

CHOOSE CAREFULLY.

Words have power.

We need to talk about HIV--but we need to do it in a way that protects and respects the humanity and dignity of those living with HIV. Language that implies judgment or shame fuels stigma, which kills people--and keeps the epidemic alive.

Replace these

HIV-infected [person, parent, etc.]

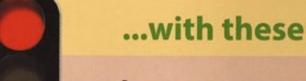
HIV or **AIDS** patient

infected; infect [with HIV]

died of AIDS

full-blown AIDS

risky or unprotected sex



living with HIV

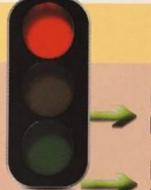
[person, parent, etc.] living with HIV

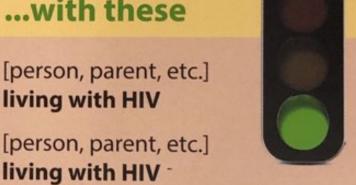
diagnosed with HIV; contracted HIV; acquired HIV; transmit HIV

died of AIDS-related complications

This is not a medical condition Use AIDS or stage 3 HIV.

Be specific: e.g., condomless sex. See back of card for more







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EDUCATION REDUCES DISCRIMINATION.

We need to talk about HIV--but we need to do it in a way that educates and encourages understanding. When talking or writing about HIV-related issues or people living with HIV, consider sharing some of these facts.

Share these facts:

- A person living with HIV who takes their antiretroviral medications as prescribed can reduce the amount of virus in their blood to an undetectable level, allowing them to live a normal, healthy life.
- Undetectable=untransmittable: a person who maintains an undetectable viral load at least 6 months cannot transmit the virus to sexual partners, even without condoms. (For more, see uequalsu.org)
- Though 35 states criminalize people living with HIV for consensual sexual activities, criminalization has never been shown to be effective at preventing transmission. In fact, research shows it to be counterproductive to efforts to end the epidemic, fueling stigma and discouraging testing, treatment, and disclosure.
- Success at reducing new transmissions has been achieved by improving
 access to care and services needed to stay in care (like housing, mental
 health, transportation, etc.); by engaging people living with HIV in
 leadership roles in efforts to end the epidemic; and by addressing factors
 that make people vulnerable to HIV, like poverty, racism, transphobia,
 homophobia, and discrimination.

Learn more at pwn-usa.org





