



WAVERLEY
care Positive about HIV, Hep C
& Sexual Health in Scotland

Strategic Plan 2022-2027



Foreword

As we embark on this five-year strategy, we find ourselves at an exciting point in our history – Scotland is on track to be one of the first countries to achieve zero HIV transmissions, and Waverley Care is determined to play an essential role in getting us there.

Behind this ambition, is a recognition that as we make progress towards zero, we must do the work to ensure that all communities benefit equally, and barriers to testing, PrEP, and treatment are broken down. We will be a driving force in ensuring that our service users' voices are heard and that no one is left behind.

Progress won't be achieved unless we end the stigma of HIV. Stigma is the biggest barrier of all. It is a barrier to education, to accessing testing, to taking up treatment, to talking openly about HIV, and from moving on with life following diagnosis. It saddens me that over 30 years on from the height of the HIV/AIDS outbreak in the UK we are still hearing reports of the same prejudice and ignorance. Where I take comfort is in the great strides that have been made in the equalities movement over the past decade - there has been a sea change in public perception, and the next generation are more open to challenging the status quo.

We will continue to work to ensure that everyone in Scotland has access to reliable and non-judgemental information, support and advice. Over the lifetime of this plan, we will be continually investing in our digital services, to provide a level of support to anyone who needs us, regardless of where they live.

We have been shown over the years just how much love there is out there for Waverley Care, and the work we do. We wouldn't be where we are now without our supporters. To help us to grow and achieve everything we've set out in this plan, we will need to be even more ambitious with our fundraising and find ways to reach out to more people across Scotland who share our belief that no one should face HIV alone.





VISION

A Scotland where no-one faces HIV or hepatitis C alone. Where it is simple to find out your status and access the support you need. Where stigma no longer exists, and open conversations about HIV, hepatitis C and sexual health are the norm.



MISSION

Our mission is to be there for anyone in Scotland affected by HIV and hepatitis C, ensuring everyone is part of the progress we make.



WAVERLEY CARE STRATEGIC PLAN 2022-2027

Our 5 Key Priorities



Principles

Support

Prevent

Influence

Foundations

Digital
Transformation

Sustainable
Income

Inspiring
Communications

Investment in
People

1 Zero new HIV transmissions



Increased access to testing needs to be a priority if Scotland is to reach this milestone. We will continue to advocate for increased access to testing, and we will build on our own outreach testing models to **take testing to everyone that needs it.**

Widening access to PrEP is equally important and we will continue to push for this. Alongside this work, we will work with partners and communities to **ensure everyone who could benefit from PrEP knows it is an option for them, and how to access it.**

We will lead by example and **talk about HIV and sexual health in an open, honest and non-judgemental way.** We will continue to focus our efforts on **improving the sexual health of the communities who face the most barriers** to accessing services.

We will use our seat at the table to **ensure that sexual health disparities are highlighted** with policy makers, politicians, and health care providers.

2 Elimination of hepatitis C



Through our work in testing, outreach support and awareness raising, we will **find and support the undiagnosed in Scotland.**

We will continue to **focus our efforts on those communities who need us the most**, such as those affected by homelessness, or people living in prison.

Additionally, we will **support individuals to avoid reinfection.**

“

I am an absolute advocate of the work that is done by Waverley Care to support people living with and affected by HIV & Hep B & C.

”

“

I could not have asked for better care medically and for support for my condition than what I received from Waverley Care.

”

“

The support I currently receive is vital, I'd be lost without it.

”

3 Leading the way in advocacy, support and advice

Waverley Care will be known for being the **leading source of reliable and trusted information**.

Though our expanded use of **digital solutions**, we will be able to **provide a level of support to anyone who needs it**, while we **focus our most intensive support on those who are facing the greatest challenges**.

We will ensure that we **keep the changing needs of people living with HIV on the agenda** and that the NHS and other social care providers are equipped to meet them.

We will also **continue to use our voice to challenge stigma and discrimination**.

“

Waverley Care has given me the opportunity to live everyday life.

”

“

My questions are answered honestly, the staff are knowledgeable, open and genuinely friendly, and I'm treated with respect.

”

“

Their knowledge and communication skills are great. I found it very difficult to put my problems into words, and have autism besides. Staff were very quick to understand those problems and offer solutions.

”

4 Spotlight on the needs of the most marginalised

We will use our position and sphere of influence to **amplify the voices of the communities we work with**, to ensure that **services are designed around their needs and with them, rather than for them**. We want to see everyone benefit from the progress in HIV, hepatitis C and sexual health in Scotland.

We will also continue to develop our residential service **Milestone as an intermediate care unit for homeless and vulnerable people**, and those affected by HIV and hepatitis C.



“

Staff are easy to talk to without judging you, it's a safe place where you feel free to talk or ask about anything about HIV as an African woman. There's stigma in our communities but at Waverley Care you feel comfortable to talk about anything related to HIV.

”

“

I was originally told of the work of Waverley Care following an HIV diagnosis as a gay man not out. I have found the support of the charity invaluable in allowing me a safe place to discuss situations, diagnosis, coming out etc.

”

5 Effective and transformational fundraising

We will ensure that we raise the income necessary to achieve our priorities without compromise. This will involve investment in fundraising, being the best at understanding and support of our donors, and ensuring that our vision, mission and priorities are shared and understood by all in the organisation.

“

I have received immense support from Waverley Care over the years and it's more relevant today than ever.

”

