



MR FRIENDLY - FIGHTING STIGMA OF HIV

MR FRIENDLY

Be Stigma-Free of HIV

Team Friendly Guide

Reducing the Stigma of HIV – One Conversation at a Time



Welcome to Team Friendly



What to expect from this training...

Learn to fight the stigma of HIV, the Mr Friendly Way!!!

The Team friendly training is a modular program to Fight Stigma of HIV:

- Beyond the Basics of HIV, with emphasis on “Love for All”
- Understanding stigma and how we progress beyond stigma of HIV
- Creating goals and how to achieve them

What Mr Friendly expects of YOU!!!

Participation is most definitely encouraged!

Please **DO** come prepared to share your thoughts, grow personally and to have an open mind. Understand that the topic of HIV can be controversial, emotional and stigmatizing. We expect that everyone works hard to be non-judgmental of themselves and of each other.

An exciting aspect of Mr Friendly is how adaptable the message can be. You will have many opportunities to adapt the messaging to fit your own goals.

This training is highly interactive, adaptable – and FUN!

This is your Team Friendly Guide.

**We hope it will educate and inspire you to pass on
Mr Friendly’s message.**

“Be Stigma-Free of HIV!”

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MR FRIENDLY - FIGHTING STIGMA OF HIV

Welcome

I created Mr Friendly to fight the stigma of HIV. I had been working for years passing out free condoms at various events and clubs with a safe sex message. It seemed like my message only hit home with a small percentage of people. I felt that most people I met already knew how HIV was spread. I achieved the most impact just by sitting and talking to people about HIV, their sexual health and barriers to communication around HIV. This seemed like a better direction.

I witnessed many people living with HIV being treated poorly, like second class citizens. Phrases like “drug disease free – you be too” and “I’m clean, expect the same” all add to stigma. Mr Friendly was carefully designed with equal weight for both a positive and a negative symbol. It is important to me that the symbol is for EVERYone without indicating the person’s status. Poz or Neg, we are all in this together!

In September of 2008, I competed for Mr Michigan Leather at The Dunes Resort in Douglas, MI. Mr Friendly was part of a speech I gave to encourage people on-line and in person to treat everyone with respect. I did win the Mr Michigan Leather title and spent the next year traveling to many events passing out free Mr Friendly buttons and talking to others about stigma of HIV. Professionally, I started a new job at Community AIDS Resource and Education Services (CARES) in the field of HIV. CARES adopted Mr Friendly as a program offering 501c3 non-profit status in September 2009.

Over the next few years, I’ve had hundreds of conversations with people about HIV and stigma. This training is a result of what I learned from how to help people overcome the effects of stigma in their lives. People are afraid to test for HIV for a wide variety of reasons, others living with HIV are afraid to treat or seek support, and some don't even want to think about HIV. Mr Friendly's message is about acceptance, meeting people where they are at and encouraging movement towards less effect of stigma.

I am continually inspired that Mr Friendly’s message has been so well received and that his message touches EVERYbody. Mr friendly is a visual representation of how so many people feel.

Thank you for caring and for fighting stigma of HIV through Mr Friendly!!!

Dave Watt
HIV Prevention Specialist
Creator of Mr Friendly



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Mr Friendly's Mission, Purpose and Vision

Mission: Mr Friendly assists organizations and individuals worldwide to help them fight stigma of HIV, create fundraising and awareness events, fulfill their missions to minimize the further transmission of HIV and to maximize the quality of life for those living with HIV.

Purpose: Mr Friendly is an international, yet grassroots movement to reduce stigma of HIV, encourage testing for HIV, and improve quality of life for those living with HIV.

Vision: Mr Friendly envisions a world without stigma of HIV.

Mr Friendly – an innovative program of CARES



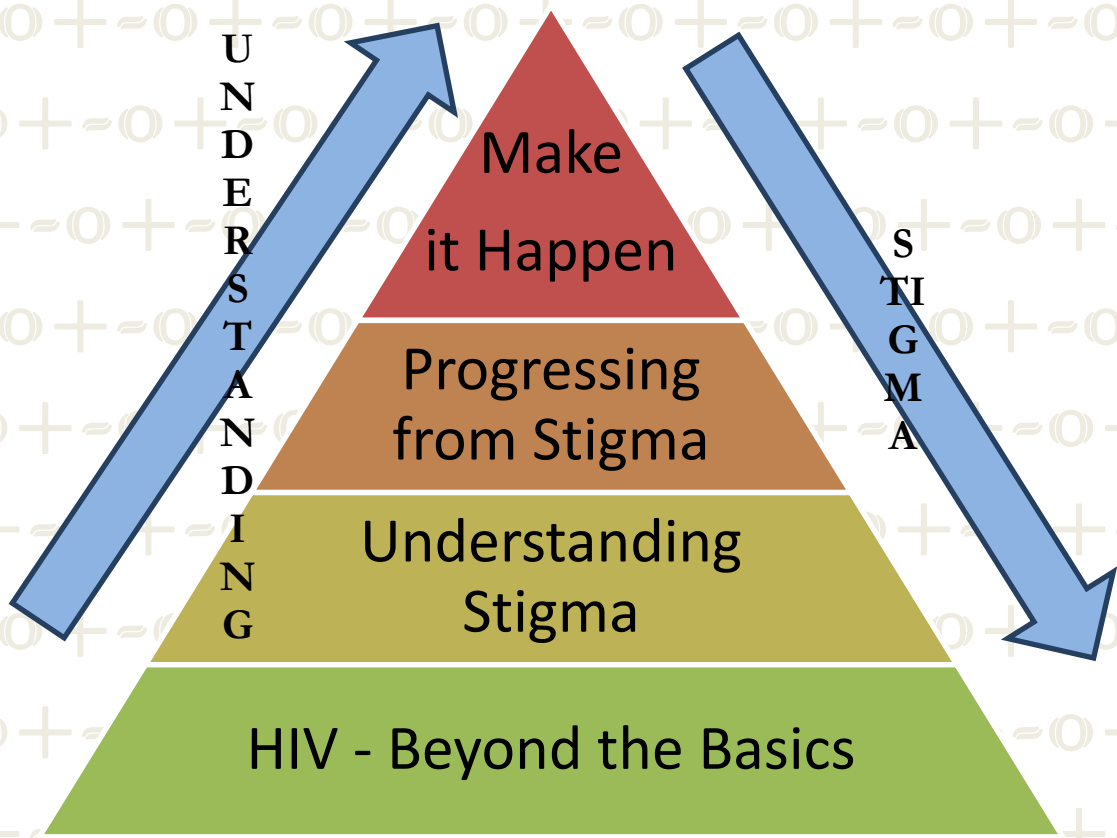
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Mr Friendly – Behind the Scenes

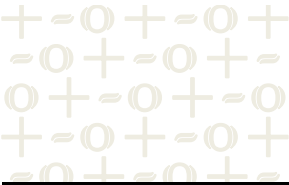
How did the Mr Friendly symbol come to be?

How did the face come to be? Mr Friendly needed both a plus and a minus sign to represent two HIV statuses. If either eye was a plus sign, then he looked like he got punched in the eye! So it made sense for the nose to be the plus sign. Since most people say “positive/negative”, in that order, I chose to make Mr friendly’s left eye the minus sign. This also makes him look to some like he’s winking too. I chose a red smile for a lip color and gave him a blue eye, *maybe because I have blue eyes*. The colors also represent the black, white, red and blue colors of the Leather Pride Flag. My husband Ken is a graphic designer and worked up my sketch into the easily recognizable and inspirational design you see today.





***Be Stigma Free of HIV
The Mr Friendly Way...***



BEYOND THE
BASICS:

**THE
CONTINUUM
OF CARE**

Imagine if we placed every person on the planet in one long line, from least risk to greatest risk of contracting HIV.

What's going on in a person's life that would put them at less risk than ANYone else in the world?

What would make someone at more risk than EVERYone else?

List these risk factors of each person's life in the columns below:



LEAST RISK	MOST RISK