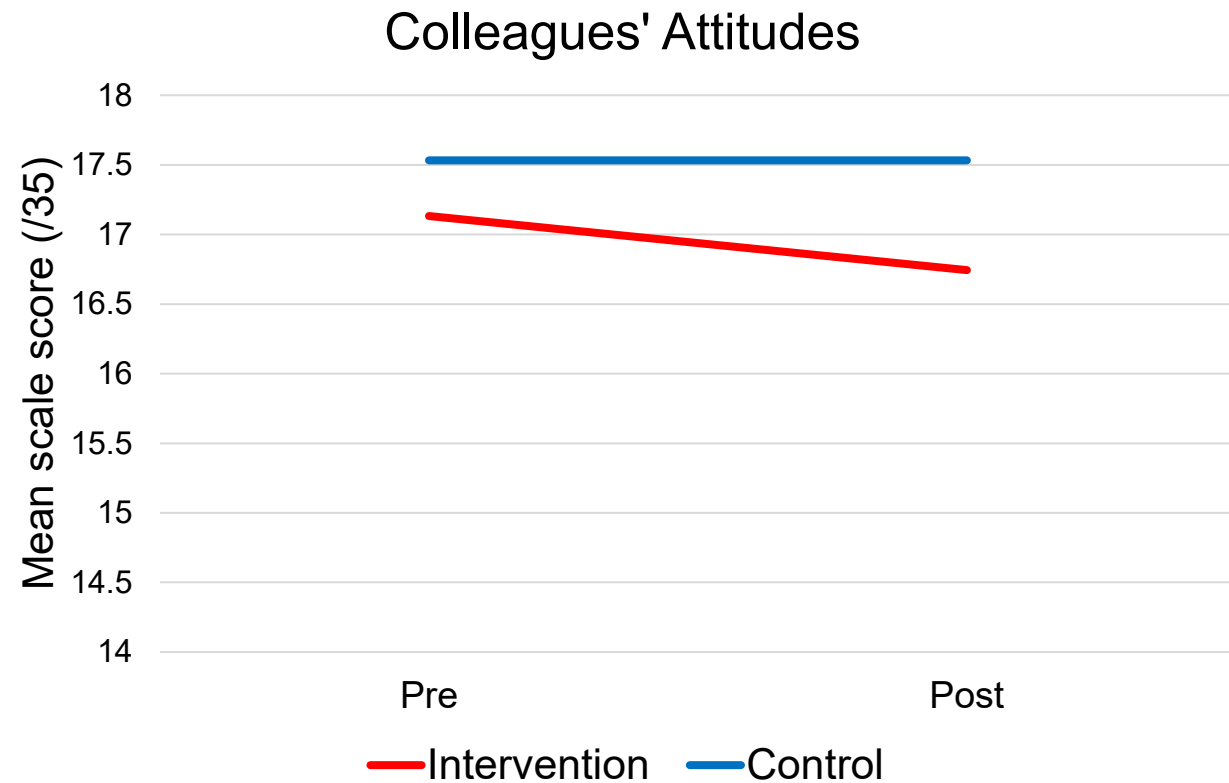
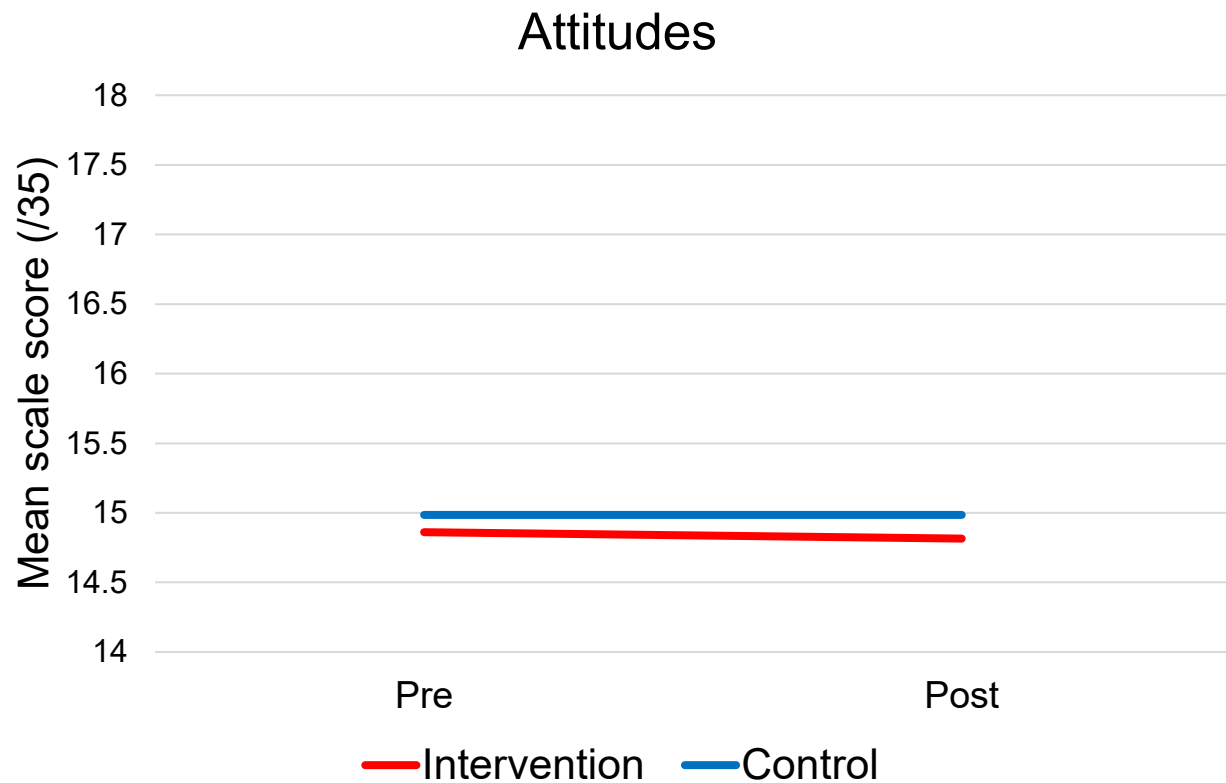
- Intervention groups:
  - HIV (n=332)
  - Injecting drug use (n=321)
- Control group (n=241)

## Measures:

- Attitudes towards group
- Perception of colleagues' attitudes



# Results – People living with HIV



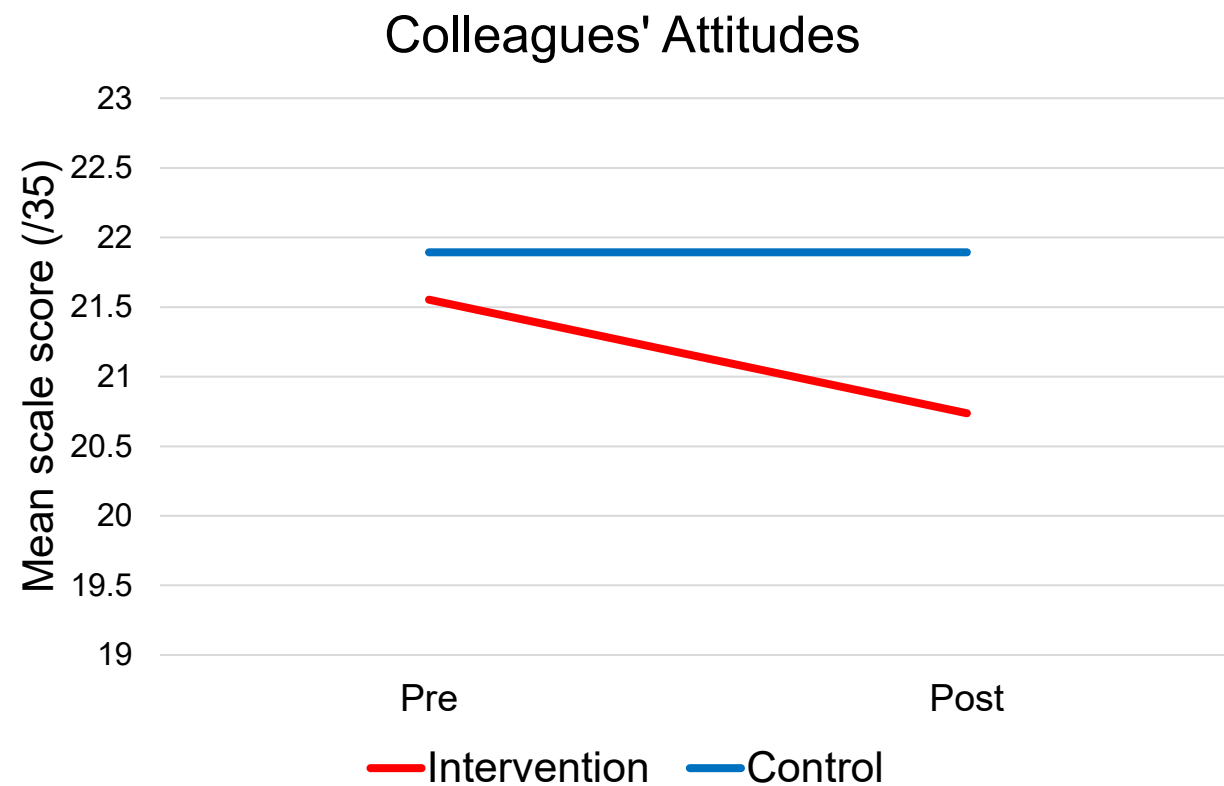
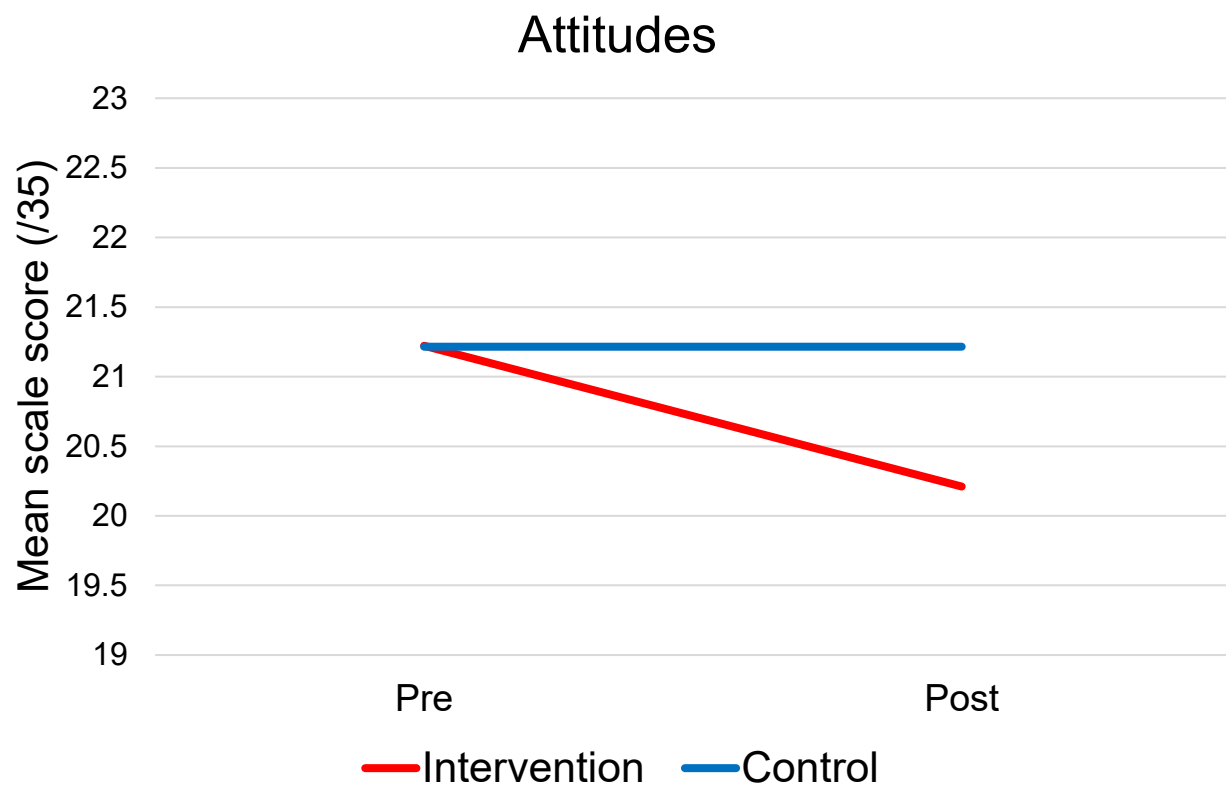
N.B. Higher scores reflect more stigmatising attitudes



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# Results – People who inject drugs



N.B. Higher scores reflect more stigmatising attitudes



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# Conclusion

Brief videos based on social norms demonstrated positive results in reducing stigmatising attitudes held by health workers (and perceptions of colleagues' attitudes)

Micro-learning interventions have the potential to be:

- Tailored
- Scaled up
- Embedded into professional development / training
- Utilised independently



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# More information

Stigma Indicators Monitoring Project

<http://bit.ly/stigma-indicators>

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