

Waverley  
care

# Strategic Plan 2022-2027

Revised May 2025



## HIV IN SCOTLAND

**While medical advancements mean people living with HIV today can live long and healthy lives, it's often the stigma of HIV that continues to have a profound impact on the lives of people living with HIV.**

There are several communities disproportionately affected by HIV in Scotland, namely:

- Gay, bisexual and other men who have sex with men.
- People from minority ethnic communities living in Scotland.
- People who inject drugs.

These communities face an increased risk of acquiring HIV due to various factors including:

- Sharing injecting equipment with someone with undiagnosed or untreated HIV.
- Difficulty accessing sexual health services, harm reduction services, and PrEP – potentially due to stigma or geographical barriers, such as the concentration of services in inner-city areas.
- Late diagnosis leading to poorer health outcomes.
- Other social inequalities such as insecure housing and discrimination.

## HEPATITIS C IN SCOTLAND

**Scotland has made significant progress towards the elimination of hepatitis C as a public health concern, but we must continue to ensure that everyone who needs it has access to hepatitis C testing, treatment and support.**

Hepatitis C disproportionately impacts the most vulnerable of Scotland's citizens, in particular those experiencing addiction, homelessness, poverty and prison.

Waverley Care will continue to work towards a Scotland where no one faces barriers in recovering from hepatitis C and will seek opportunities to develop services and policy responses that focus on the communities most in need.

# FOREWORD

We find ourselves at an exciting point in our history – Scotland has committed to getting to zero new HIV transmission by 2030. While this is a development that should be celebrated, we cannot take it for granted that we will reach this goal. Waverley Care needs to be a driving force in holding the government to account to ensure the interventions that have been proven to work are enacted and sufficiently funded in Scotland.

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, accessing testing, taking up treatment, talking openly about HIV, and moving on with life following a 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.

Our mission is rooted in ensuring people affected by blood-borne viruses, including HIV and hepatitis C, are treated with compassion, not judgement.

As we work to eliminate HIV transmission, we must also protect and build on the progress being made toward the elimination of hepatitis C, especially for communities that face multiple layers of inequality.

While we will continue to provide non-judgmental advice and support, expanding our reach through our digital offering, we also want to live in a society where the people we support can access other services confidently, knowing they won't face stigma or judgement. Over the lifetime of this plan, we will work with other agencies and healthcare specialists to ensure workforces have up-to-date knowledge about HIV and understand the impact of stigma.

Together, we can make Scotland a fairer and kinder place for people living with or at risk of acquiring HIV or hepatitis C to live their best life.

A circular portrait of a man with short grey hair and glasses, wearing a dark suit and a light blue shirt, smiling at the camera.

Grant Sugden, Chief Executive

**MISSION**

**To bring an  
end to HIV  
inequality and  
stigma.**



**VISION**

**A Scotland where  
anyone living  
with or at risk of  
HIV can expect  
to be treated  
with acceptance,  
support and  
respect.**



# OUR AMBITIONS

- 1 Through our work, we will play a pivotal role in Scotland realising its ambition to reach zero new HIV transmission by 2030.
- 2 As the leading HIV and hepatitis C charity in Scotland, we will use our position and influence to shape local and national policy to challenge health inequalities and ensure equal and fair access for all to prevention, treatment and support services.
- 3 We will continue to provide high quality, non-judgmental and impartial advice and support, ensuring anyone living with or at risk of a blood-borne virus can live their best life.
- 4 We will involve people with lived experience in all areas of our work to ensure that our services, and policy and engagement work are informed by those we aim to support and represent.

# GUIDING PRINCIPLES

People living with or at risk of HIV or hepatitis C in Scotland should expect to be able to live a healthy life, with access to support and treatment, free of stigma or shame.

**1** Universal access to prevention tools such as PrEP should be a right for all.

**2** We have a central role to play in championing the rights of the communities we work with and to challenge stigma and inequalities related to sexual health and blood-borne viruses.

**3** Everything we do is guided by people with lived experience.

# FOUNDATIONS

- ★ Digital transformation
- ★ Informed communications
- ★ Sustainable finances
- ★ Investment in our people
- ★ Inclusive and accessible services
- ★ A commitment to equality and diversity