

CACVO



ACCHO

It's time for #PositiveConversations

POSTER PRESENTATION

CANADIAN ASSOCIATION FOR HIV RESEARCH

CAHR 2022 VIRTUAL CONFERENCE



**THE
CARE
COLLECTIVE**

BROUGHT TO YOU BY ACCHO 

THE CARE COLLECTIVE PRESENTS #POSITIVECONVERSATIONS

In year 2 of The Care Collective, our goal was to ramp up engagement with African, Caribbean, and Black women – to continue to drive awareness about the importance of HIV testing as a part of their self-care routines - and find a way to break through and inspire them to make it a reality.

Audiences were to be driven to our Get Tested webpage on The Care Collective website, branded for our new #PositiveConversations campaign, to allow users to unpack more information and learn accessible ways to get tested.



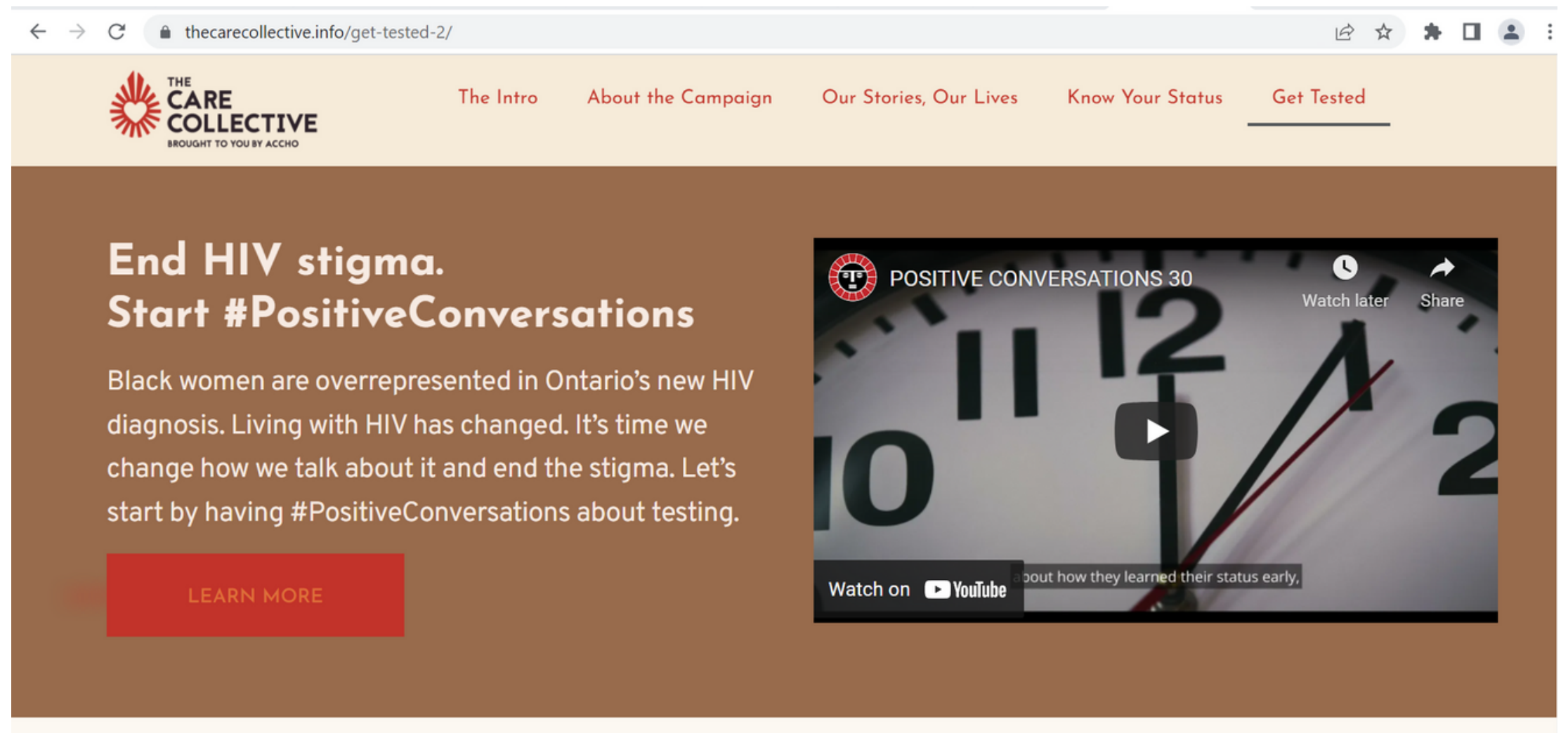
RATIONAL

We conducted a survey of 141 African, Caribbean, and Black (ACB) women across Ontario, aged 18 – 44 to gauge perceptions about HIV testing – the survey was focused on Awareness, Familiarity, Usage, and Relevance. Based on this survey, many of the women understood what situations and behaviors could potentially be risky or expose them to HIV and the testing options available - and yet, they're still not getting tested. But the majority of women did not know what living with HIV meant, decreasing the motivation for them to get tested and know their status.

We found that:

- There was an opportunity to rewrite the current narrative
- ACB Women need to understand that living with HIV is not a death sentence, and people go on to live long, beautiful, and meaningful lives.

Interestingly, we also found that respondents who had a better understanding of what living with HIV meant were also more likely to have been tested for HIV - showing a correlation between understanding and motivation.



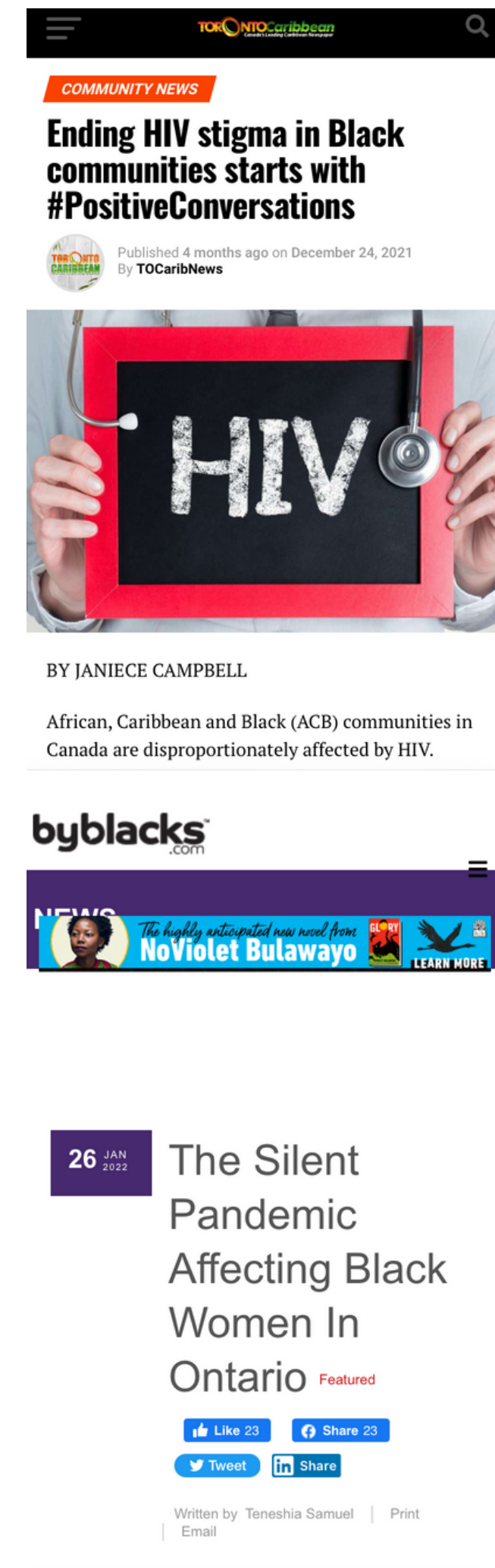
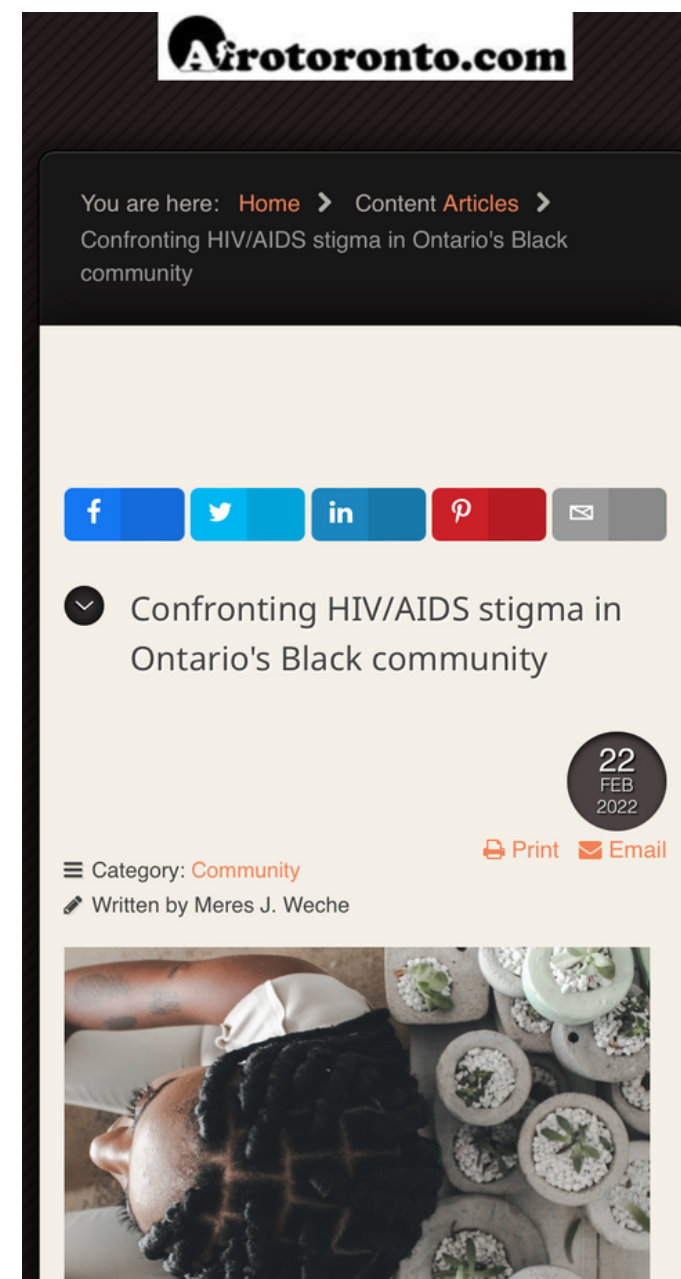
The screenshot shows a web browser at the URL thecarecollective.info/get-tested-2/. The page features the logo for 'THE CARE COLLECTIVE BROUGHT TO YOU BY ACCHO' and a navigation menu with links: 'The Intro', 'About the Campaign', 'Our Stories, Our Lives', 'Know Your Status', and 'Get Tested'. The main content area has a dark background with the text: 'End HIV stigma. Start #PositiveConversations'. Below this, it states: 'Black women are overrepresented in Ontario's new HIV diagnosis. Living with HIV has changed. It's time we change how we talk about it and end the stigma. Let's start by having #PositiveConversations about testing.' A red button labeled 'LEARN MORE' is positioned below the text. To the right, there is a video player for 'POSITIVE CONVERSATIONS 30' with a play button and options to 'Watch later' and 'Share'. The video thumbnail shows a clock face with a red line pointing to the number 1.

From this, the campaign idea was created: **End HIV Stigma. Start #PositiveConversations**

LAUNCH

The Care Collectives #PositiveConversations campaign was launched on **World AIDS Day December 1, 2021**.

- **#PositiveConversations** reached over **2.78M** people, across digital and traditional media during the launch period of December 1st – 7th 2021
- Promotional videos had over **1M+** views in the first week
- **8 media placements** with a combined readership of over 5M
- Drove **4,324 website visits** to our Get Tested page, where audiences could unpack both the importance – and ease – of testing
- Our **most active audience** continues to be ACB female-identified between the **ages of 25-44**



ROLL-OUT

The Care Collective's #PositiveConversations campaign was implemented through a collection of radical self-care inspired initiatives, bringing HIV testing and conversations to new and existing virtual and in-house spaces where ACB women were gathered. Below are some of the community events that took place:

