

Message Movement



Bruce Richman
Prevention Access Campaign



What is U=U?

#UEQUALSU | @PreventionAC
U=U

Undetectable = Untransmittable.

People living with HIV who take their medication as prescribed and have an undetectable viral load **cannot transmit HIV** to sexual partners.

THIS IS A GAME CHANGER

TasP & U=U



TasP

- Pioneered in 2006 by Dr. Julio Montaner
- Foundation of U=U
- Using HIV treatment to *lower the risk of transmission*



U=U

- Pioneered in 2016 by a community of HIV activists, researchers, and AIDS organizations to easily convey the science
- Descriptive, prescriptive, and empowering



Source: The Well Project

Why is U=U a game changer?



Transforms social, sexual, & reproductive lives



Dismantles HIV stigma: personal, community, clinical, & policy



Encourages testing, uptake, adherence, & retention in care



Provides a strong public health argument for universal access

The statements & science



TasP (2007)

Swiss Statement (2008)

Canadian Consensus

Statement on HIV and its Transmission in the Context of Criminal Law (2014)

EATG Statement (2015)



Multiple scientific studies:

HTPN 052 (2011/2016) – 93% risk reduction (with treatment)

PARTNER (2014/2016) – 58,000 condomless sex acts

PARTNER 2 (2018) – 77,000 condomless sex acts

Opposites Attract (2015/2017) – 17,000 condomless sex acts**

And empirical evidence.

ZERO

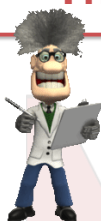


Zero transmissions

between people living with HIV with UDVL and their HIV-negative partners.

Blips & STIs are not significant to risk.

The Science Gap



Science doesn't have a publicist.

1. Lack of access to information
2. Lack of expertise, authority and disposition to draw a conclusion
3. Paternalism, prejudice, sex negativity and many layers of stigma
4. Resistance to change



Tartarstan Athens NYC Melbourne Sydney Port Luis

Bringing science to the people – Jan. to July 2016

Abidjan Madrid Kampala Paris Tokyo

NYC July 2016 Health

U=U
Undetectable = Untransmittable

DEPARTMENT OF HEALTH & HUMAN SERVICES • USA

RISK OF SEXUAL TRANSMISSION OF HIV FROM A PERSON LIVING WITH HIV WHO HAS AN UNDETECTABLE VIRAL LOAD
Messaging Primer & Consensus Statement

On 12/12/15, the team "Ingleton" in our office published a message regarding the status of the sexual transmission risk of HIV from a person living with HIV who has an undetectable viral load (U=U). The global U=U campaign is a key component of our efforts to reduce HIV risk and improve the lives of people living with HIV. This document provides a summary of the scientific evidence and the consensus of experts in the field regarding the risk of sexual transmission of HIV from a person living with HIV who has an undetectable viral load. The document is intended for use by public health officials, community organizations, and individuals living with HIV who are seeking to reduce their risk of HIV infection.

Key messages to be included in all messaging:

- Undetectable = Untransmittable (U=U): A person living with HIV who has an undetectable viral load cannot sexually transmit HIV to their partner.
- U=U is a key component of HIV risk reduction strategies.
- U=U is supported by scientific evidence and the consensus of experts in the field.
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September 27, 2017

“Effectively No Risk” of Sexual Transmission if Undetectable



Director's Update

Maureen M. Goodenow, Ph.D.



Office of AIDS Research

Why is U=U a Game Changer?

U=U is a game changer because it transforms the social, sexual, and reproductive lives of PWH. It enables PWH and their partners to be in a relationship without fear of transmitting HIV. PWH report no longer feeling “like a pariah” or “contaminated.” Furthermore, it changes the way health professionals, the public, employers, and policymakers see and make decisions related to PWH.

U=U is an essential component for ending the epidemic. When people learn that U=U, they are more likely to get tested and to start and stay on a treatment. Staying on ART brings health benefits to PWH, their partners, and the general public.

Ultimately it is a scientific and clinical imperative for health workers to promote U=U in their practice: It presents an important and powerful message encouraging individuals towards a more positive attitude towards their sexual and mental health and overall improvement in their quality of life and for those around them.

Associate Professor Edwina Wright, Clinical Advisor



ashm

Australasian Society for HIV, Viral Hepatitis
and Sexual Health Medicine



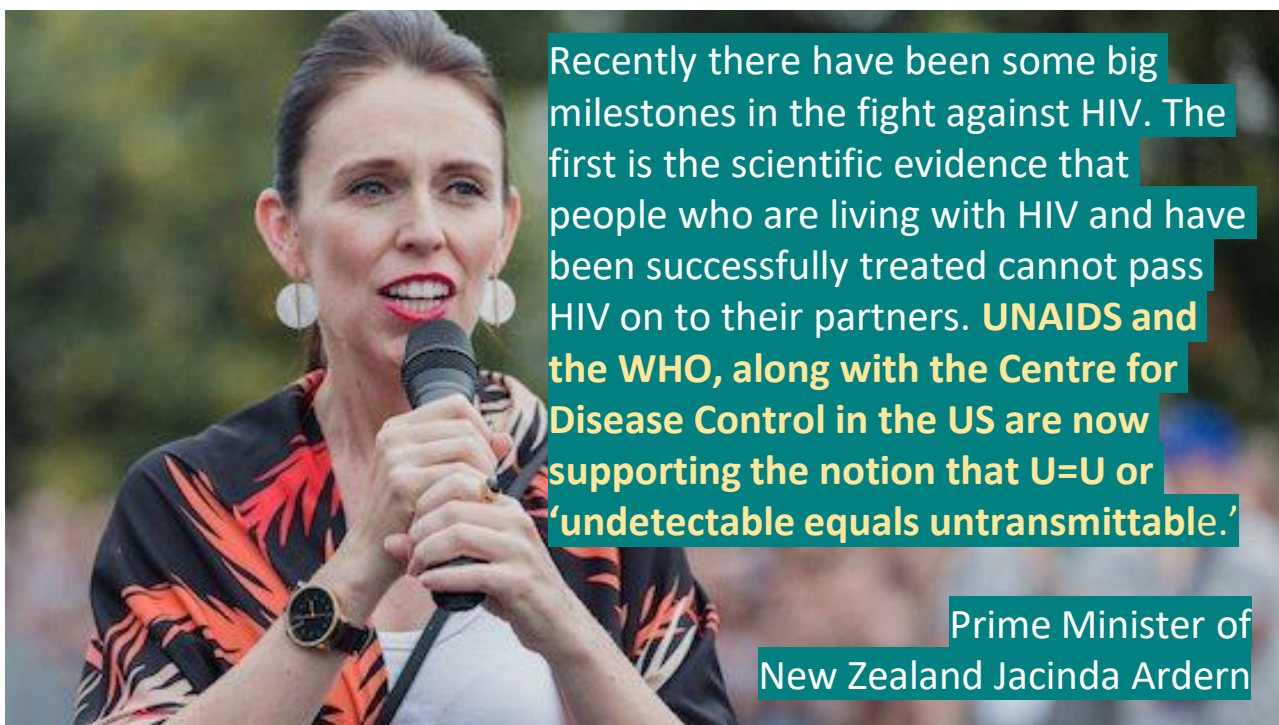


The science behind U=U is overwhelming. Having an undetectable viral load now means you can't transmit the virus through sex.

It sounds so simple but took a long time for researchers to be able to prove this – but what a wonderfully liberating finding U=U is for everyone living with HIV.

Professor Sharon Lewin

FRACP, PhD Director – Doherty Institute for Infection and Immunity. Co-Chair, Towards an HIV Cure Advisory Board (AS)



Recently there have been some big milestones in the fight against HIV. The first is the scientific evidence that people who are living with HIV and have been successfully treated cannot pass HIV on to their partners. **UNAIDS and the WHO, along with the Centre for Disease Control in the US are now supporting the notion that U=U or 'undetectable equals untransmittable.'**

Prime Minister of New Zealand Jacinda Ardern



**770 ORGANIZATIONS
95 COUNTRIES • 40+ LANGUAGES
October 10, 2018 (and growing)**

- Argentina · Armenia · Australia · Austria · Azerbaijan ·
- Bahamas · Bangladesh · Belarus · Belgium · Bermuda ·
- Brazil · Bulgaria · Cameroon · Canada · China · Colombia ·
- Côte d'Ivoire · Cyprus · Czech Republic · Denmark ·
- Democratic Republic of the Congo · El Salvador · England ·
- Estonia · Finland · France · Georgia · Germany · Ghana ·
- Greece · Guatemala · Guinée · Guyana · Hong Kong ·
- Iceland · India · Indonesia · Ireland · Israel · Italy · Japan ·
- Kazakhstan · Kenya · Kosovo · Kyrgyzstan · Latvia ·
- Lebanon · Liberia · Macedonia · Malawi · Malaysia ·
- Mauritius · Mexico · Moldova · Monaco · Montenegro ·
- Nepal · The Netherlands · New Zealand · Nigeria ·
- Northern Ireland · Norway · Pakistan · Panama · Peru · The
Philippines · Poland · Portugal · Romania · Russia ·
- Scotland · Serbia · Singapore · Slovenia · South Africa ·
- South Korea · Spain · Sweden · Switzerland · Taiwan ·
- Tajikistan · Tanzania · Thailand · Tunisia · Turkey · Uganda ·
- Ukraine · United States · Uzbekistan · Venezuela ·
- Vietnam · Zambia · Zimbabwe

BAAR = NIET OVERDRAAGBAAR · NON RILEVABILE = NON
 BELIRLENEMEYEN = BULAŞTIRMAYAN · 驗唔到 = 傳唔到 ·
 • KHÔNG PHÁT HIỆN = KHÔNG LẤY TRUYỀN · UNDETECTAB
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 = INTRANSMISSÍVEL · NIET DETECTEERBAAR = NIET C
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 ى = مایتراش · НЕДЕТЕКТАБИЛНО = НЕПРЕНОСИМО · KH
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 INDÉTECTABLE · UNDETECTABLE = IN
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 A world map with red pins indicating the locations of 95 countries. The pins are distributed across all continents, with a higher density in Europe and North America. The map is circular and centered on the Atlantic Ocean.



Language matters

Be **clear** and **consistent**.

We can really say:

- Can't pass it on**
- Can't transmit**
- Effectively no risk**
- No risk**
- Zero risk**
- Prevents HIV**

Eliminates onward transmission



vs.

- Greatly reduces
- Extremely unlikely
- Nearly impossible
- Virtually impossible
- Almost no risk
- Close to zero
- Helps prevent

Makes in hard to transmit

 #UEQUALSU | @PreventionAC
U=U

Language matters



Minor **word changes** and **overly cautious attitudes** may have profound impacts.

“I believe in U=U but use a condom *just in case.*” That’s the big eraser. You might want to use a condom to prevent other STIs and unintended pregnancy

“You’re only as good as your last viral load test.” Another eraser. This is terrifying! If you’re taking your medication as prescribed and getting your labs done, don’t worry.



Be real about sex

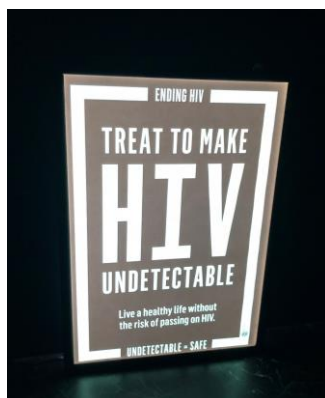


New Zealand AIDS Foundation
Te Tuāpapa Mate Āraikore o Aotearoa



POZ Awards 2018 / Best Video Series

Read about the nominees, then scroll down to vote for your favorite!



Communication basics



Treatment Labs Connection

200 copies/ml
Synonymous with viral suppression

It's about sex!
Not breastfeeding or needle sharing

It's about HIV!
Not other STIs.

Disclosure laws
U=U isn't an exemption

V≠V

Viral load does not equal Value



Dr. Alison Rodger, lead author PARTNER2 to Bruce Richman at International AIDS Conference, July 25, 2018

It's time to redefine what it means to live with HIV!

- Sign on as a **U=U Community Partner**
- Listen to the experts
- Join the U=U social media community
- Communicate U=U clearly, authentically & joyously



Join the revolution!

THANK YOU!

bruce@preventionaccess.org

#UequalsU

www.uequalsu.org

www.positiveseries.org