

Decreasing HIV Stigma by Effectively Communicating the Message of U=U

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Prevention Access Campaign

Learning Objectives

By successfully completing this session:

1. *Participants will be able to define Undetectable = Untransmittable in a manner that is understandable by the masses.*
 - ✘ *Define (U=U) Undetectable = Untransmittable*
 - ✘ *Explain the science and research behind the movement*
 - ✘ *Demonstrate relevant methods of promoting U=U*

2. *Participants will be able to promote an environment that decreases stigma and encourages positive HIV messaging.*
 - ✘ *Increase awareness about the existence of HIV stigma*
 - ✘ *Introduce ways to alleviate negative messaging*
 - ✘ *Build strong advocacy and activism systems to provide support for the cause*

3. *Participants will be able to employ newly learned principles in various environments.*
 - ✘ *Discuss the importance of increasing community access to the U=U message*
 - ✘ *Advocate to decrease known barriers to U=U access*
 - ✘ *Demonstrate best practices for garnering support among multiple audiences*

Disclosures

- *This program is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U1OHA30535 as part of an award totaling \$4.2m. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://www.hrsa.gov).*
- *“Funding for this presentation was made possible by cooperative agreement U1OHA30535 from the Health Resources and Services Administration HIV/AIDS Bureau. The views expressed do not necessarily reflect the official policies of the Department of Health and Human Services nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government. Any trade/brand names for products mentioned during this presentation are for training and identification purposes only.”*

AETC Program National Centers and HIV Curriculum

- **National Coordinating Resource Center** – serves as the central web –based repository for AETC Program training and capacity building resources; its website includes a free virtual library with training and technical assistance materials, a program directory, and a calendar of trainings and other events. Learn more: <https://aidsetc.org/>
- **National Clinical Consultation Center** – provides free, peer-to-peer, expert advice for health professionals on HIV prevention, care, and treatment and related topics. Learn more: <https://nccc/ucsf.edu>
- **National HIV Curriculum** – provides ongoing, up –to-date HIV training and information for health professionals through a free, web –based curriculum; also provides free CME credits, CNE contact hours, CE contact hours, and maintenance of certification credits. Learn more: www.hiv.uw.edu

Did You Know?



PAC's public health initiative to leverage the U=U campaign to increase viral suppression and quality of life among the estimated 400,000 people living with HIV in the U.S. who are not virally suppressed.

Zundra Bateaste-Sutton she/her/hers



Prevention Access Campaign

Our Shared Vision: All people w/ HIV will love and live free of HIV stigma and fear of transmitting HIV.

Our Goal: To change the HIV risk narrative worldwide.

Objectives of this training: Increase knowledge, tools, and skills for effective advocacy to achieve our vision & goal on our journey to ending the epidemic.



U=U

Around the World

U=U

#LOVE POSITIVE

exaequo

AIDES



are the solution

Taking HIV medication daily suppresses the virus and means you can't pass it to others.

U=U

ACT UP DUBLIN

#UequalsU

#ScienceNotStigma

SCIENCE=HEALTH

ACT UP DUBLIN

#UequalsU

#ScienceNotStigma

Undetectable = Untransmittable

كوبون في الزهبة العالجه

I CAN'T PASS ON HIV.

People on effective HIV treatment cannot pass on the virus.

Got the facts? StartsWithMe.org.uk

U=U

UNDETECTABLE = UNTRANSMITTABLE

PEOPLE LIVING WITH HIV, WHO ARE TAKING EFFECTIVE TREATMENT, CANNOT PASS ON HIV THROUGH SEX.

UNDETECTABLE = UNTRANSMITTABLE

PRIDE & YOUTH

LIVING WITH HIV

THE SCIENCE IS CLEAR: PEOPLE WHO TAKE HIV MEDICATION DAILY SUPPRESS THE VIRUS AND THEREFORE YOU CAN'T PASS IT TO OTHERS.

U=U

UNDETECTABLE UNTRANSMITTABLE

A PERSON LIVING WITH HIV WHO HAS AN UNDETECTABLE VIRAL LOAD DOES NOT TRANSMIT THE VIRUS TO THEIR PARTNERS.

NIET DETECTEERBAAR BETREKENT NIET OVERDRAAGBAAR

n=n

UNDETECTABLE UNINFECTIOUS

nam aidsmap

HIV & AIDS - sharing knowledge

"The scientific evidence shows that undetectable does not mean infectious."

are the solution

Taking HIV medication daily suppresses the virus and means you can't pass it to others.

SCIENCE=HEALTH

ACT UP DUBLIN

#UequalsU

#ScienceNotStigma

بالعلاج VIH الج

مايتراش = مايتعداش

UNDETECTABLE = UNTRANSMITTABLE

UNDETECTABLE = UNTRANSMITTABLE

PEOPLE LIVING WITH HIV, WHO ARE TAKING EFFECTIVE TREATMENT, CANNOT PASS ON HIV THROUGH SEX.

UNDETECTABLE = UNTRANSMITTABLE

НЕДЕТЕКТАБИЛНО = НЕПРЕНОСИВО

ЗАЕДНО ПОСИЛНИ

Здружение за поддршка на луѓето живеат со ХИВ - ЗАЕДНО ПОСИЛНИ Скопје

#Hравно

INDETECTABLE = UNTRANSMITTABLE

SIGNIFICANTLY INTRANSMISSIBLE

Around the World

PEOPLE ON EFFECTIVE HIV TREATMENT CANNOT PASS

San Francisco AIDS Foundation supports

U=U

Undetectable=Untransmittable!

#UequalsU

The science is clear: People living with HIV, who are on effective treatment, do not transmit HIV to sexual partners.

No more scaremongering

People on effective HIV treatment can't pass on the virus.

The PARTNER study (2016)

1,000 HIV-1 infected couples

All HIV-1 infected couples who used condoms and an effective HIV treatment

98,000 sex acts without a seroconversion

0 transmissions of HIV

Viral suppression from ART prevents HIV transmission

Taiwan Lourdes Association is proud to sign a consensus statement of the Prevention Academy

Podporujeme!

Podporujeme!

Podporujeme!

Podporujeme!

i=i

indefetável igual intransmissível

a ciência comprova.

U=U

検出限界以下は感染しない

Undetectable=Untransmittable

治療によって血液中にHIVが検出されないレベルの状態でからかるとそれ以上だとHIVはうつることはありません。

#UequalsU #検出限界以下は感染しない

K=K

KHÔNG PHÁT HIỆN

The National HIV Nurses Association is proud to support

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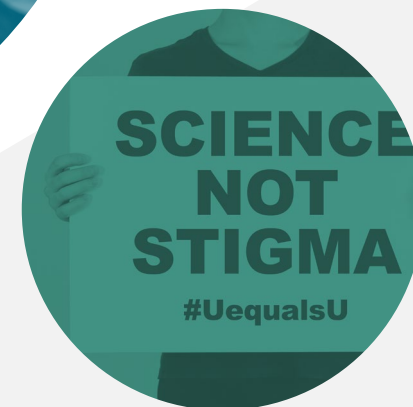
@PreventionAC



WHAT IS U=U?

**Undetectable =
Untransmittable**

People living with HIV who are on treatment and have an undetectable (<200 copies/mL) **CANNOT** transmit HIV to their sexual partners.



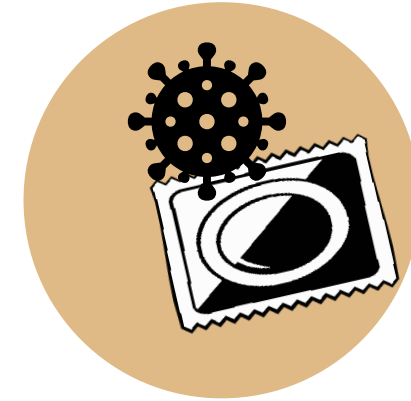
U=U GUIDELINES



<200



→ SEX



→ HIV

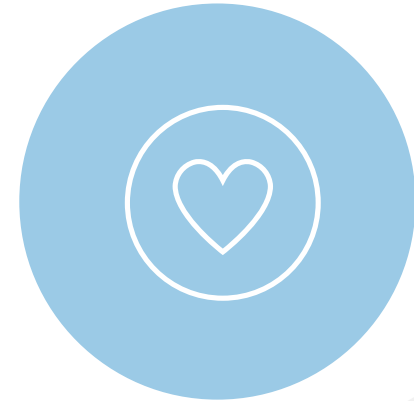
U=U GUIDELINES



TREATMENT



LABS



CARE

How do we know U=U?

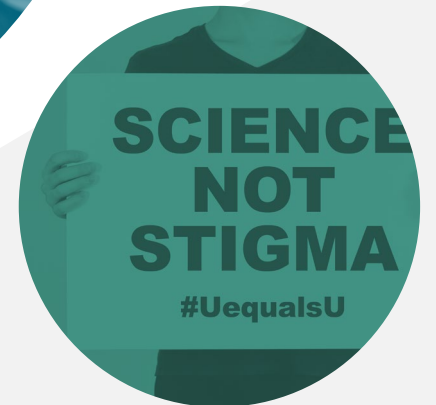
Summary of Recent Evidence for Undetectable=Untransmittable (U=U)

Study	Enrolled Sample	Study Design	Number of Condomless Sex Acts	Number of New HIV Infections		
				Total	Phylogenetically Linked	Phylogenetically Linked When HIV+ Partner Stably Virally Suppressed
HPTN 052 Cohen et al., 2016	1,763 serodifferent couples • 98% male-female couples	2-arm trial with HIV+ partner randomized to early or delayed ART	-	78 • 19 in early-ART group • 59 in delayed-ART group	46 • 3 in early-ART group • 43 in delayed-ART group	0
PARTNER1 Rodger et al., 2016	1,166 serodifferent couples • 888 in analytic subset • 62% male-female couples	Observational study	55,193 • 34,214 among male-female couples • 20,979 among male-male couples	11	0	0
Opposites Attract Bavinton et al., 2018	358 serodifferent male-male couples	Observational study	12,447 <small>• counted when HIV+ partner virally suppressed and HIV- partner on PrEP</small>	3	0	0
PARTNER2 Rodger et al., 2019	972 serodifferent male-male couples • 783 in analytic subset	Observational study	76,991	15	0	0

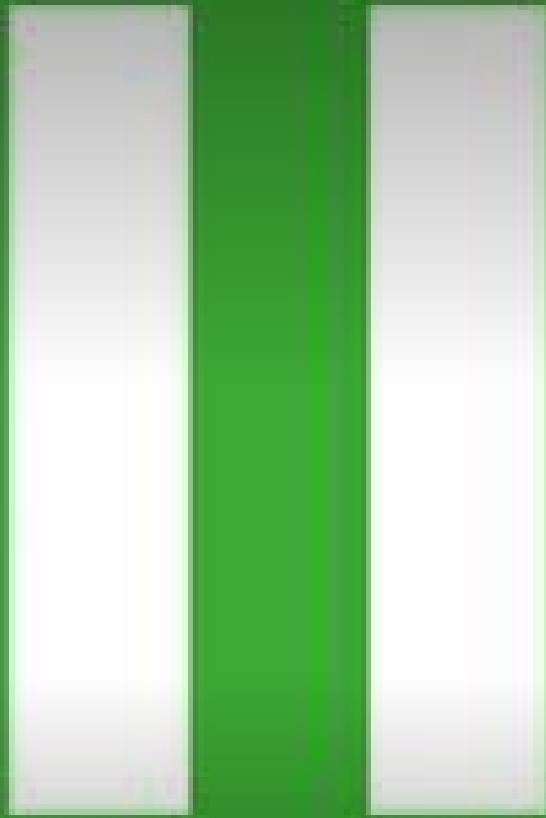
Sex without condoms > 125,000 times

WHY IS U=U A GAME CHANGER?

- **Quality of life for People with HIV:** Transforms social, sexual, and reproductive lives
- **HIV Stigma:** Dismantles HIV stigma on the individual, community, clinical, and public policy levels
- **Treatment Goals:** Reduces anxiety associated with HIV testing and adds an incentive to start and stay on treatment and in care
- **Universal Access:** Provides a strong public health rationale to increase access and eliminate barriers to treatment, care, and diagnostics. (The Third U = Universal)



LET'S PRESS PAUSE...



Kody (Madison) & Dr. Cooks

Kody is a 28-year-old MTF person living with HIV for the last 5 years. Kody, whose preferred name is Madison has not been engaged in care consistently and is re-engaging in care after 2 years. Madison is having her Ryan White medical visit with Dr. Cooks.



Dr. Cooks: Kody, how are you today, Sir? I see that you've been positive for 5 years now. Why were you not in care and on meds? Don't you know that if you don't take your meds then you'll infect others with HIV? You could be out here killing people.

Madison: First, My name is Madison, and excuse me?! I don't appreciate your approach at all. I was not consistent in my care because my Aunt used to work here at the only clinic within 100 miles, and I did not need her knowing my business. I want to be in care now, I heard about U=U but now I'm good on this. I'm out!"

(Dr. Cooks mumbles to herself)

Dr. Cooks: He'll be back!



The background consists of a dense, overlapping collage of colorful sticky notes in shades of purple, teal, yellow, and blue. Each sticky note has a large, black question mark printed on it. A small purple circle is visible in the top right corner.

What went wrong?

How could this situation have gone differently had Dr. Cooks received just a portion of the education piece that we just talked about?


Providers must inform patients about U=U

It is inexcusable for providers to withhold the U=U message from any patient living with HIV. *There is no medical justification for it.*

Conveying benefits and risks surrounding any treatment is fundamental to patients' decision-making, and this HIV treatment benefit should be no exception.

Educating patients about U=U is aligned with treatment goals: optimal adherence, viral suppression, treatment satisfaction

Educating all patients about U=U is crucial to maximizing the wellbeing of PLWH.

THE LANCET HIV	<p>Providers should discuss U=U with all patients living with HIV </p> <p><small>As scientific knowledge surrounding the link between HIV viral suppression and transmission risk evolves, messaging to patients must be updated accordingly. Presenting the results of the multisite, observational PARTNER2 study at the 22nd International AIDS</small> <small>guilt surrounding potential transmission, and enabling sex without fear. Beyond direct benefits, educating patients about U=U could indirectly reduce community viral load by encouraging HIV medication adherence and consequent viral suppression, supporting public-</small></p> <p><small>Lancet HIV 2019 Published Online February 13, 2019 http://dx.doi.org/10.1016/S2352-3018(19)30030-X</small></p>
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Sarah Calabrese, PhD
Dr. Kenneth Mayer

February 2019

Build Networks

- Reach out to Community
- Garner Support (Doctors, Organizations, Businesses, Legislators)
- Collaborate

Increase Testing

- Make Available
- Explain Importance
- Ensure Privacy

Reduce Stigma

- Recognize Stigma
- Identify the Cause
- Replace with Facts

HIV STIGMA

is a public health
emergency

&

U=U

is an immediate and
effective response.

MSDH –EHE

Mississippi State Department of Health – Ending the HIV Epidemic

The plan sets ambitious goals – achieving a 75% decrease in new HIV infections by 2025 and seeing at least a 90% reduction by 2030.

The four key strategies are:

- Diagnose all people with HIV as early as possible
- Treat people with HIV rapidly and effectively to reach sustained viral suppression
- Prevent new HIV transmissions by using proven interventions, including pre-exposure prophylaxis (PrEP) and syringe services programs (SSPs)
- Respond quickly to potential HIV outbreaks to get needed prevention and treatment services to people who need them

The four additional strategies are:

- Increase access to effective and comprehensive care across the state
- Decrease stigma and provide life-affirming messaging and care
- Identify, address, and reduce health disparities
- Increase MSDH capacity to develop new, innovative partnerships that are responsive to the needs of the individuals most at risk for acquiring HIV in MS

COMMUNICATING U=U



Clear



Consistent



Confident



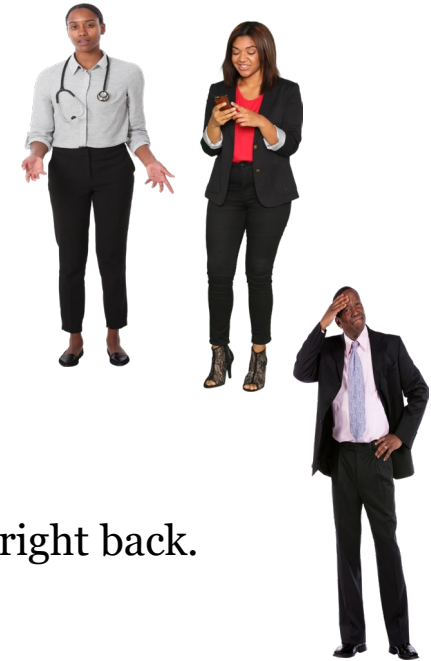
Conscious

TIME OUT



Le'Andre, Nurse Sheila, & Dr. Cooks

Le'Andre is a 25-year-old Afro-American man from Carthage, MS, who was recently living in Atlanta, GA. He has been living with HIV for 2 years. He is Undetectable, knows U=U and is trying to establish care in MS.



Nurse Sheila: Hi Le'Andre! Its good to see you, I'm your cousin Keisha's good friend... Hold on I will be right back.
(The Nurse goes in the hallway and calls Keisha.)

Keisha: HELLO!

Nurse Sheila: Girl, your cousin up here at the Clinic. I told y'all he had that package! I gotta go tho, here comes Dr. Simms.

Dr. Simms: Hey Nurse Shelia, I heard you on the phone. What's going on with this young man?

Nurse Sheila: Well, Le'Andre in there and you know I know his cousin...

(Just then Le'Andre walks from the room.)

Le'Andre: Yeah, I heard you, too, and my cousin already texted my Mama and Aunts. THANKS! They didn't know. I'm ruined now!

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What went wrong?

How could this Nurse have handled this differently? How does this impact Le'Andre's Universal Access to Care?

James & Steven

James is a 24-year-old young man from Hattiesburg, MS who tested positive for HIV one year ago. James has already achieved an Undetectable viral load. James has been dating Steven for 4 months and has not disclosed his HIV status.



Steven: Baby, its bout that time we go on and take it to the next level. Let me come spend the night with you.

James: Steven, I really want that, but we need to talk first before that happens.

Steven: Wait, don't even tell me. You got them AIDS? ...Don't even waste your time, I can't be getting caught up like that. Maaan, I should've known that you sleep around.

James: Excuse me!?! I AM HIV Positive, but I am Undetectable and cannot transmit HIV. But what does that have to do with sleeping around?

Steven: Dude, all of yall lie and catch AIDS from being in the streets. Lose my number.

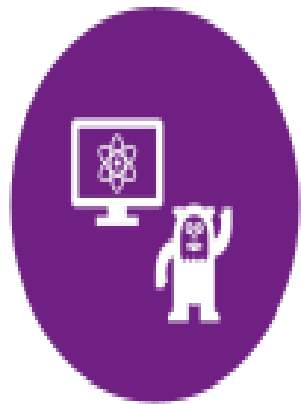


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What went wrong?

James is left distraught, feeling like damaged goods, and hopeless of ever having a sexual life again. How could this have gone differently had James been taught U=U as soon as he started medication?

Let's choose facts over fear!



Recognize

Recognize
cognitive
dissonance

Separate

Separate feelings
from facts

Consider

Consider the
positive and
negative impacts

Borrow

Borrow
confidence from
the experts

Advocacy

- **The Voice**
- **The Face**
- **The Driving Force**



Meet them where they are...

Advocism strategies

Identify targets: Identify who you need to influence that has not yet communicated U=U and are opportunities to become U=U partners. This might be your health ministry, ASO, leaders, media and other targets that have an influence both within and outside the field.

Build coalitions: Look at the influencers in your community including individual leaders, researchers, healthcare providers and public health officials and already established networks that you can engage as partners in changing the risk narrative and collaborating on your approaches to the targets. Fortunately, many of your targets will become partners.

Promote on social media: Social media, primarily Twitter, has been the way the campaign has expanded and shows our force as a community. Join Twitter and follow the campaign and #UequalsU hashtag. This is important because agencies monitor PAC and U=U to get a sense of how organized and influential the movement is.

Advocism strategies

Engage targets: Ways to move targets toward communicating U=U might include:

- **Individual meetings** – ensure the messengers at these meetings are credible and culturally appropriate. Identify influencers who can advocate behind the scenes as well.
- **U=U specific conferences** – convene a gathering of influencers for a U=U conference or forum. Ensure that your targets are invited. Depending on your targets, you might invite global experts in U=U science to speak. Contact PAC for examples of how other conferences have been successful.
- **U=U integration into conferences** – ensure U=U is a part of the conferences that your targets typically attend.
- **Sharing stories** – appeal to emotion to help them to recognize the importance of U=U through stories of suffering from HIV stigma as well as the great joy that U=U brings and the ways U=U supports personal and public health goals.
- **Social media pressure** – appeal to their reputation with appropriate calls to action

LAST BREAK



Jonathan, Michelle, & Dr. Hassan

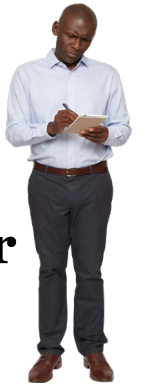
Jonathan and Michelle have been a couple for 3 years. Jonathan is a cisgender male, Michelle is a transgender female. Michelle has been living with HIV for over 2 years, and has been adherent to her medication but does not know anything about U=U. Jonathan is HIV negative and wants to remain that way. They schedule a visit to Michelle's HIV provider, Dr. Hassan.

Dr. Hassan: Hi Michelle & Jonathan, what brings you two in today?

Michelle: Well we're here because Jonathan doesn't want to use condoms anymore but he's scared about catching HIV."

Dr. Hassan: Well he has a right to be nervous, Michelle. You are a trans who has HIV. And Jonathan is at an even bigger risk because you're a top. He needs to be on PrEP ASAP.

Michelle: (Breathe hard)



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What went wrong?

How could Dr. Hassan have used U=U education to better impact the health outcomes for this couple?

EDUCATION/OUTREACH

- ✘ PLWHIV
- ✘ Community Members
- ✘ Political Figures
- ✘ Church Members
- ✘ Family/Friends
- ✘ Schoolmates
- ✘ Colleagues
- ✘ Youth
- ✘ Health Departments
- ✘ Community Based Organizations
- ✘ Physicians & Staff
- ✘ Clinics
- ✘ Networks

CONNECTION TO SERVICES

- Identify Population
- Identify Needed Services
- Identify Providers of Needed Services
- Reach Out to Gain Support of the Providers
- Connect Population with Services

COMMUNITY MOBILIZATION

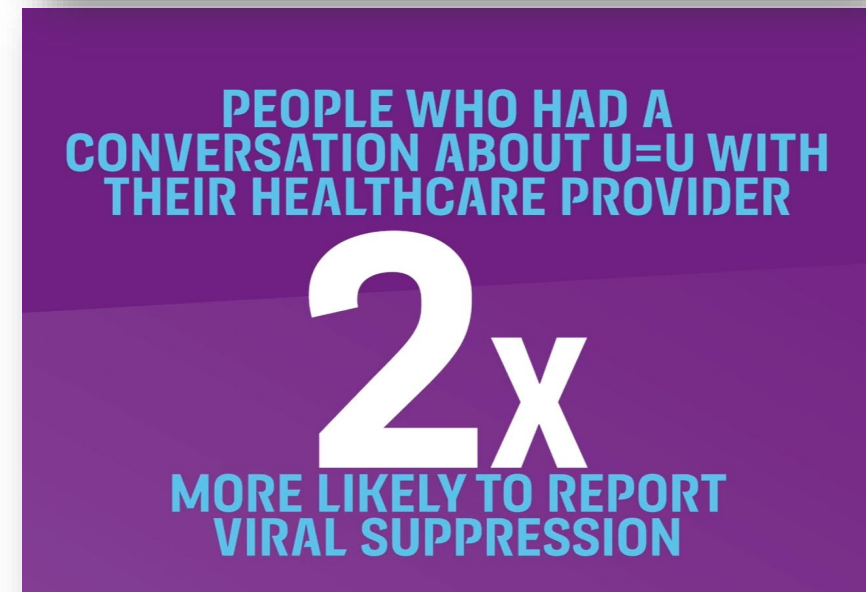
The goal of community mobilization is to get together as many members of the community as possible to create, implement, and monitor initiatives/programs.



Tying It All Together

Doing Your Part

- Use the public health strategy of U=U to increase access and remove barriers to information, treatment and care. (Reduce Transmission)
- Have a conversation with those living with HIV or who are vulnerable to HIV at every opportunity. (Propose U=U)
- Make U=U central to speeches/ events (Increase Education)



RECAP

We Discussed

- The definition of U=U
- U=U Science
- Methods to promote U=U
- Awareness of HIV Stigma
- Ways to alleviate negative messaging
- Growing in your advocacy & activism
- Increasing community access to U=U
- How to decrease known barriers
- Demonstrating best practices



The Road Map

- Identify the Need
- Increase Access to the Message
- Find Your Voice/ Help Others Find Theirs
- Implement A Plan of Action

Change the World!

End the HIV Epidemic!



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THANK YOU

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