

# 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

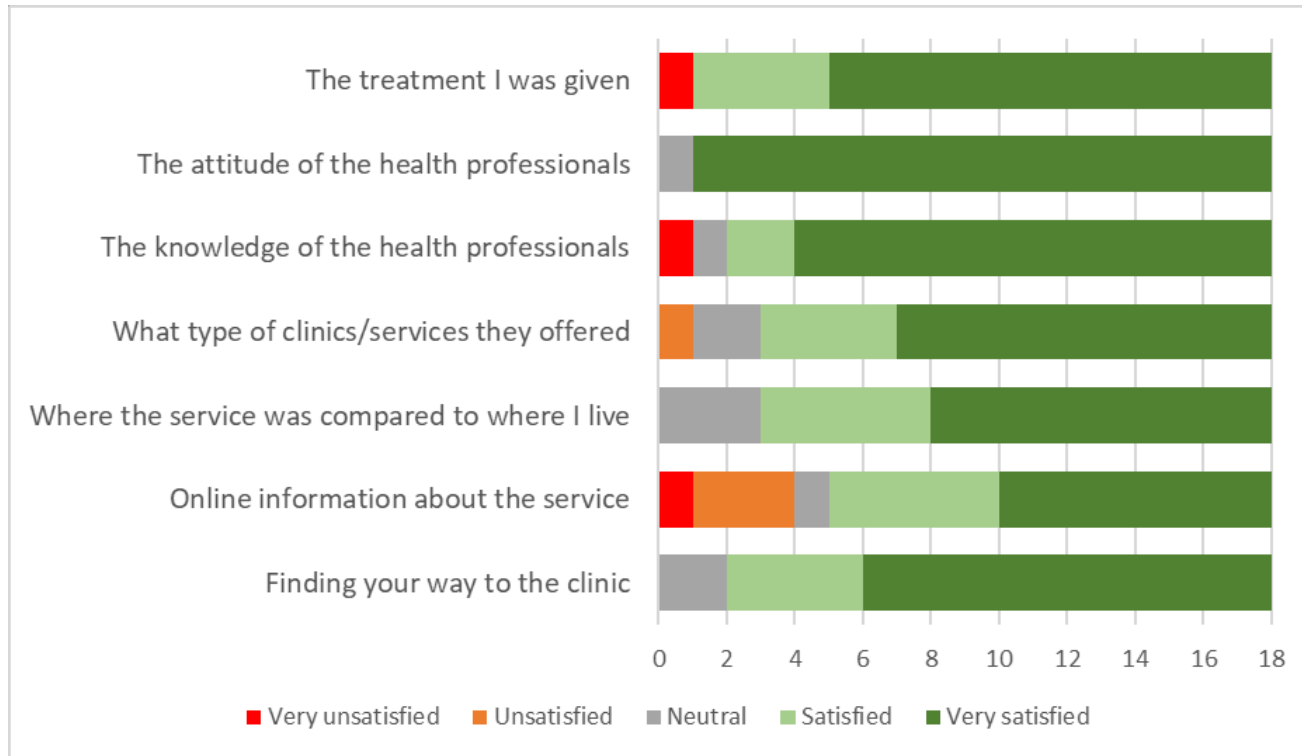




# Accessible Testing

- 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

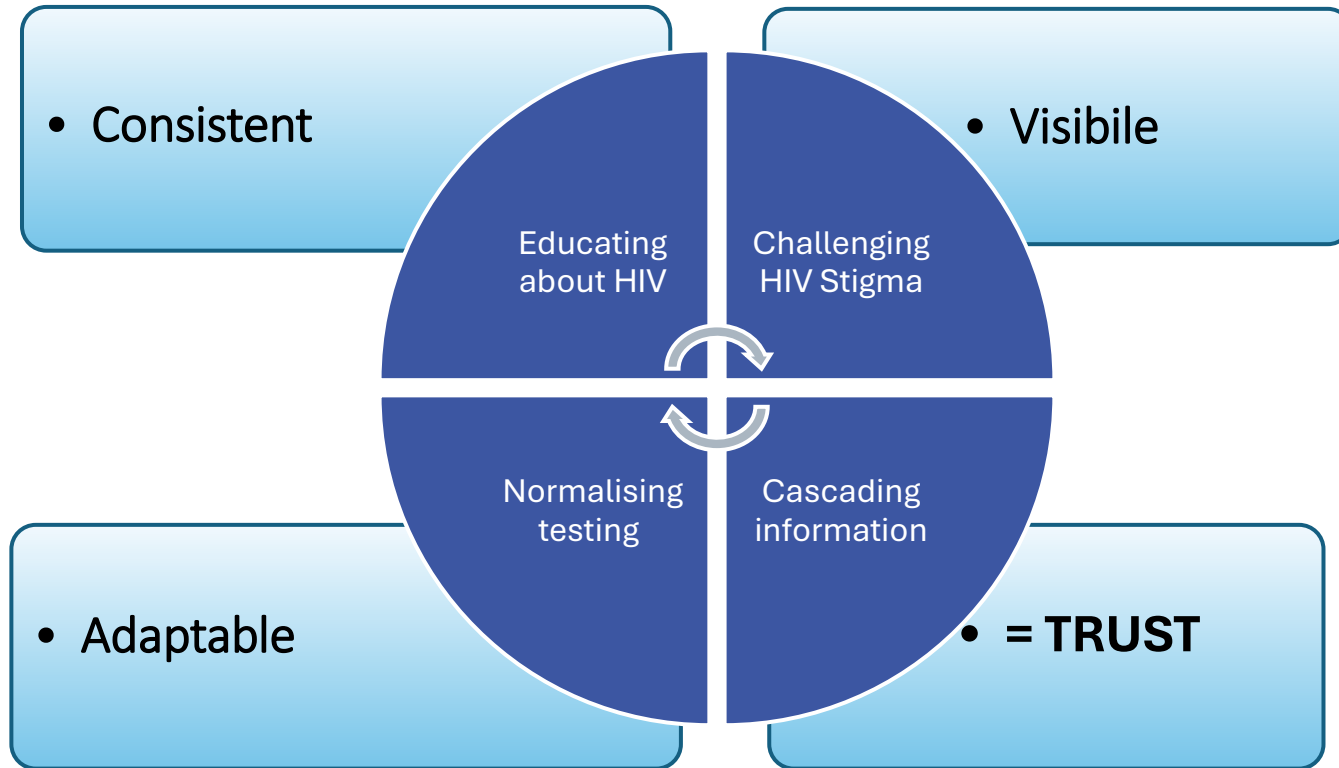


*“our community, we’re sometimes the minority. So people wouldn’t really care too much about us ... **it’s good that people can feel comfortable and safe to go to the clinic that’s meant for their type of community**”.* (Male, 21, Caribbean heritage)

- 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)



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