



iPrevent HIV Stigma Summary Report

Grantee: Odyssey House Louisiana

Grant Progress Period: July 2024 - October 2025

Program Overview

The *iPrevent HIV Stigma* initiative is a community-based education program serving the Greater New Orleans (GNO) area. The program's goal was to educate **at least 500 residents** on HIV and AIDS prevention, treatment, and stigma reduction. Through interactive workshops, informational materials, and community engagement, OHL sought to empower participants with safer sex practices, improve HIV literacy, and shift harmful narratives surrounding HIV.

Goal 1: To reduce HIV/AIDS-related stigma through education and public awareness workshops, informed by PLWHIV.

- Objective 1.1: Conduct educational and stigma-reduction training for 500 community members.
 - *OUTCOME: As of October 28th, 2025, 512 community members attended an HIV Education and Stigma Reduction workshop.*
- Objective 1.2: Disseminate educational and stigma-reducing information to 500 community members.
 - *OUTCOME: As of October 28th, 2025, 512 community members received educational and stigma-reduction information.*

Goal 2: To increase the number of individuals aware of standard safer sex practices

- Objective 2.1: Train at least 500 community members in proper condom use, strategies for insisting on condom use, and other safer sex practices.
 - *OUTCOME: As of October 28th, 2025, 512 community members were trained in proper condom use, strategies for insisting on condom use, and other safer sex practices.*

Goal 3: To increase the number of individuals aware of how HIV is transmitted.

- Objective 3.1: Train at least 500 community members in basic HIV awareness.
 - *OUTCOME: As of October 28th, 2025, 512 community members were trained in basic HIV awareness.*

Goal 4: To increase awareness of successful training and communication strategies among other community organizations and community members.

- Objective 4.1: Create and disseminate a report summarizing program materials, strategies, and successes.
 - *OUTCOME: As of October 28th, 2025, the iPrevent HIV Stigma Initiative has created a report summarizing program materials, strategies, and successes.*



- Objective 4.2: Publish posts across OHL’s social media platforms to educate community members about the science of HIV/AIDS, prevention techniques, safer sex practices, and community resources.
 - *OUTCOME: As of October 28th, 2025, program staff have published 44 posts social media platforms to educate community members about the science of HIV/AIDS, prevention techniques, safer sex practices, and community resources.*
- Objective 4.3: Track social media data to determine efficacy of targeted posts and monitor programmatic reach.
 - *OUTCOME: As of October 28th, 2025, all social media metrics data have been tracked to determine efficacy of targeted posts and monitor programmatic reach.*

Outreach

The outreach initiative aimed to engage directly with community members to increase awareness of safer practices, provide health education, and connect individuals to essential prevention and care services. By hosting events in accessible community spaces—including shelters, community centers, college campuses, and local gatherings—we worked to reduce barriers to care and ensure services reached those most in need. Each event served as a platform to build trust, advance health equity, and promote participation in the HIV Education and Stigma Awareness Workshops among interested audiences.

- Outreach Events Conducted: **36**
- Individuals Engaged during outreach: **532**

Outreach Example 1: National HIV Testing Day – A Huge Success!



“On Friday, June 27th marked National HIV Testing Day, and what an incredible day it was! Our team was proud to host a successful community outreach event at Walgreens on South Claiborne, offering Rapid HIV, Hepatitis C (HCV), and Syphilis testing. We’re thrilled to share that we crushed last year’s numbers, setting a new record with 31 HIV tests, 10 HCV tests, and 9 Syphilis tests. We also completed 6 PrEP referrals, helping more individuals take proactive steps toward protecting their health.”



Outreach Example 2: World Hepatitis Day

“On July 28th, we proudly observed World Hepatitis Day with a collaborative outreach event led by the MAI, ODTA, and Compass teams, in partnership with the New Orleans Fire Department. We were hosted at Fire Station Engine #9 on Esplanade Avenue, where we provided FREE RAPID STI testing and additional support services to the community. The Fire Department expressed appreciation for our presence, highlighting the clear need for continued services in that area. Thanks to their hospitality and support, and the generous donation of Cafe Du Monde vouchers, we were able to offer tasty incentives—a free order of beignets and a beverage of choice—to participants who got tested. The day was a success, we tested 11 individuals, including nine for HIV, nine for syphilis, and ten for Hepatitis C. In addition to testing, the team scheduled three PrEP appointments and completed one Medicaid application.”



Workshops

The goal of the **HIV Education and Stigma Awareness Workshops** was to educate, empower, and actively engage community members in open, judgment-free conversations about HIV prevention, treatment, and stigma reduction. These sessions aimed to increase awareness of HIV transmission, promote testing and treatment as prevention, and provide safe, inclusive spaces for participants to challenge misconceptions and harmful narratives surrounding HIV.

By fostering knowledge, compassion, and open dialogue, the workshops worked to build a more informed and supportive community—one where individuals feel empowered to access prevention tools such as PrEP, seek regular testing, and advocate for loved ones living with HIV without fear or stigma. Assessments and interactive activities were incorporated throughout each session to reinforce key learning objectives and encourage practical application of the information shared.

Workshop Outcomes:

- **Workshops Hosted:** 36
- **Individuals Trained:** 512
- **Participants with Pre/Post Test Data:** 374
- **Educational Materials Distributed:** 2,668
(Odyssey House Overview, OHL Clinic Brochure, PrEP One-Pager, iPrevent Guide to Prevention and Treatment, HIV Language Guide, HIV Stigma Fact Sheet, and Appropriate Language One-Pager)
- **Signed HIV Stigma Pledge Cards Collected:** 339



June 6th 2025, Heroes of New Orleans workshop



October 4th 2025 Jerusalem COGIC



July 30th 2025, Sisters in Public Health.



Example of signed pledge cards. These cards were signed by community members who pledged to take the call of action to stop stigma when they hear or see it within their communities.



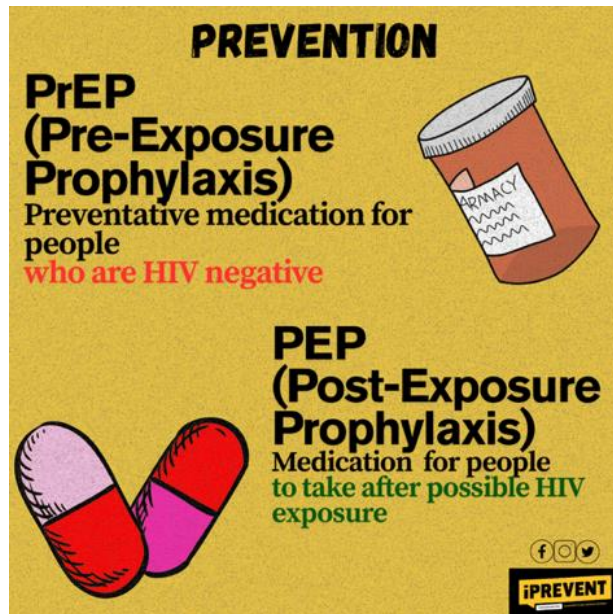
Social Media and Digital Reach

Social media served as a vital extension of the **COMPASS iPrevent HIV Stigma Program**, allowing Odyssey House Louisiana (OHL) to broaden its educational reach beyond in-person workshops. Between **July 18, 2024, and October 28, 2025**, the OHL COMPASS team published **44 unique posts** across **Instagram, Facebook, and X (Twitter)** to raise awareness about HIV prevention, treatment, and stigma reduction.

To increase visibility, **one graphic was boosted monthly on Instagram for \$10**, strategically targeting local audiences to enhance message reach and engagement. These digital efforts played a key role in advancing program goals—amplifying visibility, reinforcing workshop messaging, and engaging new audiences through accessible, community-centered content. The chart below summarizes engagement across all platforms, highlighting social media’s impact as a complementary tool for education and outreach.

Platform	Reach	Impressions	Interactions
Facebook	1,301	2,228	98
Instagram	15,256	19,410	395
X (Twitter)	14	1,516	31
Total	16,571	23,154	524

As displayed in the data above, Instagram proved to be the most effective engagement channel, accounting for over **75% of total interactions** and reaching more than **15,000 users**. The consistent use of monthly boosted graphics further amplified reach, demonstrating the platform’s strong potential for engaging younger, digitally active audiences and expanding the visibility of HIV prevention and stigma reduction messages across the Greater New Orleans community.

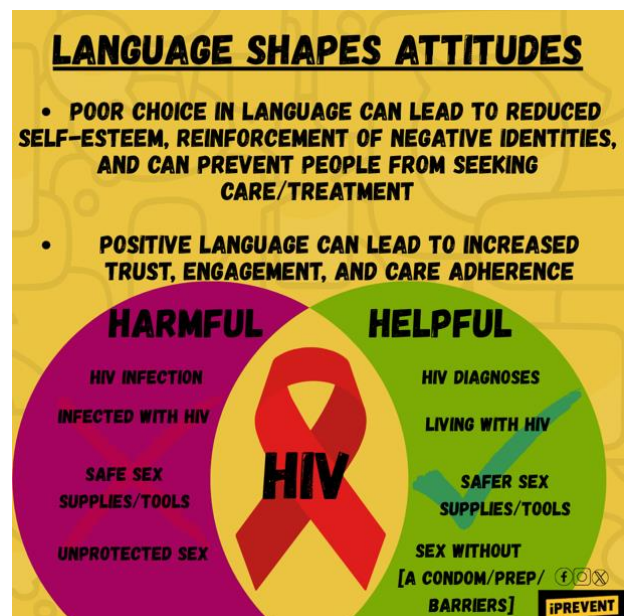


Social Media Example 1: Hey iPrevent Fam! It is very important to understand the differences between PEP and PrEP, along with the situations in which each kind of medication should be used. PEP is used after someone has been exposed to HIV. Should begin no later than 72 hours after contact and last for 28 days, taking two pills each day. PrEP is used by people who are HIV negative to prevent acquiring HIV. PrEP can be taken as a pill every day or as an injection every two months. For linkage to PrEP, call our office at 504-418-4955.

[#NOLA](#) [#iPrevent](#) [#harmreduction](#) [#sexualhealth](#)
[#HIVStigma](#) [#HIVprevention](#) [#u=u](#) [#PEP](#) [#PrEP](#)

Social Media Example 2: Words Matter: How Language Shapes Attitudes Toward HIV The way we talk about HIV has the power to reduce stigma—or reinforce it. Using respectful, people-first language helps create safe spaces, fight misinformation, and support those living with HIV. ✨ Instead of AIDS when referring to the virus, HIV -> Try Using HIV, HIV and AIDS when referring to both ✨ Instead of To catch AIDS, To catch HIV, To pass on HIV -> Try Using To be diagnosed with HIV, To acquire HIV, To transmit HIV ✨ Instead of Victims, Sufferers, Contaminated, Sick -> People/person with HIV Action steps you can take today:

- ✓ Practice people-first language in everyday conversations.
- ✓ Correct harmful or outdated terms when you hear them.
- ✓ Educate yourself & share accurate information.
- ✓ Lead with empathy and respect. 🌍💬 Changing our words changes the world. [#NOLA](#) [#iPrevent](#) [#harmreduction](#) [#sexualhealth](#) [#HIVStigma](#) [#HIVtesting](#) [#knowyourstatus](#) [#gettestedtoday](#)





Pre/Post Test Outcomes

To evaluate the effectiveness of the **HIV Education and Stigma Awareness Workshops**, pre- and post-tests were implemented to measure increases in participant knowledge, awareness, and understanding of key program concepts. These assessments ensured consistent messaging across community members, partners, and collaborators while translating complex information into accessible, culturally relevant content that supported both knowledge retention and real-world application.

To maximize participation and accessibility, assessments were disseminated through multiple formats:

- **Physically:** Distributed during in-person workshops
- **Virtually:** Emailed directly to participants, partners, and stakeholders
- **QR Codes:** Embedded within presentations during both in-person and virtual sessions

Of the **512 total participants**, **374 pre-tests** and **374 post-tests** were analyzed to assess program impact on learning and engagement. The results demonstrated a measurable increase in participant understanding following workshop participation.

Evaluation Metric	Result
Average Pre-Test Score	82 out of 100
Average Post-Test Score	92 out of 100
Average Score Increase	+10
Participants Who Improved	251 (67.1%)
Participants with No Change	92 (24.6%)
Participants with Decreased Scores	31 (8.3%)

These findings affirm the program's effectiveness in increasing HIV literacy and reducing stigma across diverse community audiences. The consistent improvement in post-test scores demonstrates that participants not only gained a deeper understanding of HIV prevention and treatment but also felt more confident engaging in conversations that challenge stigma. By integrating accessible education tools and inclusive delivery methods, the program successfully advanced health equity and strengthened community readiness to support those impacted by HIV.

Program Successes

During this reporting period, the program achieved several key milestones that strengthened operations, deepened community engagement, and advanced progress toward established goals and objectives. These accomplishments reflect the dedication of program staff, the strength of community partnerships, and a continued commitment to improving access to education and prevention services across the Greater New Orleans area.



Key Achievements:

- **Launched Community-Based Workshops:** Successfully implemented HIV Education and Stigma Awareness workshops throughout the Greater New Orleans region, reaching diverse audiences and fostering inclusive dialogue around prevention and stigma reduction.
- **Engaged Community Ambassadors:** Recruited and collaborated with community ambassadors—including people living with HIV (PLWHIV)—to co-develop and review workshop content, ensuring cultural relevance, relatability, and accuracy.
- **Expanded Community Reach:** Delivered workshops to a wide range of participants, including high school and university students, faculty and staff, young professionals entering the public health field, and clients and staff of local nonprofit and faith-based organizations.
- **Strengthened Partnerships:** Collaborated with organizations such as **Choices Teen Camp, LSU Health Sciences Center School of Public Health, Free Standing Communities, Dancing Grounds, Jerusalem COGIC, and AmeriHealth Caritas Louisiana**, extending the program's reach and reinforcing cross-sector collaboration.

Together, these achievements demonstrate meaningful progress toward creating a more informed, empowered, and stigma-free community. The program's ability to engage diverse audiences and integrate community voices into its design continues to enhance sustainability and long-term impact.

Community Feedback

During this reporting period, **community feedback played a vital role** in shaping program activities and guiding continuous quality improvement efforts. Input from participants, partners, and community members provided meaningful insights into local needs, service accessibility, and the overall effectiveness of the program. This feedback informed program refinements and strengthened the relevance, engagement, and impact of future workshops.

Key Themes and Participant Reflections:

- **Free Standing Communities:**
“I found it especially helpful that she emphasized key points, like how a negative result doesn't always rule out HIV if it's still within the 3-month window period. I also appreciated how interactive the training was in debunking common stigmas, which made the session more engaging. Plus, the resources she shared for additional testing can serve as a helpful guide for patients even beyond our rapid tests and even the tips and demonstrations she gave about safe sex measures for prevention.”
- **Volunteers of America Southeast Louisiana:**
“Stigma reduction scenarios. Being able to listen to the perspectives of others and the way they conduct discussions about HIV with others. As well as language to include in their toolbox.”
- **Jerusalem COGIC:**
“Stigma is the root of ignorance. The more we know, the better we can live and support each other.”



Feedback from community partners underscores the program's success in creating safe, informative, and interactive learning environments. The responses highlight both the educational value and emotional impact of the sessions—confirming that the workshops not only increased knowledge but also fostered empathy, understanding, and sustained dialogue around HIV prevention and stigma reduction.

Program Challenges

During this reporting period, the program encountered several operational and programmatic challenges that influenced implementation and progress toward established goals. These challenges varied in scope and complexity, requiring flexible and adaptive approaches to maintain service continuity and overall program effectiveness. The following points summarize key challenges and the corresponding actions taken to address and mitigate their impact.

- **Staffing Transitions:** Occasional workshop delays occurred due to a temporary trainer vacancy. To minimize disruptions, existing staff members provided interim coverage while recruitment efforts were expedited to restore full training capacity.
- **Scheduling and Logistical Barriers:** Coordinating with community partners presented occasional scheduling challenges, particularly given that many workshop participants were working health professionals. Odyssey House Louisiana responded by maintaining flexible scheduling options—including after-hours and lunch-hour sessions—and collaborating closely with partners to ensure accessibility and maximize attendance.

Despite these challenges, the program successfully sustained operations and continued delivering high-quality, community-based workshops. The team's adaptability and proactive problem-solving ensured that program goals remained on track and that services continued to meet community needs.

Program Innovations

The COMPASS training team implemented several innovative strategies to expand the reach and deepen the impact of the iPrevent HIV Stigma Program. Through partnerships with local community-based and faith-based organizations—such as Dancing Grounds and Jerusalem COGIC (Church of God in Christ)—the team fostered open, informed, and compassionate conversations about HIV prevention, treatment, and stigma. These collaborations successfully engaged both younger and older adults within faith communities, promoting intergenerational dialogue and awareness.

In addition, social media engagement served as an effective extension of workshop content, broadening educational reach beyond in-person sessions and ensuring continuous visibility of prevention messaging. Outreach events were also strategically leveraged to promote upcoming workshops, strengthen partnerships with interested agencies, and highlight available program services—further enhancing community engagement, program visibility, and long-term impact.



Program Sustainability

To ensure the long-term sustainability and impact of the COMPASS iPrevent HIV Stigma Program, Odyssey House Louisiana (OHL) will digitally archive and disseminate all program materials through its organizational platforms and widely used digital channels. This strategy will extend the program's reach and ensure continued access to educational content for healthcare providers, educators, and community stakeholders.

OHL will also collaborate with participating organizations and internal departments to integrate the COMPASS iPrevent HIV Stigma curriculum into onboarding and human resources protocols, embedding stigma-reduction principles within organizational culture and daily practice.

In addition, the program will be incorporated into OHL's existing prevention and outreach initiative, iPrevent, which serves as a central hub for community education, resource distribution, and public health advocacy. By housing materials within iPrevent's established library of public health resources, OHL will promote ongoing awareness, training, and application of stigma-reducing strategies across diverse community and professional settings—ensuring that the program's benefits and lessons learned continue well beyond the funding period.

Thank you to our partners!

Throughout the duration of the program, five dedicated ambassadors served as trusted voices within the community. Each ambassador brought a unique perspective and valuable lived experience, which enriched every aspect of the program. Their involvement was essential—not only ensuring that workshops were relatable, culturally responsive, and inclusive, but also helping to break down stigma by courageously sharing their personal journeys. By centering the voices of individuals with lived experience, the program created spaces that fostered authenticity, empathy, and meaningful engagement—strengthening community trust and ensuring that the information delivered resonated deeply and tangibly with participants.

We extend our sincere gratitude to the COMPASS Initiative for making this program possible. Through COMPASS funding, OHL successfully launched the iPrevent HIV Stigma Program, hiring staff, recruiting ambassadors, developing impactful educational content, incentivizing community participation, and expanding digital engagement through targeted social media strategies.

We also thank the COMPASS Initiative for hosting the 2025 Grantee Meeting, which provided an invaluable opportunity to connect with grant officers and fellow grantees, exchange best practices, and celebrate collective achievements. OHL looks forward to continuing this meaningful partnership and building upon the momentum and progress achieved through the COMPASS iPrevent HIV Stigma Program.

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