



THE
**CARE
COLLECTIVE**

BROUGHT TO YOU BY ACCHO

POSTER PRESENTATION

THE 30TH ANNUAL CANADIAN
CONFERENCE ON HIV/AIDS RESEARCH

(CAHR 2021 VIRTUAL)



THE CARE COLLECTIVE

A groundbreaking campaign whose objective is to encourage African, Caribbean and Black (ACB) women to know their HIV status by incorporating regular testing into their radical self-care practice. The campaign also increases HIV knowledge and chips away at HIV-related stigma.

The campaign is sparking conversations around HIV by accessing self-care spaces (including virtual ones) where ACB women gather, and by bringing certified HIV testers to these self-care spaces to talk about HIV and offer free and confidential testing on site.



RATIONALE:

African, Caribbean and Black (ACB) people make up 4.7% of Ontario's population, yet they account for 27% of first-time HIV diagnoses. HIV testing, rates of infection, engagement and retention in care are all areas in which ACB women are being perilously left behind. 61% of all women newly diagnosed with HIV in Ontario are ACB women, and these numbers are expected to rise (OHESI). These numbers highlight the dangerous interplay between health outcomes and social determinants of health, including anti-Black racism. **The Care Collective** is responding to this reality by promoting radical self-care for ACB women, which includes regular HIV testing.

ACB women traditionally bear a disproportionate burden as care givers and supporters of their households and families, as backbones of their communities, and as activists speaking up against oppression – hence the stereotype of the 'strong' Black woman. For these reasons, the concept of radical self-care resonates loudly with ACB women.

LAUNCH:

The **Care Collective** was launched on February 7th, 2020 – ACB HIV/AIDS Awareness Day – through two pop up **Care Salons** in Toronto-area hair salons. It was a great success with unprecedented media interest.

- ✓ Reached over 10 million people across digital & traditional media
- ✓ Promotional video had over 430,000 views
- ✓ Was the headline of 9 media placements in one day
- ✓ More than 10 participants presented for testing
- ✓ 3,095 web page visits
- ✓ 24 -35 was the most active age audience
- ✓ Close to a dozen women presented for testing

New health initiative brings discreet HIV testing to Ontario hair salons

JANUARY 21, 2020 BY CHRIS POWELL



Why 2 Toronto hair salons are offering HIV/AIDS testing today



Black women account for more than 50% of women diagnosed with HIV/AIDS

[Nick Boisvert](#) · CBC News ·

Posted: Feb 07, 2020 5:00 AM ET | Last Updated: February 7, 2020



The project is bringing HIV/AIDS testing to hair salons and yoga studios in a bid to make testing a regular part of women's self-care routines. (ACCHO/Submitted)

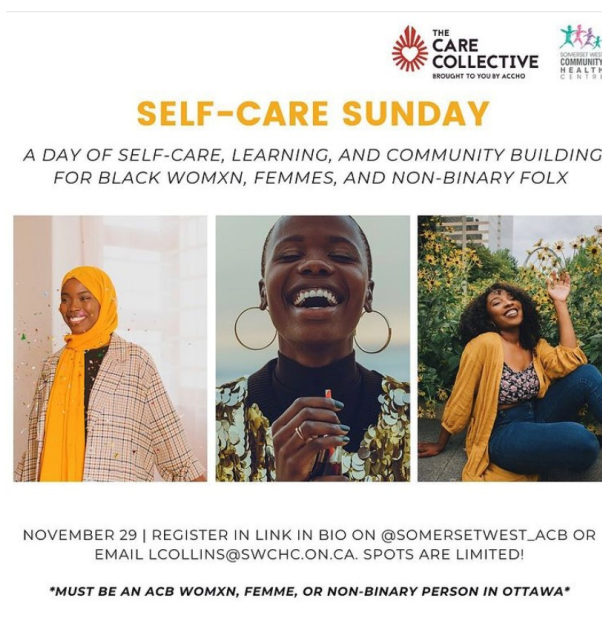


Aisha Loobie, right, owner of Crown 'N Glory Natural Hair Studio, with customer Sasha Gray. Her salon will offer HIV/AIDS testing on Friday afternoon. (Aisha Loobie/Submitted)

ROLL-OUT:

The **Care Collective** is being implemented through a collection of radical self-care inspired initiatives, bringing HIV testing and conversations to new and existing virtual and in-house spaces where ACB women gather such as: beauty salons, yoga studios, gyms, mindfulness groups, faith group gatherings, professional associations, etc.

Some **The Care Collective** events:



The self-care universe is large and ever-expanding and will inspire more initiatives as this campaign continues to be rolled out.