

**WORDS  
MATTER.**

**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**



**...with these**

[person, parent, etc.]  
**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*



**POSITIVE WOMEN'S NETWORK**  
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[pwn-usa.org](http://pwn-usa.org)



# 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](http://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](http://pwn-usa.org)



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