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Prevention Access Campaign launches “U=U Social Scholars” with Janssen to bring the International AIDS Conference (AIDS 2018) experience to the community

Amsterdam, NL July 20, 2018 -- Prevention Access Campaign and the U=U movement are thrilled to invite the community to experience AIDS 2018 in Amsterdam through the unique perspectives of eight diverse people living with HIV. The “U=U Social Scholars Program” sponsored by the Janssen Pharmaceutical Companies of Johnson & Johnson, will share their experiences at the U=U preconference and throughout AIDS 2018 through collaborative social media channels.

Each of the Scholars - Christian Hui (Canada), Tiommi Luckett (USA), William Matovu (Uganda), Lucy Wanjiku Njenga (Kenya), Karl Schmid (USA), Charlie Tredway (New Zealand), Jennifer Vaughan (USA), and Esther Williams (UK) - has played an important leadership role in the Undetectable = Untransmittable (U=U) campaign, a movement in nearly 100 countries to convey the scientific fact: *people living with HIV who take medications as prescribed and have a suppressed or undetectable viral load cannot sexually transmit the virus*. Lauded as a “[game changer](#)” by the National Institutes of Health Office of AIDS Research, and by [The Lancet](#) as a “hugely important campaign based on a solid foundation of scientific evidence,” U=U has the power to transform HIV prevention and care and liberate people with HIV from decades of HIV stigma and fear.

“It’s going to be a fascinating and fun week,” said Bruce Richman who is the Executive Director of Prevention Access Campaign, which launched the U=U movement. “We’re thrilled that Janssen supports our goal to make the incredibly vibrant and educational experience of the International AIDS Conference accessible to the broader community in unique and personal ways, through the eyes of each scholar.”

“Being a community voice is all I aim for, as well as ensuring no one is left behind when it comes to sharing information,” said Lucy Wanjiku Njenga. “This is why being a U=U Scholar is so important to me and to the young people who will get to be part of the process through social media. We cannot have enough of U=U, I will keep shouting from the rooftops until it's our new normal.”

Janssen was the first pharmaceutical company to join the campaign in September 2017.

To follow the scholars and their U=U experience at AIDS 2018, follow #UUSCHOLARS #UUAIDS2018 and visit the www.preventionaccess.org/AIDS2018 for their social media profiles and schedules, as well as other U=U activities.

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The U=U Social Scholars Program is sponsored by Janssen Therapeutics, Division of Janssen Products, LP, part of the Janssen Pharmaceutical Companies of Johnson & Johnson.