U=U: Fueling the Wave of Change
Bruce Richman

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U=U: Fueling the Wave of Change
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Why is U=U a game changer?

- Transforms social, sexual, & reproductive lives
- Dismantles HIV stigma
- Aligns with treatment goals
- Provides a public health argument for access to treatment, care & diagnostics
Why did we need the U=U campaign?

A. U=U is transformative for people with HIV and for ending the epidemic.

B. Most people in the community, except the “privileged,” did not know about the U=U science. Many still do not know.

C. All people with HIV have a right to accurate information about their social, sexual, and reproductive health.
920 partners from 98 countries

Argentina · Armenia · Australia · Austria · Azerbaijan · Bahamas · Bangladesh · Belarus · Belgium · Bermuda · Brazil · Bulgaria · Cambodia · Cameroon · Canada · Chile · China · Colombia · Côte d’Ivoire · Croatia · Cyprus · Czech Republic · Denmark · Democratic Republic of the Congo · El Salvador · England · Estonia · Finland · France · Georgia · Germany · Ghana · Greece · Guatemala · Guinée · Guyana · Haiti · 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 · Swaziland · Sweden · Switzerland · Taiwan · Tajikistan · Tanzania · Thailand · Tunisia · Turkey · Uganda · Ukraine · United States · Uzbekistan · Venezuela · Vietnam · Zambia · Zimbabwe

Prevention Access Campaign · As of August 11, 2019

www.preventionaccess.org/community
“Effectively no risk” of sexual transmission when on treatment and undetectable
U=U: 100% effective for preventing sexual transmission

Flexibility in messaging, including PAC’s communications and U=U
**U = U | Undetectable = Untransmittable**

A person living with HIV who has an undetectable viral load does not transmit HIV to their sexual partners

The U=U campaign was launched after four large studies conducted from 2007 to 2016 among thousands of serodiscordant couples did not show a single case of sexual HIV transmission from a virally suppressed partner. The idea that someone living with HIV who is both on treatment and virally suppressed cannot transmit the virus to a sexual partner is revolutionary. U=U messaging has the potential to reduce stigma toward people living with (PLHIV), including self-stigma, increase demand for HIV testing and antiretroviral therapy (ART), including early initiation of treatment; and improve adherence. The concept of U=U can also strengthen advocacy efforts for universal access to effective treatment and care, and messaging around U=U should be well-integrated into HIV prevention, care, and treatment programs, including those serving key populations.
“We now have the robust data to say, with confidence, that people living with HIV who are on effective treatment cannot pass on the virus.”

Dr Michael Brady

Hear Horcelie’s story

I CAN’T PASS ON HIV.
People on effective HIV treatment cannot pass on the virus.

People on effective HIV treatment CANNOT pass on the virus.

People with HIV who have an undetectable viral load cannot pass HIV on.
“We now have the robust data to say, with confidence, that people living with HIV who are on effective treatment cannot pass on the virus.”

Dr Michael Brady
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Get the facts

StartsWithMe.org.uk

CAN’T PASS IT ON

PEOPLE ON EFFECTIVE HIV TREATMENT CAN’T PASS IT ON.

FACT.

TERRENCE HIGGINS TRUST

People with HIV who have an undetectable viral load cannot pass HIV on.

Matthew Hodson @Matthew_Hodson

People with #HIV who are virally suppressed:

- Have babies born without HIV
- Have sex, without condoms, without risk
- Live as long a life as someone without HIV

Science not stigma.
U=U (We Can Win) - B Flow, Judy Yo, Ron Kay, D2 & JC Starboy (Shot by No ID Guru PicTel)
✓ Public health ministry support
✓ Strong community leadership
✓ Effective PLHIV networks
✓ Partnerships with clinics, universities and research institutions
✓ Training for providers, policymakers, and community
✓ Updated clinical guidelines and communications materials
✓ Grant making funds
✓ Niche and mainstream media outreach
✓ Social marketing campaigns tailored for stakeholders
✓ Celebrity engagement
✓ Road shows and other community outreach
Dr. Alison Rodger, lead author PARTNER2 to Bruce Richman at International AIDS Conference, July 25, 2018
Thank You!

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Prevention Access Campaign
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#UequalsU