

Win-Win: Accelerating U=U Scale Up to Improve Individual and Public Health Outcomes



AMSTERDAM
FAST-TRACK CITIES 2023

September 25-27, 2023 | RAI Amsterdam Convention Center

UNDETECTABLE = UNTRANSMITTABLE

In 2016, Prevention Access Campaign, activists, researchers, healthcare providers, and health officials launched U=U with the following goals:

- Build** a global science-based consensus on U=U.
- 2. Disseminate** the widely unknown U=U science.
- 3. Advocate** for access to quality treatment and care for people living with HIV to stay healthy and prevent new transmissions.

UNDETECTABLE = UNTRANSMITTABLE

People living with HIV who are on treatment and have an undetectable viral load* have zero risk of transmitting HIV through sex.

*(<200 copies/ML)

Four Key Takeaways:



#sayzero

#UequalsU

- Undetectable viral load = **ZERO** risk of sexual transmission
- Any WHO-prequalified test or sample type, including dried blood spot samples, can confirm an undetectable viral load and all categories
- “Recommends breastfeeding for women taking antiretroviral therapy.”
- Suppressed (but detectable 200 to \leq 1,000 copies/ml) = “Almost ZERO” or “Negligible” risk

Are you thinking this?

***U=U is just about people with HIV
having sex without condoms***



One of the most effective and historic counter-narratives to HIV stigma

-UNAIDS, December 2022

With U=U, treatment has transformed the prevention landscape.

-WHO, UNAIDS, Ministry of Thailand, February 2020

A simple but hugely important campaign built on a solid foundation of evidence.

-The Lancet, November 2017

U=U is the foundation of being able to end the epidemic.

-Dr. Anthony Fauci, July 2019

U=U set me free.

-Maria Mejia, 2017

U=U education is a **global mandate**



FAST-TRACK
CITIES



U=U is in the
Paris Declaration

U=U education is a **global mandate**



PEPFAR

U.S. President's Emergency Plan for AIDS Relief



U=U is a core standard



**THE
GLOBAL
FUND**



U=U is a program essential



@PreventionAC



U=U education is a **global mandate**



UNITED NATIONS

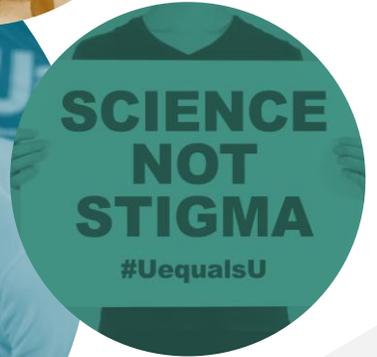


U=U was adopted in the
2021 Political Declaration
on HIV/AIDS

2022 PCB Report:
Undetectable =
Untransmittable = Universal
Access (U=U=U)

WHY IS U=U A GAME CHANGER?

- Improves quality of life of people living with HIV
- Reduces HIV stigma
- Propels progress towards 95-95-95 goals
 - *Diagnosis*: Reduces anxiety associated with HIV testing
 - *Treatment*: Incentive to start treatment and engage in care
 - *Viral suppression*: Motivation to stay on treatment and in care
- Supports ending discriminatory laws, policies and practices
- Calls for universal access to treatment, care and diagnostics



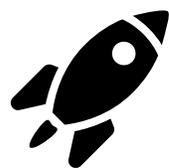
Making the case to withhold U=U INFORMATION

“We need to focus on getting men tested, not talking about U=U.”

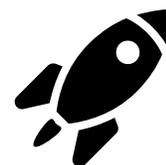
“People are not staying on treatment (not accessing care) why is it important to talk about U=U? Isn't it dangerous?”

“We haven't reached the third 95 yet...”

U=U accelerates global targets



95% TREATED



95% VIRALLY SUPPRESSED

95% AWARE

EDUCATING ABOUT U=U IN TESTING OUTREACH REDUCES ANXIETY & INCREASES TESTING RATES

EDUCATING ABOUT U=U CAN BE A POWERFUL MOTIVATOR TO START AND STAY ON TREATMENT AND ENGAGED IN CARE

IMPACT: U=U INCREASES HIV TESTING UPTAKE

KEY FINDING
U=U messaging significantly improved HIV testing uptake in South African men

U=U messaging



U=U
IMPILO
REDUCES SO YOU
HIV DON'T
PASS IT ON!
U=U Mahala HIV testing
at Amajita Tulu Tester
Undetectable = Untransmittable

UB-0001

Standard messaging



FREE
HIV TESTING
Available at Amajita Tulu Tester

SS-0001

89%
more likely
with U=U

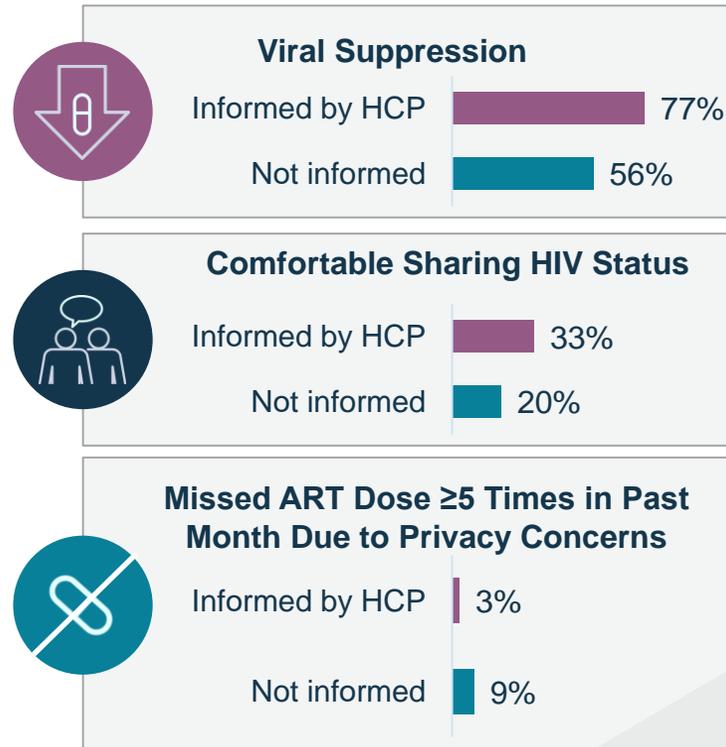
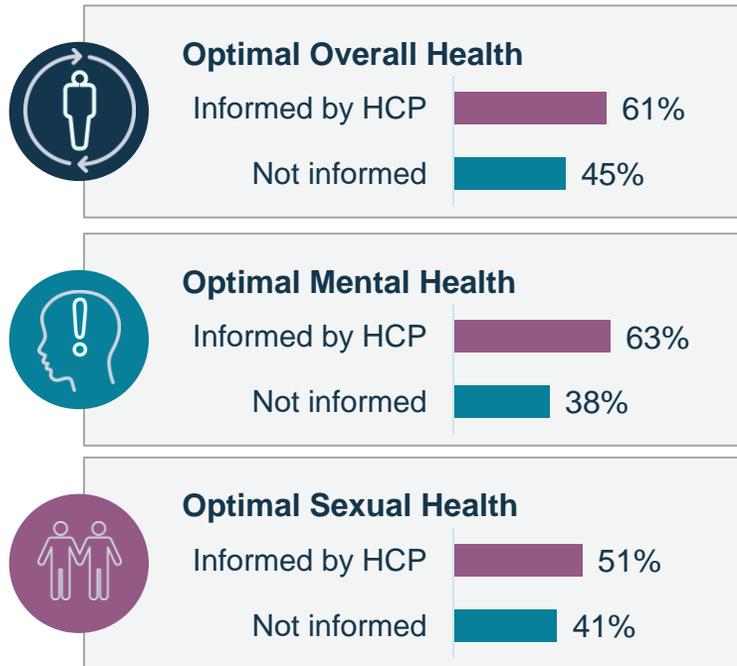
$p < 0.01$



C

IMPACT: U=U EDUCATION LEADS TO POSITIVE HEALTH OUTCOMES

When health professionals inform their patients living with HIV about U=U:



Positive Perspectives Wave 2 study

Okoli C, Van de Velde N, Richman B, et al Undetectable equalsu Untransmittable (U=U): awareness and associations with health outcomes among people living with HIV in 25 countries Sexually Transmitted Infections Published Online First: 30 July 2020 doi: 10.1136/sextrans-2020-054551

U=U reduces new HIV transmissions

U=U is Drastically Reducing HIV Rates in Australia



A recent report shows new HIV cases have gone down by 66 percent due to using treatment as prevention.

plus

- 27% increase in people accessing effective HIV treatment, which has resulted in a 66% decrease in new HIV transmissions.
- Each 1% increase in the proportion with an undetectable viral load was associated with a 6% reduction in new HIV cases, with PrEP available 20% reduction.

THIS
— IS —
OUR TIME

WIN-WIN AGENDA

IAS
AIDS 2022
29 July - 2 August
Welcome

Session rooms (plenary)
Exhibition
Post-exhibition
Business lounge
Catering area

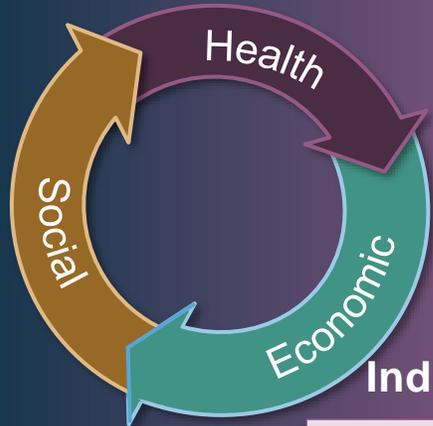
Global Village and Youth Pavilion

Face mask required

510 à 525
710 à 730 VIP



Articulating U=U as a Win-Win-(win)



U=U perpetuates a 'virtuous cycle' of reinforcing impact. These include both the individual and public health benefits associated with reduced viral load and prevention of onward transmission, as well as broad-based (and in some cases still to be quantified) economic and societal benefits.

Individual and Public Health

- Reduced mortality and improved health outcomes for people with HIV;
- Decreased HIV transmission;
- Improved mental and sexual health of people with HIV;
- Improved HIV testing rates, treatment uptake and adherence;
- Investment in service delivery with broad-based health implications;

Economic

- Economic gains estimated at \$4.02 trillion by 2030 (based on 90-90-90 targets);
- Lower death rates, longer lives and decreased healthcare utilization all have significant economic benefit at the national, individual and community level;

Societal

- Dismantling of HIV stigma;
- A policy tool to remove legal barriers facing people living with HIV;
- A tool to address systemic and structural barriers facing people living with HIV/AIDS and members of key populations;

SCIENCE

— DOESN'T HAVE A —

PUBLICIST

TELL THE
TRUTH
OR WE WILL
TELL IT FOR YOU

HIV STIGMA

is a public health
emergency

&

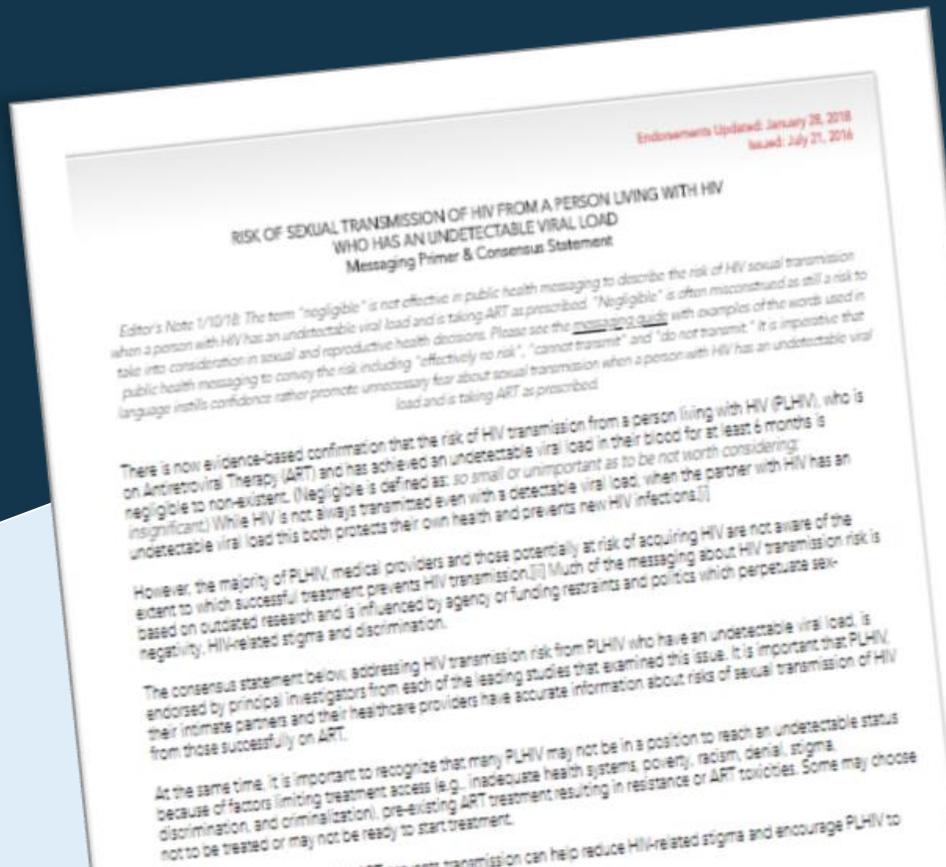
U=U

is an immediate and
effective response.

U=U CONSENSUS STATEMENT

“Risk of Sexual Transmission of HIV from a Person Living with HIV Who Has an Undetectable Viral Load”

Issued July 21, 2016



Statement authors





U=U 1100+ PARTNER NETWORK

105 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
- Egypt
- El Salvador
- England
- Estonia
- Finland
- France
- Georgia
- Germany
- Ghana
- Greece
- Guatemala
- Guinée
- Guyana
- Haiti
- Hong Kong
- Iceland
- India
- Indonesia
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Kazakhstan
- Kenya
- Kosovo
- Kyrgyzstan
- Latvia
- Lebanon
- Liberia
- Luxembourg
- Macedonia
- Malawi
- Malaysia
- Mauritius
- Mexico
- Moldova
- Monaco
- Montenegro
- Namibia
- Nepal
- The Netherlands
- New Zealand
- Nigeria
- Northern Ireland
- Norway
- Pakistan
- Panama
- Paraguay
- Peru
- The Philippines
- Poland
- Portugal
- Romania
- Russia
- Scotland
- Serbia
- Singapore
- Slovenia
- South Africa
- South Korea
- Spain
- Swaziland
- Sweden
- Switzerland
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Trinidad and Tobago
- Tunisia
- Turkey
- Uganda
- Ukraine
- United States
- Uzbekistan
- Venezuela
- Vietnam
- Zambia
- Zimbabwe

1100+ PARTNERS IN 105 COUNTRIES

www.preventionaccess/community

The screenshot displays the 'Community Partners' page on the Prevention Access Community website. On the left, a world map is populated with numerous purple 'U=U' icons, indicating the global reach of the community. A pop-up window is visible over Nigeria, titled 'Network of People Living with HIV/AIDS in Nigeria', listing 'Abuja, Nigeria' and providing a 'Website' link. On the right, a search bar labeled 'Name or Location' is positioned above a list of 16 partner organizations. The list includes:

- 1 "Iniciativa Positiva"
- 2 "Steps" Fund
- 3 #ThisIsHIV
- 4 A Positive Tomorrow
- 5 ABD Associació Benestar i Desenvolupament
- 6 ABDGN - African and Black Diaspora Global Network on HIV/AIDS
- 7 ABIA - Associação Brasileira Interdisciplinar de AIDS
- 8 Abounding Prosperity Inc
- 9 ABRAÇO
- 10 ACAS - Asian Community AIDS Services
- 11 ACASGI
- 12 ACON
- 13 ACR Health
- 14 ACT - AIDS Committee of Toronto
- 15 ACT UP Bristol
- 16 ACT UP Dublin

At the bottom of the page, navigation controls include a refresh button, back and forward arrows, and the text 'Page 1 of 1'. The footer of the page features the Twitter logo and the handle '@PreventionAC' on the left, and the 'pac' logo on the right.

U=U IN MEDICAL JOURNALS

THE LANCET HIV



JAMA[®]
The Journal of the
American Medical
Association



The NEW ENGLAND
JOURNAL of MEDICINE

HIV Viral Load and Transmissibility of HIV Infection Undetectable Equals Untransmittable

In 2016, the Prevention Access Campaign, a health equity initiative with the goal of ending the HIV/AIDS pandemic as well as HIV-related stigma, launched the Undetectable = Untransmittable (U = U) initiative.¹ U = U signifies that individuals with HIV who receive antiretroviral therapy (ART) and have achieved and maintained an undetectable viral load cannot sexually transmit the virus to others. This concept, based on strong scientific evidence, has broad implications for treatment of HIV infection from a scientific and public health standpoint, for the self-esteem of individuals by reducing the stigma associated with HIV,² and for certain legal aspects of HIV criminalization.³ In this Viewpoint, we examine the underlying science-based evidence supporting this important concept and the behavioral, social, and legal implications associated with the acceptance of the U = U concept.

Subsequent studies confirmed and extended these findings. The PARTNER 1 study determined the risk of HIV transmission via condomless sexual intercourse in 1166 HIV-discordant couples in which the partner with HIV was receiving ART and had achieved and maintained viral suppression (HIV-1 RNA viral load <200 copies/mL). After approximately 58 000 condomless sexual acts, there were no linked HIV transmissions.³ Since a minority of the HIV-discordant couples in PARTNER 1 were men who have sex with men (MSM), there was insufficient statistical power to determine the effect of an undetectable viral load on the transmission risk for receptive anal sex. In this regard, the Opposites Attract study evaluated transmissions involving 343 HIV-discordant MSM couples in Australia, Brazil, and Thailand. After 16 800 acts of condomless anal intercourse there were no linked HIV transmissions during 588.4 couple-years

A Failure to Disseminate Transformative Science — HIV Treatment as Prevention, 10 Years On

Jacob Bor, S.D., Dorina Onoya, Ph.D., Bruce Richman, J.D., and Kenneth H. Mayer, M.D.

manifestations of HIV disease. Not only did ART provide a nearly normal life expectancy for most people with HIV who adhered to their treatment regimens, it also eliminated the risk of transmitting the virus to an uninfected sexual partner.⁵ It became clear that treating people with HIV was a highly effective means of preventing HIV spread. “Treatment as prevention” proved to be a critical addition to the prevention tool kit that also contained measures such as condom use, voluntary medical male circumcision, and screening of the blood supply. Studies of these interventions also provided the critical evidence base for the principle that “undetectable equals untransmittable,” or “U=U,” which has helped reduce some of the external and sometimes self-imposed stigma associated with HIV infection.

Articles

SMS reminders for PrEP adherence in young women
See page e130

Articles

Nevirapine dosing for HIV-exposed neonates
See page e149

Articles

Impact of COVID-19 lockdown on HIV care in South Africa
See page e158



U=U

Around the World



U=U
#LOVE POSITIVE
exaequo
AIDES



U=U
are the solution
Taking HIV medication daily suppresses the virus and means you can't pass it to others.

U=U
are the solution
Taking HIV medication daily suppresses the virus and means you can't pass it to others.

SCIENCE=HEALTH
ACT UP DUBLIN
#UequalsU
#ScienceNotStigma

Undetectable = Untransmittable
تكوين في الزهرة العلاجية
بالعلاج
مايتراش = مايتعداش

I CAN'T PASS ON HIV.
People on effective HIV treatment cannot pass on the virus.
Get the facts StartsWithMe.org.uk
U=U
UNDETECTABLE = UNTRANSMITTABLE
PEOPLE LIVING WITH HIV WHO ARE TAKING EFFECTIVE TREATMENT CANNOT PASS ON HIV THROUGH SEX.

UNDETECTABLE = UNTRANSMITTABLE
PRIDE YOUTH
LIVING WITH HIV
Since 2011, the science is clear: people taking effective treatment can't pass HIV on to others.

U=U
UNDETECTABLE = UNTRANSMITTABLE
A PERSON LIVING WITH HIV WHO HAS AN UNDETECTABLE VIRAL LOAD DOES NOT TRANSMIT THE VIRUS TO THEIR PARTNERS.

NIET DETECTEERBAAR
BETREKENT
NIET OVERDRAAGBAAR
n=n
UNDETECTABLE
MEANS
UNINFECTIOUS

nam aidsmap
HIV & AIDS - sharing knowledge, saving lives
"The scientific evidence shows that undetectable does not mean infectious."
#UequalsU
DCTakes

U=U
It's a fact
Undetectable equals untransmittable

UNDETECTABLE = UNTRANSMITTABLE
UNDETECTABLE = UNTRANSMITTABLE
UNDETECTABLE = UNTRANSMITTABLE

UNDETECTABLE = UNTRANSMITTABLE
НЕДЕТЕКТАБИЛНО = НЕПРЕНОСИВО
ЗАЕДН
Здружение за поддршка на луѓето живееат со ХИВ - ЗАЕДНО ПОСИЛНИ Скопје

#Hправно
The PARTNER study (2016)
Large randomized trial
All HIV-infected partners who used condoms and took HIV treatment as prescribed
No HIV infections were transmitted between partners.

INDETECTABLE = UNTRANSMITTABLE
SIGNIFICA INTRANSMISIBIL
#Hправно

U=U
#UequalsU

PEOPLE ON EFFECTIVE HIV TREATMENT CANNOT PASS ON HIV THROUGH SEX
#UequalsU

San Francisco AIDS Foundation supports
U=U
Undetectable=Untransmittable!
#UequalsU
The science is clear: People living with HIV who are on effective treatment cannot pass HIV on to sexual partners.

No more scaremongering
People on effective HIV treatment can't pass on the virus.

U=U
HIV

U=U
Podporujeme!

U=U
Podporujeme!



i=i
indetectável igual intransmissível
a ciência comprova.
@PreventionAC

U=U
検出限界以下は感染しない
Undetectable=Untransmittable
出測によって血液中にHIVが検出されないレベルの検出限界以下は感染しない
HIVはうつることはありません。
#UequalsU #検出限界以下は感染しない

K=K
KHÔNG PHÁT HIỆN
The National HIV Nurses Association is proud to support
U=U

U=U
The National HIV Nurses Association is proud to support

xpac



...unda during the launch of the Undetectable equals to Untransmittable (U=U) in Durban.



Durban, South Africa



CAMPAGNE I=I
INDETECTABLE = INTRANSMISSIBLE

MARCHE SPORTIVE, YAOUNDÉ
TRAJECTOIRE
Parcours Vita
→ PlaYce

**7HR 30 SAMEDI
26.08.2023**

*soyer Les bienvenus
pour nous rejoindre*

Yaounde, Cameroon

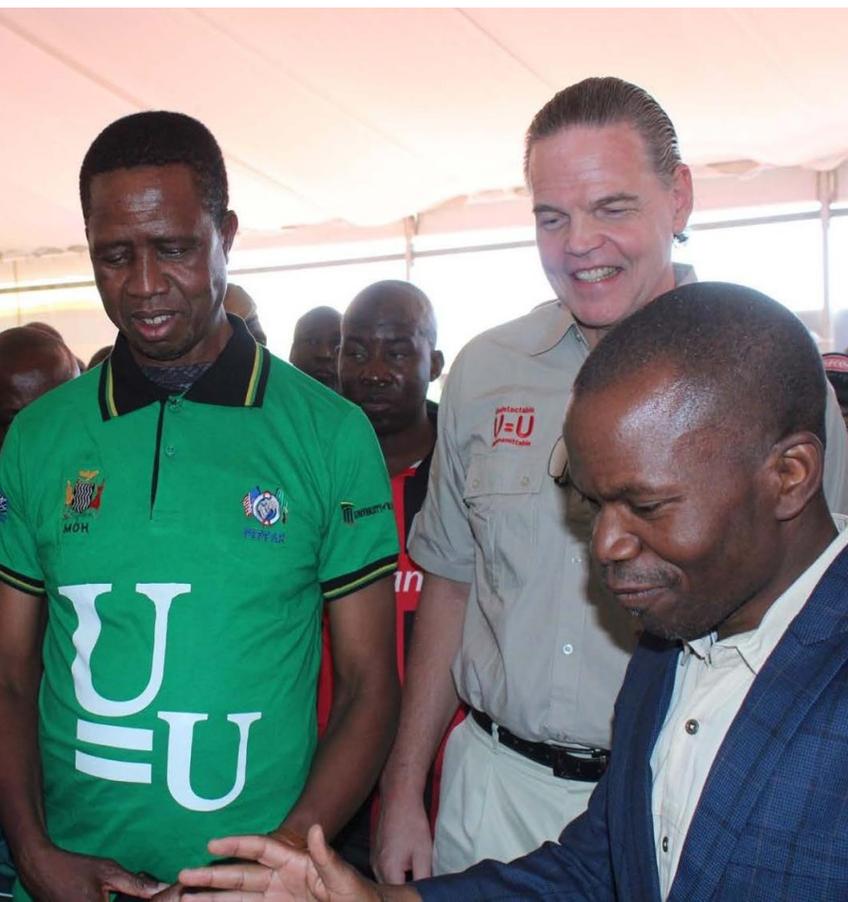


I = I U = U
Indetectable Intransmissible Undetectable Untransmittable

End Stigma, Feel Empowered, Build Hope
"Passons a une communication de vie"

U=U NATIONAL CAMPAIGNS

Zambia



Kenya



Vietnam



NATIONAL CONFERENCES

India 13th National Conference of AIDS Society of India (ASICON) - 2022



We can #endAIDS now if "undetectable equals untransmittable" becomes a reality for all persons living with HIV

Not only will this ensure optimal quality of life for every person living with HIV but also will help translate the promise of our governments to end AIDS by 2030.

NATIONAL CONFERENCES

China



NATIONAL U=U CAMPAIGNS

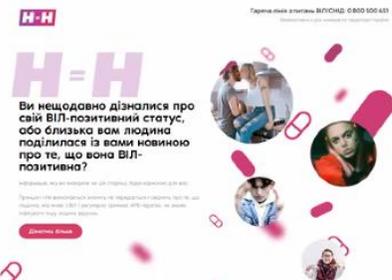
Ukraine

Government Campaign



<https://arv.phc.org.ua>
Info page / Сайт

Informational Campaign Информационная кампания



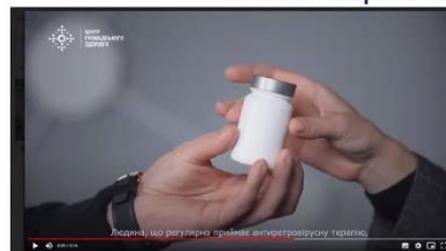
Targeted advertising
Таргетированная реклама



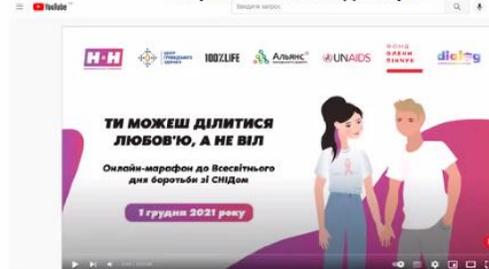
National Branding
Национальный брендинг



Promotional video
Рекламные ролики



<https://www.youtube.com/watch?v=h3pl9tPs7Yk>
Info-company 1st December
Инфокомпания к 1 декабря



TEENERGIZER!





England



Spain



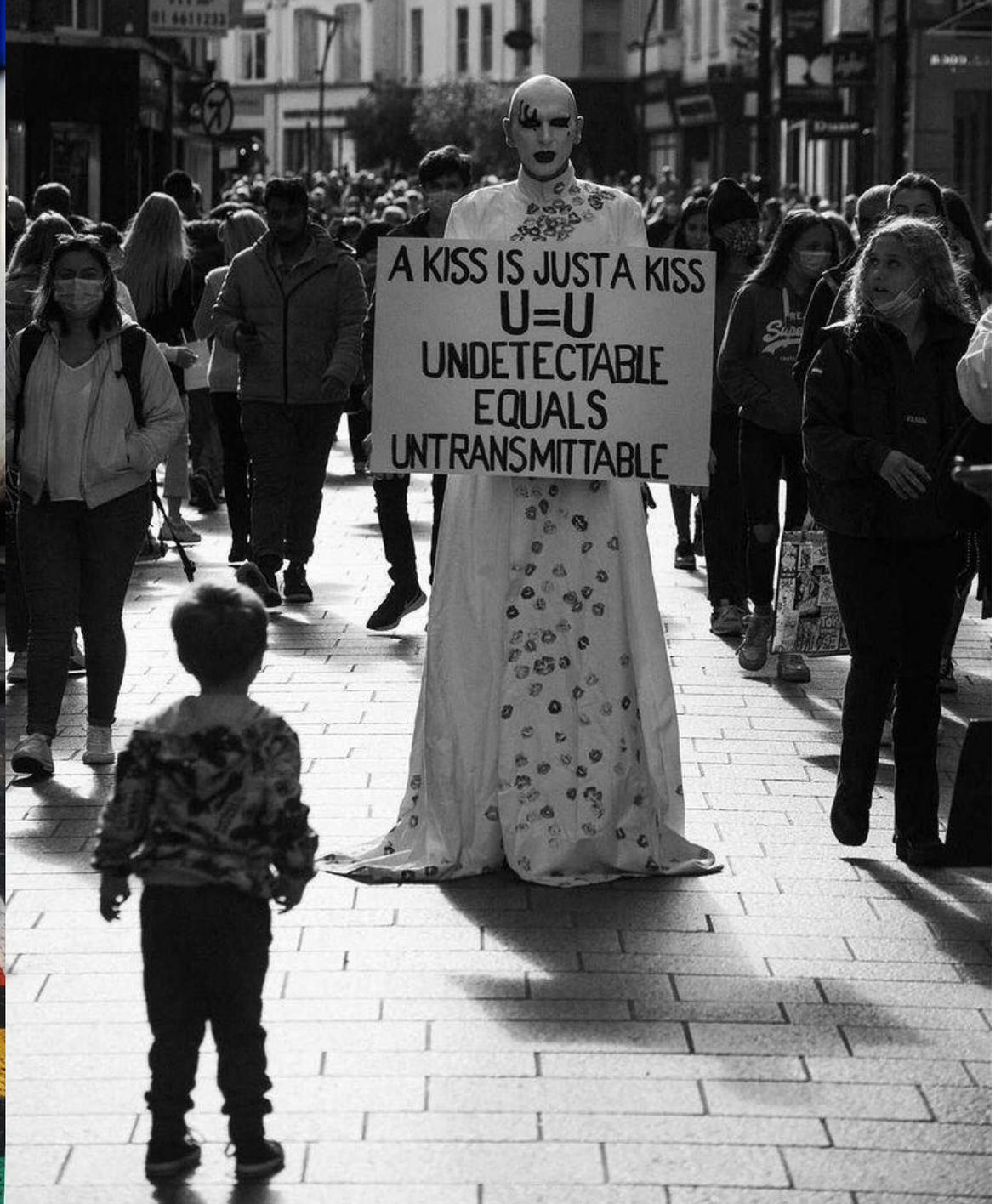
Italy



Argentina



Ireland



Noel Donnellon, George's Street, Dublin, October, 2021



England



Botswana



Australia



U=U

Undetectable
equals
Untransmittable

is a scientifically validated and guidelines supported fact¹¹⁻¹⁴ that everyone should be aware of. U=U offers the potential to reduce stigma within communities and healthcare settings, whilst improving health outcomes of people living with HIV.^{15,16}

To access healthcare professional training and information visit the Terrence Higgins Trust [Can't Pass It On](#) campaign [↗](#)

This HIV campaign has been developed by Gilead Sciences with input from and endorsed by:



Band U=U



Japan

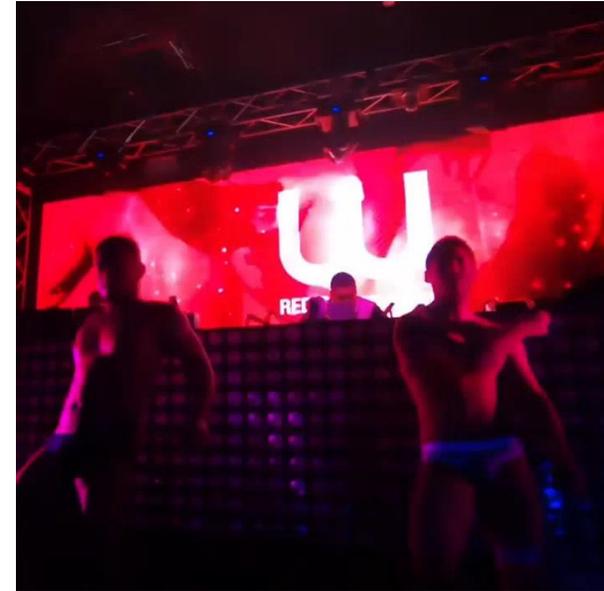


TALK about U=U

早くわかれば
メリットは大きい

HIV感染がわかって、服薬治療と通院を続けていれば
今までどおり暮らせる。でも、感染に気づかないまま、
エイズを発症したら、仕事に行けなくなり、高熱にも説明が
必要になるかもしれない。もし感染しているなら
早くわかって治療を始める方が、メリットは大きい。

U=U
Undetectable = Untransmittable
検出限界以下 感染の可能性がない



U=U

効果的な治療を続けていれば
HIVは感染しない。

HIVの新常識。



Ireland



Vietnam



Argentina



U=U IS GAME CHANGER
DISMANTLES HIV STIGMA
PROMOTES GOOD ADHERENCE
UNDETECTABLE = UNTRANSMITTABLE

Kampala, Uganda



OAITSE GORE

U = U



73808537

ceyoho@btcmail.co.bw



CEYOHO

Gaborone, Botswana



Kazakhstan



Russia



Warao District, Venezuela



Beirut, Lebanon

It was a new beginning
C'était un nouveau départ

Communicating U=U



**THE MPIOLO
PROJECT**

*Reaching men in South Africa with
HIV testing, treatment and prevention*

South Africa

WORDS AND ATTITUDES MATTER



Clear



Consistent



Confident



Conscious

WORDS AND ATTITUDES MATTER

Negligible

~~Extremely unlikely~~

~~Helps prevent~~

~~Virtually impossible~~

~~Close to zero~~



Clear

Zero risk

Can't pass it on

Can't transmit

Prevents HIV

Impossible

100% effective

WORDS AND ATTITUDES MATTER



Confident

Don't Say:

I believe in U=U
but use a condom
and/or PrEP
just in case.

Do Say:

Condoms or PrEP
aren't clinically
necessary to prevent
HIV with U=U.

WORDS AND ATTITUDES MATTER



Confident

Do Say:

Condoms or PrEP aren't clinically necessary to prevent HIV with U=U.

You might want to also consider condoms/and or PrEP:

- to prevent other STDs or pregnancy
- if the HIV positive partner w/HIV is struggling with adherence
- for an added emotional feeling of security and agency

WORDS AND ATTITUDES MATTER



Confident

Don't Say:

You're only as good as your last viral load test.

Do Say:

If you're taking your medication as prescribed and having regular viral load tests *you don't need to worry.*

WORDS AND ATTITUDES MATTER



Confident

Do Say:

If you're taking your medication as prescribed and having regular viral load tests *you don't need to worry.*

WORDS AND ATTITUDES MATTER



Confident

Don't Say:

You never know...

Do Say:

We do know.

WORDS AND ATTITUDES MATTER



Confident

Do Say:

We do know.

WORDS AND ATTITUDES MATTER



Consistent

Change is uncomfortable!

- ❑ Must be heard *repeatedly* from the right messengers and credible sources.
- ❑ Use targeted channels including social media, outreach activities, patient information, newsletters, clinical/waiting rooms settings
- ❑ Make U=U information prominent, not buried in text.
- ❑ Make U=U central to speeches/events including AIDS Walks, and other public events.
- ❑ Have a conversation with those living with or vulnerable to HIV at every opportunity.
- ❑ Celebrate U=U!

WORDS AND ATTITUDES MATTER



Conscious

Viral load \neq Value

- ❑ Not everyone can achieve and maintain an undetectable viral load.
- ❑ Structural and social barriers make it difficult or impossible for people to start and stay on treatment—especially for marginalized communities.
- ❑ No one with HIV is a danger. All people with HIV have options for safer sex such as condoms and, in some parts of the world, PrEP.

WORDS AND ATTITUDES MATTER



Conscious

Viral load \neq Value

- Treatment is a personal health decision and not a public health responsibility.
- Use the U=U win-win strategy to increase access and remove barriers to information, treatment and care.
- #LeaveNoOneBehind**

What constitutes “viral suppression”?

Source		Measurement (copies/mL)
WHO	“suppressed but detectable”	1,000 and below
CDC	“viral suppression”	<200
PEPFAR	“viral suppression”	<50

<https://www.cdc.gov/hiv/risk/art/index.html#:~:text=If%20taken%20as%20prescribed%2C%20HIV,HIV%20per%20milliliter%20of%20blood.>

<https://www.state.gov/wp-content/uploads/2023/07/FY-2024-PEPFAR-Technical-Considerations.pdf> (Page 41)

What constitutes “viral suppression”?

PEPFAR:

It should be noted that for calculating the third 95 (virological suppression) a cutoff of <1000 cps/ml is used. This is not the clinical definition of viral suppression. Any viral load over 50 cps/ml is actionable and should prompt ascertainment of barriers to treatment and provision of support...(Page 266)

A quantifiable VL above 50 cps/ml should prompt an evaluation of barriers to treatment, enhanced adherence counseling and a repeat viral load. (Page 267)

<https://www.state.gov/wp-content/uploads/2023/07/FY-2024-PEPFAR-Technical-Considerations.pdf>

Goal of therapy

PEPFAR

The goal of treatment for all people living with HIV is durable viral suppression, which reduces morbidity and mortality and prevents HIV transmission

* <50 copies/mL

WHO

The ultimate goal for all people living with HIV is to reach and sustain undetectable viral loads. Taking antiretroviral therapy as prescribed will support this goal, prevent transmission to their sexual partner(s) and/or children, and improve their own clinical well-being

* Not detected by the test or sample type used.

EMBRACING INNOVATION

Choose facts over fear



Recognize
cognitive
dissonance

Separate
feelings
from facts

Consider
the negative
and positive
impacts

Borrow
confidence
from the
experts

Are you still thinking this?

*U=U is just about people with HIV
having sex without condoms*

MULTINATIONAL U=U CALL TO ACTION

Throughout the history of the global HIV epidemic, rarely has such a clear opportunity emerged to alter its course.

There is a worldwide possibility to fight HIV stigma and improve HIV prevention, care, and treatment outcomes by following the science and disseminating the evidence-based U=U message at scale.

Doing so will propel nations, and the entire world, one step closer to finally ending the epidemic.

United States & Canadian Government
[Multinational Undetectable=Untransmittable \(U=U\) Call-to-Action](#)
issued at the World AIDS Conference 2022

JOIN THE MOVEMENT



Integrate U=U into global and national strategies, policies, laws, guidelines



Educate and encourage dialogue about U=U among healthcare professionals, policymakers, and community



Promote U=U clearly, repeatedly, and prominently in health communications reaching key populations and the public



Advocate to remove barriers to treatment, care and services to improve the quality of life of PLHIV and prevent new transmissions

**TO END
HIV**

**WE MUST LET
PEOPLE LIVING
WITH HIV
*LEAD!***

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#UequalsU

#WinWinAgenda

