

# SHE

Strong, HIV positive, Empowered Women  
Strong, HIV positive Women, Educational Programme

PROGRAMME DEVELOPED AT THE DISCRETION OF THE FACULTY. FUNDED BY BRISTOL-MYERS SQUIBB



## SHE Programme Newsletter

Summer 2014

### Welcome to the 2014 SHE Newsletter

Welcome to this SHE (Strong, HIV positive, Empowered Women) newsletter! As co-chairs of the programme, we want to thank you for your continued dedication and support.

On Friday, the SHE Faculty will be celebrating 'SHE Day' and four years of empowering women living with HIV across Europe. The programme continues to grow and expand, and it is an honour to be part of an initiative tailored for women living with HIV and their healthcare providers. We are proud to see new countries joining the SHE network. On 'SHE Day' we not only celebrate our successes, but also reflect on what still needs to be done. We continue with a renewed vision and commitment to a community that means so much to us.

We hope you find this newsletter informative and inspiring, and we invite you to share news about SHE with your networks.

Best regards,

**SHE Community Co-Chairs and SHE Medical Co-Chairs**

Celia Miralles  
(MD, Spain)

Annette Piecha  
(Community representative,  
Germany)

Annette Haberl  
(MD, Germany)

Margaret Johnson  
(MD, UK)

Comments, questions or suggestions for future newsletter topics are welcome! Please submit your feedback by email to [SHEprogramme@porternovelli.com](mailto:SHEprogramme@porternovelli.com).

### Upcoming Dates in 2014

- **November 2014:** SHE Scientific faculty meeting and SHE booth at HIV Glasgow

### Questions? Concerns? Suggestions?

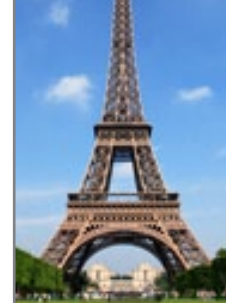
Contact us at [sheprogramme@porternovelli.com](mailto:sheprogramme@porternovelli.com)

Developed by women living with HIV, healthcare providers and advocacy group members, along with input from policymakers, SHE is a peer support and medical education programme intended to improve the care and quality of life of women living with HIV.

## SHE Day: Continuing Our Commitment to Women Living with HIV



SHE community and medical faculty members across Europe are hosting on Friday, 27 June a 'SHE Day' meeting in Paris, France to discuss the programme's successes and future plans. The 'SHE Day' meeting will include presentations from faculty members on scientific and peer support-related topics.



## World Health Organisation (WHO) Sets New Guidelines for Women Living with HIV

WHO is updating their Sexual and Reproductive Health and Human Rights guidelines to promote the health and well-being of women living with HIV. **Salamanca Trust**, one of the community organisations involved in the

SHE programme, has been commissioned to conduct a community consultation that will help inform these updates.



## SHE Medical Toolkit Update



The SHE medical toolkit contains materials that an HIV specialist can use for personal education or to educate other healthcare providers on specific considerations on the care and treatment of women living with HIV. Each year, the SHE Medical Faculty review new data relevant to women living with HIV – providing medical education to physicians, while also identifying continuing research needs that can enhance the lives of women living with HIV across Europe.

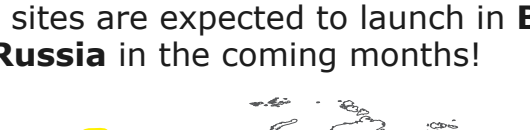
## SHE Grows Online!

Since their launches, the SHE websites have attracted nearly **290,000 visitors in total!** There have also been **1,400 SHE toolkit file downloads** to date.

Recently, the SHE websites launched in **Greece** and **Finland**, attracting a combined 7,825 website visitors to date! Please find below the additional local country site metrics:

- **France:** 30,938 on [www.SHEprogramme.fr](http://www.SHEprogramme.fr)
- **Germany:** 3,681 on [www.sheprogramm.de](http://www.sheprogramm.de)
- **Italy:** 55,908 on [www.SHEprogramma.it](http://www.SHEprogramma.it)
- **Poland:** 1,641 on [www.programshe.pl](http://www.programshe.pl)
- **Portugal:** 4,643 on [www.sheprograma.pt](http://www.sheprograma.pt)
- **Spain:** 27,445 on [www.SHEprograma.es](http://www.SHEprograma.es)
- **UK:** 155,099 on [www.SHEtoSHE.org](http://www.SHEtoSHE.org)

Local sites are expected to launch in **Belgium** and **Russia** in the coming months!



## SHE at the 14th EACS European AIDS Conference in Brussels



Eleven SHE medical faculty members gathered at the 14th European AIDS Conference to hold a scientific advisory board meeting. The meeting included an update on the SHE medical toolkit and a review of recent data as well as next steps for 2014. The SHE faculty representatives also staffed the SHE booth, spreading awareness about the unique challenges faced by women living with HIV.

## SHE Programme Wins Three Awards in 2013!

The SHE programme received national recognition at the 2013 Public Relations Society of America (PRSA) Silver Anvil Awards Ceremony. PRSA received a record 847 Silver Anvil entries, and only 59 were presented during the ceremony. The judges cited the outstanding research that helped formulate the programme and the significant impact it has had on the lives of women living with HIV and their families across Europe.



The winning streak continued – SHE received two PRSA Big Apple awards, and the programme was recognised for its excellence in research, measurement and evaluation. Thank you to all those who worked to make the SHE programme remarkable – none of these accomplishments would have been possible without your efforts!

## SHE in Action Across Europe

For 2014, there are more than **60 planned or active SHE Units** in **18 countries** across Europe! Below please find the activities that were completed over this past year.



### Austria

In October 2013, the SHE community toolkit became available in Austria and a programme engagement survey was launched! Peer support workshops and a faculty meeting were also held this year.



### Belgium

Following two national SHE days in 2012, the SHE activities are now rolling out locally in Belgium. For example, at a major treatment centre in Brussels, advocacy group representatives host a monthly SHE corner to meet with women living with HIV who are waiting to attend follow-up appointments. The corner provides women with support, information, refreshments and an opportunity to discuss any issues or questions they may have to get in touch with patients associations. Peer-to-peer SHE day meetings are also organised once every two months for women living with HIV to address a specific topic they selected. The first meeting took place in May on 'HIV Sexual Health.'



### Finland

The SHE programme and website ([www.shetoshe.fi](http://www.shetoshe.fi)) was launched in Finland on 12 February 2014 with a symposium, lunch and booth at the national HIV Days congress. The meeting was attended by over 150 infectious disease physicians and nurses. **Silvia Petretti (Community representative, UK)** introduced the SHE programme, and **Batulo Essak (Community representative, Finland)** gave a presentation about immigrant women living with HIV in Finland. In connection with the symposium, a SHE press event was held with three journalists in attendance from major Finnish health and hospital magazines – **Silvia Petretti, Batulo Essak** and an HIV physician were available for interviews. Additionally, three journalists who were not able to attend the event interviewed a woman living with HIV who is involved in the SHE programme – an article appeared in the largest evening newspaper in Finland!



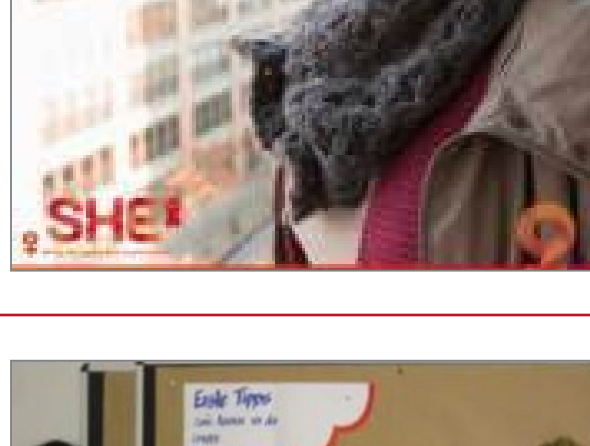
### France

Over the past year, France launched a number of materials (e.g. posters and leaflets). Moreover, France is going to launch a 'book of testimonies,' which contains photos with positive messages for women living with HIV. Additionally, in April 2014, more than 100 people attended a highly successful SHE symposium at the HIV/Hepatitis conference for Francophones (AFRAVIEH 2014) in Montpellier, led by **Christine Katlama (MD, France)** and **Stephanie Domnguez (MD, France)**. **Florence Brunel (MD, France)** also presented the SHE Unit model.



### Germany

Eleven peers have been trained in two sessions as SHE workshop facilitators – participant feedback has been 100% favourable. Thirteen peer-to-peer workshops were held throughout 2013 in Germany to connect women living with HIV to local peer networks. For each workshop, a topic for discussion has been chosen from the peer-to-peer toolkit and prepared by the facilitators. Five workshop workshops were held in 2013 with 60 participants; the focus was on women living with HIV and co-morbidities. The local medical faculty reconvened during the national SHE Day in December to recap and plan the next medical SHE year.



### Ireland

The SHE programme officially launched in Ireland! The roll-out included the distribution of the SHE medical and peer support toolkit in October 2013.



### Italy

Two medical education workshops titled, 'Managing Women Living with HIV in Italy' were held in Modena and Naples. The sessions were well-attended, with more than 30 people at each! After the meeting, physicians requested further medical education material and information about the SHE programme. Additionally, two community meetings were held in Taranto and Palermo focused on issues facing women living with HIV. These meetings were led by advocacy group Network Persone Sieropositive (NPS), and participants included SHE faculty member **Antonella d'Arminio Monforte** as well as community representatives, advocacy groups and clinicians.



### Nordics

In Denmark, Norway and Sweden, scientific workshops were held from 2013 December – 2014 May to discuss potential new research, data gaps and future publications.



### Poland

A SHE helpline was launched in May 2013, and more than 200 calls have been received to date! Additionally, on 29 November 2013, a SHE satellite session entitled, 'HIV positive women: new opportunities and challenges' was held at the 'AIDS 2013' national congress in Warsaw. More than 50 advocacy group representatives were in attendance.



### Portugal

Training activities were developed with and for women living with HIV in six different hospitals in Portugal. Advocacy group SERES provided training, coaching and support. In total, 28 women living with HIV were trained, 10 facilitators were trained, five women provided individual peer support in hospitals and five support groups were created and promoted by facilitators.



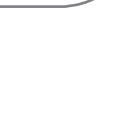
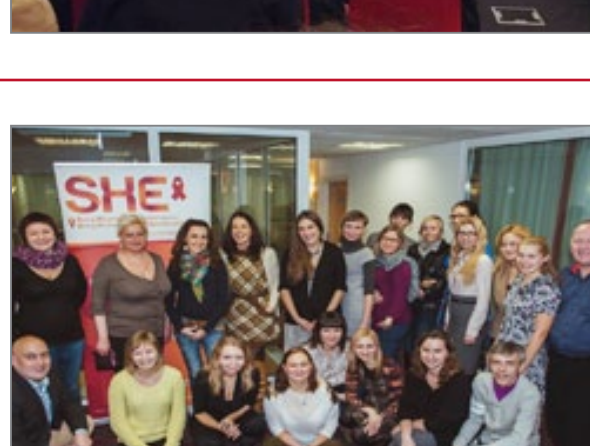
### Romania

There are 20 active SHE units in Romania, and the programme continues to grow! Each month, there are support group meetings for women living with HIV, physicians, psychologists and social workers. More than 100 women living with HIV across Romania have been reached. Additionally, **Carmen Chiriac (MD, Romania)** gave a presentation on the programme at the April 2014 National Conference of Infectious Diseases in Târgu Mures.



### Russia

In May 2013, the SHE programme was launched in Russia! Coverage of the SHE programme appeared in more than 70 medical and consumer news outlets. In November 2013, a SHE peer-to-peer training was held in St. Petersburg, with 10 community representatives in attendance. Throughout the year, more than 100 people tuned into webinars and roundtables dedicated to women living with HIV in Moscow and other regions throughout Russia.



### Spain

In October 2013, the SHE evaluation report, which showed how SHE improved the quality of life for women living with HIV, was disseminated via the SEISIDA Congress website. Additionally, more than 40 attendees joined the SHE faculty at the National SHE Day Meeting at the SEISIDA congress in Barcelona. One speaker said:

*"Programmes like this are needed, as it is very important for doctors to help patients become more informed. SHE facilitates our work as clinicians and impacts on [treatment] adherence and the evolution of the disease"*



### United Kingdom

The UK SHE Faculty recently launched a new section of the UK SHE toolkit entitled, 'Women, HIV and Migration.' They found that there are higher rates of HIV infection among migrants, compared to national populations with women being at greater risk than men due to biological, social and cultural factors.<sup>[1]</sup> These findings culminated in a comprehensive document that provides tips and resources focused on leading peer support sessions on immigration and HIV.

