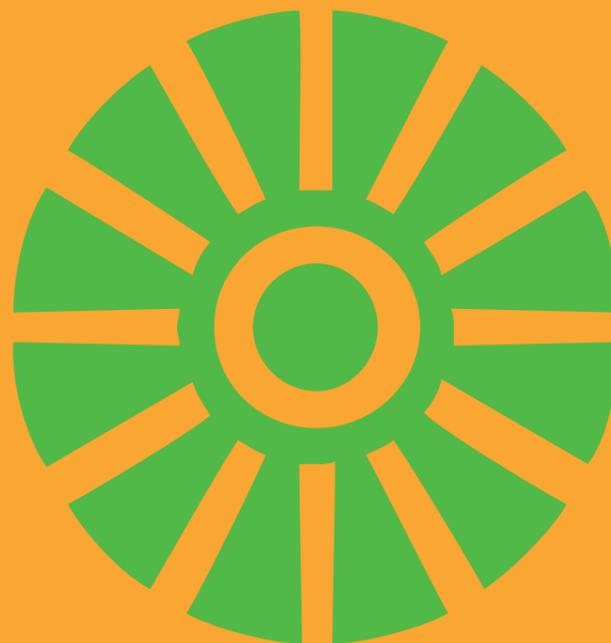
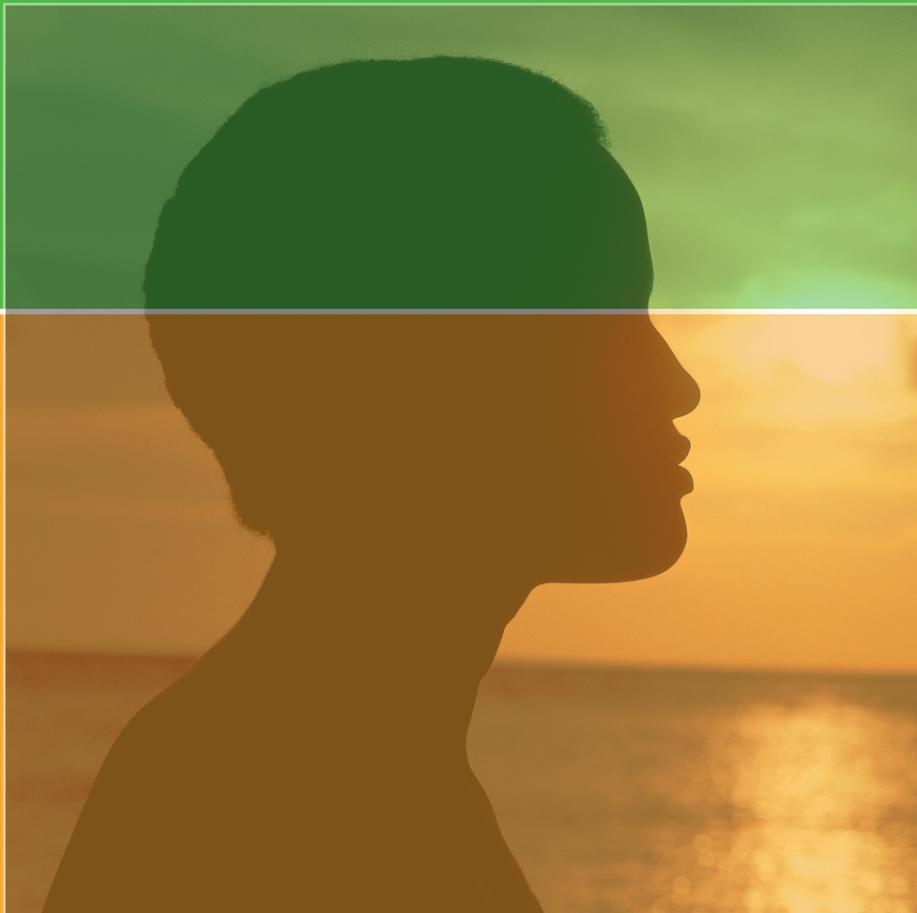




'IT'S GOOD TO GO FOR A TEST'



Executive Summary of the Evaluation of Waverley Care's HIV Awareness Campaign in African Communities in Glasgow



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HIV Awareness Campaign in African Communities in Glasgow



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1.3 EXECUTIVE SUMMARY

The report presents findings of the evaluation of Waverley Care's HIV Awareness campaign which was targeted at African communities in Glasgow. The campaign was run by Waverley Care's African Health project which had opened in Glasgow in June 2006. The campaign operated during the later months of 2007 and culminated in an African evening held in December 2007.

The aim of the evaluation was 'to evaluate the planning and delivery of Waverley Care's campaign to increase HIV awareness and the benefits of early testing to the African community in Scotland'. The main focus within this was to find out what GPs, community stakeholders and African people felt about the campaign and the issues with which it was concerned. The evaluation was conducted between June 2007 and April 2008, by the University of Edinburgh.

The evaluation used a multi-method approach. Information and data were collected from interviews with key project members and advisers, a questionnaire survey completed by 99 respondents, participant observation at various events and interviews with eight African people who attended the African evening.

The evaluation found that GPs would like to have access to skills training which focuses on asking difficult questions; working through interpreters; helping people who may be frightened and stigmatised. In addition, GPs would like more knowledge and information about HIV; about HIV and African people; and about cultural differences. Finally, the evaluation points to the need for health service managers to think more about organisational constraints including lack of time to spend with patients, uneven numbers of African patients (some have none) and access to interpreters.

No independent contact was made by the researcher to community groups, although community stakeholders contributed their views to the questionnaire and interviews. The project worker's approach was to work in an organic way, starting with conversations with people in 'ones and twos'. Eight African people from different backgrounds were trained as volunteers and engaged as 'conduits' to community groups. Formal inputs were given to a range of groups including country associations, a football club and a church service.

The survey and interviews provided highly-detailed feedback about African people's views about HIV testing and about the HIV awareness campaign.

Engaging with African people – what works best?

- Although flyers and posters are useful, as are formal inputs to training events, it was word of mouth, and, more particularly, the invitation of someone regarded as a friend which was most important to African people.
- African people enjoy events which mix education with music, dancing and food. They would like to see more of this kind of event in the future.
- There were relatively low levels of knowledge and awareness about the African Health Project and Waverley Care in general amongst those who took part in the survey and interviews. Those who had accessed Waverley Care's services spoke very highly of them.

Informing African people about HIV and HIV testing – what works best?

- Formal presentations about HIV at the African evening were seen as helpful.
- The accounts of the life experiences of HIV positive people were seen as particularly inspiring and encouraging.
- Some argued that the focus of future campaigns should not simply be on African people, but on the whole

population, and most especially, young people. Targeting was seen as stigmatising, and it also missed the opportunity to educate everyone.

- There was little support for the idea of outreach testing, but a lot of support for free condoms being available at events in the future.

Views of African people about HIV-related issues?

- Those who took part in the African evening demonstrated high levels of knowledge and understanding about HIV and the importance of HIV testing.
- Just over half of those surveyed preferred to use specialist services for HIV testing. GPs were the favoured option for testing by all but one of the people who were interviewed. Not only did people prefer to go to their GPs, but informants felt that GPs should take a more active role in inviting people to be tested.
- Encouragingly, most of those who responded to the survey said that nothing would stop them going for an HIV test. Those who were interviewed described very varied experiences of HIV testing. One person admitted that because of fear, nothing could persuade him to go for an HIV test.

Views of African people about support for health issues?

- Most respondents felt that events like the African Evening are a good way of providing information to the African community.
- Others argued that the kind of support which Africans need is broad-based, not just related to HIV; that they have issues about employment, housing and income, amongst others.

The findings conclude that African people are a resource for Scotland. Their willingness to work for 'the greater good' provides a catalyst for future policy and practice.

Ten recommendations lead on from the conclusions.

1. The African Evening provides a springboard to further events and action, which should continue to be African-led, bringing together a range of African people.
2. Contact should be made with a wide range of community groups, not simply those concerned with health issues.
3. All future contacts with groups and individuals need to ensure that the role and function of the African Health project and Waverley Care in general is explained fully.
4. Further work needs to be undertaken to educate Africans in Glasgow about HIV and HIV prevention. This can be done through contact with community associations and groupings.
5. Challenging fear and stigma needs to remain a priority for all future work.
6. There needs to be more training and support for GPs in Glasgow around HIV issues, especially since many will be working with relatively small numbers of HIV positive and African patients.
7. Health Scotland should explore the implications of the proposal that HIV testing should become part of routine health screening. It is also recommended that free condoms are made available at a wide range of settings in the future.
8. Future events should be organised with a mix of social and educational activities. Some events should be specifically targeted at young people.
9. HIV positive people should continue to play a key role in any future events, and in supporting people with HIV.
10. Future health education campaigns should be more broadly based and targeted at the whole population, not just African people.