

Common Ambition Bristol

Improving sexual health

Co-producing community led initiatives to tackle HIV inequity with African and Caribbean heritage communities



Background

Bristol

- High HIV prevalence city (2.5 per 1,000 individuals)
- HIV late diagnosis rate higher than national average (58%)
– leading to poor health outcomes
- HIV inequity experienced by African & Caribbean heritage communities (ACHC) in Bristol
 - 28% of people living with HIV are from ACHC whilst only being 6% of population
- Lower uptake of sexual health services among ACHC
- 2019 successful Health Foundation grant to fund Common Ambition Bristol



Common Ambition Bristol (CAB): Aims

Community driven co-production project to tackle HIV inequities experienced by people of African & Caribbean heritage in Bristol:

- Increasing HIV knowledge
- Reducing HIV stigma
- Increasing uptake of HIV testing
- Increasing uptake of wider sexual health services



CAB Partners



Community partners



Service partners

Evaluation partners



CAB structure

Project Co-ordinator

Project Delivery Group

- 6 members of the public + 4 sexual health staff
- Co-produce and deliver interventions and changes to sexual health services

Project Advisory Group

- Partner organisations – Brigstowe, African Voices Forum, Unity, University of Bristol, Bristol City Council
- Co-produce advice, governance, implementation support

Project Evaluation Group

- 6 community researchers + 4 University of Bristol researchers
- Co-produce evaluation – what is working and what could be improved



Multimedia Resources

- CAB website
 - HIV information
 - HIV myth busting
 - How and where to test
- Posters/flyers/condom packaging
- Social media
- Myth busting film
- TV appearances
- Community radio adverts

Community Outreach

- Weekly outreach to 30+ ACHC owned businesses
 - barbershops, hairdressers, shops
- Talk about sex, STI/HIV, testing, PrEP
- Hand out condoms, HIV self-tests
- Signpost to information – sexual health, HIV, testing, PrEP





Targeted Health Promotion Events

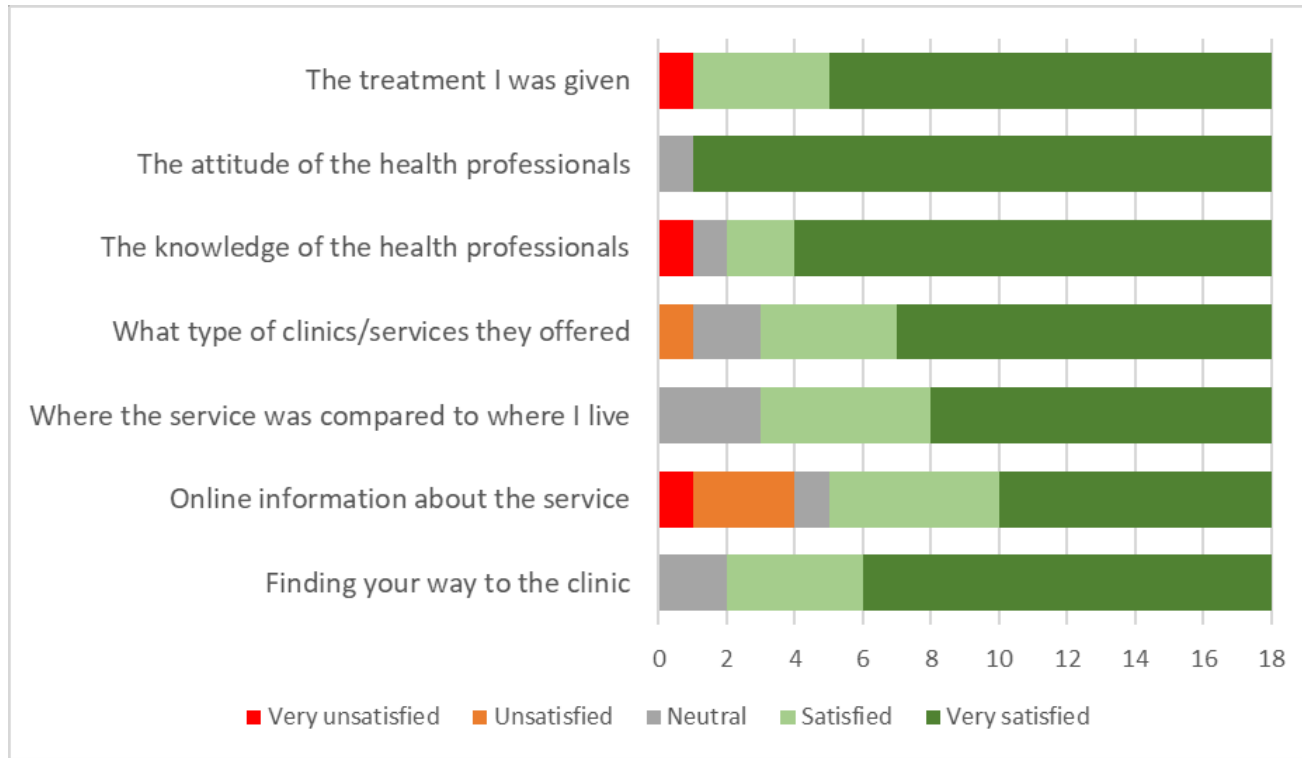
- CAB dedicated events targeting different groups, e.g. students, women, men
- Talk about STI/HIV, sex, testing, PrEP
- Handout condoms, HIV self-tests



Accessible Testing

- Dedicated monthly African and Caribbean heritage community testing clinics
- 2 community locations
- Staffed by community members
- Walk in
- HIV & STI testing
- Advice
- Condoms
- PrEP

CAB Community Clinics

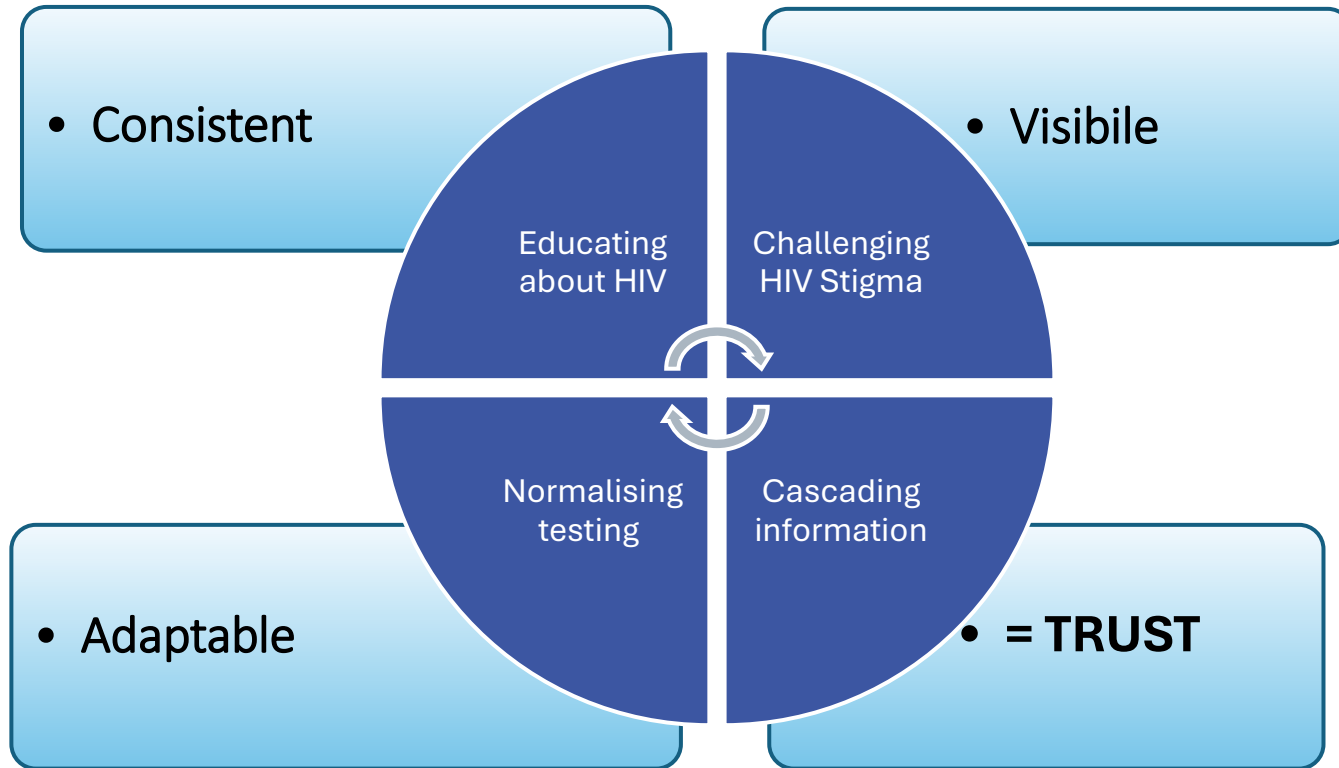


*“our community, we’re sometimes the minority. So people wouldn’t really care too much about us ... **it’s good that people can feel comfortable and safe to go to the clinic that’s meant for their type of community**”.* (Male, 21, Caribbean heritage)

- Don’t need appointment
- Short waiting times
- Good location & easy parking
- Lots of extra information about HIV
- Friendly, welcoming staff
- Relaxed atmosphere

CAB Outreach

“Talk to the people one-on-one, because if you’re going to give them a flyer, or emails, some might not really have time to read them. So it’s best to talk to them one-on-one”
(Male, 35, African heritage)



Conclusions

- CAB was welcomed for “coming to the people”
- CAB updated HIV knowledge, challenged stigma, sign-posted and normalised HIV testing
- CAB highlights the value of partnership working to co-produce equitable and accessible HIV services for underserved communities
- Working to get CAB commissioned as part of sexual health services to ensure long term funding

Common Ambition is an improvement because at least they're going out and letting people know that you can access this medication [PrEP]...I've never really gone to the local doctor...So, I like this"
(Male, 41, Caribbean heritage)



Acknowledgements

This research was funded by the Health Foundation and National Institute for Health and Care Research (NIHR), with support from NIHR Health Protection Research Unit (HPRU) in Behavioural Science and Evaluation and NIHR Applied Research Collaboration West (ARC West). The views expressed in this article are those of the authors and not necessarily those of the NIHR or the Department of Health and Social Care.

