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Prevention Access Campaign launches customizable U=U marketing resources for US HIV/AIDS organizations

New +series campaign raises awareness about U=U and promotes engagement in care

Orlando, September 13th, 2018: At the US Conference on AIDS last week, the Prevention Access Campaign (PAC) announced the launch of [+series](#) (Positive Series), an innovative and customizable social marketing campaign for US HIV/AIDS organizations to raise awareness about undetectable equals untransmittable (U=U) and encourage people living with HIV to remain engaged in care and on treatment.

A person living with HIV who takes medication as prescribed and has a suppressed or undetectable viral load (under 200 copies/ml) cannot sexually transmit HIV. In other words, undetectable equals untransmittable (U=U). The science behind U=U is backed by leading research and medical institutions worldwide including the World Health Organization, UNAIDS, National Institutes of Health, and the Centers for Disease Control and Prevention. An increasing number of US public health departments and HIV/AIDS organizations are sharing the U=U message, but many are seeking resources to better communicate the information.

In response, PAC developed the +series campaign and commissioned four artists to create original and educational artwork based on the real stories of people living with HIV. Agencies can download campaign materials—including videos, posters, flyers, and gifs—and can customize the posters by choosing the language (English, Spanish, French, Chinese, and Filipino), targeting messages on transmission risk, or adding their logos and other pertinent information.

Dr. Maureen M. Goodenow, Director of the NIH Office of AIDS Research, has called U=U a “game changer” because it transforms the social, sexual, and reproductive lives of people living with HIV. “U=U is an essential component for ending the epidemic because it enables people living with HIV and their partners to be in a relationship without fear of transmitting HIV,” she explained. “When people learn that U=U, they are more likely to get tested and to start and stay on a treatment.”

Dee Connor, who serves on the U=U founding steering committee and was diagnosed with HIV in 1997, shared her story in +series. Dee explained, “I wanted to be a part of the campaign because U=U changed my life, and I wanted others who are diagnosed to see that getting a diagnosis is not the end to a beautiful life. Sharing my journey will help end the stigma and self-stigma.”

Bruce Richman, Executive Director of PAC and diagnosed with HIV fifteen years ago, explained, “The +series educates about U=U through evocative images and stories that touch on issues of stigma, race, gender identity, sexual orientation, depression, love and compassion. It’s a conversation starter that goes beyond viral suppression. We are grateful to Dee Connor,

Katie Willingham, Kaleb Anderson and Fernando De Hoyos for sharing their stories and to ViiV Healthcare for their support on this important campaign.”

NASTAD (The National Alliance of State and Territorial AIDS Directors), the U=U campaign’s first nonprofit partner, and the National Association of County and City Health Officials (NACCHO) are partnering with PAC to ensure public health departments across the country are aware of +series and other resources. PAC is also working in partnership with International Association of Providers of AIDS Care (IAPAC) to develop an online continuing medical education course for clinicians and with the Southern AIDS Coalition (SAC) to provide training for healthcare workers and community organizations.

www.positiveseries.org +series is a campaign by Prevention Access Campaign with funding and editorial support provided by ViiV Healthcare.

About PAC

Prevention Access Campaign is a health equity and human rights initiative to end the dual epidemics of HIV and HIV-related stigma by empowering people with and vulnerable to HIV with accurate and meaningful information about their social, sexual, and reproductive health. PAC launched the Undetectable = Untransmittable (U=U) campaign in early 2016 with the issuance of a global Consensus Statement on the science of U=U. That Statement was the genesis of the U=U movement led by HIV activists, researchers, and close to 750 Community Partners organizations from nearly 100 countries that are changing the definition of what it means to live with HIV.

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