



HIV in 2023

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NGALA KAADITJ WADJUK MOORT KEYEN KAADAK NIDJA BOODJA

We acknowledge the Wadjuk people of the Noongar nation, the first and true custodians of the land on which we meet today. We pay respect to the Elders, past, present and emerging.

Artwork: 'Care for Country' by Maggie-Jean Douglas, Gubbi Gubbi Woman (2021 National NAIDOC Poster)





Free condoms and safe sex resources



Testing and sexual health services – M Clinic



Counselling



Supporting LGBTQIA+ young people 



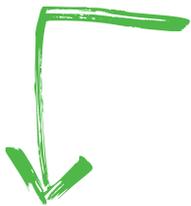
HIV support



Education, training and health promotion



Harm reduction services for people who use drugs



We work to make a difference around HIV, STIs and sexual health in Western Australia



HIV in 2023

What is it?

Campaign targeted at the general population launched **Monday 8 May 2023**.

Common belief in 2023 that HIV is no longer a concern for the health of the community.

HIV is still very much present and subject to stigma and fear.

Key population- young people (aged 12-25)



HIV in 2023

Aims

- Increase testing, treatment, and prevention among general population
- Increase awareness of HIV
- Challenge HIV stigma by promoting the accessibility and effectiveness of healthcare



HIV in 2023

Components

Print & digital media campaign

- Social media - tiles with bite sized info, QR code that links to WAAC website on Grindr, LinkedIn, Facebook and Instagram
- Webpage - provides bulk of info/messages/links to services
- Print media – posters with brief info, QR code that links to WAAC website, brochure about HIV
- Ad space – bus advertising, social media ads.

Video: How will you help end HIV stigma?

- Premier at Yagan Square on day of the International Aids Candlelight Memorial - May 21st
- English subtitles
- Auslan
- Mandarin translation + subtitles
- Vietnam translation + subtitles
- Katanning translated in Karen and Cocos Malay



HIV in 2023

Key messages

- **Testing for HIV in 2023** – It is easy to access, blood-test at sexual health clinics, at-home testing (ATOMO)
- **Preventing HIV in 2023**
 - Barrier methods
 - PrEP/PEP/TAsP
 - Safer injecting practices
- **Living with HIV in 2023** – PLWHIV can lead long, healthy lives with ART, treatment is easy to access, U=U messaging



Where will you see it?



Website - <https://www.waac.com.au/hiv-in-2023/>



Print media – posters sent to GPs, clinics, Universities, youth services, SHBBV organisations



Social media - LinkedIn, Grindr, Instagram, Facebook



Buses



Yagan Square

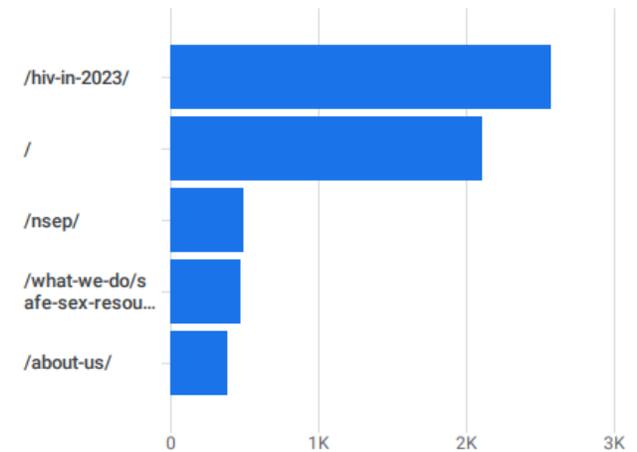


WAAC Webpage

Webpage Metrics (May)

Views: 2,570
Users: 1,763

Views by Page path and screen class



WHAT WE DO ▾ LEARN ▾ GET INVOLVED ▾ NEWS AND EVENTS ▾ ABOUT ▾ CONTACT SUPPORT HUB |   



WHAT IS HIV IN 2023?

HIV stands for Human Immunodeficiency Virus. It is a virus that damages the immune system, which impacts the body's ability to recover from infection and disease.

The landscape of HIV has changed drastically in the last 40+ years. We have come a long way with HIV medication, education, and research, making prevention, treatment and testing now widely available.

While there is no cure for HIV yet, it is now a manageable chronic condition with medication. That means that, in Australia, when managed correctly with medication, HIV is not a life-threatening illness.



Poster

- First campaign element created
- Designed to be eye-catching, positive and show diversity

"The landscape of HIV has changed significantly over the last 40+ years.

It's time to break the stigma and for us all to do our part in starting a new chapter of HIV.

Scan the QR code to learn more about HIV testing, treatment and prevention."





Brochure

NO PLACE FOR STIGMA

Unfortunately, stigma around HIV still exists. The landscape of HIV has changed greatly since the AIDS epidemic, and it's time our attitudes changed too.

Everyone can challenge HIV stigma, here are some ways how:

- Learn about the history of HIV
- Teach others about HIV
- Understand how HIV transmission works
- Stop using HIV and AIDS as a joke
- Encourage others to get tested
- Normalise getting tested
- Find out how to support PLHIV
- Don't use stigmatising language

HIV does not discriminate, affecting everybody regardless of your age, gender or sexuality.

CONTACT US

- 664 Murray Street, West Perth
- (08) 9482 0000
- hello@waac.com.au
- www.waac.com.au

HIV

HIV stands for Human Immunodeficiency Virus. It compromises the immune system which affects the body's ability to recover from infection and disease.

HIV is not AIDS. AIDS stands for Acquired Immune Deficiency Syndrome and can be the result of long-term untreated HIV. If timely treatment is accessed and maintained, AIDS can be prevented.

TREATING HIV

A person living with HIV (PLHIV) is not defined by their HIV status.

People living with HIV can live long, happy, healthy lives. In Australia, it is possible to receive treatment and stop the progression into AIDS. This is called antiretroviral treatment (ART).

What is ART?

ART reduces the amount of HIV in the body (viral load), preventing further harm to the immune system. ART can be prescribed by specially trained healthcare providers called S100 prescribers.

Oral Medication is highly effective. Most treatment involves only taking 1 tablet a day.

An exciting innovation in HIV treatment is the Cabenuva injection. This long-acting HIV regimen is administered once every two months.

In WA, HIV treatment is free to everyone through the public healthcare system. Your healthcare provider will work with you to find the most effective treatment option for you.

TESTING FOR HIV

It is important for all people to get tested for HIV, even if you are asymptomatic or don't believe you are part of a high-risk population.

The only way to know if a person has HIV is to have a test. Testing is recommended no more than every three months unless there has been potential exposure to HIV.

How can you get tested?

The most accurate tests involve a blood test at a GP or Sexual Health Clinic. This can detect HIV as soon as six weeks from exposure.

At home HIV testing kits (ATOMO) involves drawing blood through a finger prick with results provided in 15 minutes. Self tests are available for sale at WAAC, M Clinic, and Pharmacy 777.

PREVENTING HIV

It is everyone's responsibility to actively prevent HIV transmission, regardless of your HIV status.

For people not living with HIV

PrEP (Pre-Exposure Prophylaxis) and PEP (Post-Exposure Prophylaxis) are medications containing a dose of ART that prevent contracting HIV.

PrEP can be taken daily to lower the chances of contracting HIV. This is taken before potential exposure to HIV.

PEP is a 4-week course of medication taken after a potential exposure to HIV. This is only effective when taken within 72 hours.

For people living with HIV

HIV transmission can be prevented if a PLHIV is taking their medication as prescribed.

If your blood tests show you have no detectable HIV (undetectable viral load), then the virus cannot be passed on to anyone else, meaning you can have sex with no risk of passing on HIV.

For everyone

There are a number of ways we can all practice the prevention of HIV. Some of these include:

- Not sharing injecting equipment
- Using sterile tattoo and piercing equipment
- Practicing safer sex for all sexual activity.

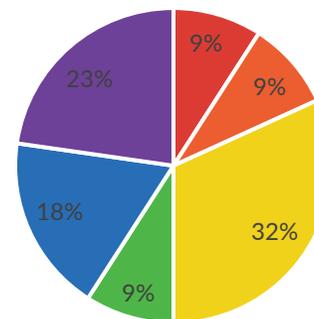
While HIV medication and PrEP may protect against HIV, they do not protect against STIs.



Print Resource Dissemination

Resource Type	Number Delivered
Poster	77
Brochures*	344
Total	421

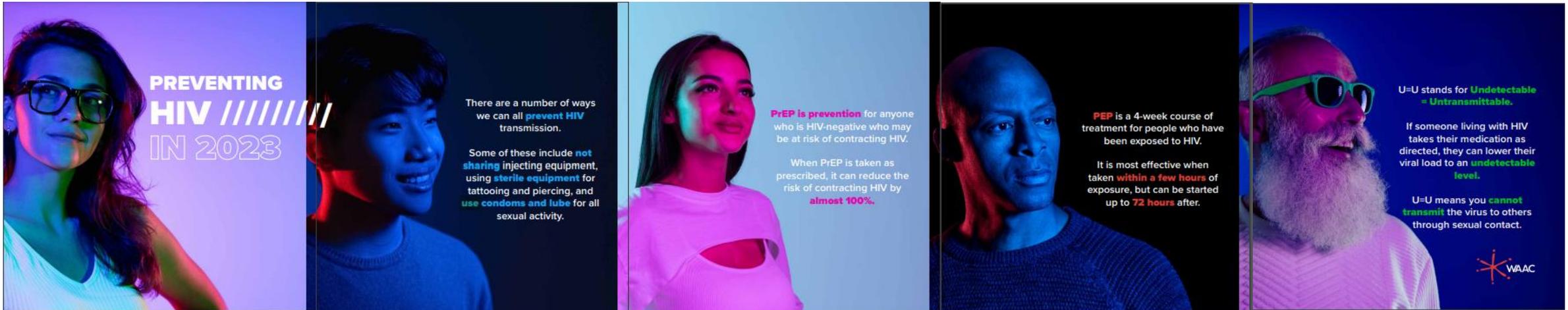
*Not including events/workshops WAAC attended



- SOPVs
- Medical Services
- Universities
- Hostels
- Mental health services
- Community health services



Social Media





Social Media Metrics

Platform	Impressions	Reach	Engagement
Facebook	775	732	92
Instagram	1673	-	2
Total	2448	732	94



Digital Advertisements

HIV // // // //
IN 2023

THE FUTURE OF HIV IS UP TO YOU
TEST. TREAT. PREVENT.

WAAC

TAP BELOW TO LEARN MORE

// **TEST** // // //

APPROXIMATELY 29,000
PEOPLE ARE LIVING WITH
HIV IN AUSTRALIA

Getting tested is not shameful
or embarrassing as it looks after
your health and that of others

WAAC

TAP BELOW TO LEARN MORE

// **TREAT** // // //

OVER 90% OF PEOPLE LIVING
WITH HIV IN AUSTRALIA ARE
RECEIVING TREATMENT

People living with HIV can live
long, happy, healthy lives and can
stop HIV developing into AIDS

WAAC

TAP BELOW TO LEARN MORE

// **PREVENT** // // //

EVERYONE IS RESPONSIBLE
FOR PREVENTING HIV, NO
MATTER WHO YOU ARE

If you or someone you know needs
support, please visit waac.com.au
or call **08 9482 0000**

WAAC

TAP BELOW TO LEARN MORE



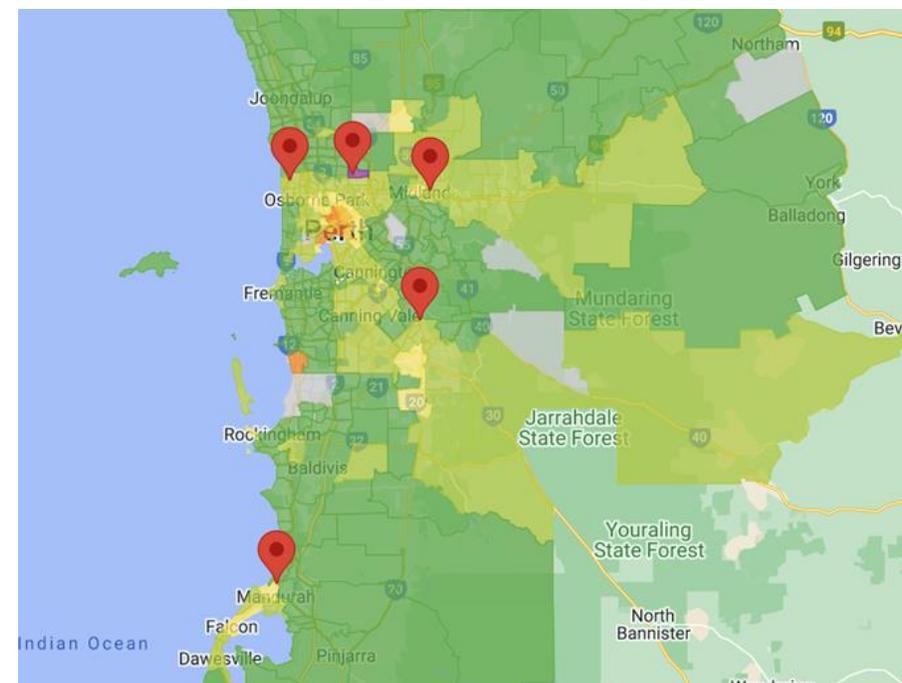
Advertisement Metrics

Platform	Impressions	Clicks	Cost
Grindr	62121	2920	\$621.21
META (Instagram & Facebook)	64989	331	\$253.07



Bus Advertisements

5x Fullbacks | 179,696 LTS | 336,892 OTS



 waac.com.au

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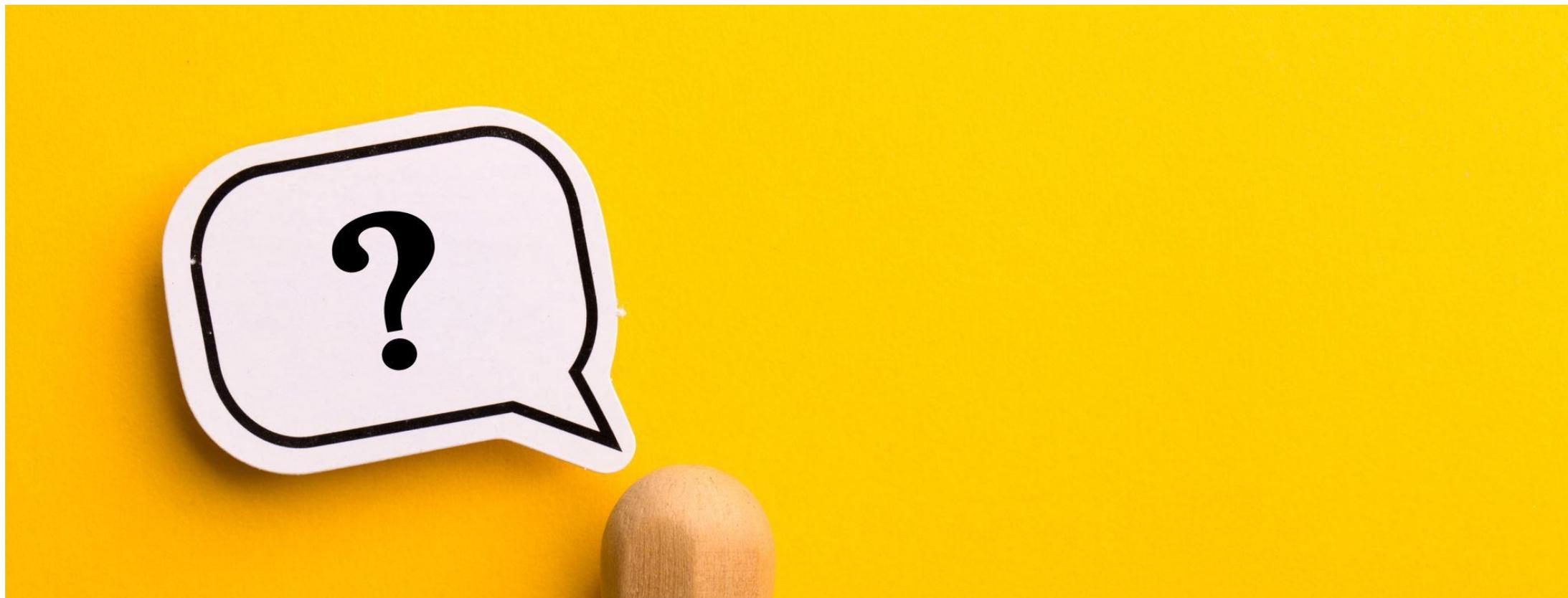


Yagan Square





Questions/feedback?



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