

COMPASS INITIATIVE®  
**FAITH COORDINATING CENTER**  
AT WAKE DIVINITY



# Transforming the Story:

Faith Approaches to Combat HIV Stigma and Promote Wellness

Allison Mathews, PhD

Executive Director, Faith Coordinating Center, Wake Forest University



# HIV Stigma in Faith Spaces

- Silence
- Homophobic and transphobic messaging
- Framing HIV in connection to sexual orientation
- Shaming behavioral choices
- Misinformed interpretations of sacred texts
- Harmful and dangerous theologies



# Challenging HIV Stigma in Faith Spaces

- Support candid institutional and community dialogue about sexual and reproductive health
- Host HIV/AIDS discussions in settings outside of faith gathering space
- Create an HIV/AIDS or social justice ministry
- Use social media outlets to reach community members with HIV/AIDS prevention and education messages
- Engage the media (e.g., TV, radio, newspapers, magazines, blogs) in HIV/AIDS awareness
- Work with other faith leaders on HIV/AIDS campaigns
- Convene regular meetings of diverse, interfaith, leaders to discuss HIV/AIDS



# Why Faith Spaces are the Right Place for Action

- Eighty-three percent of adults in the South say religion is important in their lives (Pew Research Center)
- Therefore, faith spaces can play an influential role in HIV



83%

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## OUR VISION

To **transform** the story of HIV/AIDS in faith communities in order to respond to the HIV crisis in the South and promote positive health outcomes.

To **challenge** the stigmatizing, faith-based narratives about people living with HIV and those vulnerable to and affected by the disease



**Shonda  
Jones, ED**  
Principle  
Investigator



**Allison  
Mathews, PhD**  
Executive  
Director



**Demi  
McCoy, MDiv**  
Creative  
Program Manager



**Marcus  
Hawley**  
Educational  
Program Manager



**Mia  
Sloan, MDiv**  
Faith  
Project Manager



**William  
Boyce**  
Postdoctoral  
Teaching Fellow



**Diane  
Cox**  
Financial & Data  
Analyst

# our team

**Tarsha Banister, MDiv** | Medical Project Manager @ONSMS  
**Chloe Griffin** | Graduate Assistant



# The Compass Initiative



COMPASS  
INITIATIVE®



**A \$100 million commitment over 10 years to support organizations working to address the HIV/AIDS epidemic in the Southern U.S.**

- **Corporate Giving Programs**
- **Independent Medical Education**
- **AIDSVu**
- **Traditional Public Affairs Direct Grants**
- **Southern HIV Impact Fund**
- **Community Investment Awards**

# Our Values



**Celebrate all faith traditions and belief systems**



**Transformation & eliminating HIV-related stigma**



**Expanding the capacity of faith communities**



# Our Way



**Grantmaking**



**Training**



**Storytelling**

# Our Training

**We cover topics related to:**

- HIV in the South
- Faith-Based Capacity Building
- Sexuality
- Media and Marketing
- Biblical Studies



# Our Grants

**Faith Capacity Building Grant**

**Transformative Grant**

**Faith Action Grant**

**Congregation Grant**

**LIT Artist Cohort Grant**





# Our 2021 Awardees

## **Faith Capacity Building Grant Awardees**

Interfaith Youth Core

Vision Community Foundation

Cooperative Baptist Fellowship of Mississippi

## **Transformative Grant Awardees**

AME Publishing House

Christian Theological Seminary

Metropolitan Charities

North Carolina Council of Churches

Samuel DeWitt Proctor Conference

## **Faith Action and Congregational Grant Awardees**

Compassionate Atlanta

Fayetteville Area Health Education Foundation

Foundations for Living

Lenoir County Circle of Friends

Reaching All HIV+ Muslim Americans

Relationship Unleashed

The Afiya Center

TheoLab Media

Trinity AME Church



**The Vision**  
Community Foundation



**Compassionate**  
**Atlanta**  
Education • Collaboration • Civic Engagement

**RHMA**

**IFYC**  
interfaith  
youth core



**TRINITY AME CHURCH**  
Trust God.

**theolab**



Cooperative Baptist  
Fellowship of **Mississippi**



**METRO**  
INCLUSIVE HEALTH

Southern Regional  
**AHEC**  
Area Health  
Education Center



**Lenoir County**  
Circle of  
Friends





# Our 2022 Awardees

## **Faith Capacity Building Grant Awardees**

Interfaith America

Vision Community Foundation

Inspiration and Change Inc.

Selma AIR

## **Transformative Grant Awardees**

Metropolitan Charities, Tampa

Together for Hope

Foundation for Living

Relationship Unleashed

Resource Center for Women & Ministry in the South

## **Faith Action Grant Awardees**

Health Awareness Foundation for Life

InterVarsity Christian Fellowship

Southern Regional AHEC

Compassionate Atlanta

Texas Health Action

## **Learning It Together Artist Cohort**

Emilio AponteSierra

Lauryn Whitney of Authentic Voices

Ashon Crawley

Tarik Daniels of WhatsintheMirror?









**Atrium Health**  
Wake Forest Baptist



**U.S. HIV  
& AIDS  
Faith  
Coalition**



**strategic partners**

## IN THE PRESS

**BET★**

**Check Your Calendars: Lil Nas X Gets Own Day  
in Atlanta**

The "Industry Baby" artist was honored by his hometown.

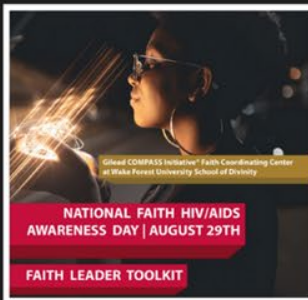


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## FAITH LEADER TOOLKIT



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## IN THE PRESS

**Allison Mathews: What DaBaby got wrong  
and why it matters: Fighting HIV stigma  
through a lens of love**



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# #TRANSFORMING THE STORY



# Black Sexuality, the Church and Living Faith

The Black Church  
and Radical Theology



**REV. DR.  
PAMELA  
LIGHTSEY**



**BISHOP OLIVER  
CLYDE ALLEN, III**



**REV. DR. KELLY  
BROWN DOUGLAS**



**REV. QUINCY  
JAMES RINEHEART**



**REV. NAOMI  
WASHINGTON-  
LEAPHEART**



# HIV CURE RESEARCH DAY

**"Curing HIV: Healing the Mind, Body and Spirit"**

**PANEL DISCUSSION**  **DEC. 14 | 3-5PM (ET)**





# PROCLAMATION AT THE INTERSECTIONS





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[bit.ly/HIVFaithSurvey](https://bit.ly/HIVFaithSurvey)

## HIV and Faith National Survey

Is your organization doing HIV and faith work?  
**We want to hear from you!**



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*SCHOOL of DIVINITY*

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# HIV & FAITH AMBASSADORS

Allison Mathews, PhD

This project was funded by the Zeroing In Grant, which is funded by the Gilead Sciences Foundation.

The Faith Coordinating Center at Wake Forest University is funded by the COMPASS Initiative, which is funded by the Gilead Sciences Foundation.



**HIV & FAITH  
AMBASSADORS**

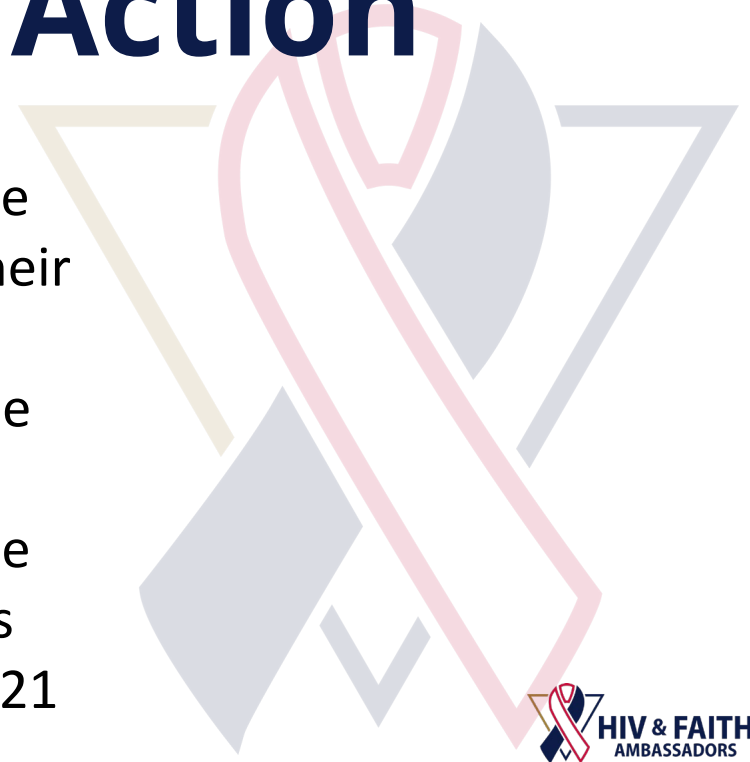
# Building Trust in HIV and Faith Work

Need to address HIV stigma in Faith Spaces

- stigma
- homophobic and transphobic messages
- framing HIV in connection to sexual orientation
- shaming behavioral choices
- misinformed interpretations of sacred texts
- harmful and dangerous theologies

# Why Faith Spaces are the Right Place for Action

- Eighty-three percent of adults in the South say religion is important in their lives
- Nearly 10,000 churches have people living with HIV as members
- Attitudes toward same sex marriage among Black church-going people is becoming more positive (57% in 2021 vs 44% in 2017)





# Medical Partnership with Faith Communities





# Activations

- 1 | Brand Influencer Multimedia Marketing Campaign
- 2 | Faith Communities Implement HIV Programming
- 3 | Medical Site Visits to Faith Spaces
- 4 | Medical & Faith Online Panel Discussion + In-person events



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# One-on-One Coaching

The Faith Coordinating Center will provide coaching for each faith community and organization.

This coaching will provide an opportunity to discuss your work of plan, strategy, potential community partnerships related to HIV.

# Ambassador Profile

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AME-Zion (n=23 churches), Baptist (n=12 churches), non-denominational (n=5 churches), United Church of Christ (n=3 churches), Presbyterian (n=2 churches), interfaith (n=2 organizations), Buddhist (n=1 temple), and Muslim (n=1 mosque).

Nonprofit organizations (n=4) and people living with HIV (n=3).

Urban and rural areas of NC (Eastern NC, Triangle region, Triad region, Piedmont, Western Piedmont, NC)

19 who identify as women, 41 identify as men, ranging in age from 25 to 75.



# National AIDS Memorial Quilt



Photograph by Mark Hassen  
© 1992 The NAMES Project AIDS Memorial Quilt



- Take the Survey
- Receive a gift card
- Refer a colleague

[bit.ly/HIVFaithSurvey](https://bit.ly/HIVFaithSurvey)

# HIV and Faith National Survey

AIDS*Vu* 

 **HIV & FAITH**  
AMBASSADORS

# Evaluation



The majority of participants (n=51/64) reported increased knowledge of the HIV and Faith Program

The majority (n=44/64) reported increased knowledge of the importance of faith and HIV work

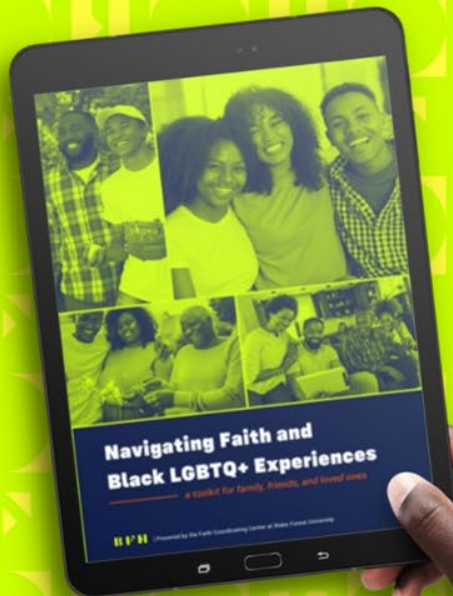


**BLACK FAITH & HIV**

**blackfaith.org**



**Be the first  
to receive  
our toolkit!**



**@blackfaithhiv**





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- Instagram
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or on social media [@FaithCompassWFU](https://www.instagram.com/FaithCompassWFU)