



Government of **Western Australia**
Department of **Health**

WA Health eLearning Package

Understanding and Reducing Blood-borne Virus Stigma and Discrimination

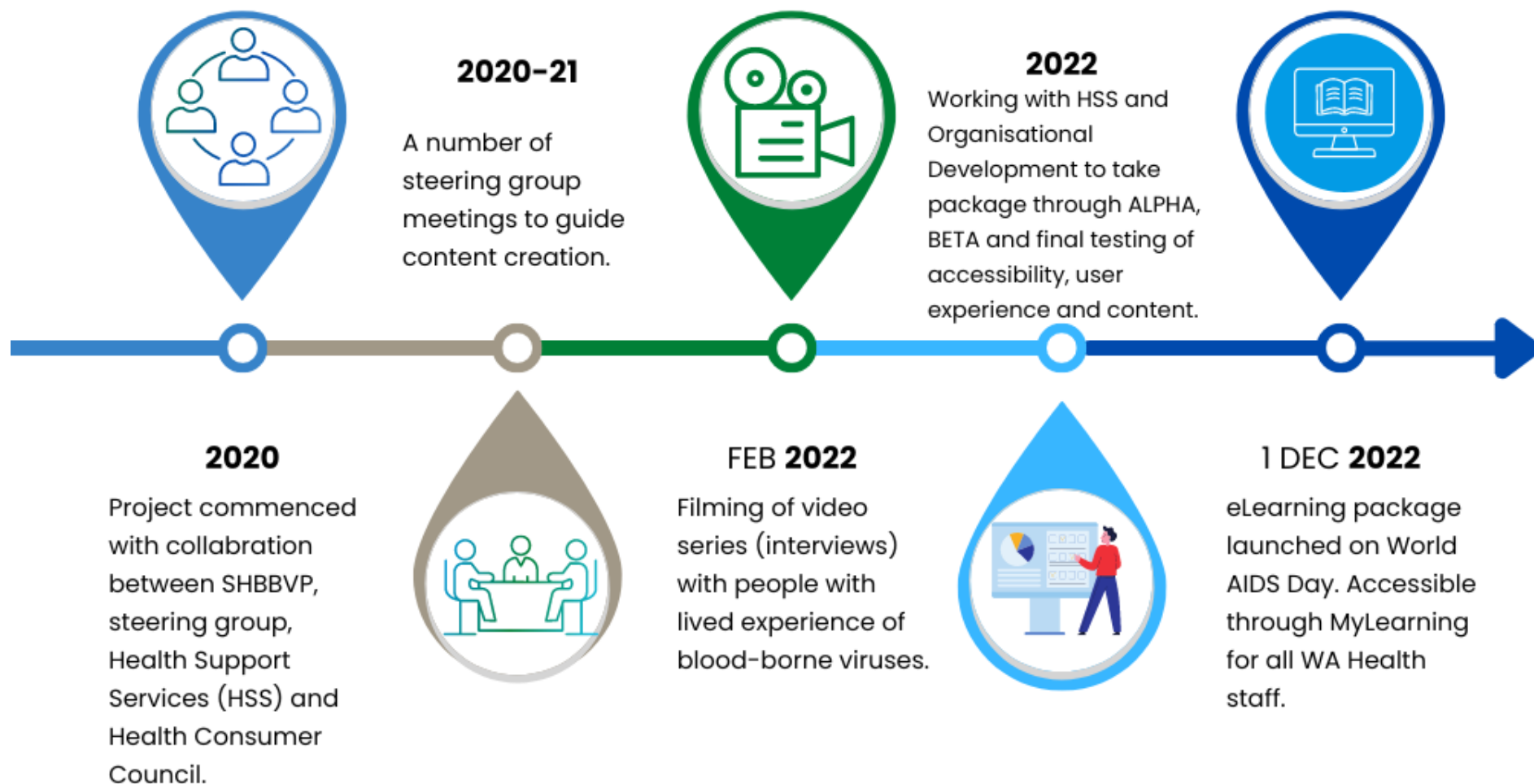
Diane Lloyd, POWA

Melissa Coci, Department of Health WA,
Sexual Health and Blood-borne Virus Program



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Timeline of the Blood-borne Virus Stigma and Discrimination e-Learning Project



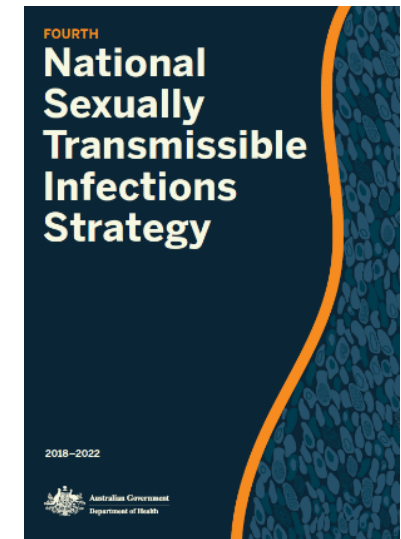
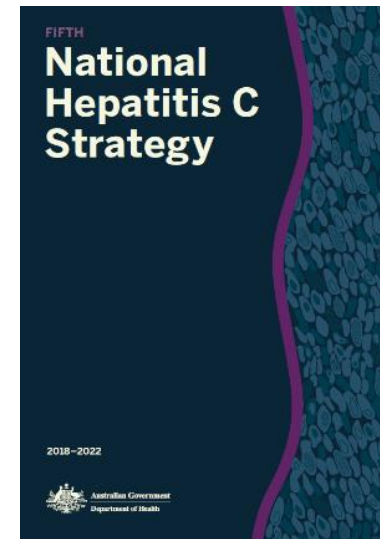
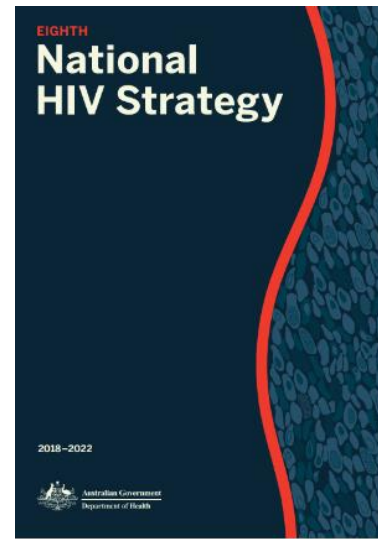
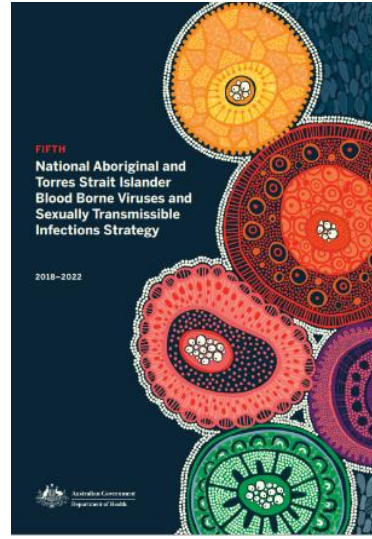
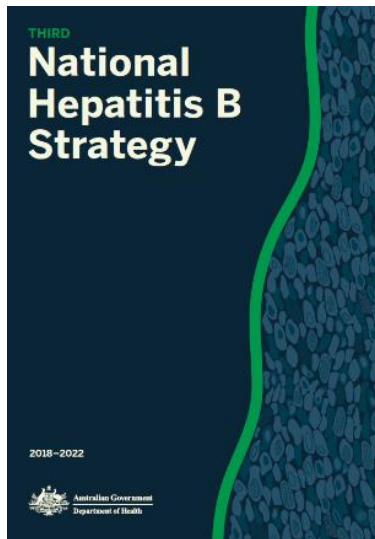
Project Definitions

Stigma can be conceptualised as an attribute that discredits an individual in the eyes of society and results in the person being devalued, discriminated against, and labelled as deviant.

Discrimination refers to unjust or prejudicial treatment of a person or group, especially on the grounds of race, gender, sexual orientation.



Based on current National Strategies & Research



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Stigma Indicators Monitoring Research Project (2018)

→ **70%** of research participants in WA experience stigma and discrimination in respect to their HIV status in the previous 12 months.

→ **32%** of participants living with BBVs reported being treated differently or negatively by health workers when compared to other.

→ Around **40%** of the healthcare worker sample reported that they would behave negatively towards other people because of their HIV, hepatitis B or their hepatitis C.

MyLearning Package: Understanding and Reducing Blood-borne Virus Stigma and Discrimination

How?

- Working group-people with lived experience and learned experience of blood-borne viruses.
- Guided by Health Consumer Council.
- Series of videos featuring six people with lived experience.

Who?

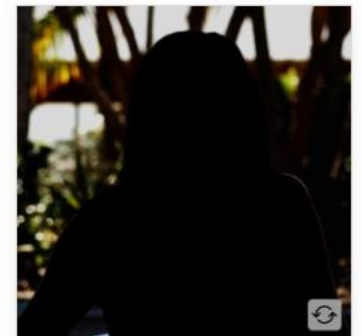
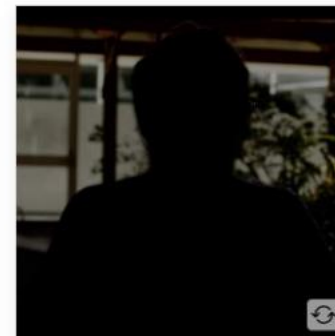
Accessible to all WA Health staff through MyLearning. Includes:

- video series
- reflection questions
- knowledge quizzes
- printable resources.

Personal experiences

Throughout this eLearning, you will hear from people who have a personal experience of living with a BBV.

Click/tap on the cards to learn more about them.



Going Forward

- Now available for WA Health Staff.
- Hoping to make the training available to a wider audience.
- Advocate for the modules to be mandatory training for WA Health.



Thank you

- Steering group (including Diane, Cipriano, Mark, Nick, Kerry, Rachel, HepatitisWA, WAAC, SHQ, Peer Based Harm Reduction WA, ASHM, AHCWA)
- SHBBVP Team past and present (Siân Churcher, Sam Gibbings and Tara McDonagh)
- Health Consumers Council (Pip Brennan)
- Health Support Services (Belle Moyes)
- Department of Health-Corporate Services (Jimmy Douglas)
- Mantis Productions (Steve)
- SiREN team

Any further questions can be sent to stigma@health.wa.gov.au or melissa.coci@health.wa.gov.au

