



## **SOCIAL STUDIES**

### **WOMEN AND HIV**

#### **Resource Content**

This resource contains three posters from national and regional health service campaigns that targeted women during the 1990s.

#### **Experiences and Outcomes**

*Social Studies: People in society, economy and business*

SOC 1-16a - I can contribute to a discussion of the difference between my needs and wants and those of others around me.

SOC 2-16a - I can explain how the needs of a group in my local community are supported.

SOC 3-16a - I can explain why a group I have identified might experience inequality and can suggest ways in which this inequality might be addressed.

#### **Interdisciplinary Learning Opportunities**

*Technologies: Business*

TCH 3-07b - I can select and use a range of media to present and communicate business information.



## **FACT SHEET**

### **HIV/AIDS in Edinburgh and the Lothians**

By the end of 1989, the HIV infection rate in Edinburgh was nearly seven times the national average. This led to Edinburgh being dubbed the “AIDS capital of Europe” in the national press at the time. The AIDS epidemic affected people from all walks of life; men, women, children, homosexuals and heterosexuals, as well as intravenous drug users and haemophiliacs.

At first, there was some uncertainty about how the virus could be transmitted - so with the passing of time, treatment and prevention initiatives focussed on different ways that HIV could spread. Early efforts concentrated on transmission through homosexual sex, but the focus was soon widened as it was realised that the virus could also be spread by transfusion of contaminated blood, sharing needles to inject drugs and heterosexual sex.

The scale of infection in Edinburgh meant that a major response was needed from a range of groups. Different bodies worked together to fight the spread of HIV and AIDS, including Lothian Health Board, local government, police, charities, voluntary groups and campaign organisations. They worked to identify people who were HIV positive so that appropriate treatment and care could be provided and infection prevention plans put in place. At the same time, ground-breaking public awareness campaigns educated the public on how they could (and could not) be at risk.

### **The Posters**

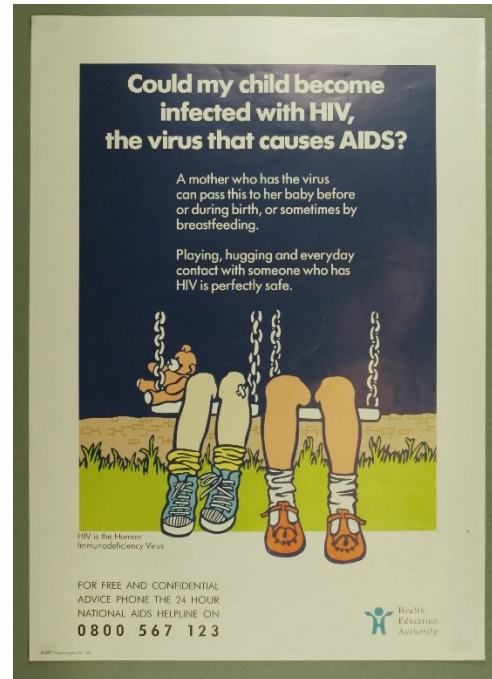
Two posters used in this resource were created by the Health Education Authority and one poster was created by the Health Promotion Services of Wandsworth and Merton & Sutton during the 1990s.



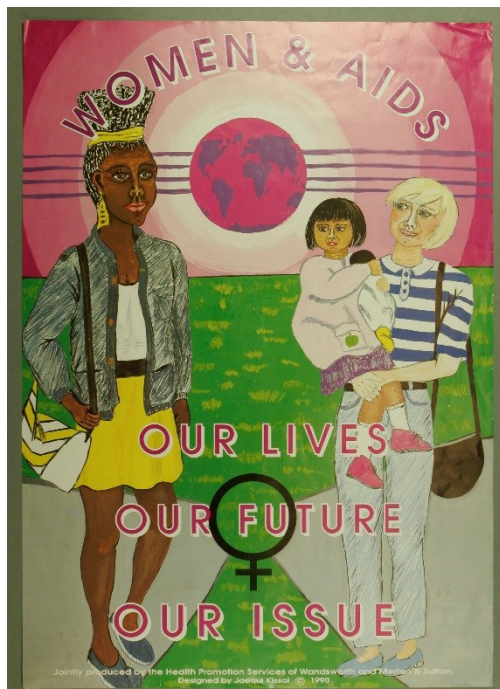
## RESOURCE IMAGES



SOC1.01



SOC1.02



SOC1.03

Use the reference numbers below these images to help you find the corresponding downloadable images on the website



## **SUGGESTED ACTIVITIES**

### **1. Starter Activity - Carousel**

- a. Place each image on a table.
- b. Divide students into groups and ask them to visit each image.
- c. Ask students to write down things they like about the image and things they don't like about the image.

### **2. Class Discussion – Women and HIV**

- a. Are women affected by HIV and AIDS differently to men?
- b. In health promotion campaigns, do women need to be targeted differently to men?
- c. Would these posters encourage you to look for more information?
- d. Where do you seek help for answers about HIV and AIDS?

### **3. Main Project – Online Health Promotion**

- a. Design different ways to promote the message of the poster online.
- b. Choose from the following online platforms:
  - i. A 500 word blog
  - ii. 10 messages on Twitter
  - iii. A website
  - iv. An advert on a website

### **4. Closing – Presentation**

- a. Ask students to describe which online platform they chose to promote the message found in the posters.
- b. Discuss how the different online platforms change the way the information is presented.