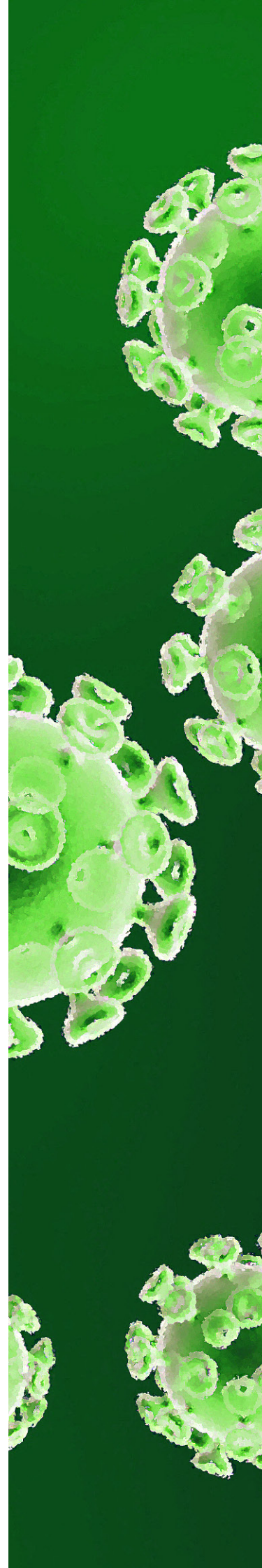
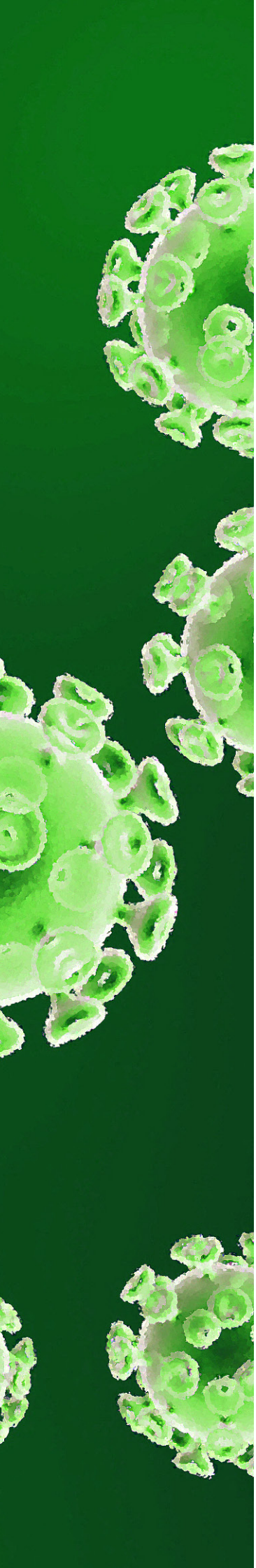


Report on Redbridge HIV Awareness Project

July to December 2014





Background

Redbridge has a population of 278,970 people according to the 2011 Census. This consisted of 138,073 males (49.5%) and 140,897 females (50.5%). The borough has a significant Black and minority ethnic population with 16% identifying as Indian, 11% as Pakistani, 7% as other Asian, 7% as other White, 6% as Bangladeshi, 4% Black African and 3% as Black Caribbean. The ethnic makeup of Redbridge has changed significantly from 2001 and for the first time, the number of people from Black and minority ethnic groups exceeded the number of White British residents.

HIV is a key challenge for Redbridge. We have a high prevalence of diagnosed HIV among people aged 15 to 59 years which was 2.78 per 1000 of the population, as compared to the rate for England as a whole of 1.7 per 1000 people in 2013. Late diagnosis of HIV is a concern amongst the Black African community in Redbridge.

Introduction

Working in partnership with Positive East, RedbridgeCVS implemented an HIV Awareness and testing project in Redbridge between July and December 2014. The project had been commissioned by Public Health Redbridge as an interim arrangement before a 3 year project was tendered out.

This project aimed at raising HIV awareness amongst the African communities as late diagnosis was a big concern amongst this section of the community. Free HIV testing was offered by Positive East, whilst RedbridgeCVS raised community awareness through a trained team of Health Buddies who spoke a range of African community languages and went out to speak to community groups, faith groups and informal group meetings.

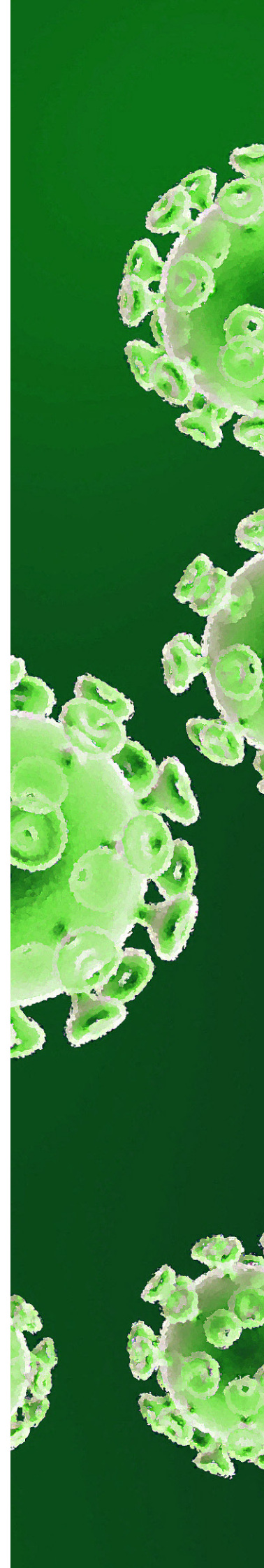
Expected Outcomes and Actual Project Outcomes, July-December 2014

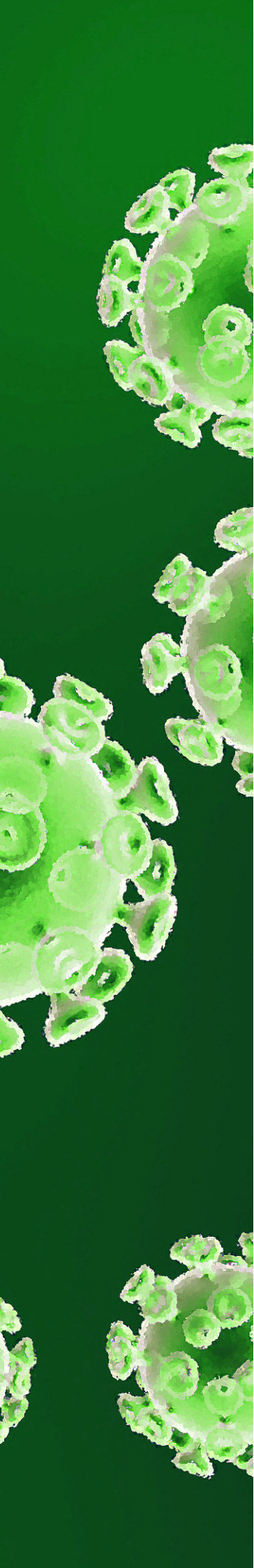
Expected Outcomes	Actual Outcomes
Recruit and train 10 Health Buddies	Recruited and trained 16 Health Buddies
20-30 HIV information sessions	34 HIV awareness sessions in groups, plus 12 one-to-one information sessions
Lead on 2 HIV awareness events	10 HIV awareness events organised

Recruiting and training Health Buddies

Since the project was commissioned to target the African communities in Redbridge, we advertised for the role of Health Buddies who could speak at least one African language in addition to English. The role was advertised on RedbridgeCVS website, e-news, bi-monthly newsletter (*Community*) and through our existing Health Buddies who worked on a similar TB Awareness project. Some of the Health Buddies who were already working with us on the TB Awareness project applied for the HIV Buddy role.

A total of 16 Health Buddies were recruited and attended a one-day





training event which was designed and delivered by Positive East. The training contents included basics about what HIV is, the difference between HIV and AIDS, transmission of HIV, prevention, diagnosis, testing, common misconceptions about HIV, the role of a Health Buddy and about the project delivery.

This was followed by two half-day follow-up training sessions on topics based on queries and issues that were raised by people who had attended the HIV sessions. Most of these were around the transmission, treatment and living with HIV.

HIV awareness resources

Resources used by Health Buddies include those provided by Positive East (It Starts with Me campaign – leaflets, cards, T-shirts) and from Harmony House (produced by National AIDS Trust - Act Aware Be Aware, Respect Protect, HIV – Looking after your health).

Project delivery

The HIV sessions were organised at community groups, libraries, pharmacies, local health events and faith places. They were conducted in 6 African languages commonly spoken in Redbridge: Yoruba, Shona, Ndebele, Chewa, Zulu and Ibo. Since the team of Health Buddies was a good mix of new and experienced (already working on our TB project), while delivering initial HIV awareness sessions, they went in pairs so that the new Health Buddies were able to observe how a session is delivered by their colleagues.

In addition to holding HIV awareness sessions at the above mentioned venues, the project also relied on the Health Buddies' links to informal networks. Some of the Health Buddies had strong links with local faith places which opened doors to many more people who had not heard about HIV before. Initially, the Health Buddies held HIV sessions with faith leaders and once they were convinced that these messages would benefit



members of their congregations, the Health Buddies were invited to hold more sessions at the faith places. In some faith places, HIV testing was also offered along with an HIV awareness session.

Monthly meetings were held with the Health Buddies who would bring written reports on details of the sessions they had delivered during the month. Health Buddies also used an HIV quiz called 'Test Your Knowledge' to gauge the knowledge of participants about HIV and start the session. The monthly meetings were also a forum where the Buddies could share their experiences, suggestions and any concerns raised by local communities during the HIV awareness sessions.

Project reach

During the project period, a total of 34 group HIV awareness sessions were held. 608 people completed the HIV quiz 'Test Your Knowledge' and many more were engaged but who were not able to complete the quiz.

HIV information stalls were set up at 10 different events during the project period and 4150 leaflets were distributed. In addition, 12 one-to-one advice sessions were held at Ilford Central library to promote the HIV testing that was being offered by Positive East every Friday afternoon.

A total of 193 people were signposted for HIV testing after having one-to-one information sessions.

The charts below show the demographic make-up of the participants who attended the HIV awareness sessions and completed the 'Test Your Knowledge' quiz and gave us their details.

Ethnicity

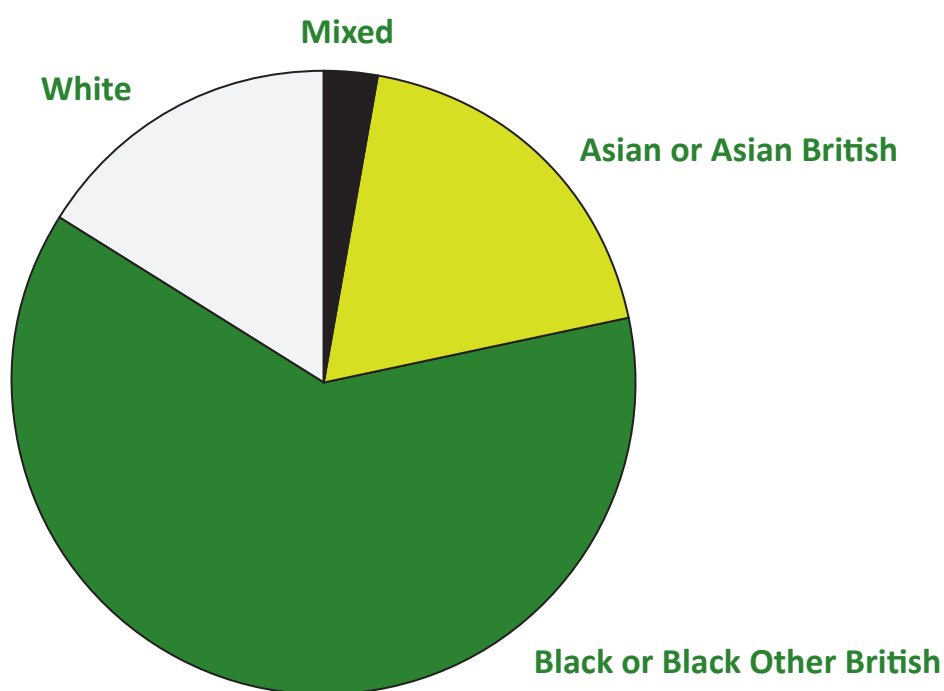
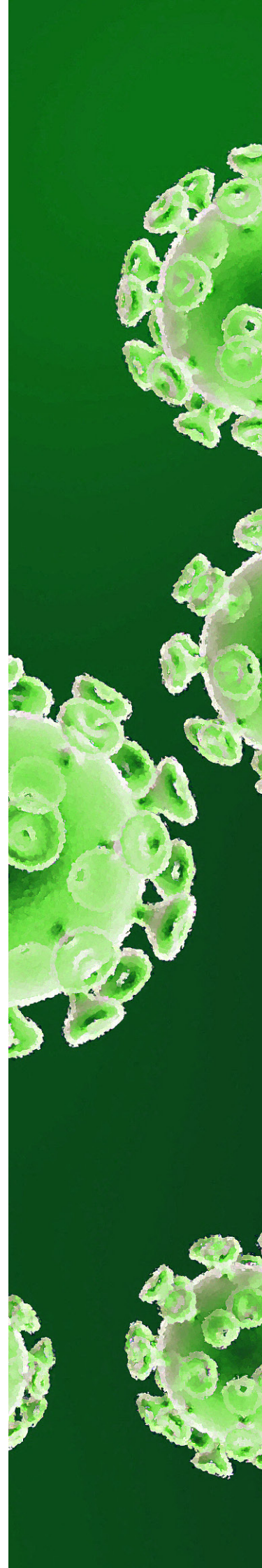


Chart 1: Ethnicity of participants who attended HIV Awareness sessions and completed 'Test your Knowledge' HIV quiz



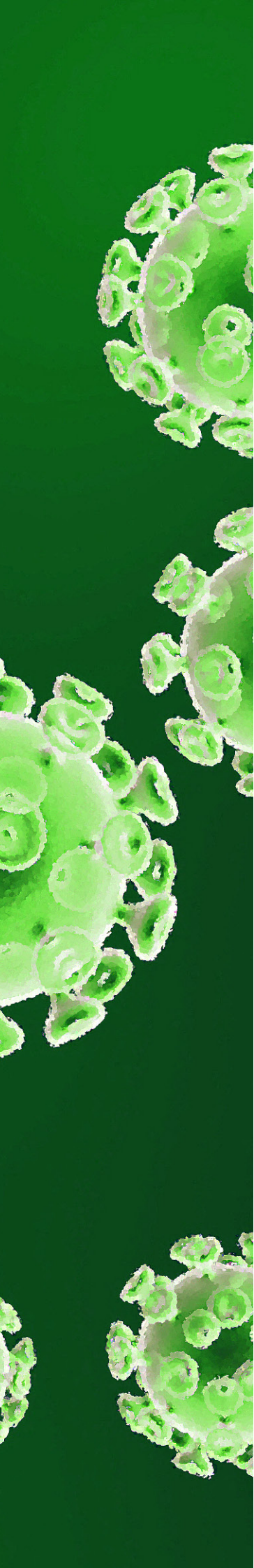


Chart 1 shows that of the total 608 people who attended group or one-to-one HIV awareness sessions and filled in the 'Test Your Knowledge' HIV quiz, 62% described their ethnicity as Black or Black Other which was the target population for this project; 19% Asian; 16% White British and 3% Mixed.

59% of these participants were women whereas 41% were men. Although the project used a range of different venues to conduct HIV awareness sessions at different times of the week and weekends, more women than men were engaged in obtaining information about HIV.

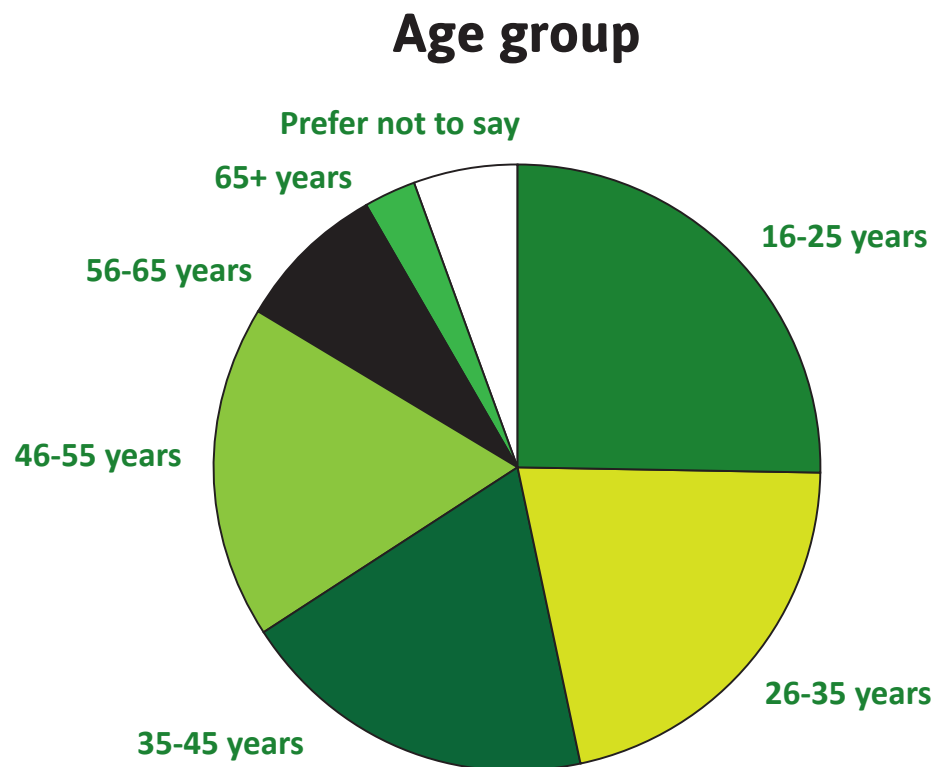


Chart 2: Age group of participants who attended HIV Awareness sessions and completed 'Test your Knowledge' HIV quiz

Chart 2 depicts the age-group of participants who attended HIV sessions and completed the HIV quiz. The project reached out to 25% young people in the age-group of 16-25 years followed by 21% belonging to the 26-35 years. 19% participants belonged to the age group of 36-45 years and 18% were between 46-55 years.

We were able to target a significant number of young people through sessions and events organised at Redbridge Youth Council, Redbridge College and Redbridge Institute of Adult Education.

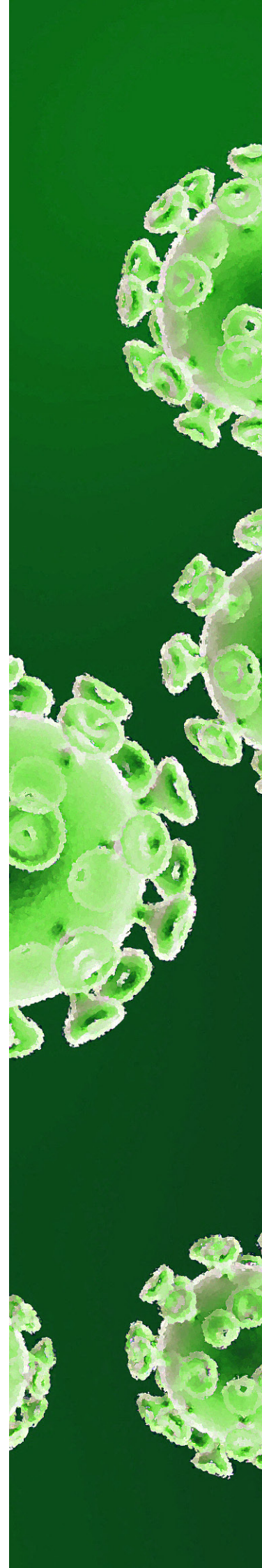
What did the people we spoke to believe and think about HIV?

1. 20% respondents believed that HIV can be spread by sharing toothbrushes, razors and utensils with an HIV positive person, and also through swimming pools.
2. 6% respondents have said that HIV is passed on through family lines.

3. 32% respondents have said that treatment for HIV enables people to live a near normal life.
4. 52% of the respondents believed that HIV testing is not required if you don't have any symptoms.
5. 80% of people who were approached to promote HIV testing at Ilford Central library believed that once they have been HIV tested and their results were negative, they would not need to do a test ever again.
6. 10% of respondents believed that if someone has HIV, they are likely to die soon.
7. 34% people were aware of Loxford Polyclinic and 36% about Queens' Hospital offering HIV testing in Redbridge, but had questions about how long testing takes and when they would receive their results.
8. People welcomed the idea that Health buddies were raising HIV awareness in local communities and said they would share the information with their family and friends.
9. Many people who were informed about the HIV testing service at Ilford Central Library were very pleased with the arrangement. They felt that it was very convenient and less time consuming as compared to going to a clinical setting.

Challenges

1. There was a lot of resistance from local communities to engage on the topic of HIV. Especially while promoting HIV testing on Fridays on Ilford High street, many people who have been approached by Health Buddies said that they are not interested in the topic and that it does not affect them.
2. Summer was a quiet period and we could not organise many HIV sessions as most community groups had closed for the summer. This



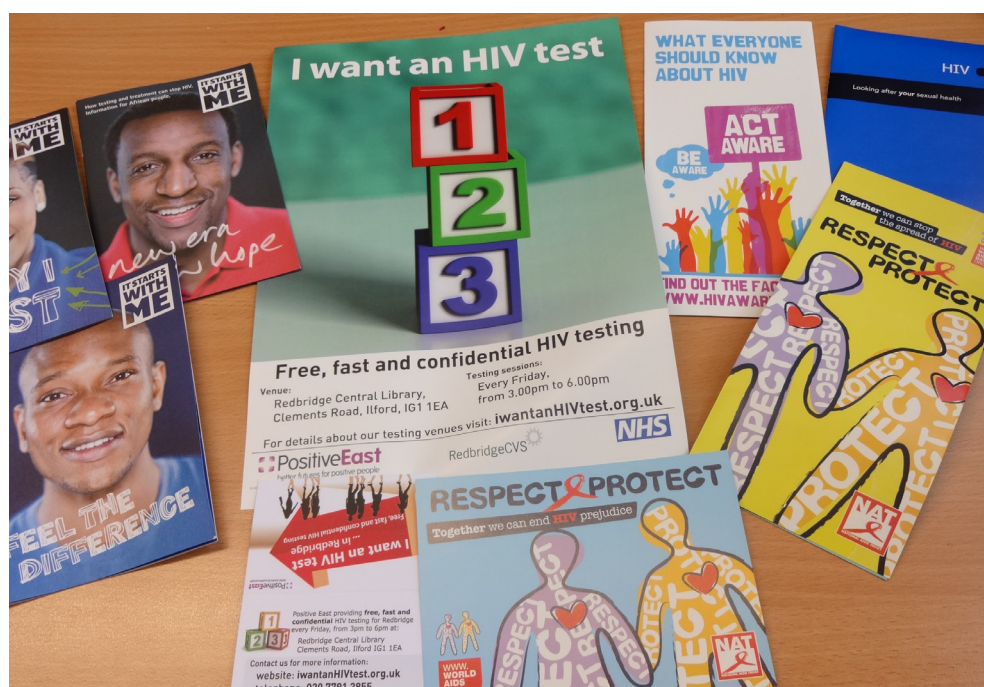
meant organising HIV sessions during a shorter time span even though the project was for six months.

3. Since the Health buddies worked on a sessional basis, they had other commitments and as a result we had to organise more than one monthly meeting based on their availability.
4. There were very few established voluntary groups working with the African community in Redbridge. The project tapped into the Health Buddies' informal networks to conduct sessions.
5. A lot of people who attended HIV sessions or events, were not willing to complete the 'Test Your Knowledge' quiz which included some questions to gauge their knowledge of HIV before and after the session or event. At the end of the quiz they were also asked to share their demographic information – ethnicity, age, gender, religion, sexual orientation and disability. Many forms were left incomplete and as a result the outreach figures do not reflect an accurate number of people that the Health Buddies engaged with during the project.

What worked?

1. Health Buddy model

The Health Buddy model works well in sharing key messages about prevention of HIV as the Health Buddies were from the at-risk communities who could speak a range of African languages and also had strong links with the local African community. Their shared African heritage made it easier for groups to engage with them, as this reduced concerns about stigma and made participants feel more comfortable about talking about this difficult subject. The Buddies links with local communities also helped in reaching out to people who we wouldn't otherwise have been able to contact as they do not belong to an established community or voluntary organisation. For example, one of the Health Buddies was a church Pastor and helped in organising an HIV awareness session at the church congregation as well as HIV testing.



2. Partnership

Partnership working meant that long term experience of RedbridgeCVS in engagement with the voluntary sector around health issues in Redbridge meant that we were able to successfully implement this project immediately. This was complemented by Positive East's expertise in HIV and providing training to the team of Health Buddies and offering free testing and advice & support to people who were diagnosed HIV positive.

3. HIV resources

We were able to access a wide range of already existing HIV resources produced by HIV Prevention England and National AIDS Trust, thereby saving us time & resources on producing them in-house.

4. Convenience and flexibility

The HIV sessions were offered as and when communities preferred, on weekdays as well as weekends and mornings, afternoons and evenings. Flexibility in offering sessions brought positive outcomes both for RedbridgeCVS as well as communities. In addition, HIV testing offered by Positive East was organised on Friday afternoons at Ilford Central Library. Being a non-clinical setting, many people came forward for testing there as they did not fear being judged by others.

5. Strong links with community and voluntary sector

We were able to tap into our existing network of community and voluntary groups and promote the project using our newsletters, Voluntary Sector Network meetings, events and those of our partner organisations.

More information

For more information about this project contact:

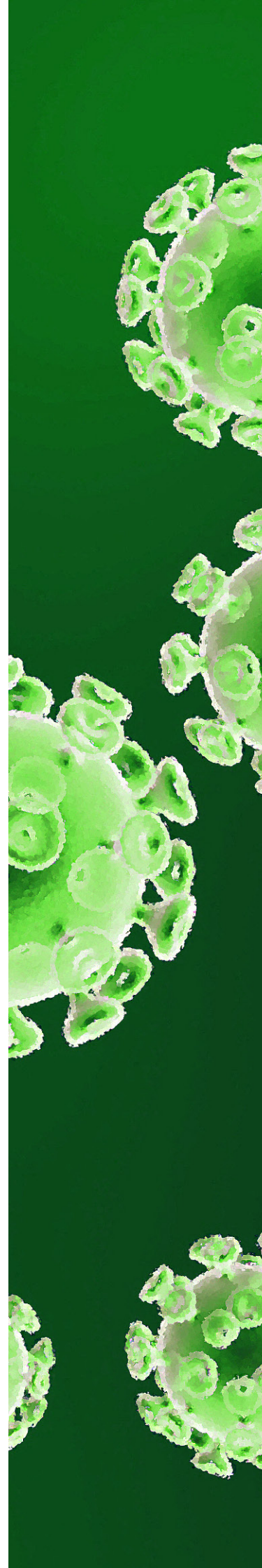
Swati Vyas
Health Partnerships Manager
RedbridgeCVS
Email: swati@redbridgecvs.net

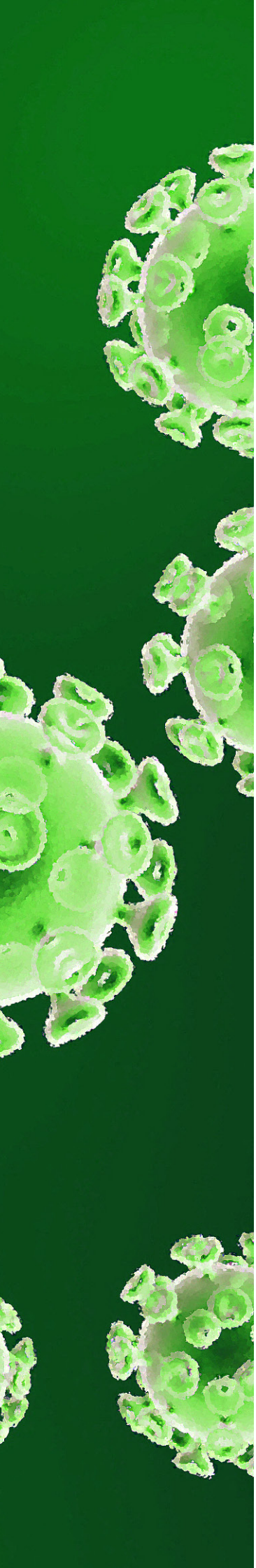
Acknowledgements

We would like to thank Positive East, our Health Buddies and all the community groups and local organisations that enabled us to deliver HIV awareness sessions. We would also like to thank Public Health Redbridge for their support during implementation of this project.

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Forest House
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IG1 1BA

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Appendices

A. Test Your Knowledge Quiz



HIV Awareness Session Evaluation Form RedbridgeCVS 

TEST YOUR KNOWLEDGE OF HIV (HUMAN IMMUNODEFICIENCY VIRUS)

BEFORE THE HIV AWARENESS SESSION:

Please tick all the answers you think are correct

Who can get HIV?

- a. Only poor people
- b. Any person who is sexually active
- c. Only gay men
- d. Only uneducated people
- e. Only low class people
- f. Bad people
- g. Cursed people

How is HIV passed on?

- a. Swimming pools
- b. Family lines
- c. Unprotected sex with someone living with HIV
- d. Sharing razors or toothbrushes
- e. From an HIV positive mother to her child during pregnancy, childbirth or breastfeeding
- f. By spitting, coughing or sneezing
- g. Sharing glasses, cups or utensils
- h. Sharing infected needles, syringes or other drug injecting equipment

What are the signs and symptoms of HIV?

- a. Fever
- b. Rash
- c. Severe sore throat

- d. Flu-like symptoms within few weeks after infection

How can people protect themselves from HIV?

- a. Using a condom during sex
- b. Not sharing needles, or any other injecting equipment
- c. Using a condom or dental dam during oral sex
- d. Not sharing glasses, cups or utensils with someone living with HIV

Where can someone get an HIV test done in Redbridge?

- a. Loxford Polyclinic
- b. Queens hospital
- c. Ilford Central Library
- d. At an ante-natal clinic if someone is pregnant
- e. Only through consultants
- f. Only privately
- g. Only in another country

How much will HIV tests and treatment cost you?

- a. £1,000
- b. Free of charge
- c. £100
- d. £500
- e. £2,000
- f. £20

Which of the following options are true about HIV treatment?

- a. There is no cure for HIV
- b. Treatment for HIV enables people to live a near normal life
- c. HIV treatment must be taken every day for life
- d. One can stop treatment once they start feeling better
- e. If someone has HIV, they are likely to die soon
- f. HIV treatment reduces the chances of passing on HIV to someone else



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Please tick all the answers you think are correct

Who can get HIV?

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- e. If someone has HIV, they are likely to die soon
- f. HIV treatment reduces the chances of passing on HIV to someone else



HIV Awareness Session Evaluation Form

Please complete this section. This part will help us to reach the different people in our community.

(1) Ethnicity					
WHITE	No.	BLACK OR BLACK OTHER BRITISH	No.	MIXED	No.
White British		Black Caribbean		White & Black Caribbean	
Irish		Black African		White & Black African	
White Other		Other Black <i>(please state)</i>		White & Asian	
				Other Mixed <i>(please state)</i>	
(1) Ethnicity - ASIAN OR ASIAN BRITISH	No.	(2) GENDER	No.	(3) AGE	No.
Indian				5 – 15	
Pakistani		Female		16 – 25	
Bangladeshi		Male		26 – 35	
Chinese		<i>Prefer not to state</i>		36 – 45	
Other Asian <i>(please state)</i>				46 – 55	
Other ethnic group				56 – 65	
<i>Prefer not to state</i>				65+	
				<i>Prefer not to state</i>	
(4) RELIGION	No.	(5) DISABILITY	No.	(6) Sexual Orientation	No.
Christian		No. declared disabled		Gay	
Muslim				Lesbian	
Buddhist				Bisexual	
Hindu				Heterosexual	
Jewish					
Sikh		(7) Gender Identity	No.	<i>Prefer not to state</i>	
Other		Transsexual			
None		Other			
<i>Prefer not to state</i>		<i>Prefer not to state</i>			



HIV Awareness Session Evaluation Form



What did you think of the HIV awareness session?

How will you share the information you found out from this awareness session?

Is there any other information or support you would like about HIV?

Name of your group or where you met today:

Date:

Thank you. Please return your completed form to the Health Buddy.



TEST YOUR KNOWLEDGE OF HIV

Check your answers, know the facts about HIV (Human Immunodeficiency Virus):

Answer sheet: Check the correct answers

Who can get HIV?

- a. Only poor people
- b. Any person
- c. Only gay men
- d. Only uneducated people
- e. Only low class people
- f. Bad people
- g. Cursed people

Correct answer is **b**.

How is HIV passed on?

- a. Swimming pools
- b. Family lines
- c. Unprotected sex with someone living with HIV
- d. Sharing razors or toothbrushes
- e. From an HIV positive mother to her child during pregnancy, childbirth or breastfeeding
- f. By spitting, coughing or sneezing
- g. Sharing glasses, cups or utensils
- h. Sharing infected needles, syringes or other drug injecting equipment

Correct answer is **c, e and h**.

What are the signs and symptoms of HIV?

- a. Fever
- b. Rash
- c. Severe sore throat

- d. Flu-like symptoms within few weeks after infection

Correct answers are **all of the above**

How can people protect themselves from HIV?

- a. Using a condom during sex
- b. Not sharing needles, or any other injecting equipment
- c. Using a condom or dental dam during oral sex
- d. Not sharing glasses, cups or utensils with someone living with HIV

Correct answer is **a, b and c**.

Where can someone get an HIV test done in Redbridge?

- a. Loxford Polyclinic
- b. Queens hospital
- c. Ilford Central Library
- d. At an ante-natal clinic if someone is pregnant
- e. Only through consultants
- f. Only privately
- g. Only in another country

Correct answer is **a, b c and d**.

How much will HIV tests and treatment cost you?

- a. £1,000
- b. Free of charge
- c. £100
- d. £500
- e. £2,000
- f. £20

Correct answer is **b**.

Which of the following options are true about HIV treatment?

- a. There is no cure for HIV
- b. Treatment for HIV enables people to live a near normal life
- c. HIV treatment must be taken every day for life
- d. One can stop treatment once they start feeling better
- e. If someone has HIV, they are likely to die soon
- f. HIV treatment reduces the chances of passing on HIV to someone else

Correct answers are **a, b, c and f**.

B. Reporting formats for Health Buddies

Redbridge HIV Awareness Project

Health Buddies Report

Reporting Period (month and year): Name of Health Buddy:

Time & Date	Awareness sessions you have held (please state group & venue)	Number of participants		Method used for the session (please tick)			Language in which session was delivered	
		Men	Women	Talk	Leaflets	Information stall at event	language	✓ Please tick
							English Yoruba Swahili French Somali Other (state):	

1

Time & Date	Awareness sessions you have held (please state group & venue)	Number of participants		Method used for the session (please tick)			Language in which session was delivered	
		Men	Women	Talk	Leaflets	Information stall at event	language	✓ Please tick

Signposting (referral) details:

Session at which you signposted people for HIV testing or more information	Number of men signposted	Number of women signposted	Approximate age-group of people signposted	Reasons for signposting

2

Number of awareness session evaluation forms attached:

Reasons for not being able to conduct any planned sessions:

Ideas and issues:

Received by (name and signature of Health Partnerships Manager):

.....;

Please fill in Demographic information for all the sessions you have done during this month:

(1) Ethnicity					
WHITE	No.	BLACK OR BLACK OTHER BRITISH	No.	MIXED	No.
White British		Black Caribbean		White & Black Caribbean	
Irish		Black African		White & Black African	
White Other		Other Black (<i>please state</i>)		White & Asian	
				Other Mixed (<i>please state</i>)	
(1) Ethnicity - ASIAN OR ASIAN BRITISH	No.	(2) GENDER	No.	(3) AGE	No.
Indian				5 – 15	
Pakistani		Female		16 – 25	
Bangladeshi		Male		26 - 35	
Chinese		<i>Prefer not to state</i>		36 – 45	
Other Asian (<i>please state</i>)				46 - 55	
Other ethnic group				56 - 65	
<i>Prefer not to state</i>				65+	
				<i>Prefer not to state</i>	
(4) RELIGION	No.	(5) DISABILITY	No.	(6) Sexual Orientation	No.
Christian		No. declared disabled		Gay	
Muslim				Lesbian	
Buddhist				Bisexual	
Hindu				Heterosexual	
Jewish					
Sikh		(7) Gender Identity	No.	<i>Prefer not to state</i>	
Other		Transsexual			
None		Other			
<i>Prefer not to state</i>		<i>Prefer not to state</i>			

Redbridge HIV Awareness Project

Monthly Planning Template for Health Buddies

Reporting Period (month and year): Name of Health Buddy:

Time & Date	Awareness sessions you have planned (please state group & venue)	Expected Number of participants		Method used for the session (please tick)		Language in which session will be delivered	
		Men	Women	Talk	Leaflets	language	✓ Please tick
						English Yoruba Swahili French Somali Other (state):	

Time & Date	Awareness sessions you have planned (please state group & venue)	Expected Number of participants		Method used for the session (please tick)		Language in which session will be delivered	
		Men	Women	Talk	Leaflets	language	✓ Please tick

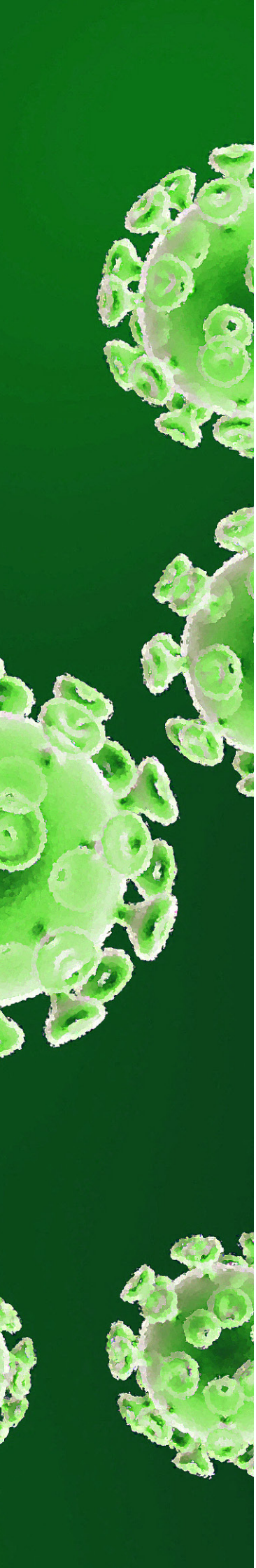
Time & Date	Awareness sessions you have planned (please state group & venue)	Expected Number of participants		Method used for the session (please tick)		Language in which session will be delivered	
		Men	Women	Talk	Leaflets	language	✓ Please tick

In case of other opportunities, please state any dates or times this month that you will not be available:

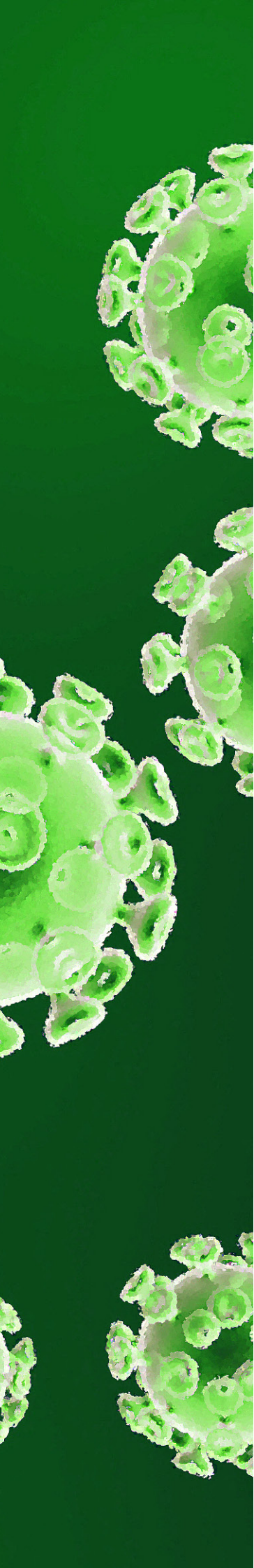
Received by (name and signature of Health Partnerships Manager):

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London Borough of

Redbridge



RedbridgeCVS 