



STIGMA ZERO HIV DAY

CAMPAIGN TOOLKIT

#ZeroHIVStigmaDay is a joint initiative of IAPAC (a global network of clinicians and allied health professionals working to end the HIV epidemic) and NAZ (a sexual health charity working to address sexual health inequalities in Black, Brown, and marginalized communities) in collaboration with the Global HIV Collaborative and Fast-Track Cities Institute.



HIV STIGMA
is a
SOCIAL JUSTICE
and
HUMAN RIGHTS
and
PUBLIC HEALTH
issue.

- Refers to the negative attitudes, beliefs, and discrimination that people living with HIV may experience due to their status.
- Involves the devaluation and labeling of individuals based on certain attributes, leading to social exclusion or marginalization, which can negatively impact the health outcomes for people living with and affected by HIV.
- Involves social disapproval, prejudice, stereotypes associated with HIV, and disproportionately affects marginalized communities and their access HIV prevention, testing, treatment, and care.
- Influences people's perceptions and beliefs, which leads to discrimination (tangible actions that results in unequal treatment, or denial of rights).
- Stigmas negative impact on individuals and communities, affected by HIV reinforces social injustices and jeopardizes efforts to end the HIV epidemic.



What is **STIGMA** **ZERO HIV** **DAY** ?

A global movement uniting people and communities to raise awareness of HIV and take action to eliminate **HIV STIGMA** in all its forms.

- A day of action featuring communities living with and affected by HIV, activists, clinicians, influencers, high-profile individuals, and civil society organizations.
- **Human First** is the 2023 campaign theme meant to emphasize the **Human First** dimension of people living with and affected by HIV, because we are all **Human First**.

We must collectively work to eliminate **HIV STIGMA** and end the HIV epidemic.

STIGMA
ZERO HIV
DAY



Why is **STIGMA** **ZERO HIV** **DAY** on July 21st?

In 1992, Prudence Nobantu Mabele (July 21, 1971 – July 10, 2017) became one of the first women in South Africa to disclose her HIV status.

Prudence set a precedent to encourage other women with HIV to discuss their status with loved ones, to live without shame, to seek treatment, and to lead happy and fulfilled lives.

We chose Prudence's birthday to honor her work and tireless activism to end **HIV stigma**.

"I THINK MORE THAN ANYTHING, WE HAVE TALKED, WE HAVE DONE EVERYTHING. NOW IT IS TIME FOR US TO STOP ALL OF THAT FOR A LITTLE BIT AND ACTION."

- PRUDENCE NOBANTU MABELE

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A GLOBAL CHALLENGE:

HIV STIGMA EXPLAINED...

HIV STIGMA COSTS LIVES

- Multidimensional and detrimental impacts for people, communities, and global public health.

END HIV STIGMA NOW

- Global call-to-action for people, community, industry, government, and civil society.

#ZEROHIVSTIGMADAY

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KEY MESSAGES

#ZEROHIVSTIGMADAY

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KEY MESSAGE #1



A GLOBAL CHALLENGE:

HIV STIGMA

HIV stigma refers to the negative attitudes, beliefs, and discrimination that people living with and affected by HIV may experience due to their HIV status. It involves social disapproval, prejudice, marginalization, and stereotypes associated with HIV.

- **HIV stigma** involves the devaluation and labeling of individuals based on certain attributes, leading to social exclusion or marginalization.
- **HIV stigma** influences people's perceptions and beliefs, which leads to discrimination (tangible actions that result in unequal treatment or denial of rights).
- **HIV stigma** can manifest as institutional, intersectional, and self-inflicted (personal) ways.
- Both **HIV stigma** and discrimination have detrimental impacts on individuals and communities affected by HIV, by reinforcing social injustices and hindering access to prevention, testing, care, support, and other necessary resources.

KEY MESSAGE #2

- People living with and affected by HIV often face stigma, which takes different forms including self-inflicted, interpersonal, institutional, and societal stigma, which creates multiple barriers to achieving positive health outcomes.
- **HIV stigma** is intersectional - age, race, gender identity, sexual orientation, socioeconomic status - meaning the impact is more deeply felt by marginalized communities.
- **HIV stigma** is a violation of human rights. It causes stigmatizing attitudes fueled by misinformation, fear and prejudices. For many, HIV stigma curtails the ability of people living with HIV to access life-saving HIV prevention and treatment services.

#ZEROHIVSTIGMADAY



HIV STIGMA COSTS LIVES

HIV stigma is fueled by misperception and causes personal and public detriment including social exclusion, loss of employment, housing insecurity, health inequities, and strained relationships.

HIV stigma creates a barrier to prevention, treatment, and care.

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KEY MESSAGE #3



END **HIV STIGMA** NOW!

The end of AIDS as a public health threat is near if we collectively take action to educate about prevention, treatment, care while shifting perception to end **HIV stigma**. We have the tools and we must collectively work to create a world that supports people living with and affected by HIV that fosters community resilience and empowerment.

By eliminating **HIV stigma**, we will:

- Realize the right to dignity, health, and wellbeing for all people affected by HIV, including improving their quality of life.
- Reduce fear of disclosure and social isolation, and allow people to live more openly and as their authentic selves.
- Drive demand for HIV testing, leading to earlier diagnosis, and timely access to HIV treatment, care, social services leading to U=U.
- Enable open conversations about HIV, promoting accurate information about transmission and prevention, and encouraging individuals to adopt preventive measures such as PrEP, and harm reduction strategies.
- Drive equity in access to healthcare, prevention, and treatment for all individuals, regardless of their HIV status.

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TAKE ACTION TO END HIV STIGMA

WAYS TO GET INVOLVED

Use your voice to raise awareness about **Zero HIV Stigma Day**. Here's how you and your organizations can help:

- Change the way you think and talk about HIV
- Focused newsletter to your membership that identifies the challenge, the impact, and how we can eliminate **HIV stigma**
- Post information to your website
- Share **Zero HIV Stigma Day** social media posts on your handles
- Encourage your staff and community to join the movement of **#HumanFirst**
- Host a webinar to educate constituents about **HIV stigma**
- Host a virtual or in-person screening of the **Human First** documentary
- Follow us and use the campaign hashtags so we can keep track!
@ZeroHIVStigmaDay #ZeroHIVStigmaDay #HumanFirst
- Capitalize on time leading up to Zero HIV Stigma Day to empower and mobilize your communities to take a stand to end **HIV stigma**

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ZERO HIV STIGMA DAY TOOLS

LIST OF RESOURCES/ASSETS AND WAYS TO LEVERAGE

The following tools and resources are available for your use. All materials are accessible by visiting:

www.ZeroHIVStigmaDay.org

- Campaign Logos
- Social Media Posts
- Infographic
- Virtual Meeting Background
- T-Shirt Order Form
- Coming Soon!
 - **Human First** Documentary
 - FAQ
 - Additional Social Media Posts

All tools and resources are available here:

[Zero HIV Stigma Day Drop Box](#)

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HUMAN FIRST

SELF

HIV FIRST

Internalized negative personal beliefs, feelings, and attitudes that people living with HIV may feel about themselves.

IA-PAC NAZ STIGMA ZERO HIV DAY FAS BACK CITIES GLOBAL HIV COLLABORATIVE

INTERPERSONAL

STIGMA & DISCRIMINATION FACED BY PLHIV FROM THEIR FAMILY, FRIENDS, PEERS, COLLEAGUES, AND THE BROADER COMMUNITY.

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INSTITUTIONAL

HIV stigma in **HEALTHCARE, WORK, LEGAL SYSTEMS, GOVERNMENT AGENCIES,** and other community settings. Embedded within policies, procedures, and practices of various institutions and organization

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WE MUST WORK TOGETHER TO

END HIV STIGMA NOW!

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HIV STIGMA

Is a Global Health Challenge

Costs Lives

We Need to End HIV Stigma NOW.

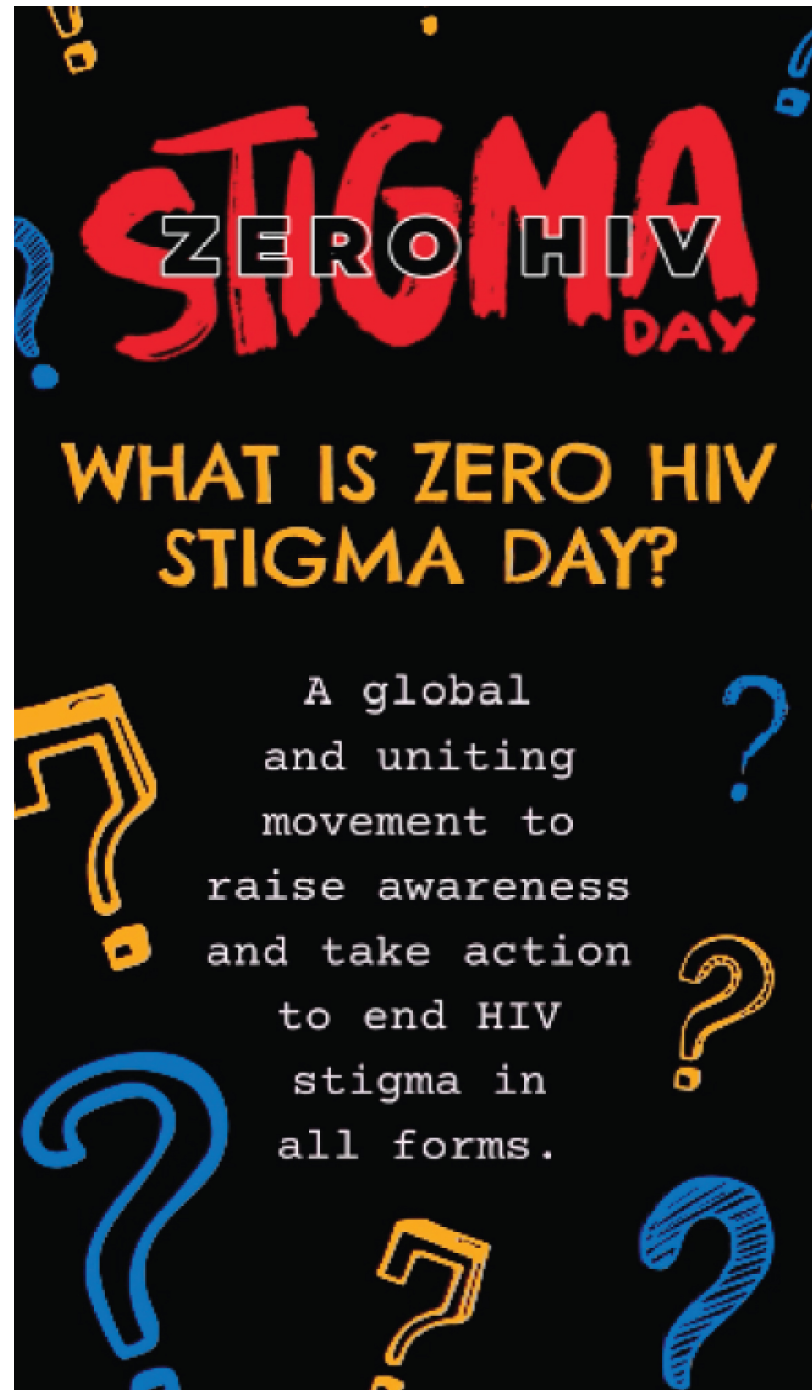
IA PAC INTERNATIONAL ASSOCIATION OF PROVIDERS OF HIV CARE

FAST TRACK CITIES

NAZ NATIONAL ASSOCIATION OF ZEPHYRUS

GLOBAL HIV COLLABORATIVE

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HIV STIGMA
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HIV STIGMA IS A SOCIAL JUSTICE, HUMAN RIGHTS, AND PUBLIC HEALTH ISSUE.

HIV Stigma
n(ˈstɪɡmə)
Refers to the negative attitudes and beliefs that people living with HIV experience due to their HIV status. HIV stigma leads to discrimination, the behaviors that result from those attitudes and beliefs. HIV discrimination is the act of treating people living with HIV differently than those without HIV.

HIV STIGMA CAN MANIFEST AS:

HIV stigma in **HEALTHCARE, WORK, LEGAL SYSTEMS, GOVERNMENT AGENCIES,** and other community settings. Embedded within policies, procedures, and practices of various institutions and organizations.

STIGMA & DISCRIMINATION FACED BY PEOPLE LIVING WITH HIV FROM THEIR FAMILY, FRIENDS, PEERS, COLLEAGUES, AND THE BROADER COMMUNITY.

Internalized negative personal beliefs, feelings, and attitudes that people living with HIV may feel about themselves.

WE MUST END HIV STIGMA NOW.

- Realize right to dignity, health, and well-being for all people living with HIV
- Reduce fear of disclosure and social isolation
- Drive demand for HIV testing, leading to earlier diagnosis and timely access to HIV, treatment, care, and social service leading to U=U
- Enable open conversation about HIV
- Promote accurate information about HIV transmission and prevention
- Encourage use of PrEP and other harm reduction strategies
- Drive equity in access to healthcare irrespective of HIV status

HIV FIRST

IA-PAC | FACEBOOK CITIES | NAZ | GLOBAL HIV COLLABORATIVE

Virtual Meeting Background



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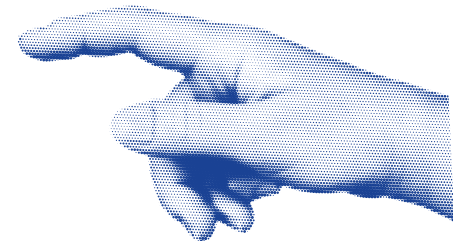
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MERCH STORE



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FOR MORE INFORMATION, PLEASE CONTACT:



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