Making U=U a Truth in the City: The Paris Example

Eve Plenel

Vers Paris sans sida
U=U – A Social Change Agent

UNDETECTABLE = UNTRANSMITTABLE
U=U – From Science to Empowerment

IN U=U I TRUST

Imagine a society which is STIGMA FREE and NON DISCRIMINATORY.
So that is the main agenda of the U=U message

~William Matovu An HIV Activist~
U=U – A message of love
People on effective HIV treatment CANNOT pass on the virus

www.tht.org.uk

FACT

People on effective HIV treatment CANNOT pass on the virus

www.tht.org.uk

FACT
A sound barrier to U=U?

Survey AIDES/CSA, October 2017:

• 21% of parents would feel “uncomfortable” if their children’s teacher was HIV+
• 87% think condom-less sex with a person living with HIV on effective ART involves a high / very high risk of HIV acquisition
• Only 2% declare the risk is very low / almost zero.
Does U=U make sense for people who do not feel concerned?

“When I testify about my life with HIV in the media, people feel sorry for me. But as soon as I say I do not need to use condoms with my boyfriend, I’m getting insults on Twitter from unknown people.”

Florence Thune, Executive Director of Sidaction
### Structure of Paris undiagnosed epidemic

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Total MSM</th>
<th>MSM born abroad</th>
<th>Women born in SSA</th>
<th>Men born un SSA</th>
</tr>
</thead>
<tbody>
<tr>
<td>New diag</td>
<td>955</td>
<td>475</td>
<td>186</td>
<td>359</td>
<td></td>
</tr>
<tr>
<td>Estimated incidence</td>
<td>959 (759-1226)</td>
<td>530 (413-673)</td>
<td>182 (116-255)</td>
<td>212 (135-305)</td>
<td>122 (50-248)</td>
</tr>
<tr>
<td>Undiagnosed people</td>
<td>3601 (3021-4083)</td>
<td>1663 (1462-1960)</td>
<td>618 (493-763)</td>
<td>728 (592-872)</td>
<td>710 (551-927)</td>
</tr>
<tr>
<td>Rate / 10000</td>
<td>24 (20-27)</td>
<td>271 (144-467)</td>
<td>366 (186-611)</td>
<td>181 (147-218)</td>
<td>196 (147-276)</td>
</tr>
<tr>
<td>Median delays to diag (years)</td>
<td>2,9 (0,9-5,1)</td>
<td>2,1 (0,4-4,3)</td>
<td>2,5 (0,8-4,7)</td>
<td>2,7 (1,2-4,7)</td>
<td>3,8 (1,8-6,0)</td>
</tr>
</tbody>
</table>

Paris U=U narrative is based on:

- **Health Literacy**: few reference to the lexicon of undetectability and viral load suppression
- **Cultural differentiation** – attention paid to subcultures and codes
- **Co-construction** with communities
- **Tactical social marketing** through fiction.
Celebration!
A video series celebrating undetectability & communities
Diane lui a réservé une surprise.
Sxtory: deconstructing stigma
A native content for the African diaspora
A ‘regime of truth’ is a range of discourses that function as true in particular times and places. Make your own!

Follow us on YouTube @parissanssida