



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

Eve Plenel  
*Vers Paris sans sida*

# LONDON

## FAST-TRACK CITIES 2019

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The collage features a variety of HIV prevention resources:

- Top Left:** A poster with the text "U=U" and "#LovePositive".
- Top Center:** A small graphic with "U=U" and "It's a fact".
- Top Right:** A poster with "U=U" and "Undetectable = Untransmittable".
- Middle Left:** A poster with "U=U" and "Undetectable".
- Middle Center:** A poster with "U=U" and "are the solution".
- Middle Right:** A poster with "U=U" and "NASTAD CATIE".
- Bottom Left:** A poster with "U=U" and "Indetectable = Significant Reduction in Transmissibility".
- Bottom Center:** A poster with "U=U" and "Prevention Access Campaign".
- Bottom Right:** A poster with "U=U" and "Positive Life".



# 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





**CAN'T PASS IT ON**

People on effective HIV treatment **CANNOT** pass on the virus **FACT**

[www.tht.org.uk](http://www.tht.org.uk)

terrence HIGGINS TRUST

Terrence Higgins Trust is a registered charity in England and Wales (reg. no. 288027) and in Scotland (SC039468). Company reg. no. 07708888. Photograph by Sam Eggen.

**CAN'T PASS IT ON**

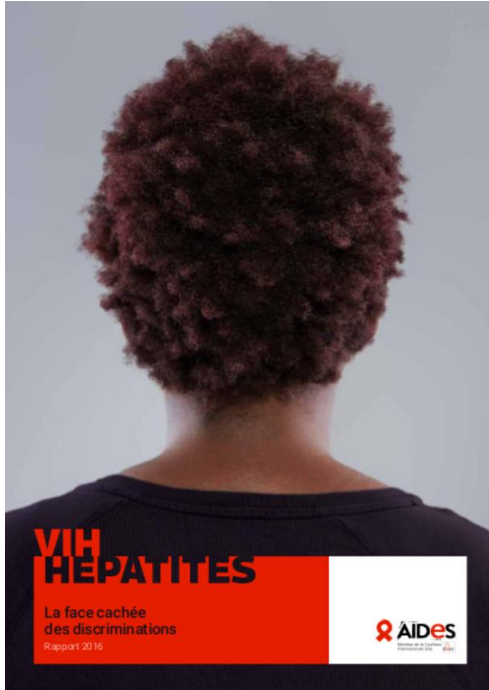
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# A sound barrier to U=U?



## 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

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

Lise Marty, Françoise Cazein, Florence Lot, Dominique Costagliola, Virginie Supervie. Estimation des paramètres de l'épidémie VIH en 2016, communication personnelle, ANRS AC47, novembre 2018.



## 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

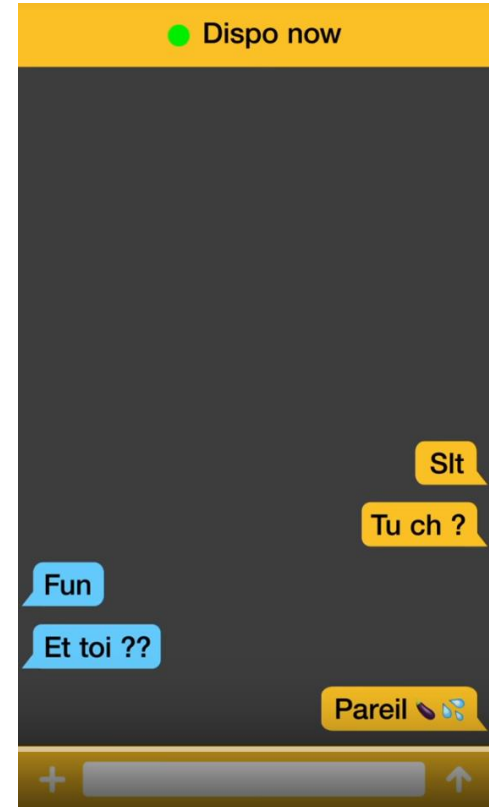
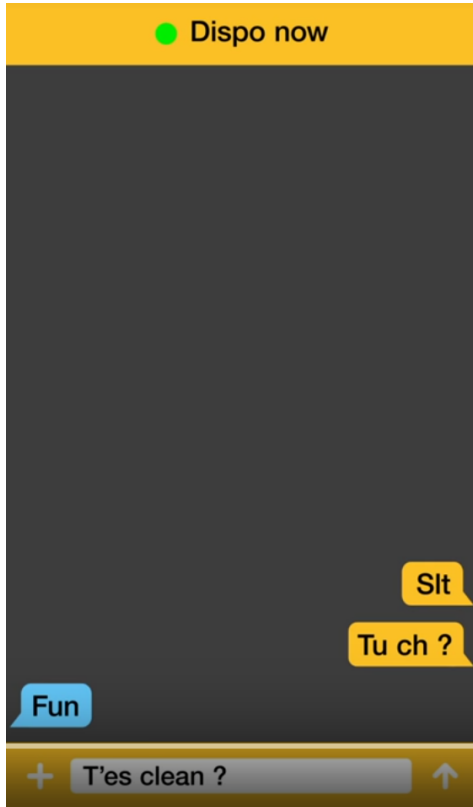








# Sxtory: deconstructing stigma



# A native content for the African diaspora

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**A 'regime of truth' is a range of discourses that function as true in particular times and places.  
Make your own!**

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