

# RESIST STIGMA

A program to support young GBQ2ST men

# Project Overview

## Purpose

- Expand and enhance its initiatives to promote a determinants of health approach to the prevention of HIV, HCV and other communicable diseases among young Gay, Bisexual, Queer, and 2-Spirit, Trans and Cisgender men (GBQ2ST) by focusing attention on the impact of stigma on health
- Engage diverse groups of young people to create social marketing campaigns addressing stigma in their own lives

# Leadership

- CBRC Staff
- Steering Committee
- Youth Advisory Committee

# Activities

Environmental Scan

Events

- World Cafés
- Reading Groups
- Stigma Bash at the Summit for Gay Men's Health

Online

- Social Media
- Website and Blog
- Reports

# Call for Submissions

“

We are a group of young guys working in our communities to confront stigma. We know there are many more like us and we want to hear from you. We will provide GBQ2ST youth with up to \$1000 to help share their story with the goal of inspiring other youth.

Tell us about your vision for: photo essays, memes, videos, mockumentary, anime, animations, music, dance, theatre, art series...

Your story can speak to the many faces of stigma: sexual stigma, heterosexism, HIV stigma, racism, transphobia, etc.

How will you Resist Stigma?

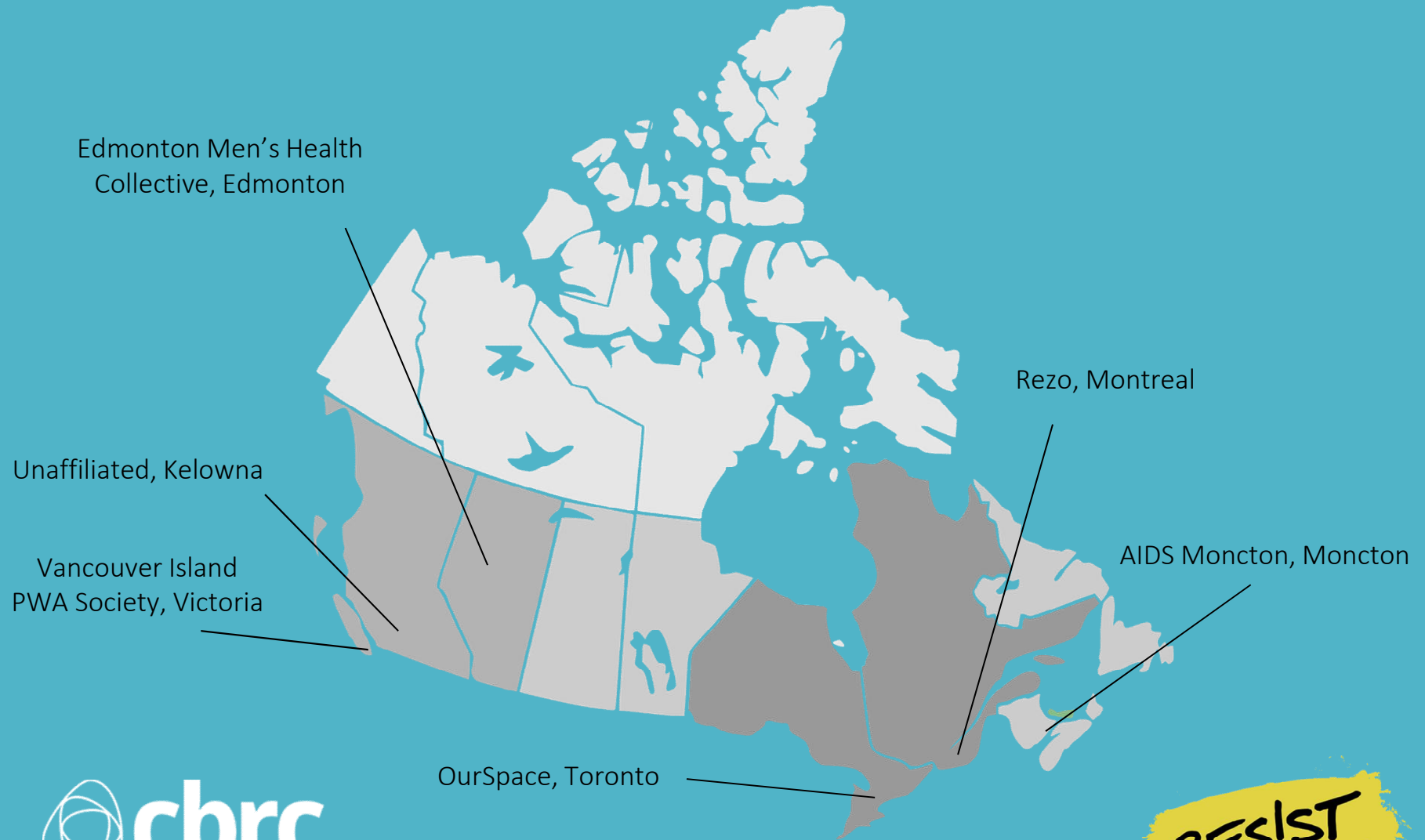
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# Geographic Spread



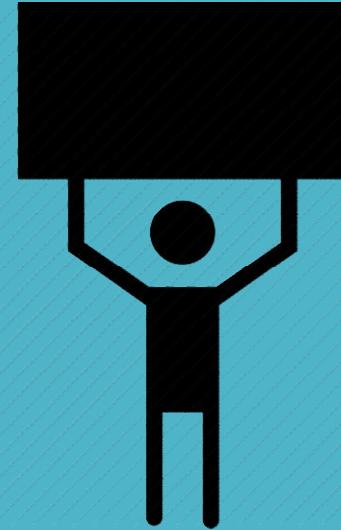
# Media



Edmonton Men's Health Collective  
Vancouver Island PWA Society  
AIDS Moncton  
OurSpace



Kelowna



Rezo

# Themes

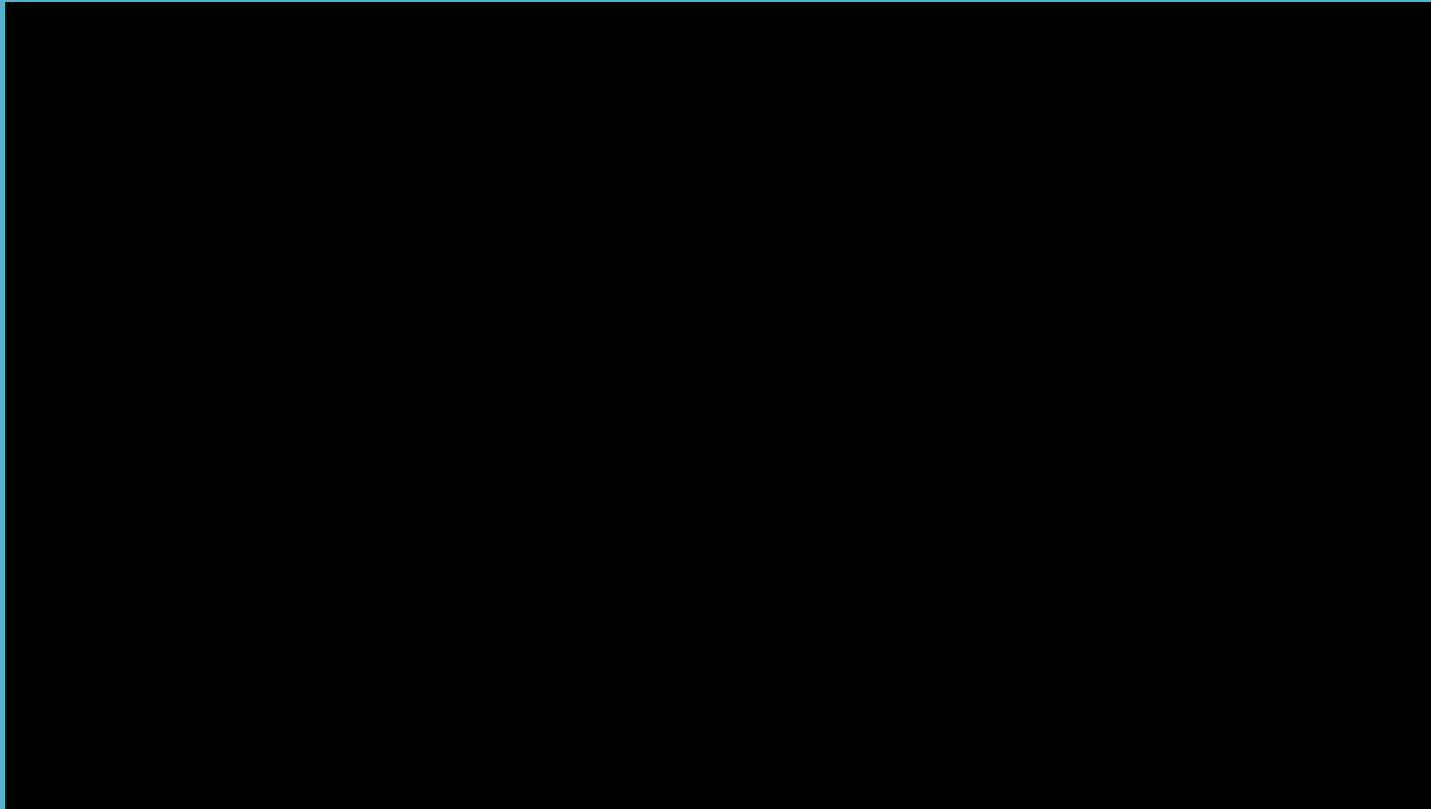


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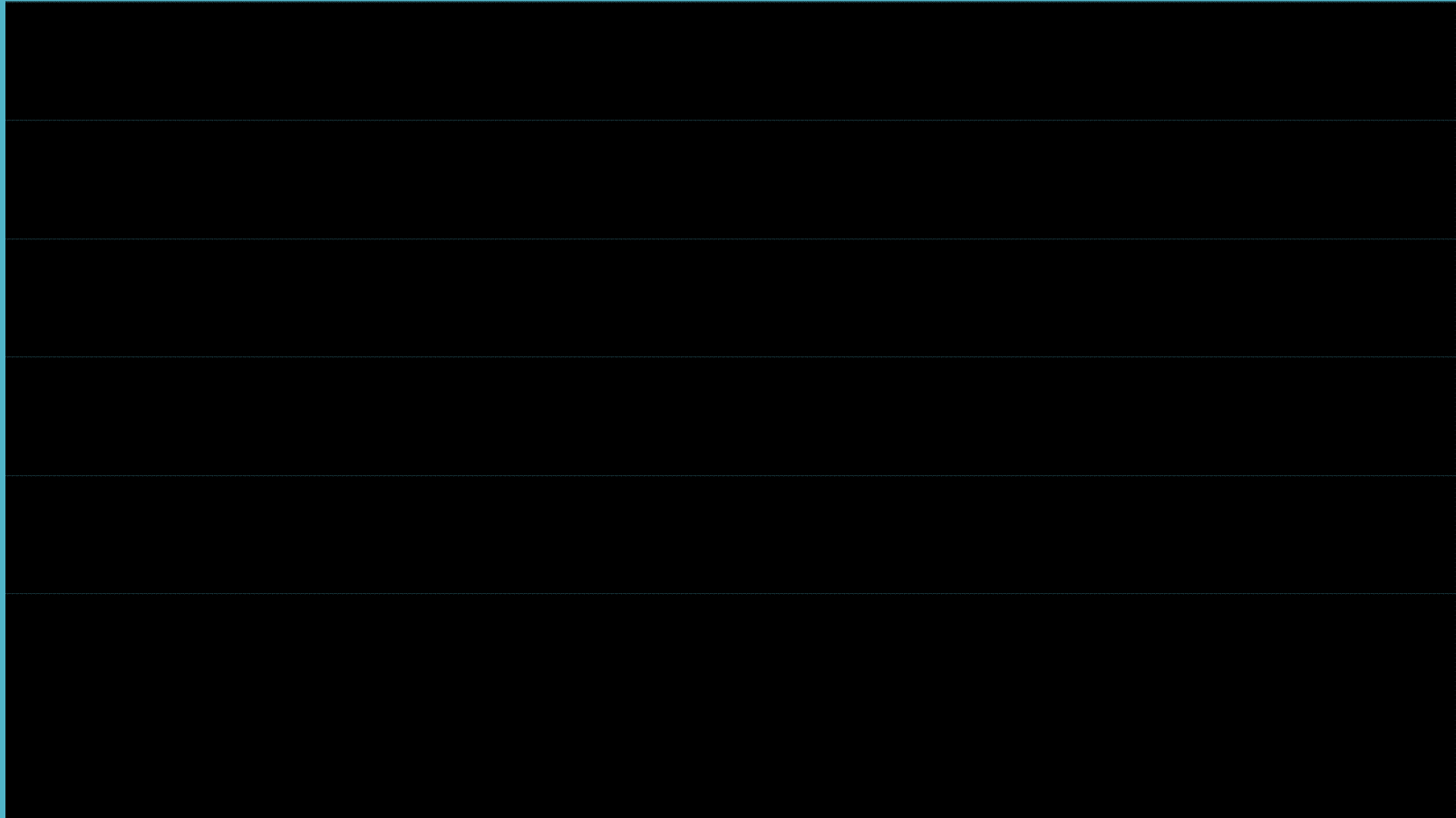
# Project Peek: OurSpace “Our Generations”



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# Project Peek: EMHC “FFS: Stigma Isn’t Sexy”



# Jury's In: HIV Stigma Campaign

## Jury's in – HIV criminalization is a crime!

By Brook Biggin | © May 25 2017

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"Jury's in! HIV criminalization is a crime!" – A rather bold statement, no? Likely intended to cut through the endless stream of content vying for just one, unadulterated moment of your attention; to pierce the wall of fake news, Trump memes, and pussycat videos occupying your newsfeed.

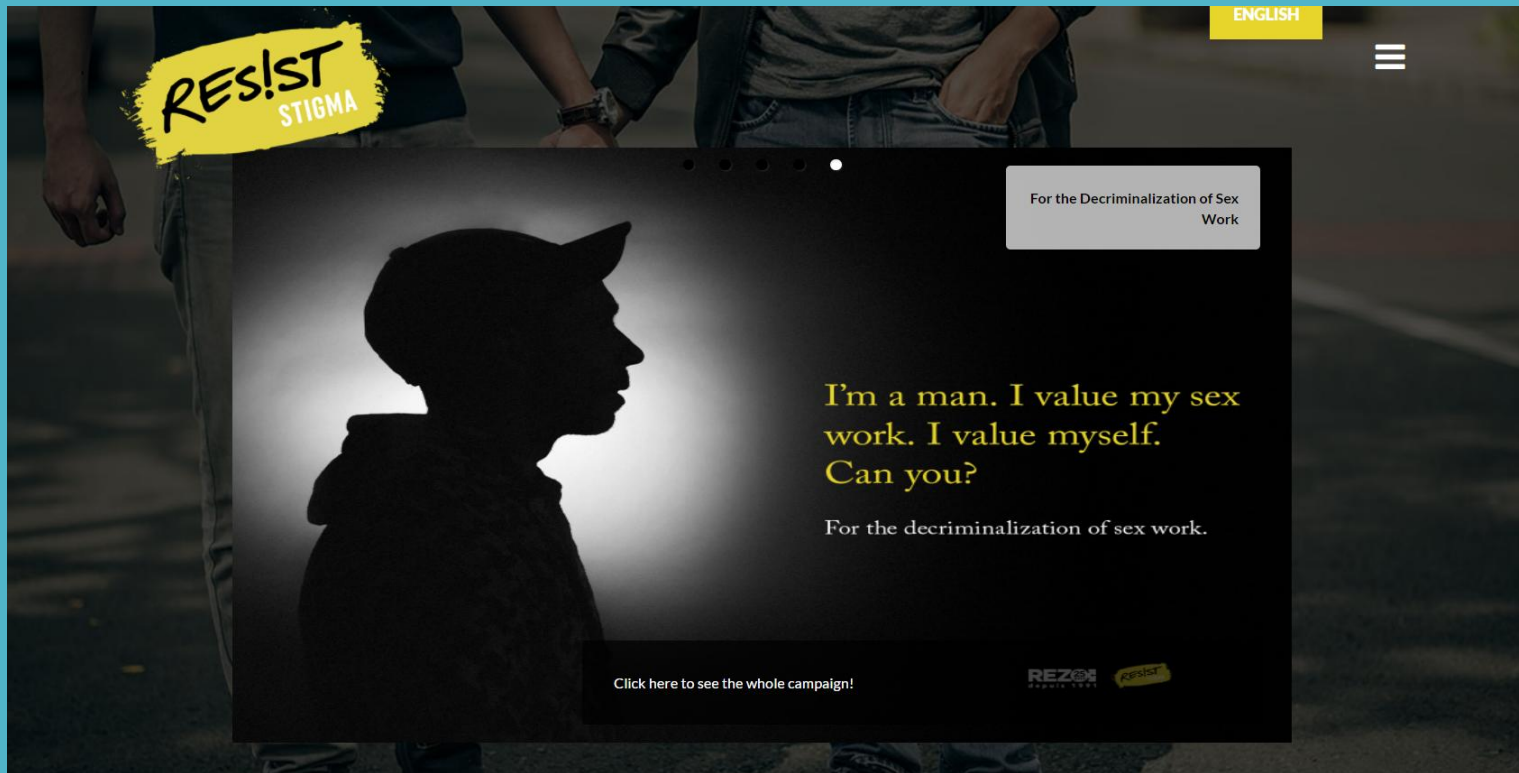
But bold or not, sufficiently "click-baity" or not, it is not true. HIV Criminalization – or more descriptively, the criminalization of HIV non-disclosure – is not a crime. Instead, it very much is the law. And not in the same way that "sodomy" is still "on the books" in some places but is not enforced – because it's 2017 and we all know better, right?



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# View all Projects @ ResistStigma.com

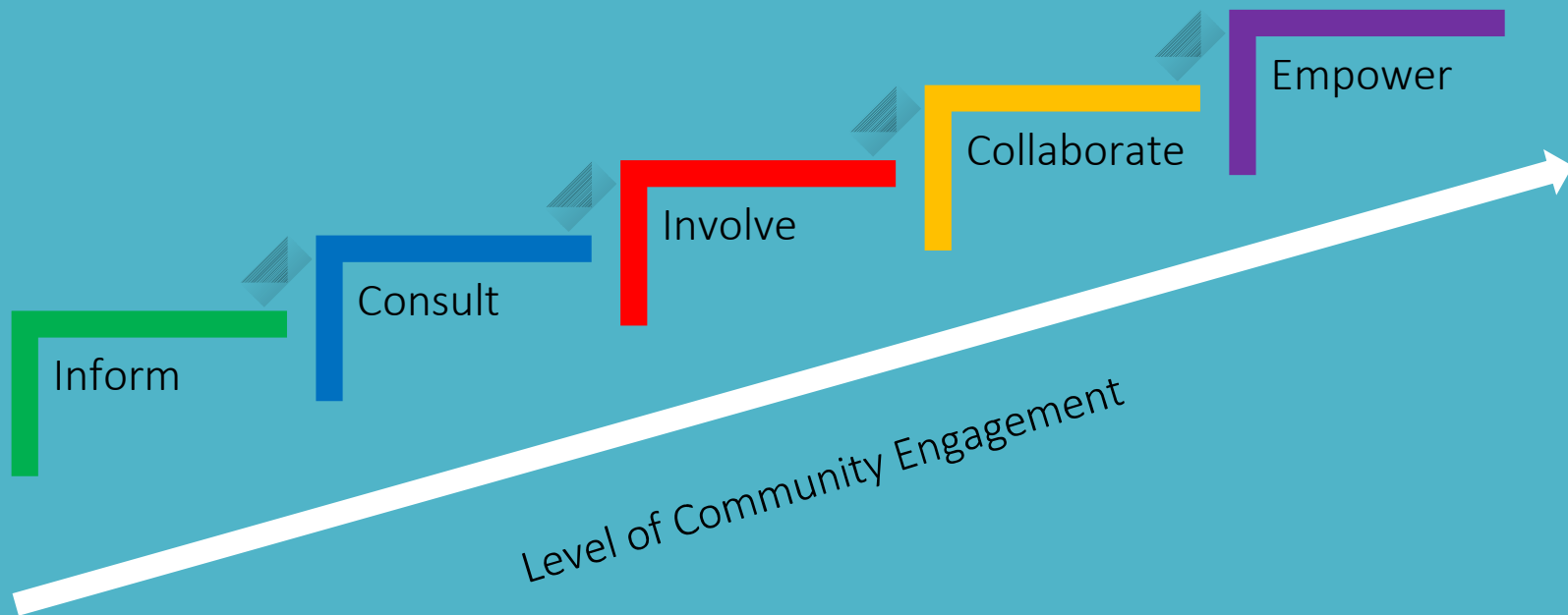


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# Resist Stigma & Community Engagement

Community Engagement/Public Participation Spectrum



# Community Engagement Spectrum

	Inform	Consult	Involve	Collaborate	Empower
Promise to Community	We will keep you informed	We will keep you informed, listen to & acknowledge concerns & aspirations, and provide feedback on how your input influenced the decision.	We will work with you to ensure your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

If it was about YOUR health, what option would YOU prefer?

(International Association for Public Participation, <http://iap2canada.ca/page-1020549>)

# Chicken Nuggets of Wisdom

If it's not good enough for you...

Then it's not good enough for the community you serve

If what you're doing isn't working...

Then try something else (aka move up the spectrum)

If it doesn't work the first time...

That doesn't give you permission to give up

# Chicken Nuggets of Wisdom

Community members...

Are pretty damn amazing

Community members...

Can see through bullshit

Community members' ...

Time is valuable



# Canadian gbMSM Health Initiatives that Empower gbMSM

Resist Stigma

[resiststigma.com](http://resiststigma.com)

[facebook.com/resiststigma](https://facebook.com/resiststigma)

OurSpace

[thisisourspace.ca](http://thisisourspace.ca)

[facebook.com/ourspacetoronto](https://facebook.com/ourspacetoronto)

Edmonton Men's Health Collective

[yegmenshealth.ca](http://yegmenshealth.ca)

[facebook.com/yegmenshealth](https://facebook.com/yegmenshealth)



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# Outcomes and Evaluation

## Resist Stigma Outcomes

- Projects
- Community Events
- Education

## Measuring Success

- Participant Feedback
- Surveys
- Analytics



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# Lessons Learned

- Engage community
- Support projects throughout development
- Provide training
- MAKE IT FUN

# Legacy

- Network of engaged young GBQ2ST guys
- Social Media Presence
- Content
- Resources



Questions?

Please evaluate this webinar.

Thank you!

