

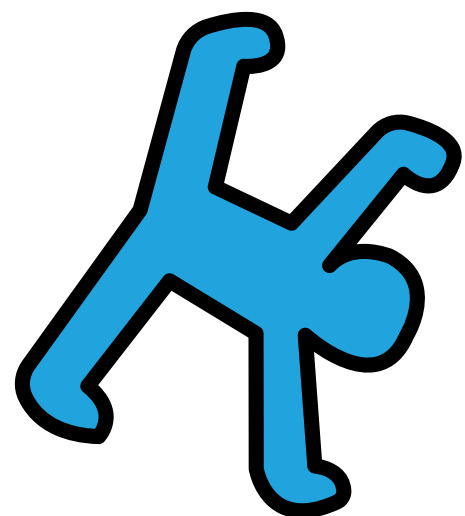


## 2024 CAMPAIGN TOOLKIT

**#ZeroHIVStigmaDay**



**GLOBAL HIV  
COLLABORATIVE**



# STIGMA

is a social justice,  
human rights, *and*  
public health issue.



- Stigma refers to the negative attitudes, beliefs, and discrimination that people living with HIV may experience due to their status.
- Stigma involves the devaluation and labeling of individuals based on certain attributes, leading to social exclusion or marginalization, which can negatively impact people affected by HIV.
- Stigma is the result of social disapproval, prejudice, and stereotypes associated with HIV, and thus it disproportionately affects marginalized communities and their access to HIV prevention, testing, treatment, and care.
- Stigma's negative impact on both individuals and vulnerable communities affected by HIV reinforces social injustices, jeopardizing efforts to end AIDS as a public health threat.

**#ZEROHIVSTIGMADAY**

# 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, and civil society organizations.
- The 2024 campaign theme, Beyond Labels: Redefining HIV Narratives, seeks to reshape perceptions, inspire empathy, and drive collective action towards a world free from HIV-related stigma. By amplifying diverse voices and stories, this day strives to create a more compassionate and inclusive society for all.



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

***“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**

Prudence Nobantu Mabele (July 21, 1971 - July 10, 2017) was 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.

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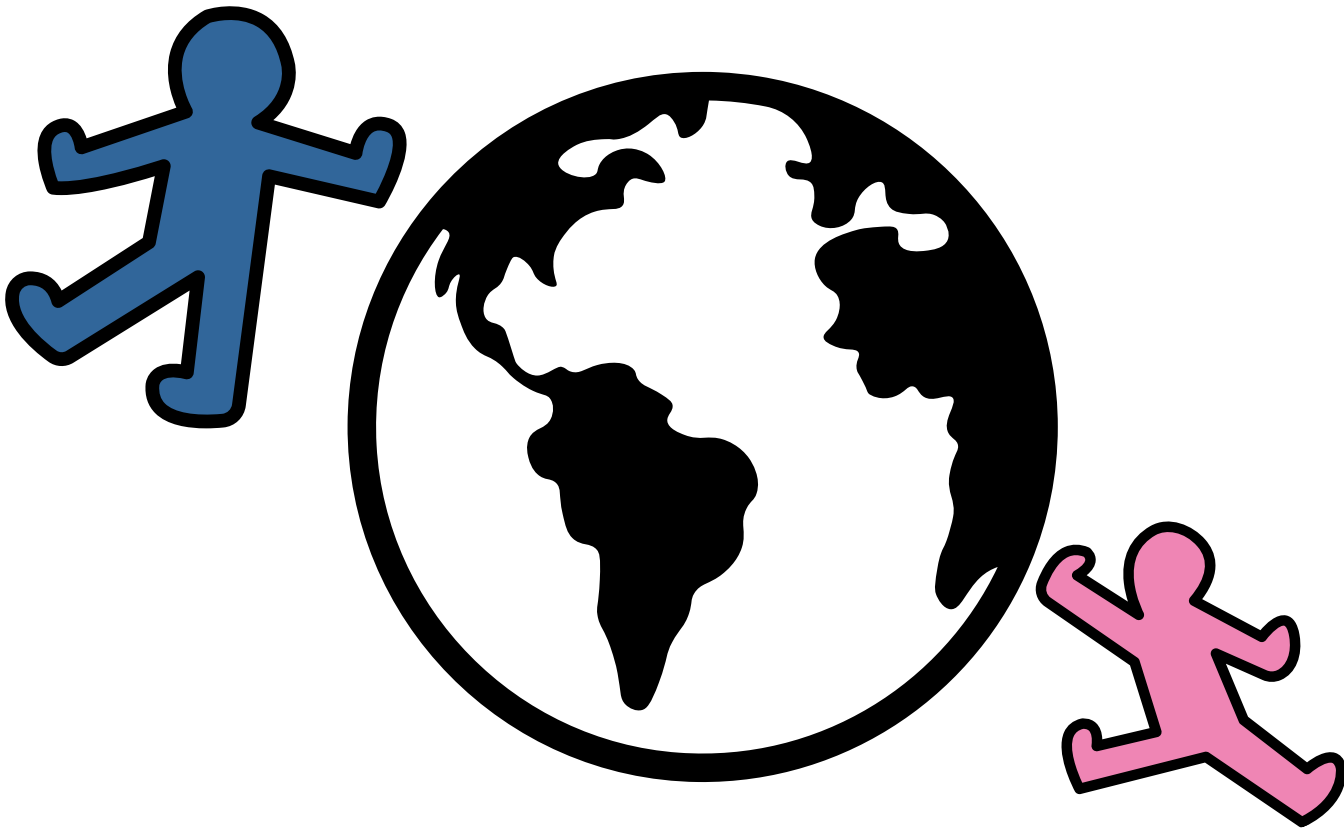






**Key Messages**

# Key Message 1



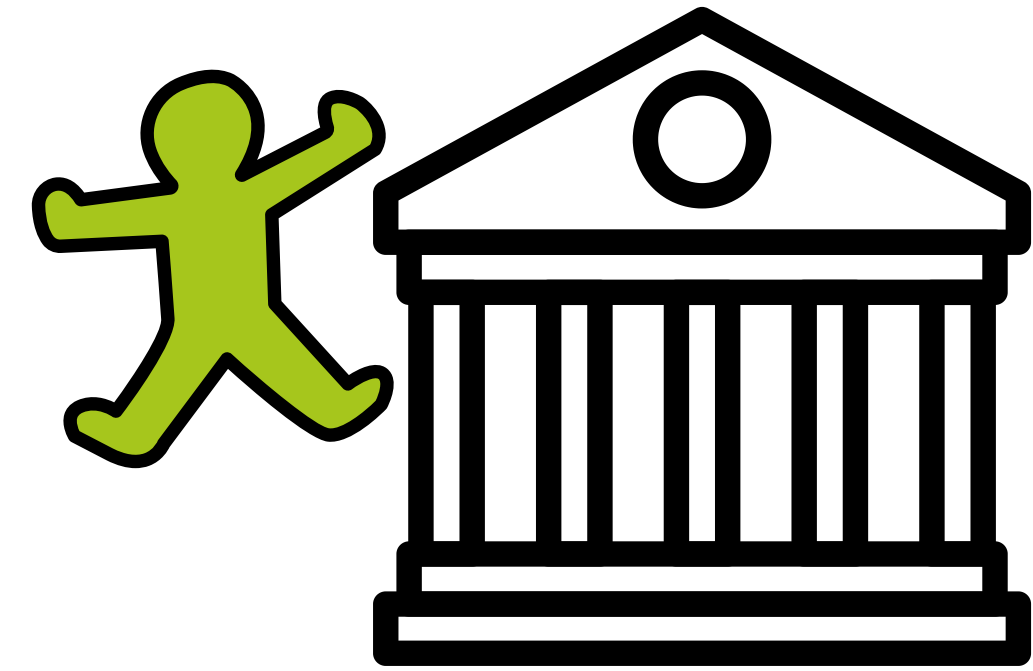
## ***Stigma is a Global Challenge***

HIV stigma refers to the negative attitudes, beliefs, and discrimination that people affected by HIV may experience. 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 and/or marginalization.**
- **HIV stigma influences people's perceptions and beliefs, leading 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.**
- **Internalized HIV stigma may lead to negative self-perception, shame, and negative mental health outcomes.**

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# Key Message 2



## **HIV Stigma Costs Lives**

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 resources.



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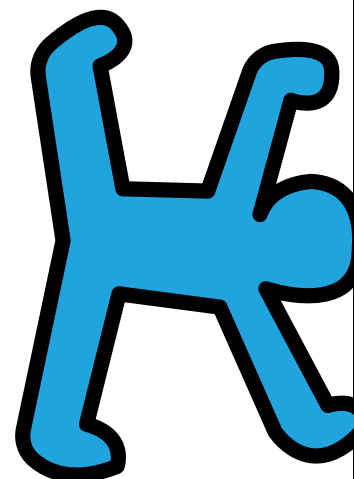
- **People affected by HIV often face stigma, which takes different forms including self-inflicted, interpersonal, institutional, and societal stigma, creating multiple barriers to achieving positive HIV and other health outcomes.**
- **HIV stigma is intersectional - age, race, gender identity, sexual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

# 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 communities about prevention, treatment, and 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.



**#ZEROHIVSTIGMADAY**

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

- **Realize the right to dignity, health, and wellbeing for all people affected by HIV, including 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, facilitating earlier diagnosis; timely access to HIV treatment, care, and social support services; and leading to U=U (Undetectable equals Untransmittable\*).**
- **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.**

**\*A person living with HIV who is on a durable antiretroviral therapy regimen and reaches an undetectable viral load cannot transmit the virus to sexual partners. The risk is zero.**





## TAKE ACTION TO END **HIV STIGMA**: WAYS TO GET INVOLVED

Use your voice to raise awareness about Zero HIV Stigma Day.

Here is how you and your organizations can help:

- Change the way you think and talk about HIV
- Publish information about HIV stigma on your website
- Host a webinar to educate constituents about HIV stigma
- Host a virtual or in-person screening of the Human First film

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 AND ASSETS

The following tools and resources are available for your use.

All materials are accessible in the Zero HIV Stigma Day Google Drive.

- Campaign logos
- Social posts
- Infographic
- Virtual meeting background
- Shirts (drop shipped)

[CLICK HERE](#)



**#ZEROHIVSTIGMADAY**

**Zero HIV Stigma Day Official Logo**



**#ZEROHIVSTIGMADAY**

# Zero HIV Stigma Day 2024 Beyond Labels Logo



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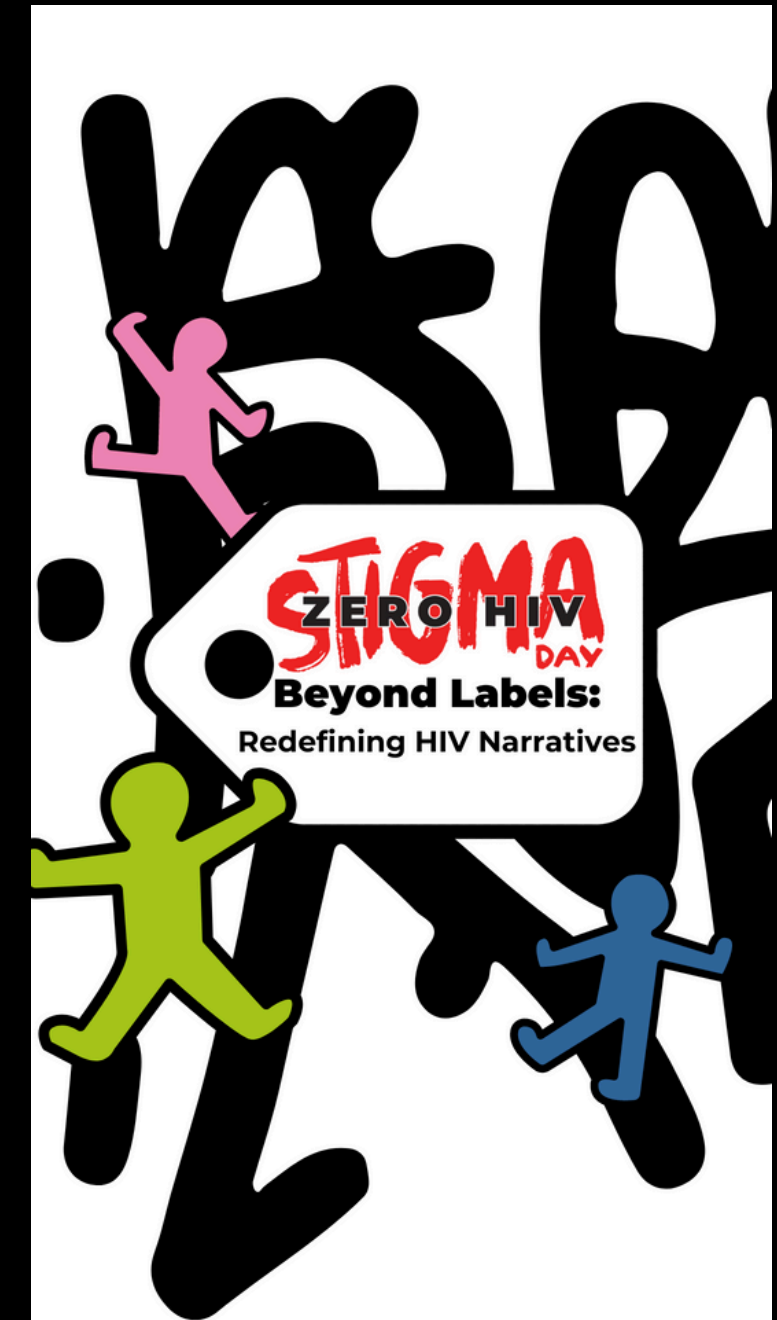


# Social Assets

## Social Posts



## Social Stories



## Social Covers



#ZEROHIVSTIGMADAY

# Infographic



#ZEROHIVSTIGMADAY

# Virtual Meeting Background



**#ZEROHIVSTIGMADAY**



**STIGMA**  
ZERO HIV  
DAY

**Merch  
Store**



**CLICK HERE**

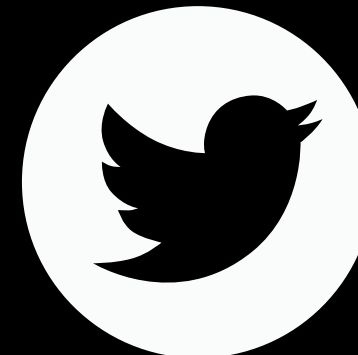
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**FOR MORE INFORMATION PLEASE CONTACT:**



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