Seven stories of success from Europe and Central Asia

Tanya, Luca, Akmal, Robbie, Aleksandra, Marios & Yuri

Семь историй успеха из Европы и Центральной Азии
Seven stories

Семь историй

Tanya, Luca, Akmal, Robbie, Aleksandra, Marios & Yuri
In this edition, we are sharing some inspirational success stories of people who took part in the STEP-UP trainings in 2018/2019. We reached out to alumni from this STEP-UP cycle and caught up with the successes as well as the challenges they faced after their graduation.

Tanya, Luca, Akmal, Robbie, Aleksandra, Marios and Yuri thank you for sharing your stories with us!

STEP-UP is a capacity building and training initiative for community activists in Europe and Central Asia, working in the field of HIV and co-infections. The European AIDS Treatment Group (EATG) officially launched STEP-UP in 2013. Since then more than hundred alumni have graduated from across the WHO Europe region.

STEP-UP aims to empower a new cohort of community activists each year to engage more deeply in HIV activism at local and national levels. During the trainings key themes are addressed such as HIV treatment literacy, prevention strategies and tools, awareness-raising, quality of life of the people living with HIV, advocacy and human rights.

By the completion of each training cycle, participating activists have gained capacities and knowledge of both policy and science, empowering them to advocate for change to policy and/or practice. The speakers and trainers of the programme are activists themselves, so they can provide inspiring trainings drawing from their first-hand experience and expertise from the field.

STEP-UP is also providing a platform for networking so that community activists from many countries across WHO Europe can meet, collaborate and learn from each other.

Crucial to the success of both the capacity building and networking aspects is the fact that STEP-UP trainings are offered both in English and Russian.

www.eatg.org/projects/step-up

This initiative has been independently developed by EATG, and was made possible through sponsorship from Gilead Sciences Europe Ltd and ViiV Healthcare Europe Ltd. EATG acknowledges that neither Gilead Sciences Europe Ltd nor ViiV Healthcare Europe Ltd have had any control or input into the structure or content of the initiative.

© 2021 European AIDS Treatment Group

Images were shared by the interviewees or sourced from the EATG archives.

© 2021 European AIDS Treatment Group
Seven stories of success from Europe and Central Asia

Tanya / Belarus

Yuri / Ukraine

Aleksandra / Kazakhstan

Marios / Greece

Robert / Ireland

Luca / Scotland/Belgium

Akmal / Tajikistan
Seven stories of success from Europe and Central Asia

Tanya Zhuravskaya
Belarus

Increasing awareness and knowledge among activists, step by step

The main obstacle defined by the activists from Belarus was low awareness level among those working for patient organisations. This low awareness was related to such aspects as HIV research, community engagement in clinical trials, and advocacy on the access to new therapy options. The purpose set for this project was two-fold: (1) to increase the awareness level about advocacy on the access to new antiretroviral medications among activists; and (2) to engage community representatives to participate in clinical trials.

Tatyana Zhuravskaya completed the STEP-UP programme 2018/2019 and was awarded a Follow-up grant. In addition, the project was supported by the AIDS Action Europe (AAE).

As part of the project, a “Step by step” training was conducted, in which activists from non-governmental organisations and the community representatives (PLHIV, LGBTIQ+, IDU, co-infected with tuberculosis) took part. Experts from “100% of life”, AAE, “Patient Control” (Russia), and national trainers from “People Plus” were involved as speakers in this training.

The key topics covered within the training were: introduction into healthcare procurement system in Belarus (taught by Leshenok A., Belarus), the key advocacy tools (Tsechanovich A., Zhuravskaya T., Belarus); organisation of work in “Patient Control” (Ladonkin A., Russia); development standards for new ART, breaking barriers for the access to treatment and the opportunity for patients to take part in clinical trials (Panaschenko O. AAE, Germany); effective communication (Rovinsky M., “100% of Life”, Ukraine).

The training conducted by an international team of experts with the materials and experience gathered by EATG training programmes, active participation of community members – all this contributed to the formation of a pool of experts for providing the local community in Belarus with help. Moreover, during the training, a Union of four non-governmental organisations was formed. This Union involves:

- Public community “Together Against Tuberculosis” – a community of people affected by tuberculosis;
- Public community “People Plus” – a community of PLHIV and their families;
- Social public organization “Your Chance” – a community of people using drugs and those receiving opioid substitution therapy;
- Public community of youth and women “Yand” – a community of women living with HIV, homo- and bisexual women, as well as people of trans and queer identity.

The purpose of this union is to consolidate the effort for successful advocacy on the access to innovative treatment options and the inclusion of patients in the trials.

Повышаем уровень знаний активистов, Шаг за шагом.

Основная проблема, которую определили для себя активисты из Беларуси, это низкий уровень знаний сотрудников пациентских организаций по вопросам проведения исследований в области ВИЧ, вовлечения сообществ в процесс исследования, незначительное число навыков адвокации доступа к новым лекарственным средствам и навыков коммуникации. Целью проекта было помочь повысить уровень знаний и навыков активистов адвокации доступа к новейшим ARV-препаратам и обеспечения участия пациентов в исследовательских работах.

Как выпускник программы STEP-UP 2018/2019, Татьяна Журавская получила поддержку проекта в рамках грантов для выпускников (Follow-up grants). Кроме того, проект был поддержан AIDS Action Europe (AAE).

В рамках проекта был проведен тренинг “Шаг за шагом” (“Step by step”), в котором приняли участие активисты неправительственных организаций и представители сообществ (ЛЖВ, ЛГБТ, ТБ, ЛУИН). В обучении в качестве тренеров приняли участие эксперты Благотворительной организации “100% жизни” (Украина), ААЕ, Пациентский контроль (РФ), национальные тренерские организации "Люди плюс".

Ключевые темы включали знакомство с системой закупок лекарственных средств в Беларуси (А. Лешенок, Беларусь), использование основных инструментов адвокации (А. Цеханович, Т. Журавская, Беларусь), организация работы Пациентского контроля (А. Ладонкин, РФ), стандарты разработки новых ARV-препаратов, преодоление барьеров доступа к лечению и возможность участия пациентов в клинических исследованиях.

Обучение было проведено на базе общественных организаций по вопросам проведения исследований в области ВИЧ, взаимодействие с пациентскими организациями и социальными работниками.

Обучение интернациональной командой тренеров с использованием материалов и опыта обучения программ EATG, активное участие в работе представителей сообществ позволило сформировать пул экспертов для помощи сообществам в Беларуси. Кроме того, во время тренинга было сформировано Объединение из четырёх организаций гражданского сектора, в которое вошли:

- Республиканское общественное объединение «Победим туберкулез вместе» - люди, затронутые проблемой туберкулеза;
- Республиканское общественное объединение «Люди ПЛЮС» - сообщество людей, живущих с ВИЧ, и членов их семей;
- Республиканское социальное общественное объединение «Свой Шанс» - сообщество людей, употребляющих наркотики и пациентов ОЭТ.
- Республиканское молодежное жанкое общественное объединение «Янав» - сообщество женщин, живущих с ВИЧ, гомо- и бисексуальных женщин, а также людей транс и квир идентичности.

Цель этого Объединения - консолидировать усилия для эффективной адвокации доступа к инновационным лекарственным средствам и обеспечению участия пациентов в исследованиях.
Luca Stevenson has been working at the International Committee on the Rights of Sex Workers in Europe (ICRSE) in Scotland. As a sex worker rights activist involved in various national sex workers organisations in France and UK, he joined the STEP-UP training with the main goal to acquire more knowledge on HIV treatment, advocacy, and networking. His main idea was to fill the gap he has been facing during his work for a longer time – the lack of representativeness of sex workers in regional and broader HIV response as well as to network and learn from other activists in different contexts.

After the successful completion of the STEP-UP programme and with the connections he built, Luca approached EATG to develop a joint training programme for sex workers and HIV activists. The European Red Umbrella Academy: Sex Work and HIV Training Programme was implemented in 2020 in partnership with EATG. Due to the COVID-19, the training programme took place online in fall 2020. The programme brought together 24 participants/country teams from 8 countries (Sweden, Greece, Austria, Romania, Macedonia, Georgia, Armenia, and Poland), and equipped them with more knowledge on the following topics:

- Introduction to HIV: HIV life cycle, transmission, treatment options, history of HIV
- HIV combination prevention
- Realities of sex work in Europe
- Needs and barriers of different groups of sex workers with regards to access to HIV services
- Specific vulnerabilities: stigma and discrimination, criminalization
- Collaboration possibilities between sex workers and HIV activists

Moreover, the Red Umbrella Academy training programme offered a possibility to four ‘country teams’ to implement their follow-up projects on a local level including outreach and direct COVID-19 related support, development of advocacy videos and social media content.

The programme included the development of a Sex Work and HIV tool kit, that will be used for education and advocacy purposes at the national, regional, and global level.

After graduation, Luca became one of the trainers in the 2020/2021 STEP-UP cycle and delivered training on sex workers’ vulnerabilities to HIV as well as advocacy for key populations and became an active member of EATG.

Luca Stevenson
SCOTLAND/BELGIUM

From STEP-UP trainee to STEP-UP trainer

To network and learn from other activists in different contexts.

After graduation, Luca became one of the trainers in the 2020/2021 STEP-UP cycle and delivered training on sex workers’ vulnerabilities to HIV as well as advocacy for key populations and became an active member of EATG.

• Introduction to HIV: HIV life cycle, transmission, treatment options, history of HIV
• HIV combination prevention
• Realities of sex work in Europe
• Needs and barriers of different groups of sex workers with regards to access to HIV services
• Specific vulnerabilities: stigma and discrimination, criminalization
• Collaboration possibilities between sex workers and HIV activists

Moreover, the Red Umbrella Academy training programme offered a possibility to four ‘country teams’ to implement their follow-up projects on a local level including outreach and direct COVID-19 related support, development of advocacy videos and social media content.

The programme included the development of a Sex Work and HIV tool kit, that will be used for education and advocacy purposes at the national, regional, and global level.

After graduation, Luca became one of the trainers in the 2020/2021 STEP-UP cycle and delivered training on sex workers’ vulnerabilities to HIV as well as advocacy for key populations and became an active member of EATG.
Seven stories of success from Europe and Central Asia

Akmal Aminjonov
TADJIKISTAN

PrEP implementation in Tadzjikistan

LGBT community in Tadzjikistan has been a subject to stigma and discrimination for years. This resulted in their limited access to legal, medical and other types of services. MSM was not mentioned among the key groups in the National programme of actions against HIV, 2017-2020. Collaboration between state organisations and the community is limited and accompanied with difficulties. To give an example, the representatives of LGBT community were not allowed to take part in the meetings of the State National Coordination Committee, and thus had no opportunity to advocate the community interests.

Non-governmental sector’s involvement in the development of policies is weak and was not present in the process of developing a response plan to HIV epidemic.

According to the most recent estimations, there are 13 400 homo- and bisexual men in Tadzjikistan. The spread of HIV among MSM has remained at the same level in the recent years (2%). The testing outreach among MSM remains low (39%).

For the last 13 years the HIV prevention activities in the country have been supported by the Global Fund of dealing with AIDS, Tuberculosis, and Malaria (GFATM), the US government and agencies of the United Nations.

In these challenging circumstances, an important goal for LGBT activists is to introduce new methods of prevention, such as pre-exposure prophylaxis (PrEP), as well as self-testing. The introduction of these measures is complicated because of stigma, lack of knowledge among healthcare practitioners, and lack of financial resources to support the programme. Akmal Aminjonov, a trainee of STEP-UP 2018/19, received the knowledge required for implementing PrEP during the session given by Gus Cairns. In this session, the advantages of PrEP were presented, supported by the evidence from research and possible arguments to advocate the implementation of PrEP for decision-makers. In addition, Akmal developed the skills necessary for advocacy, thanks to a session given by Lisa Power.

Activists of LGBT organisations used the acquired knowledge to conduct successful advocacy activities. In 2019 the need to implement self-testing and PrEP was supported by the National Coordination Committee, and by the Republican Centre for Prevention and Dealing with AIDS. The negotiation resulted in the inclusion of the PrEP program in the Global Fund. The funding covered PrEP for 100 members of LGBT community. In addition, the national protocol was developed and approved.
Growing as an activist

Robbie Lawlor from Ireland has been working for Access to Medicines Ireland (ACT UP-Dublin) during the 2018/19 STEP-UP course. His participation in the training programme offered him an opportunity to build networks, that helped him with his PhD on HIV treatment and activism in Ukraine. Additionally, the STEP-UP programme gave him the knowledge and confidence to lead a grassroots movement in Ireland for subsidised PrEP and the promotion of U=U. As a result of this strong grassroots activism, PrEP is now fully subsidised in Ireland and their national health system created a nationwide U=U campaign.

The STEP-UP programme introduced Robbie to patient involvement in clinical trials. He participated at EATG’s European Community Advisory Board (ECAB) meetings and organising workshops for the VOICE and Sprite programme on the importance of increasing HIV community involvement in HIV clinical trials. He worked as a patient representative on clinical trials and decided to further his research skills by doing a PhD at Dublin City University. After graduation, he hopes to use his academic/research skills to help EATG in their future projects and activities.

When enrolling in the STEP-UP programme, Robbie aimed to encourage young people to take a more active part in HIV advocacy in Ireland. Both the educational element and the opportunity to network and learn from HIV activists across the EECA region helped him to empower and to achieve this goal. Since STEP-UP, he provided HIV workshops at universities and schools across Ireland, the UK and the USA. Additionally, Robbie has talked on national TV, such as The Late Late Show and The Tommy Tiernan Show, which both bring in 500,000 viewers each, to talk about living with HIV and U=U. In 2018, Robbie co-created Rapids, a successful docudrama play that depicts the lives of people living with HIV in Ireland. The Irish Arts Council awarded Robbie funding to adapt it into an independent art movie entitled, ‘How To Tell A Secret’. This movie will be screened at Dublin Film Festival in March 2022. Robbie is currently in the process of creating a 10-part podcast series, PozVibe Podcast. This podcast will be launched this May and is sponsored by Dublin Pride.

Robbie describes the STEP-UP programme as a platform for him to grow as an activist and educator. Besides the educational element, meeting activists from many socio-economic backgrounds and hearing about what they achieved, or aimed to achieve, truly left him inspired.

Growing as an activist

Robbie Lawlor from Ireland has been working for Access to Medicines Ireland (ACT UP-Dublin) during the 2018/19 STEP-UP course. His participation in the training programme offered him an opportunity to build networks, that helped him with his PhD on HIV treatment and activism in Ukraine. Additionally, the STEP-UP programme gave him the knowledge and confidence to lead a grassroots movement in Ireland for subsidised PrEP and the promotion of U=U. As a result of this strong grassroots activism, PrEP is now fully subsidised in Ireland and their national health system created a nationwide U=U campaign.

The STEP-UP programme introduced Robbie to patient involvement in clinical trials. He participated at EATG’s European Community Advisory Board (ECAB) meetings and organising workshops for the VOICE and Sprite programme on the importance of increasing HIV community involvement in HIV clinical trials. He worked as a patient representative on clinical trials and decided to further his research skills by doing a PhD at Dublin City University. After graduation, he hopes to use his academic/research skills to help EATG in their future projects and activities.

When enrolling in the STEP-UP programme, Robbie aimed to encourage young people to take a more active part in HIV advocacy in Ireland. Both the educational element and the opportunity to network and learn from HIV activists across the EECA region helped him to empower and to achieve this goal. Since STEP-UP, he provided HIV workshops at universities and schools across Ireland, the UK and the USA. Additionally, Robbie has talked on national TV, such as The Late Late Show and The Tommy Tiernan Show, which both bring in 500,000 viewers each, to talk about living with HIV and U=U. In 2018, Robbie co-created Rapids, a successful docudrama play that depicts the lives of people living with HIV in Ireland. The Irish Arts Council awarded Robbie funding to adapt it into an independent art movie entitled, ‘How To Tell A Secret’. This movie will be screened at Dublin Film Festival in March 2022. Robbie is currently in the process of creating a 10-part podcast series, PozVibe Podcast. This podcast will be launched this May and is sponsored by Dublin Pride.

Robbie describes the STEP-UP programme as a platform for him to grow as an activist and educator. Besides the educational element, meeting activists from many socio-economic backgrounds and hearing about what they achieved, or aimed to achieve, truly left him inspired.
Successful case of budget advocacy

The lack of budget allocated for the procurement of antiretroviral medications for adults and children used to be the key barrier for the access to treatment for PLHIV in Kazakhstan. According to the UNAIDS estimates, at least 20% of healthcare centres working with PLHIV did not have enough supplies of antiretroviral medications in 2018.

Despite the fact that clinical guidelines promote the start of antiretroviral therapy regardless of the clinical stage of HIV, only 66% of 27,000 PLHIV (estimated population) had access to antiretroviral therapy in 2018. According to Kasymbekova S., a specialist from the Republican Centre of Dealing with AIDS, “in order to provide all the PLHIV with ART, 14-15 billion of tenge (local currency) was required, whereas only 7 billion was allocated for this purpose in 2017”. The provision of all people affected with HIV with the free access to therapy is a basis required for reaching the 90-90-90 target.

The most severe deficits and supply problems were registered by the activists of non-governmental organisations in the remote areas of Kazakhstan. The purpose of the project initiated by Aleksandra Lee was to unite activists to monitor the availability of ART medications and to advocate the allocation of sufficient amount of resources from the state budget to fund ART therapy in all the regions of the country. Aleksandra used the knowledge she received during her studies in STEP-UP Academy. The session about the access and availability of medications given by Sergey Golovin was especially useful for her project.

To monitor the risks of supply problems leading to the disrupted access to therapy, a group of activists from different cities of Kazakhstan was created. The representatives of local, national and international non-governmental organisations became involved in this group, as well as one representative of the Republican Centre of Dealing with AIDS. A training on access to medications and advocacy was conducted for activists and community members. By means of WhatsApp, patients from different cities of Kazakhstan could inform the group members about the problem with supplies, which allowed for taking prompt actions aimed to solve the problem.

The data gathered during the monitoring of supply problems provided the ground to advocate the funding of therapy. Advocacy activities included negotiations with the representatives of the Ministry of Finance, the Republican Centre of Dealing with AIDS, as well as preparing letters for decision-makers. This means that the project got the national mass media involved in the advocacy. The advocacy campaign was successful and led to 100% funding of the need in antiretroviral therapy. In addition to this, the agreement to purchase the ART medications via UNICEF was reached, which allowed to cut the costs significantly.
Becoming a stronger harm reduction advocate

Marios Atzemis (Greece) has been working for Positive Voice, the Greek Association of people living with HIV when enrolling in the STEP-UP training programme. As an already existing member of EATG at the time, his goal was to gain broader and much more concrete knowledge on HIV and co-infections, needed for his professional and activist career.

From his personal experience of being a user of psychoactive substances himself, his main activities are focused on peer-led harm reduction programmes and linkage to health care units of the most vulnerable from the community. According to him, the experience from the STEP-UP training had an impact on his career – he became the harm reduction officer on Positive Voice, and since then he has attended and participated in numerous sessions, meetings, workshops and conferences as a guest speaker both in Greece and abroad, as the person in charge for harm reduction projects for key populations – PWUD/PWID, MSM, sex workers and migrant refugees.

After his STEP-UP graduation, he represents EATG in the Civil Society Forum on Drugs (consulting body of the EU) and the U.N. Committee on Narcotic Drugs in Vienna. Marios was also actively engaged in the formation of the Greek Users’ Union “Peer Network of Users of Psychoactive Substances-PeerNUPS”. Moreover, he became a steering committee member of AIDS Action Europe and renewed his term on the board of the Drug Policy Network of South-East Europe. He is also the focal point and representative of Positive Voice on Correlation – European Harm Reduction Network, the EMCDDA, and the Greek Monitoring Center for Narcotics. He collaborates with the National Coordinator for Narcotics for Greece as a representative of Positive Voice of the platform of NGOs for psychoactive substances which comprises a total of eight organizations. He speaks openly about his history as a user as well as about his HIV co-infection with HCV, since he believes it breaks the invisibility and silence surrounding his community of origin. According to him, ‘invisibility kills faster than any retrovirus, and any substance and the goal is to minimize it. Therefore, the ultimate goal is to become visible and throughout emancipation to state a concrete speech towards stigma and discrimination. It’s of major importance for this stigmatized and marginalized community-the community of seropositive people who use drugs—to stand up and fight for their rights.

His experience as a STEP-UP trainee encouraged him to apply as a trainer in the current STEP-UP cycle, delivering training on several sessions regarding harm reduction, advocacy for vulnerable groups and ways to confront stigma, discrimination and the means of social exclusion.

Усиление адвокации в области снижения вреда

Марио Атземис (Греция) является представителем Греческой Ассоциации людей, живущих с ВИЧ, который называется Positive Voice. На момент зачисления на программу STEP-UP Марий уже был членом ЕГАРТ и, ключевой целью для него было получение детальных знаний по темам, связанным с ВИЧ и коинфекциями, которые нужны были ему для его профессиональной и активистской деятельности.

Собственный опыт применения психоактивных веществ заставил его сосредоточиться на равной поддержке по снижению вреда и на направлении наиболее уязвимых представителей сообщества в места оказания медицинской помощи. Со слов Марио, участие в программе STEP-UP наложило отпечаток на его карьеру – он стал руководить направлением по снижению вреда в Positive Voice, и он принял участие в огромном количестве встреч, сессий, воркшопов и конференций в качестве приглашенного спикера, как в Греции, так и за рубежом, как человек, отвечающий за проекты по снижению вреда среди ключевых групп, таких как потребители психоактивных веществ/инъекционных наркотиков, ЦМС, секс-работников и мигрантов/беженцев.

После завершения обучения в STEP-UP он является представителем ЕГАРТ в европейских организациях, таких как Civil Society Forum on Drugs (консультативный орган Европолюса) и Европейского комитета по наркотикам.

Также Марий активно включен в создание греческой организации Пользователей Психоактивных Веществ (“PeerNUPS”). Кроме того, он является членом руководящего комитета AIDS Action Europe, и продолжил свою деятельность в совете Сообщества Политики в отношении Наркотиков в Юго-Восточной Европе (Drug Policy Network of South East Europe). Он также является ведущим представителем Positive Voice в Европейском Сообществе по Снижению Вреда (European Harm Reduction Network), EMCDDA и Греческого Центра Мониторинга за Наркотиками (the Greek Monitoring Center for Narcotics). Он взаимодействует с Национальным Координационным Центром по Наркотикам в Греции и представляет организацию Positive Voice в центральном центре по снижению вреда (European Harm Reduction Network), EMCDDA и Греческого Центра Мониторинга за Наркотиками. Он открыт приглашение к себе в свою деятельность по предоставлению услуг, а также своим ВИЧ-положительным статусом и коинфекциями вирусами гепатита С. Он верит, что это может помочь разорвать круг невидимости и молчания среди его сообщества. Он говорит: ‘невидимость убивает быстрее, чем любой вирус, и любые вещества, и наша цель – минимизировать это. Поэтому первостепенная задача – преодолеть эту невидимость, и на пути освобождения сформировать конкретный пойснт против стигмы и дискриминации. Для этого стигматизированного сообщества, сообщест ва людей, живущих с ВИЧ и употребляющих наркотические вещества, критически важно начать бороться за свои права’.

Его опыт в качестве участника STEP-UP вдохновил его на то, чтобы стать тренером STEP-UP, и в этом году он провел сессию по снижению вреда, адвокации для ключевых групп и способов противостоять стигме, дискриминации и социальной изолированности.
Seven stories of success from Europe and Central Asia

Yuri Voynalovich
UKRAINE

Informational materials for healthcare practitioners (HCPs)

The estimated number of people affected by Hepatitis C in Ukraine in 2019 makes up for 1.5 million people, and 600,000—by Hepatitis B, according to the data taken from official sources. Importantly, only 82,000 of those affected by Hepatitis C are aware of their status. The outstanding improvements made in the standards of viral hepatitis B and C treatment, purchasing of the medications with direct antiviral effect for the treatment of hepatitis C, and the emergence of new medications for treating HIV brought fresh hope to many patients in Ukraine.

One of the important barriers to dealing with hepatitis epidemic is the lack of literature in Ukrainian for medical and social workers, as well as for patients. By taking part in STEP-UP Academy 2018/19, Yuri acquired the knowledge and advocacy skills required for this project. The most important sessions for him were those on communication and interaction with partners, given by Lisa Power and Julian Hows.

This allowed Yuri Voynalovich to develop an initiative and obtain financial support from EATG within CoPE project. The goal of Yuri’s initiative was to provide healthcare practitioners and social workers representing the target groups with the access to professional information on prevention, diagnostics, treatment and monitoring of viral hepatitis B and C. Special focus is given to the provision of help to those co-infected with viral hepatitis, tuberculosis, and HIV. The development of such a brochure has become unique in Ukraine. It covers modern standards on diagnostics and treatments, as well as the unique experience of non-governmental organisation “BCD” in providing those with hepatitis B, C and co-infections with socio-medical services by means of online counselling, which has become highly relevant in the circumstances of COVID-19 pandemic.

The team of this non-governmental organisation developed a plan of spreading this publication. In order to reach the highest possible number of people, the brochure is published on the website of the organisation and is spread via social media.

In addition to this, an edition of 3,000 copies was shared with national non-governmental organisations that are providing service to the key target groups (“100% of life”, “Association of professional chaplains in Ukraine”, “Christian association of rehabilitation centres for people suffering from addictions”, “National helpline on viral hepatitis”, “National helpline on the questions related to substitution therapy”).

Thanks to the publication of the brochure on the website of “BCD” organisation and to its spread through Facebook page (https://www.facebook.com/grbcd/) with the help of target advertising, 100,000 readers per month is reached.

UKRAINE

Юрий Войналович

Информационные материалы для специалистов здравоохранения

В Украине по официальным данным в 2019 году оценочная численность людей, живущих с гепатитом С составляла 1,5 миллиона, с гепатитом В – 600 тысяч. Из них знают о своем диагнозе только 82 тысячи больных гепатитом С. Революционные изменения стандартов лечения вирусных гепатитов В и С, закупка страной препаратов прямого действия для лечения гепатиты С, новые препараты для лечения ВИЧ-инфекций, дали надежду многим пациентам в Украине.

Одной из ключевых проблем в борьбе с эпидемией гепатитов является острый дефицит литературы на украинском языке для медицинских, социальных работников и пациентов. Участие в Академии STEP-UP 2018/19 предоставило Юрию необходимые знания и сформировало навыки адвокации. Особую роль, как он считает, сыграли знания по коммуникации и взаимодействию с партнерами, проведенные Lisa Power и Julian Hows.

Однако это позволило Юрию Войналовичу разработать проект и получить финансирования от EATG в рамках проекта CoPE. цель проекта Юрия - обеспечить доступ к методической литературе по вопросам профилактики, диагностики, лечения и мониторинга вирусных гепатитов В и С для медицинских работников различных специальностей, а также социальных работников - консультантам представителей ключевых сообществ. Особое место в документе уделено помощи при наличии сочетанной патологии вирусных гепатитов с туберкулезом и ВИЧ. Для Украины брошюра является уникальной, включает современные стандарты диагностики и лечения, а также уникальный опыт общественной организации в предоставлении медико-социальных услуг больным с гепатитами В, С и коинфекцией с использованием методики онлайн консультирования, особенно востребованное в условиях эпидемии COVID-19.

Команда общественной организации BCD разработала план распространения публикации. С целью обеспечения максимального охвата целевой аудитории документ размещен на сайте организации с дальнейшим распространением через социальные сети.

Кроме того, тираж (3000 экземпляров) был передан национальным неправительственным организациям, оказывающим помощь к людям с зависимостью («100% жизни», Ассоциация профессиональных капелланов Украины, Ассоциация Кризисных центров реабилитации для людей в зависимостью, Национальная горячая линия по вопросам заместительной терапии).

Благодаря размещению брошюры на сайте общественной организации BCD и распространению через страницу в Facebook, (https://www.facebook.com/grbcd/) с помощью таргетной рекламы, достигнут охват до 100 тысяч читателей в месяц.
About the European AIDS Treatment Group

The European AIDS Treatment Group (EATG) is a patient-led NGO that advocates for the rights and interests of people living with or affected by HIV/AIDS and related co-infections within the WHO Europe region. Founded in 1992, the EATG is a network of more than 150 members from 45 countries in Europe. Our members are PLHIV and representatives of different communities affected by HIV/AIDS and co-infections. EATG represents the diversity of more than 2.3 million people living with HIV (PLHIV) in Europe as well as those affected by HIV/AIDS and co-infections.

For more information, please visit www.eatg.org

О Европейской группе по лечению СПИДа

Европейская группа по лечению СПИДа (EATG) – это пациентская неправительственная организация, которая защищает права и интересы людей, живущих с ВИЧ/СПИДом и ко-инфекциями в европейском регионе ВОЗ. EATG была основана в 1992 году и представляет собой сеть, в которую входят более 150 членов из 45 стран Европы. Наши членами являются ЛЖВ и представители различных сообществ, зараженных ВИЧ/СПИДом и ко-инфекциями. EATG отражает многообразие более 2.3 миллионов людей, живущих с ВИЧ (ЛЖВ) в Европе, а также людей, зараженных ВИЧ/СПИДом и ко-инфекциями.

Дополнительную информацию можно найти на веб-сайте www.eatg.org
Tanya, Luca, Akmal, Robbie, Aleksandra, Marios & Yuri