



Bruce Richman

FAST-TRACK CITIES 2019

SEPTEMBER 8-11, 2019 | BARBICAN



Bruce Richman

FAST-TRACK CITIES 2019

SEPTEMBER 8-11, 2019 | BARBICAN



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?



#UEQUALSU | @PreventionAC

U=U

- 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.

Russia

Nepal

Australia

Mauritius

Bringing science to the people—Jan - July 2016

Greece

Kazakhstan

July 2016

Guat

NYC
Health

Terrence
HIGGINS
TRUST

Indetectab = intrantransmissi



NASTAD

Endorsements Updated: January 26, 2016
Issued: July 21, 2016

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

On 1/10/16, the term "negligible" is not effective in public health messaging to describe the risk of HIV sexual transmission from a person living with HIV who has an undetectable viral load and is taking ART as prescribed. "Negligible" is often misconstrued as still a risk to resideration in sexual and reproductive health decisions. Please see the [messaging guide](#) with examples of the words used in the messaging to convey the risk including "effectively no risk", "cannot transmit" and "do not transmit." It is imperative that this confidence rather promotes unnecessary fear about sexual transmission when a person with HIV has an undetectable viral load and is taking ART as prescribed.

Scientific evidence-based confirmation that the risk of HIV transmission from a person living with HIV (PLHIV), who is on ART and has achieved an undetectable viral load in their blood for at least 6 months is so low that it is effectively non-existent. (Negligible is defined as: so small or unimportant as to be not worth considering.)

While HIV is not always transmitted even with a detectable viral load, when the partner with HIV has an undetectable viral load this both protects their own health and prevents new HIV infections.[]

The majority of PLHIV, medical providers and those potentially at risk of acquiring HIV are not aware of the high successful treatment prevents HIV transmission.[] Much of the messaging about HIV transmission risk is outdated research and is influenced by agency or funding restraints and policies which perpetuate self-HIV-related stigma and discrimination.

This statement below, addressing HIV transmission risk from PLHIV who have an undetectable viral load, is by principal investigators from each of the leading studies that examined this issue. It is important that PLHIV, their partners and their healthcare providers have accurate information about risk of sexual transmission of HIV successfully on ART.

At the same time, it is important to recognize that many PLHIV may not be in a position to reach an undetectable status. Factors limiting treatment access (e.g., inadequate health systems, poverty, racism, denial, stigma, discrimination, and criminalization), pre-existing ART treatment resulting in resistance or ART toxicities. Some may choose not to start or may not be ready to start treatment.

Recognizing that successful ART prevents transmission can help reduce HIV-related stigma and encourage PLHIV to adhere to a successful treatment regimen.

This statement has been endorsed by:

- Dr. Brady – Medical Director of Terrence Higgins Trust and Consultant HIV Physician, London, UK
- Dr. Cohen – Principal Investigator, HPTN 052 Chief, Division of Infectious Diseases, UNC School of Medicine, Chapel Hill, USA
- Dr. C. Delamater, MPH – Assistant Commissioner, Bureau of HIV/AIDS Prevention and Control New York City Department of Health and Mental Hygiene, New York, USA
- Dr. G. G. G. – Principal Investigator, Opposites Attract: Head of HIV Epidemiology and Prevention Program, State University of New South Wales, Australia
- Dr. J. J. J. – Co-principal Investigator, PARTNER, Professor, Department of Infectious Diseases, Rigshospitalet, University of Copenhagen, Denmark
- Dr. L. J. J. – Lead author on Canadian consensus statement on HIV and its transmission in the context of ART, Associate Professor, Division of Infectious Diseases, Women's College Hospital, University of Toronto, ON, Canada
- Dr. M. J. J. – Director of the British Columbia Centre for Excellence in HIV/AIDS, Director of IDC and Physician Director for HIV/AIDS PHC, Vancouver BC, Canada
- Dr. N. J. J. – Executive Committee, PARTNER, Author, Swiss Statement 2008, Update 2016; Chief of the Swiss HIV Cohort Study, University of Basel, Switzerland



Japan



Indonesia

Spain

Uganda

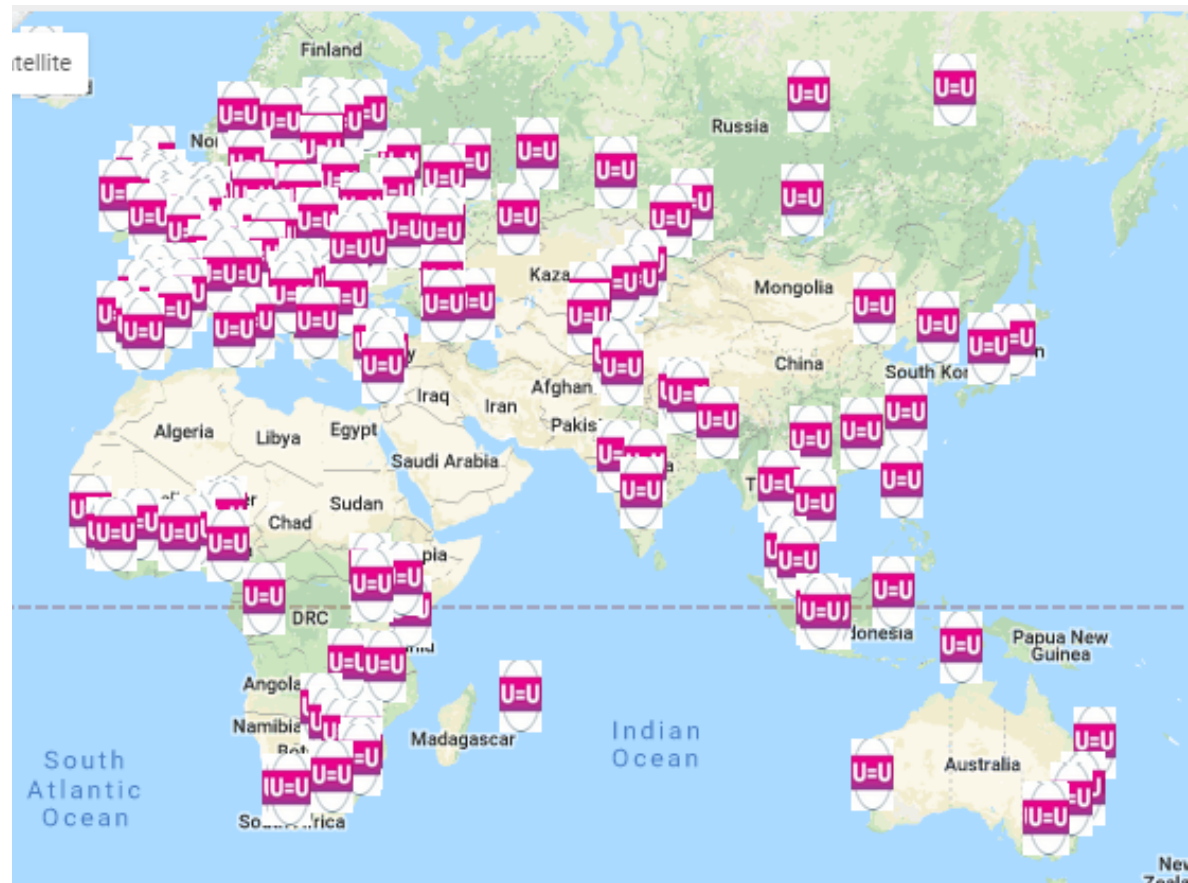
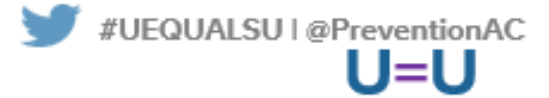
Norway

Moldova



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

920 partners from 98 countries

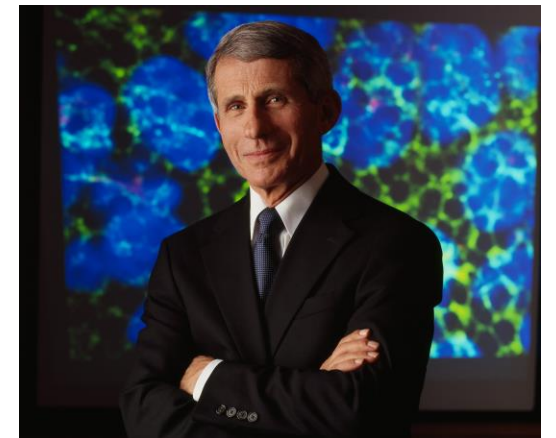


Prevention Access Campaign - As of August 11, 2019

www.preventionaccess.org/community

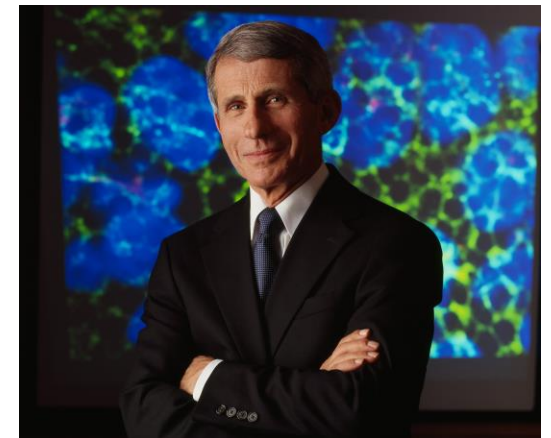
September 27, 2017

➔ “Effectively no risk” of sexual transmission
when on treatment and undetectable



Dr. Jonathan Mermin, Dr. Eugene McCray, Dr. Carl Dieffenbach, Anne Rancourt, Murray Penner, Gina Marie Brown, Dr. Richard Wolitski, Jesse Milan, Bruce Richman, Dr. Anthony S. Fauci

- ➔ U=U: 100% effective for preventing sexual transmission
- ➔ Flexibility in messaging, including PAC's communications and U=U





UNAIDS

UNDETECTABLE = UNTRANSMITTABLE

PUBLIC HEALTH AND HIV VIRAL LOAD SUPPRESSION

UNAIDS
Explainer



USAID
FROM THE AMERICAN PEOPLE



fhi360
THE SCIENCE OF IMPROVING LIVES

LINKAGES
Across the Continuum of HIV
Services for Key Populations

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.



Graphic used by LINKAGES India



WHAT DOES U=U MEAN?



#UEQUALSU | @PreventionAC

U=U

the public's understanding of TasP, the Prevention Access Campaign developed the Undetectable = Untransmittable (referred to as U=U) campaign. The goal of the U=U campaign is to increase awareness about the relationship between viral suppression and the sexual transmission of HIV. Specifically, that PLWH who take medicine daily as prescribed and achieve and maintain an undetectable viral load cannot sexually transmit HIV to their partners. According to the Prevention Access Campaign, the U=U message improves the lives of PLWH by reducing the fear of sexual transmission, decreasing HIV stigma, encouraging medication adherence, and strengthening advocacy efforts for universal access to HIV treatment.¹² Approximately 850 people from 97 countries have shared the U=U message to-date and the campaign has been translated into more than 25 languages, including K=K in Vietnamese, N=N in Dutch, B=B in Turkish, and I=I in Spanish, Portuguese.¹³

The brief aims to: 1) describe the scientific evidence that supports the TasP strategy and U=U; 2) examine factors associated with the implementation of the U=U campaign; and 3) explain the role of the TasP strategy and U=U campaign for HIV programs supported by the Division of Global HIV and TB (DGHT).



CANADA



ENGLAND



VIETNAM



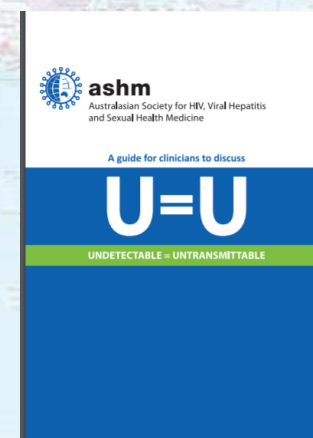
ZAMBIA



BRAZIL



AUSTRALIA



"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."

CAN'T PASS IT ON

Dr Michael Brady

Hear Horcelie's story



terrence
higgins
TRUST

nam aidsmap

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

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.



For reliable, accurate & comprehensive information on HIV prevention & treatment visit www.aidsmap.com

nam aidsmap



U=U
Undetectable = Untransmittable
What you know that having an undetectable viral load, HIV treatment (ART) stops HIV transmission.
What is U=U?
U=U stands for Undetectable = Untransmittable. It means that someone with an undetectable viral load will not pass HIV on, even without using condoms or other HIV prevention methods.
What does U=U mean?
- Taking ART every day
- Having an undetectable viral load for at least 6 months, tested every 3-6 months
- Continuing to use other HIV prevention methods
How can U=U not be a myth?
The science shows that HIV can't be passed on when you have an undetectable viral load. There is no risk of HIV transmission.
U=U questions: Does that HIV person should ask to all their partners about their HIV status? Yes, it's important to know your status and your partner's status.



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
Facts not fear.
Science not stigma.

British HIV Association
BHIVA

NAT
NATIONAL AIDS TRUST

SAVING LIVES

i-base

GMFA
the gay men's health charity

Avert

LONDON
TEST-PROTECT-PREVENT HIV

"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



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



U=U
Undetectable = Untransmittable

Did you know that having an undetectable viral load stops HIV transmission?

ART is not only good for your health - it also protects your partners.

U=U means that you don't need to use condoms if you were only using them to stop HIV transmission.

Leading UK doctors and researchers strongly support the U=U statement.

"There should be no doubt that a person with sustained undetectable levels of HIV in their blood cannot transmit HIV to their sexual partners."

Chair, British HIV Association
UK guidelines state that HIV doctors should talk to all their patients about how ART stops transmission.

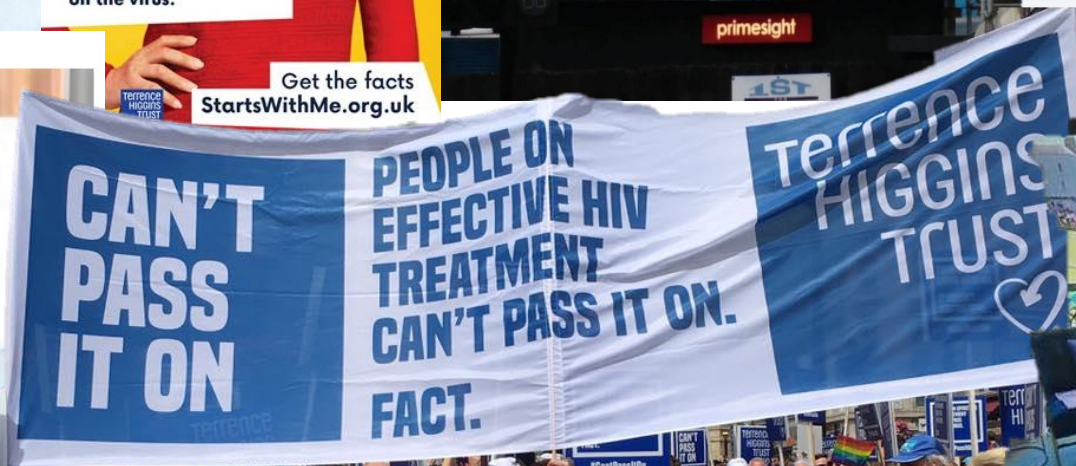
What is U=U?
Undetectable = Untransmittable. It means that someone with an undetectable HIV viral load on ART cannot transmit HIV, even without using condoms or PrEP.

What does U=U involve?
This protection from ART depends on:
• Taking ART every day
• Having undetectable viral load for at least 6 months
• Continuing to take your meds every day

How can U=U not be a risk?
The quick answer is when HIV viral load is undetectable there is no risk of HIV in sexual fluids for an infection to occur.

September 2016

Hear Horcelie's story



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
Facts not fear.
Science not stigma.



For reliable, accessible & comprehensive information on HIV prevention & treatment visit: www.aidsmap.com

nam aidsmap



"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."

CAN'T PASS IT ON

Dr Michael Brady

Hear Horcelie's story



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

Get the facts
StartsWithMe.org.uk



Terrence HIGGINS TRUST

nam aidsmap

British HIV Association
BHIVA

NAT
NATIONAL AIDS TRUST

SAVING LIVES

i-base

GMFA
the gay men's health charity

Avert

LONDON
TEST-PROTECT-PREVENT HIV

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
Facts not fear.
Science not stigma.

CANADA



ENGLAND



VIETNAM



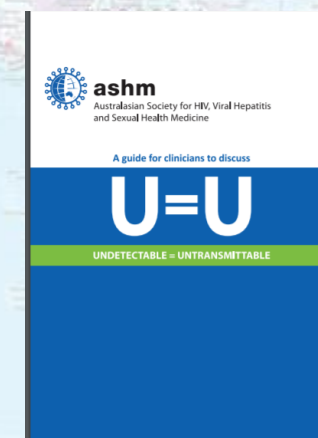
ZAMBIA

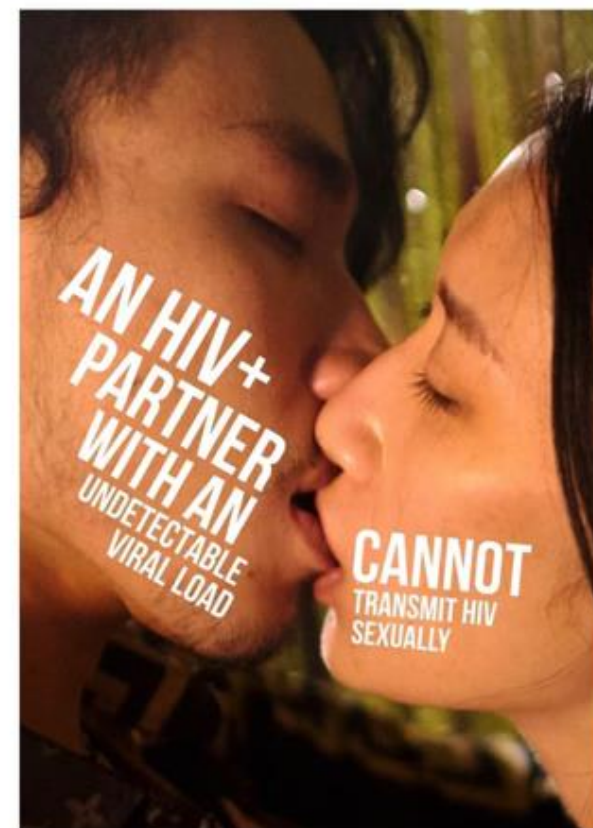


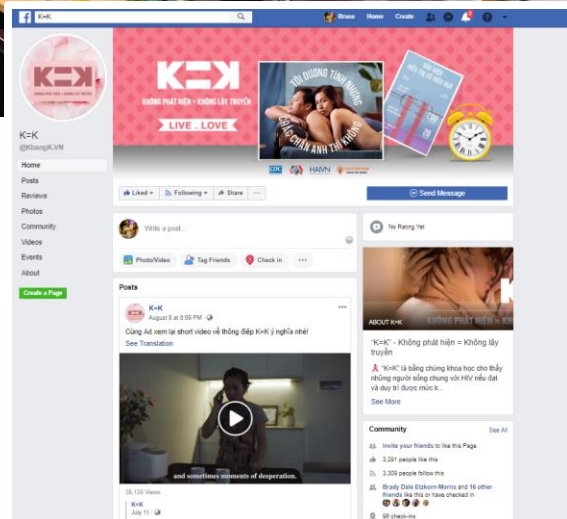
BRAZIL

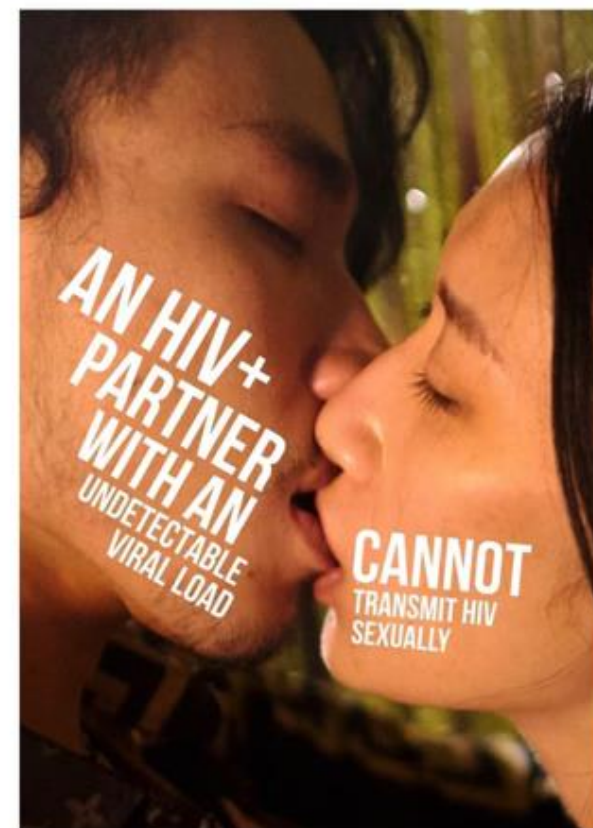


AUSTRALIA









CANADA



ENGLAND



VIETNAM



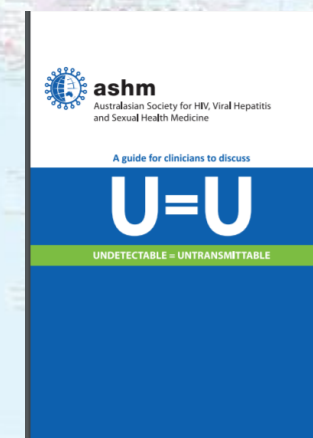
ZAMBIA



BRAZIL



AUSTRALIA





U=U (We Can Win) - B Flow, Judy Yo, Ron Kay, D2 & JC Starboy (Shot by No ID Guru Pictel)




- 
- A world map with a light blue and green color scheme, showing continents and country borders. The map is slightly faded and serves as a background for the text.
- ✓ **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

UNDETECTABLE = UNTRANSMITTABLE
Undeniable. Unifying.



We must embrace U=U to eliminate the stigma associated with treating people living with HIV as 'vectors of disease.' Promoting the U=U message in clinical and community settings will also generate treatment demand and contribute to achieving HIV epidemic control.

— José M. Zuniga, PhD, MPH
IAPAC President/CEO

IAPAC
INTERNATIONAL ASSOCIATION
OF PROVIDERS OF AIDS CARE

www.IAPAC.org

Thank You!

Bruce Richman

bruce@preventionaccess.org

Twitter: @BR999

Prevention Access Campaign

www.uequalsu.org

Twitter/IG: @PreventionAC

Facebook/YouTube: UequalsU

#UequalsU



U=U (We Can Win) - B Flow, Judy Yo, Ron Kay, D2 & JC Starboy (Shot by No ID Guru Pictel)