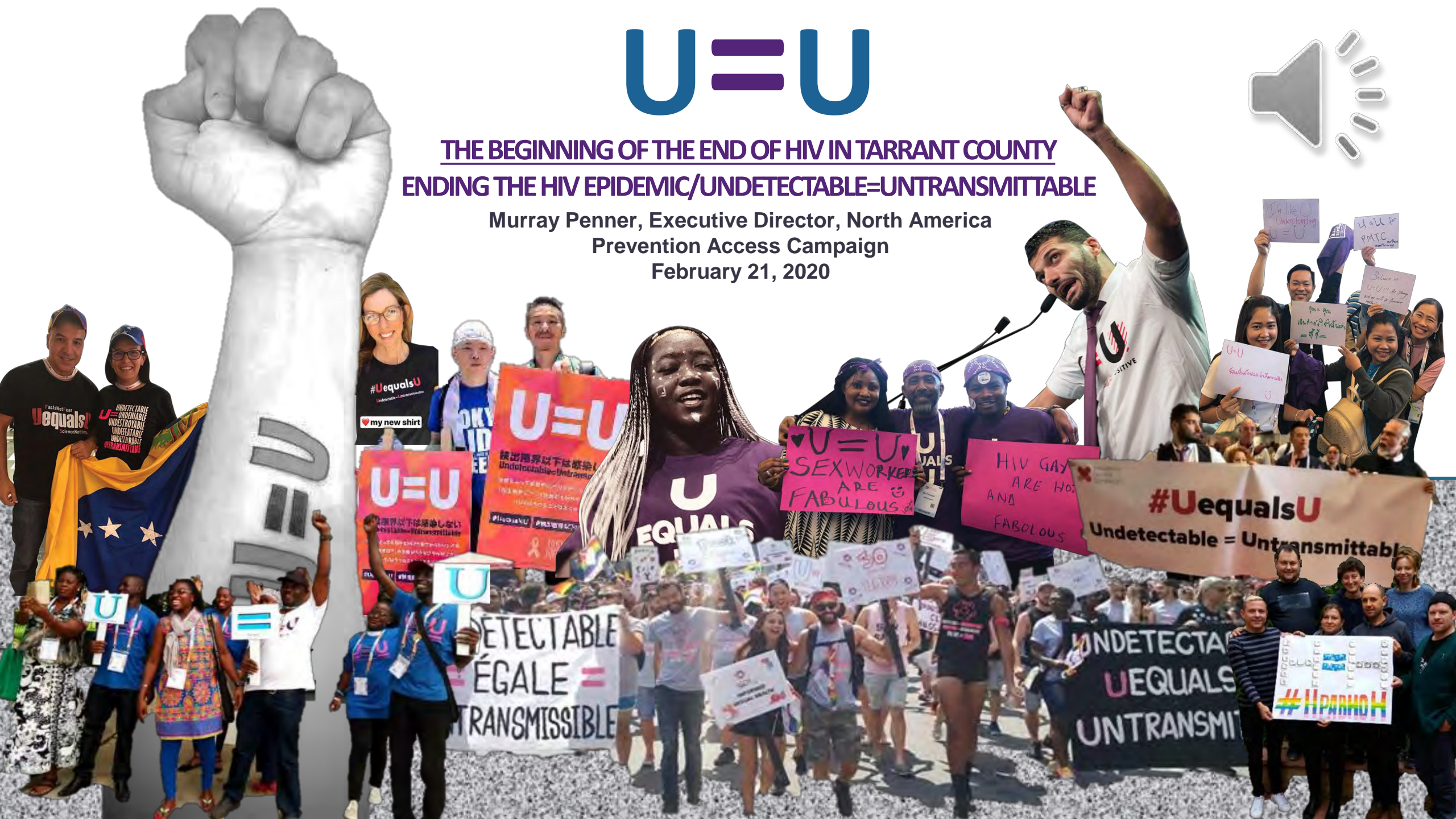


# U=U



## THE BEGINNING OF THE END OF HIV IN TARRANT COUNTY ENDING THE HIV EPIDEMIC/UNDETECTABLE=UNTRANSMITTABLE

Murray Penner, Executive Director, North America  
Prevention Access Campaign  
February 21, 2020







# Outline

- What is U=U?
- The U=U Campaign
- U.S. Government Support
- Communicating about U=U
- U=U Worldwide and in the U.S.
- U=U in Ending the HIV Epidemic
- Q&A



# What is U=U?

## Undetectable = Untransmittable

People living with HIV who are on treatment and have an undetectable viral load **cannot transmit HIV** to sexual partners.





# How Do We Know U=U?

Source: Dr. Sarah Calabrese

## Summary of Recent Evidence for Undetectable=Untransmittable (U=U)

Study	Enrolled Sample	Study Design	Number of Condomless Sex Acts	Number of New HIV Infections		
				Total	Phylogenetically Linked	Phylogenetically Linked When HIV+ Partner Stably Virally Suppressed
HPTN 052 Cohen et al., 2016	1,763 serodifferent couples • 98% male-female couples	2-arm trial with HIV+ partner randomized to early or delayed ART	-	78 • 19 in early-ART group • 59 in delayed-ART group	46 • 3 in early-ART group • 43 in delayed-ART group	0
PARTNER1 Rodger et al., 2016	1,166 serodifferent couples • 888 in analytic subset • 62% male-female couples	Observational study	55,193 • 34,214 among male-female couples	11	0	0
Opposites Attract Bavinton et al., 2018	358 serodifferent male-male couples	Observational study	12,447 • counted when HIV+ partner virally suppressed and HIV-partner not on PrEP	3	0	0
PARTNER2 Rodger et al., 2019	972 serodifferent male-male couples • 783 in analytic subset	Observational study	76,991	15	0	0

Sex without condoms > 144,000 times

# Why is U=U a Game Changer?



Transforms social, sexual, & reproductive lives of PLWH and frees them from the shame and fear of transmitting HIV



Dismantles HIV stigma



Reduces anxiety associated with HIV testing and adds an incentive to start and stay on treatment and in care to stay healthy



Provides a strong public health argument for increasing access and removes barriers to treatment and care (The Third U = Universal)

# Rules to Enjoy U=U

The basics:

 **Treatment**

 **Labs**

 **Connection**

**< 200 copies/ml**

Synonymous with viral suppression

**U=U is about sex**

Not breastfeeding or needle sharing

**U=U only prevents HIV**

Not other STIs

**HIV disclosure laws**

U=U might not be an exemption

**V≠V**

Viral load does not equal Value

# Advocacy – The 3rd U: Universal

We demand access to treatment, care, and services to ensure everyone can get to U=U, in order to:

Save lives of people  
living with HIV

“Personal health”



Prevent new  
transmissions

“Public health”

End the HIV Epidemic



# U=U Public Health Argument

---

**Improving access and removing barriers to treatment,  
care & services:**

1. Improves the well-being of people living with HIV



2. Eliminates new HIV transmissions

# The U=U Campaign

**HISTORY  
IN THE  
MAKING**

# A Defining Moment in History

1996



2016





# A Defining Moment

#UEQUALSU | @PreventionAC

U=U

1996



2016

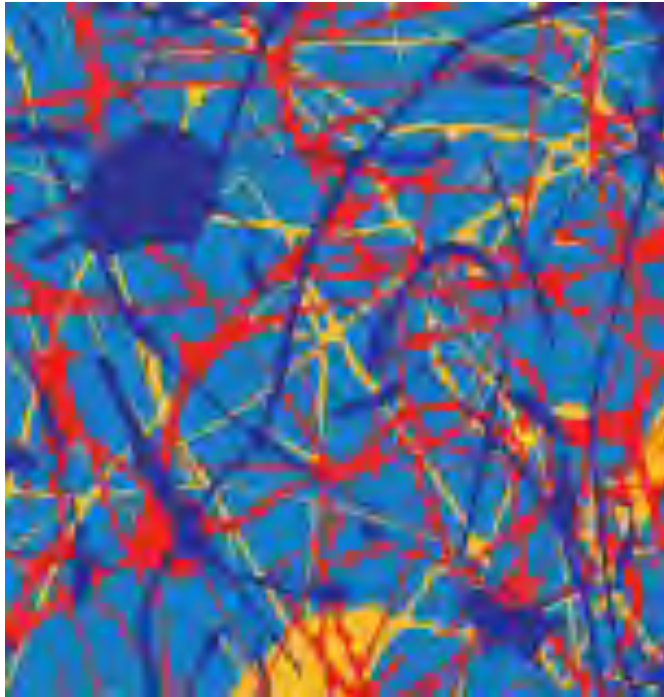


# A Defining Moment in History

2016



# Why Did We Need the U=U Campaign?



- Lack of access to accurate information
- Lack of expertise, authority, or disposition to draw a conclusion on the aggregate of research
- Paternalism, bias, prejudice, and stigma
- Resistance to change

**Science doesn't have a publicist.**



# Why Did We Need the U=U Campaign?



#UEQUALSU | @PreventionAC

U=U

**Tell the truth**

All people with HIV have a right to accurate information about their social, sexual, and reproductive health.

**-or-**

HIV stigma is a public health emergency. U=U is an immediate & effective public health solution.

**We'll tell it for you**

# Bringing Science to the People

Jan to July 2016

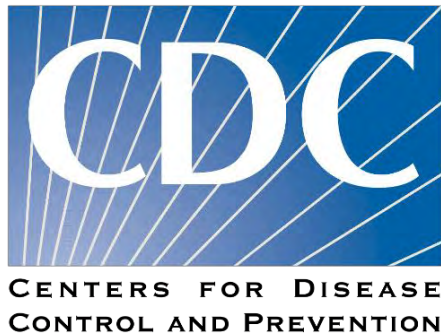


- Dr. Andrew Grulich - Principal Investigator, Oodoo Kirby Institute, University of New South Wales, Australia
- Dr. Jens Lundgren - Co-principal Investigator, University of Copenhagen, Denmark
- Dr. Mona Loutfy, MPH - Lead author on Canada's criminal law, Associate Professor, Division of Infectious Diseases, University of Toronto, ON, Canada
- Dr. Julio Montaner - Director of the British Columbia Program for HIV/AIDS, Vancouver, BC, Canada
- Dr. Pietro Verra - Executive Committee, UNAIDS

**July 2016**  
Partners



# Bringing Science to the People Jan to July 2016



National Institute of  
Allergy and  
Infectious Diseases





Russia



Greece



Nepal

Australia



Kazakhstan



Mauritius



Guatemala



Zambia



France



Ivory Coast



Uganda



Norway



Moldova



Indonesia



Spain



Canada



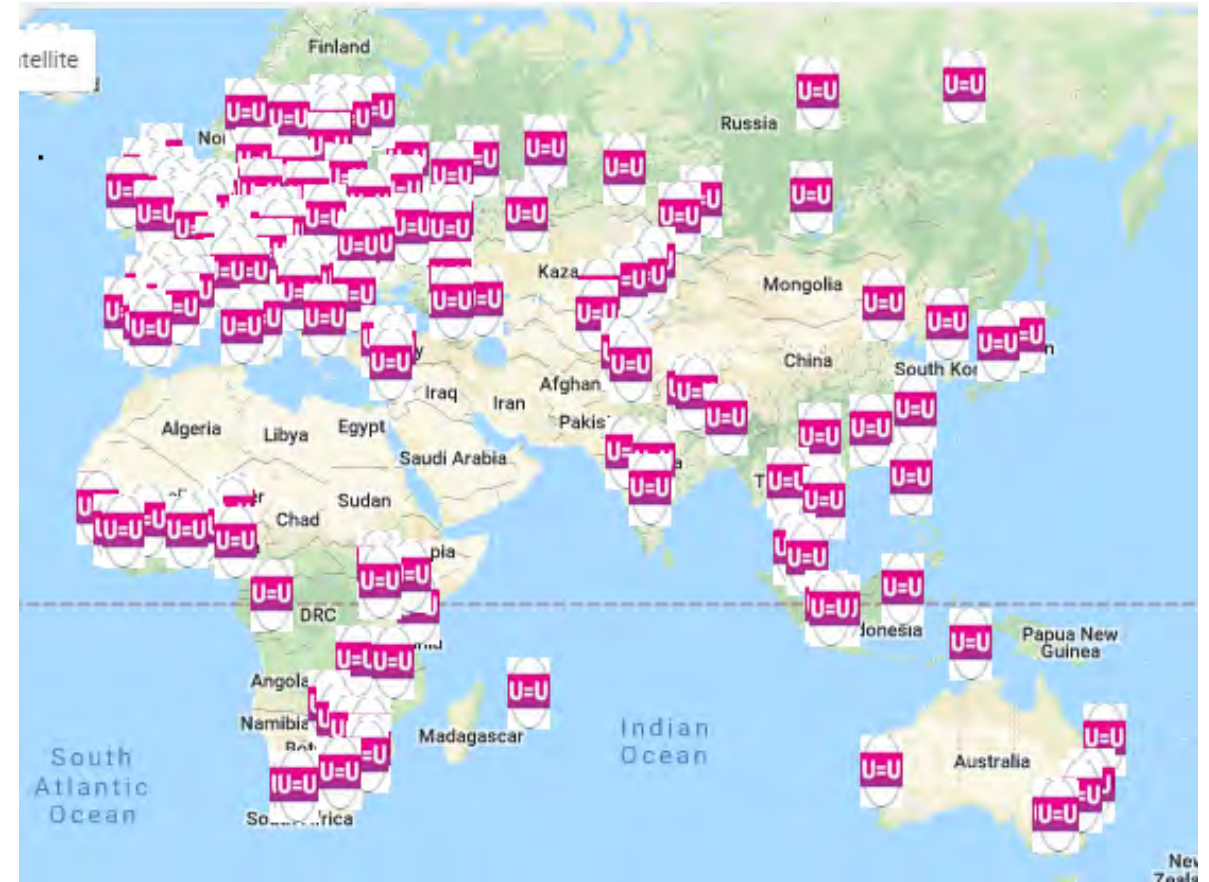




# U=U Campaign

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 · Hungary · 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  
 Trinidad & Tobago · Tunisia · Turkey · Uganda · Ukraine  
 United States of America · Uzbekistan · Venezuela  
 Vietnam · Zambia · Zimbabwe

## 960+ partners from 101 countries



# U=U public health jurisdictions

## U.S. State Health Departments

1. Arizona
2. California
3. Connecticut
4. Hawaii
5. Illinois
6. Indiana
7. Iowa
8. Louisiana
9. Michigan
10. Minnesota
11. New Jersey
12. New Mexico
13. New York
14. North Carolina
15. Oregon
16. Pennsylvania
17. Rhode Island
18. Tennessee
19. Washington

## Municipalities

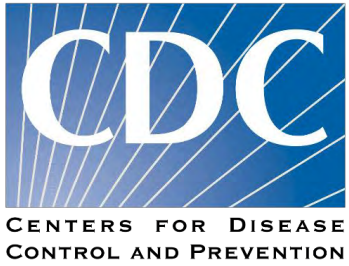
1. Adams County Public Health Department (Illinois)
2. Alameda County Public Health Department (California)
3. Baltimore City Health Department (Maryland)
4. Baton Rouge (Louisiana)
5. Champaign-Urbana Public Health District (Illinois)
6. Chicago Dept. of Public Health (Illinois)
7. Cleveland Dept. of Public Health (Ohio)
8. Columbus Public Health (Ohio)
9. Cuyahoga County Board of Health (Ohio)
10. Denver Public Health (Colorado)
11. Detroit Health Department (Michigan)
12. Florida Department of Health - Hillsborough (Florida)
13. Florida Department of Health Okaloosa County (Florida)
14. Genesee County Health Department (Michigan)
15. Hennepin County Public Health (Minnesota)
16. Houston Health Dept. (Texas)
17. Jefferson County Dept. of Health (Alabama)
18. Kent County Health Department (Michigan)
19. Kitsap Public Health District (Washington)
20. LMAS District Health Department (Michigan)
21. Long Beach HHS (California)

22. Los Angeles County Dept of Public Health (California)
23. Nashville Metro Public Health Dept. (Tennessee)
24. New Orleans (Louisiana)
25. NYC Dept. of Health (New York)
26. San Diego County (California)
27. San Francisco Dept. of Public Health (California)
28. Scott County Health Dept. (Indiana)
29. Washington, D.C. Health Dept.
30. Whatcom County Health Dept. (Washington)

## International

1. Canada
2. Monaco
3. Vietnam
4. State of Victoria, Australia
5. City of Athens, Greece
6. City of London – Fast Track Cities Initiative
7. City of Paris, France
8. City of Toronto, Canada





## 2017 - 2019

- ➔ “**Effectively no risk**” of sexual transmission when on treatment and undetectable
- ➔ U=U: **100% effective** for preventing sexual transmission
- ➔ Dear Colleague Letter (Aug. 2019) - Authorizes flexibility in messaging, including PAC’s communications and U=U



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



# Dear Colleague Letter October 2018

“

“HRSA continues to work with HIV prevention, care and treatment partners across the U.S. to increase awareness about the importance of HIV treatment and to integrate viral suppression messaging into ongoing discussions with PLWH to reduce HIV transmission.” —HRSA/HAB letter to Ryan White HIV/AIDS Program Stakeholders

”



DEPARTMENT OF HEALTH & HUMAN SERVICES

Health Resources and Services  
Administration

Rockville, MD 20857  
HIV/AIDS Bureau

OCT 19 2018

Dear Ryan White HIV/AIDS Program Colleagues,

Several large studies have demonstrated that people living with HIV (PLWH) who have consistent viral suppression do not sexually transmit HIV. This letter outlines recommendations for Health Resources and Services Administration's (HRSA) HIV/AIDS Bureau's (HAB) Ryan White HIV/AIDS Program (RWHAP) recipients and subrecipients as they incorporate messages on the impact viral suppression has on HIV transmission in service delivery settings.

According to recent data from the 2016 Ryan White Services Report (RSR), the RWHAP has made tremendous progress toward ending the HIV epidemic in the U.S. From 2010 to 2016, HIV viral suppression in the RWHAP has increased from 69.5 percent to 84.9 percent, and racial/ethnic, age-based, and regional disparities have decreased.<sup>1</sup> Scientific advances have shown that HIV medication (antiretroviral therapy) preserves the health of people living with HIV (PLWH) and prevents sexual HIV transmission. PLWH who take HIV medication daily as prescribed and achieve and maintain an undetectable viral load have effectively no risk of sexually transmitting the virus to an HIV-negative partner. Such findings underscore the importance of supporting effective interventions for linking PLWH into care, retaining them in care, and helping them adhere to their HIV medication.

HRSA strongly encourages RWHAP recipients, subrecipients, planning bodies, and providers to leverage their expertise and RWHAP infrastructure to incorporate viral suppression messages in service delivery settings where PLWH are engaged (e.g., outpatient ambulatory health services, medical and non-medical case management, health literacy, early intervention services, and treatment adherence discussions). To do this, providers should: 1) involve PLWH in the decision-making process of their HIV treatment and their sexual health; 2) develop a trusting relationship with their patients; 3) assess barriers to treatment adherence; and 4) support PLWH to achieve and maintain healthy outcomes.

HRSA encourages ongoing discussions about the impact of viral suppression for PLWH. Discussions with PLWH should be supported by all staff (e.g., case manager, social worker, medical provider, etc.), use consistent language, and include tailored messages regarding a person's viral suppression and sexual health practices, reinforcing prevention of other sexually transmitted infections.

Sharing messages about viral suppression with PLWH may have a profound impact on how they feel about themselves, their life choices, and reducing stigma and discrimination. By reducing HIV-stigma for providers, PLWH, and their family members, these discussions could have a positive impact on linkage to HIV care, retention in care, and HIV viral suppression.

Associate Administrator  
Page 2

HRSA continues to work with HIV prevention, care, and treatment partners across the U.S. to increase awareness about the importance of HIV treatment and to integrate viral suppression messaging into ongoing discussions with PLWH to reduce HIV transmission. We look forward to continued work with our RWHAP recipients, partners, and stakeholders to improve health outcomes for PLWH and to make continued advancements toward ending the HIV epidemic.

Sincerely,

/Laura W. Cheever/  
Laura W. Cheever, M.D., Sc.M.  
Associate Administrator  
HIV/AIDS Bureau  
Health Resources and Services Administration

<sup>1</sup> Health Resources and Services Administration. Ryan White HIV/AIDS Program Annual Client-Level Data Report 2016. <http://hab.hrsa.gov/data/data-reports>. Published December 2017. Accessed September 25, 2018.



**July-August 2019**

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



Dr. Anthony S. Fauci, Director NIAID, NIH





## December 2019

### DHHS TREATMENT GUIDELINES

All persons with HIV should be informed that maintaining a plasma HIV RNA (viral load) of <200 copies/mL, including any measurable value below this threshold value, with antiretroviral therapy (ART) prevents sexual transmission of HIV to their partners.

Patients may recognize this concept as Undetectable = Untransmittable or U=U.



# How to Communicate U=U



# Communicating U = U

---

- Clear
- Confident
- Consistent
- Conscious

# Be *clear* about U = U

The way the risk is described has significant impact for individuals living with HIV and on HIV stigma. All HIV information providers need to adopt a consistency of message around U=U.

The language we use makes a difference:

## **Don't say:**

Negligible  
Extremely unlikely  
Virtually impossible  
Close to zero  
Helps prevent

## **Do say:**

Can't pass it on  
Can't transmit  
No risk  
Zero risk  
Prevents HIV

# Be *confident* about U = U

Overly cautious attitudes have profound impacts.  
Actively challenge misconceptions and doubts.



**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.**

*You might want to use a condom and/or PrEP:*

- *to prevent other **STDs or pregnancy***
- *if the partner w/HIV is **struggling with adherence***
- *if you have condomless sex with other partners of unknown HIV status*
- *for an added emotional **feeling of security and agency***



# Be *confident* about U = U

---

**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 a regular viral load test you don't need to worry.*

**Don't say: You never know...**

*Do say: We do know.*

# Be *consistent* about U = U

People need to see, hear and practice saying U=U repeatedly to accept and believe it.

- Integrate into patient information, guidelines, clinical rooms, outreach activities, and communications
- Have a conversation about U=U with those living with or vulnerable to HIV at every opportunity
- Use social and traditional media repeatedly to convey the message

# Be *conscious* about all aspects of U=U



#UEQUALSU | @PreventionAC

U=U

## Viral load does not equal Value

- Not everyone is able to achieve and maintain an undetectable viral load.
- Recognize **structural, social and emotional barriers** that make it difficult for people to start or stay on treatment - especially for marginalized communities.
- All people with HIV have options for safer sex (e.g. condoms and PrEP)
- Acknowledge that treatment is a personal decision and support those on treatment to achieve maximal adherence
- Use the public health argument of U = U to address the barriers to universal access





**U=U**  
#LOVEPOSITIVE  
exaequo.be  
AIDES

**You are the solution**  
Taking HIV medication daily suppresses the virus and means you can't pass it to others.  
#UequalsU  
DCTakesonHIV.com

**U=U**  
SCIENCE=HEALTH  
ACT UP DUBLIN  
#UequalsU  
#ScienceNotStigma

**U=U**  
Undetectable = Untransmittable  
تكون في التربة العلاجية  
VIH 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

**UNDETECTABLE = UNTRANSMITTABLE**  
PRIDE YOUTH  
LIVING WITH HIV  
Taking effective daily suppressant pills and having regular sex is safe.

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

**n=n**  
NIET DETECTEERBAAR  
BETROFFEN  
NIET OVERDRAAGBAAR  
UNDETECTABLE = UNINFECTIOUS

**nam aidsmap**  
HIV & AIDS - chronic infectious diseases  
The so-called undetectable partner

**U=U**  
UNDETECTABLE EQUALS UNTRANSMITTABLE  
It's a fact

**U=U**  
UNDETECTABLE = UNTRANSMITTABLE  
PEOPLE LIVING WITH HIV, WHO ARE TAKING EFFECTIVE TREATMENT, CANNOT PASS ON HIV TRANSMISSION.

**U=U**  
UNDETECTABLE = UNTRANSMITTABLE  
PEOPLE LIVING WITH HIV, WHO ARE TAKING EFFECTIVE TREATMENT, CANNOT PASS ON HIV TRANSMISSION.

**UNDETECTABLE = UNTRANSMITTABLE**  
НЕДЕТЕКТАБИЛНО = НЕПРЕНОСИВО

**U=U**

**#HpaBHoT**  
The PARTNER study (2016)  
U=U  
0 HIV

**INDETECTABLE SIGNIFICANTLY INTRANSMITTABLE**

**U=U**

**U=U**

**PASS IT ON**  
CAN'T PASS IT ON  
14 European countries  
PEOPLE ON EFFECTIVE TREATMENT CANNOT PASS IT ON

**U=U**  
UNDETECTABLE = UNTRANSMITTABLE  
#UequalsU  
The science is clear: People living with HIV, who are on effective treatment, do not transmit HIV to sexual partners.

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

**U=U**  
検出限界以下は感染しない  
Undetectable=Untransmittable  
治療によって血液中のHIVが検出されないレベル「検出限界以下」の状態が1か月以上続くと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

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

**Podporujemo!**  
WE STAY STRONG  
HIV TREATMENT = PREVENTION

**U=U**  
Undetectable = Untransmittable  
HO L'HIV, NON SONO CONTAGIOSO.  
陰性列 - 傳播列



**"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



**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.





“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



**U=U**  
Undetectable = Untransmittable

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

ART is not only good for viral 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 stigma that a person with 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.

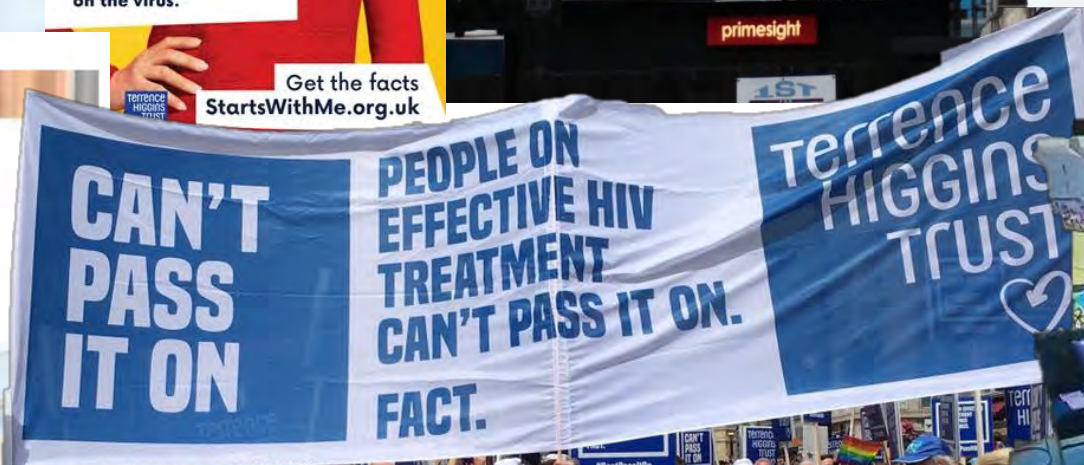
What is U=U?  
Undetectable = Untransmittable. It means that someone with an undetectable HIV viral load on ART cannot transmit HIV, even without using condoms or PrEP.

What does U=U involve?  
This comes 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 virus in sexual fluids for an infection to occur.

September 2018

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  
 Facts not fear.  
 Science not stigma.





**"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**



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



Get the facts  
[StartsWithMe.org.uk](http://StartsWithMe.org.uk)



**U=U**  
**Undetectable = Untransmittable**

Did you know that having an undetectable viral load means you cannot pass HIV on?

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 taking ART every day. 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 pass HIV to their sexual partners."

UK guidelines state that HIV patients should talk to all their sexual partners about their new ART status.

Professor Chris Cook, Chair British HIV Association

What is U=U?  
U=U stands for 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 HIV 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 test result is undetectable there is no risk of sexual transmission.

September 2018

**Hear Horcelie's story**



**Terrence HIGGINS TRUST**

**PEOPLE ON EFFECTIVE HIV TREATMENT CAN'T PASS IT ON. FACT.**

**CAN'T PASS IT ON**



**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](http://www.aidsmap.com)

**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.



**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 DO IT**  
TEST-PROTECT-PREVENT HIV





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





# MASHO SAKA



## Band U=U

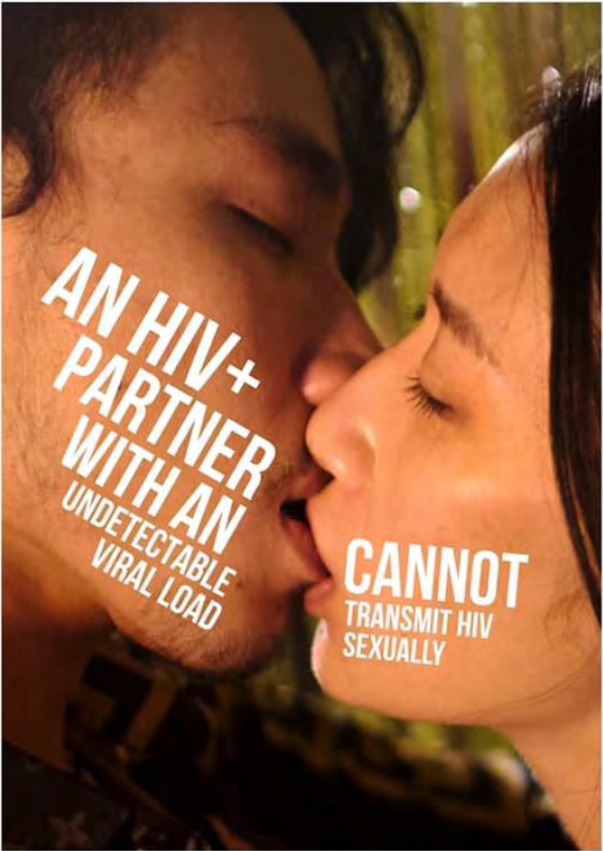


[hiv-uujapan.org](http://hiv-uujapan.org)





# Vietnam (CDC and PEPFAR)



**K=K** KHÔNG PHÁT HIỆN  
KHÔNG LÂY TRUYỀN



HAVN



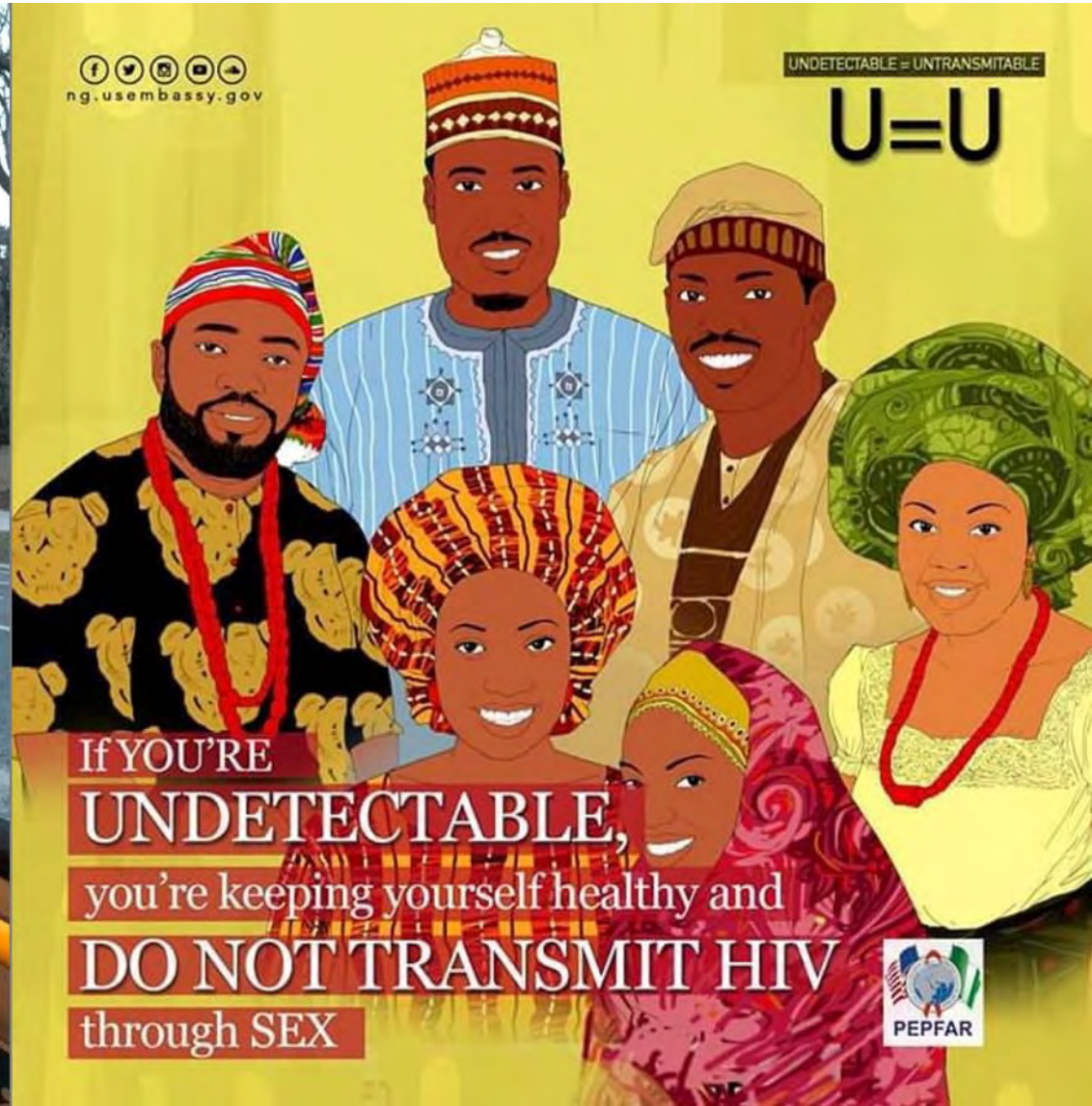
**K=K** KHÔNG PHÁT HIỆN  
KHÔNG LÂY TRUYỀN



**HAVN**  
Health Advancement in Vietnam



# Ireland and Nigeria (PEPFAR)





# Mauritius

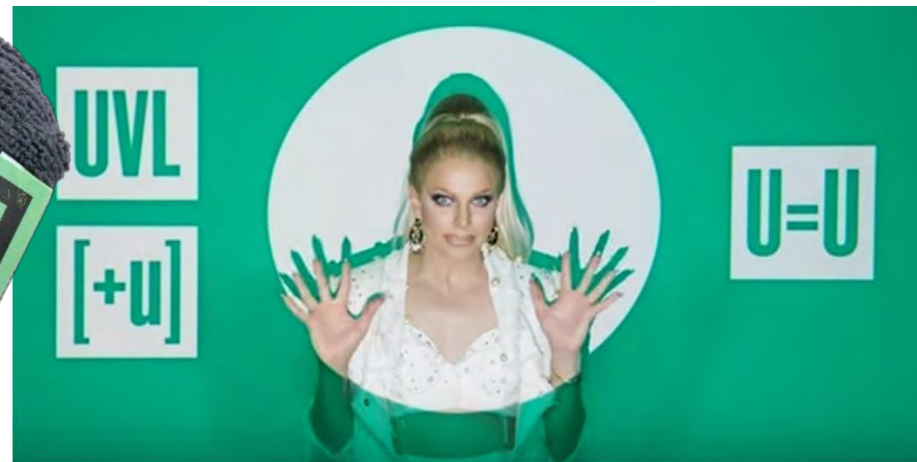
A green and teal poster with the text 'U=U' in large white letters. Below it, 'UNDETECTABLE = UNTRANSMITTABLE' is written in white. At the bottom, it says 'A PERSON LIVING WITH HIV WHO HAS AN UNDETECTABLE VIRAL LOAD DOES NOT TRANSMIT THE VIRUS TO THEIR PARTNERS.' The International AIDS Society (IAS) logo is in the top right corner. At the very bottom, in small text, it says 'The International AIDS Society is proud to endorse the U=U consensus statement of the Prevention Access Campaign.'A red and black poster with the text 'U=U' in large white letters. Below it, 'Undetectable = Untransmittable' is written in white. At the bottom, it says 'It's a fact...' followed by a quote: 'a person living with HIV who has an undetectable viral load will not pass HIV to their sexual partners.' The Saving Lives UK logo is in the top right corner. At the very bottom, in small text, it says 'The Saving Lives charity is proud to support the Prevention Access Campaign's UequalSU consensus statement.'



# New Zealand



New Zealand AIDS Foundation  
Te Tūāpapa Mate Āraikore o Aotearoa





# Washington, DC



**U=U**

sex positive

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

**YOU are the solution**

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

#UequalsU  
DCTakesOnHIV.com

**U=U BRINGS HOPE**

ERES LA SOLUCIÓN  
U=U TRAE ESPERANZA



# New York (State & City)





# Baltimore (MD)

**HIV UNDETECTABLE  
& ZERO RISK  
OF PASSING IT ON**



get in the convo  
get all the facts  
[UequalsUmaryland.org](http://UequalsUmaryland.org)

**HIV TREATMENT WORKS TO STOP HIV.**  
By following your treatment plan and maintaining an undetectable HIV viral load for at least 6 months, HIV can't be transmitted spread to sex partners.

**U=U Undetectable = Untransmittable**  
Are U in the Conversation?  
a community-driven movement

BALTIMORE CITY HEALTH DEPARTMENT

**I HAVE HIV &  
I CAN'T PASS IT ON**



get in the convo  
get all the facts  
[UequalsUmaryland.org](http://UequalsUmaryland.org)

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**HIV UNDETECTABLE &  
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a community-driven movement

BALTIMORE CITY HEALTH DEPARTMENT

**1 OF US HAS HIV,  
2 DON'T, &  
IT'LL STAY THAT WAY**



get in the convo  
get all the facts  
[UequalsUmaryland.org](http://UequalsUmaryland.org)

**HIV TREATMENT WORKS TO STOP HIV.**  
By following your treatment plan and maintaining an undetectable HIV viral load for at least 6 months, HIV can't be transmitted spread to sex partners.

**U=U Undetectable = Untransmittable**  
Are U in the Conversation?  
a community-driven movement

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**LOVED, HEALTHY,  
& HIV UNDETECTABLE**



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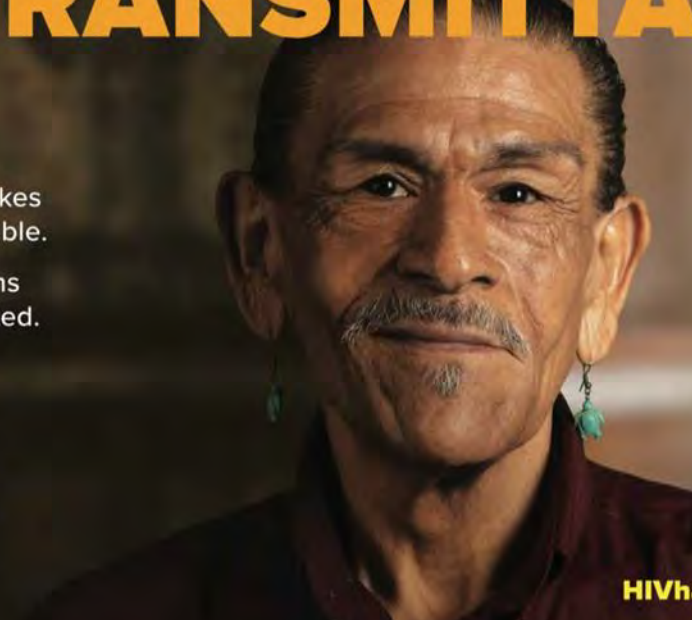


# Equitas Health (OH)





# Santa Clara County (CA)



## I BECAME UNTRANSMITTABLE

HIV medication makes  
the virus undetectable.  
Undetectable means  
it can't be transmitted.

**I'm not HIV.  
I'm just me.**

*Angel*

**U=U**  
UNDETECTABLE  
UNTRANSMITTABLE

**HIVhasCHANGED.org**

undetectable\_AngelEN.pdf



## ME VOLVÍ INTRANSMISIBLE

El medicamento contra el VIH  
vuelve al virus indetectable.  
Indetectable quiere decir  
que no puede ser transmitido.

**No soy el VIH.  
Solo soy yo.**

*Bianca*

**I=I**  
INDETECTABLE  
INTRANSMISIBLE

**VIHhaCAMBIADO.org**

intrasmittable\_BiancaSP.pdf

# Aunt Ritas, Phoenix (AZ)





# Broward & Miami Counties (FL)



**UNDETECTABLE = UNTRANSMITTABLE**

**TAKING YOUR HIV MEDICATION DAILY  
SUPPRESSES THE VIRUS.**

**ONCE UNDETECTABLE\* YOU CANNOT SEXUALLY  
TRANSMIT THE VIRUS TO YOUR PARTNERS.**



# The Institute for Family Health (NYC)

 <p><b>Know someone living with HIV?</b></p>	<p><b>U=U</b></p> <p><b>Undetectable = Untransmittable</b></p> <p>People who take their HIV medication daily to maintain an undetectable viral load can't pass it to their sexual partners.</p>	 <p><b>¿Vive usted con el VIH?</b></p>	<p><b>U=U</b></p> <p><b>VIH indetectable = VIH intransmisible</b></p> <p>La ciencia detrás de U=U es real. Cuando las personas que viven con el VIH mantienen una carga viral indetectable, ellos no pueden transmitir el VIH a sus parejas sexuales.</p>
<p><b>Fidel Figueroa, Peer Educator</b></p> <p>"Maintain your appointments, take your medications, and always consult with your provider about any issues you have in order to maintain good health. We are here for you. You are not alone. We support you every step of the way."</p>	<p>#UequalsU</p> 	<p><b>Theresa Goldsborough, LCSW-R and Rebekah Glushefski, LMSW, Directoras del Programa de Trabajo Social</b></p> <p>"Sabemos que el estigma tienen consecuencias negativas en la salud. Esperamos que al enseñar a las personas que viven con el VIH sobre U=U, esto les ayude a tener una mejor salud."</p>	<p>#UequalsU</p> 
 <p><b>Is your partner living with HIV?</b></p>	<p><b>U=U</b></p> <p><b>Undetectable = Untransmittable</b></p> <p>People who take their HIV medication daily to maintain an undetectable viral load can't pass it to their sexual partners.</p>	 <p><b>Know someone living with HIV?</b></p>	<p><b>U=U</b></p> <p><b>Undetectable = Untransmittable</b></p> <p>People who take their HIV medication daily to maintain an undetectable viral load can't pass it to their sexual partners.</p>
<p><b>Gilberto L., Engaged in care at the Institute for Family Health</b></p> <p>"I've been undetectable now for about a year. You can manage this disease. Once I got treatment and all the information I wasn't aware of, it was like my life was given to me again."</p>	<p>#UequalsU</p> 	<p><b>Larry and Luke, Couple, Engaged in care at the Institute for Family Health</b></p> <p>"When you first get diagnosed, there are a lot of fears about it... but the fact is that if you do take your medications you can get to an undetectable level."</p>	<p>#UequalsU</p> 

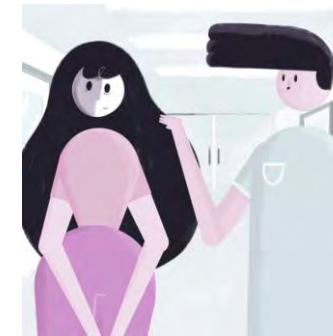
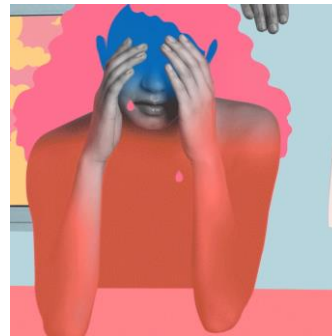


**U=U**  
UNDETECTABLE = UNTRANSMITTABLE

PEOPLE LIVING WITH HIV WHO TAKE THEIR MEDICATION AS PRESCRIBED AND HAVE AN UNDETECTABLE VIRAL LOAD, STAY HEALTHY AND HAVE EFFECTIVELY NO RISK OF TRANSMITTING HIV TO THEIR SEXUAL PARTNER.

ADD YOUR CUSTOM TEXT HERE ABOUT YOUR ORGANIZATION OR WHATEVER YOU WOULD LIKE.

your story   Dee   When Having My Morning Coffee   your treatment   2 Times A Year   your labs   I Found My Smile Again   your life



那是1997年，大多数药盒都要求你每天服用多次药。确切地，



**Positiveseries.org**

# U=U in Ending the HIV Epidemic Efforts

1. Integrate U=U messages into EHE plans
2. Include U=U/treatment messages in testing, PrEP, PEP & condom campaigns (the toolbox)
3. Conduct HIV provider and case manager trainings on U=U
4. Include requirements in RFPs/service standards to incorporate U=U into outreach, marketing & agency programs
5. Conduct forums for community members & organizations, policymakers & other stakeholders
6. Incorporate U=U messages into rapid start programs
7. Issue Dear Colleague or comparable letter to providers (NY)



# U=U in Ending the HIV Epidemic Efforts

8. Display U=U posters and materials in waiting rooms/agencies
9. Hire a U=U Coordinator and/or treatment navigators
10. Begin a U=U Ambassadors program (PAC can provide TA and/or conduct a Train the Trainer program)
11. Create social marketing campaigns, including outdoor advertising, and hire local PLWH as “models”
12. Include U=U prominently in promotions for AIDS walks, gay pride events & other agency/community events
13. Publish U=U e-newsletters
14. Create a U=U website landing page (don't bury U=U information)

# U=U in Ending the HIV Epidemic Efforts

15. Engage niche and mainstream media outlets – tell personal stories
16. Engage medical schools, colleges, & organizations that serve youth
17. Create videos of PLWH telling their stories
18. Engage diverse PLWH representatives in ALL aspects of decision making, campaigns and events
19. Include U=U messages and education in agency newsletters, fundraising appeals, etc.



# Social Media

- Share #UequalsU often - and always use the hashtag!
- Contact PAC if you want sample Tweets/language



1. **Train** all staff in U=U basic science and communications and provide learning opportunities to diverse audiences
2. **Communicate** clearly, confidently, consistently, and consciously
3. **Speak out** if you see incompetence or inaction and support positive efforts
4. **Advocate** with the U=U public health argument to increase access and remove barriers to treatment and care
5. **Connect** to the movement: join as a *Community Partner* & take part in social media [#UequalsU](#)

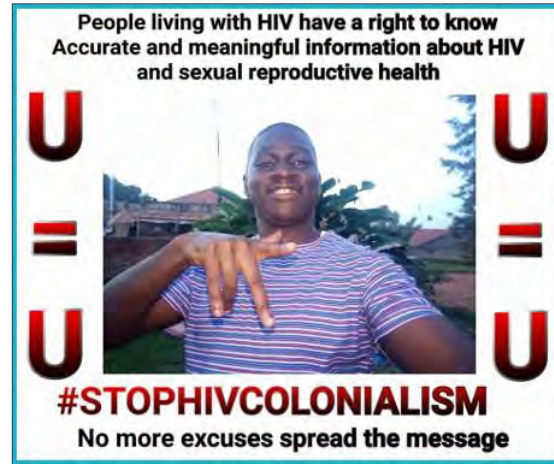




Dr. Alison Rodger, lead author PARTNER2 to Bruce Richman at International AIDS Conference, July 25, 2018

# It's time to redefine what it means to live with HIV!

Source: Asia Nguyen



## Thank You!

**Murray Penner**

[murray@preventionaccess.org](mailto:murray@preventionaccess.org)

Twitter/IG: @murray\_penner

**Prevention Access Campaign**

[www.uequalsu.org](http://www.uequalsu.org)

Twitter/IG: @PreventionAC

Facebook/YouTube: UequalsU



## #UequalsU