

# MEXICO CITY LEADERSHIP IN ACTION: INSPIRA CAMBIO

## AUTHORS

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## AFFILIATIONS

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## INSPIRA CAMBIO

Inspira Cambio is a charity who provide sexual health services and support in Mexico City. The charity was founded in 2013 (making this year their 10 year anniversary!)

Their services include Detection Nights which encourage local people to get tested for HIV. Detection nights are run from 1-10 pm at Inspira HQ, and free testing is provided throughout. This detection night will specifically aim to celebrate their anniversary.

## OBJECTIVE

This project aims to promote Inspira Cambio's services to the local community during a Detection Night. In particular, PrEP (Pre- Exposure Prophylaxis) and PEP (Post-Exposure Prophylaxis). PrEP and PEP are used to minimise the risk of transmitting HIV.

## METHODOLOGY

We divided our aims into three separate goals. These were to:

- Create a testimonial video celebrating Inspira Cambio and their ten-year anniversary
- Promote Inspira Cambio through social media and merch sales
- Host a Detection Night which encourages HIV testing

## TARGET DEMOGRAPHICS

Inspira Cambio aim to support marginalised communities who are at a disproportionately higher risk of HIV and sexually transmitted diseases. These communities include the LGBTQ+ community, intersex people and people who inject themselves with drugs.

## RESULTS

- Make\_Sense trained us in Design Thinking: a process we employed to ideate, design and run our Detection Night
- During the Detection Night we ran events to keep participants involved such as tote bag painting and embroidery upcycling
- We set up a drink and snack station for service users and employees



Emma and Leo at the Inspira Cambio Noche de Deteccion posed behind the snacks and drinks set up for the day

- We hosted a raffle where participants could win a sex toy, lube, condoms and other services
- We sold merch at the Detection Night and at Huerto Roma Verde
- Overall, the event raised \$7,000 and was attended by over 50 people
- The testimonial video was a success amongst the attendees

## FINAL REFLECTIONS

During my time with the organisation, I've not only acquired valuable knowledge about sexual health but also witnessed the incredible impact that a dedicated charity can make on a community. I've learned the importance of accessible testing and destigmatising conversations around HIV. Additionally, advocating for PrEP and PEP has taught me how to empower individuals to take control of their health.

Collaborating with my team to achieve our three distinct goals has been a lesson in effective teamwork and strategic planning. Creating a testimonial video and promotional content allowed me to develop my creative skills and raise awareness through different channels. Hosting a Detection Night to celebrate the anniversary was a joyous endeavour that brought the community together for a meaningful cause, and I am proud to have been involved.