

# Annual Report 2019

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Hepatitis C and Tuberculosis

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## President's Foreword

**Let's celebrate life and live well.**

**"No matter what your diagnosis, it's important to embrace life and live it to the full."**

With these words we started our large-scale campaign #NoHIVstigma, the aim of which was to neutralize stigma and discrimination aimed at people living with HIV.

Unfortunately, we still have stigma in medical institutions, stigma in the working place, in schools, universities, among friends, self-stigma – EVERYWHERE there is Stigma. We know, if we fight the HIV stigma, we can stop the HIV/AIDS epidemic. Stigma is often created by fear, stigma is created through lack of information or misinformation, stigma is created through lack of support. Stigma encourages people to hide, to not show their real faces, to be afraid of disclosing their status. Stigma leads to depression and impacts upon mental health. Stigma burns a person from the inside. Stigma ultimately kills.

We must fight stigma to overcome inequality in care and defeat the epidemic.

This is why we started the campaign and can spread awareness about HIV among more than a million people. Hundreds of people took to the streets in solidarity with us to say together: "No HIV stigma!".

This has been a year of fighting stigma and our fight has only just begun.

The work of the Life4me.plus would not be possible without the financial support of many donors, but also of the EACS and UNAIDS. I would like to express my sincere thanks to all those who have supported us in this important journey. Your help and support in my greatly appreciated, Thank you.

**Dr. Alex Schneider**

President Life4me.plus to fight AIDS, Hepatitis C and Tuberculosis

## Introduction/summary

Our organisation was established in 2017, but has its roots dating back to 2013. Originating as a group of activists, we started publishing news about HIV on Twitter, and later developed the dedicated website. The group of activists evolved over 4 years into a full-fledged non-profit organisation, providing support around the world. Our main goal is to prevent new cases of HIV, Hepatitis C, other STI's and Tuberculosis, and support people living with HIV, to combat the impact of stigma/discrimination and increase access to treatment [www.life4me.plus](http://www.life4me.plus)



The year 2019 was very fruitful and action-packed. We expanded our geographical involvement beyond the countries of the WHO Europe region, to start working with 21 countries of the MENA region plus South Africa and Lesotho. We added new languages to both our application and our website. Website traffic doubled compared to 2018, and our social media presence generated coverage of 1.5 Million.

This year's focus was on the [#NoHIVstigma](https://twitter.com/NoHIVstigma) campaign, which we launched in the run-up to the European AIDS Conference EACS2019 and which has gained immense popularity in countries across the WHO Europe region and around the world. The goal of the campaign was to de-stigmatise HIV through improved awareness. The heart of the campaign was the anti-HIV stigma demonstration, where we all together said NO to HIV STIGMA.

Looking ahead, we plan to continue our HIV education/awareness campaigns to reach more and more people, especially with a focus on the general population.

# Motto of the year

Our motto of the year is based on the motto of our biggest campaign held during 2019:

# #NO HIV STIGMA



# Core activities

Our Core activities are focused primarily around all types of Media and IT.

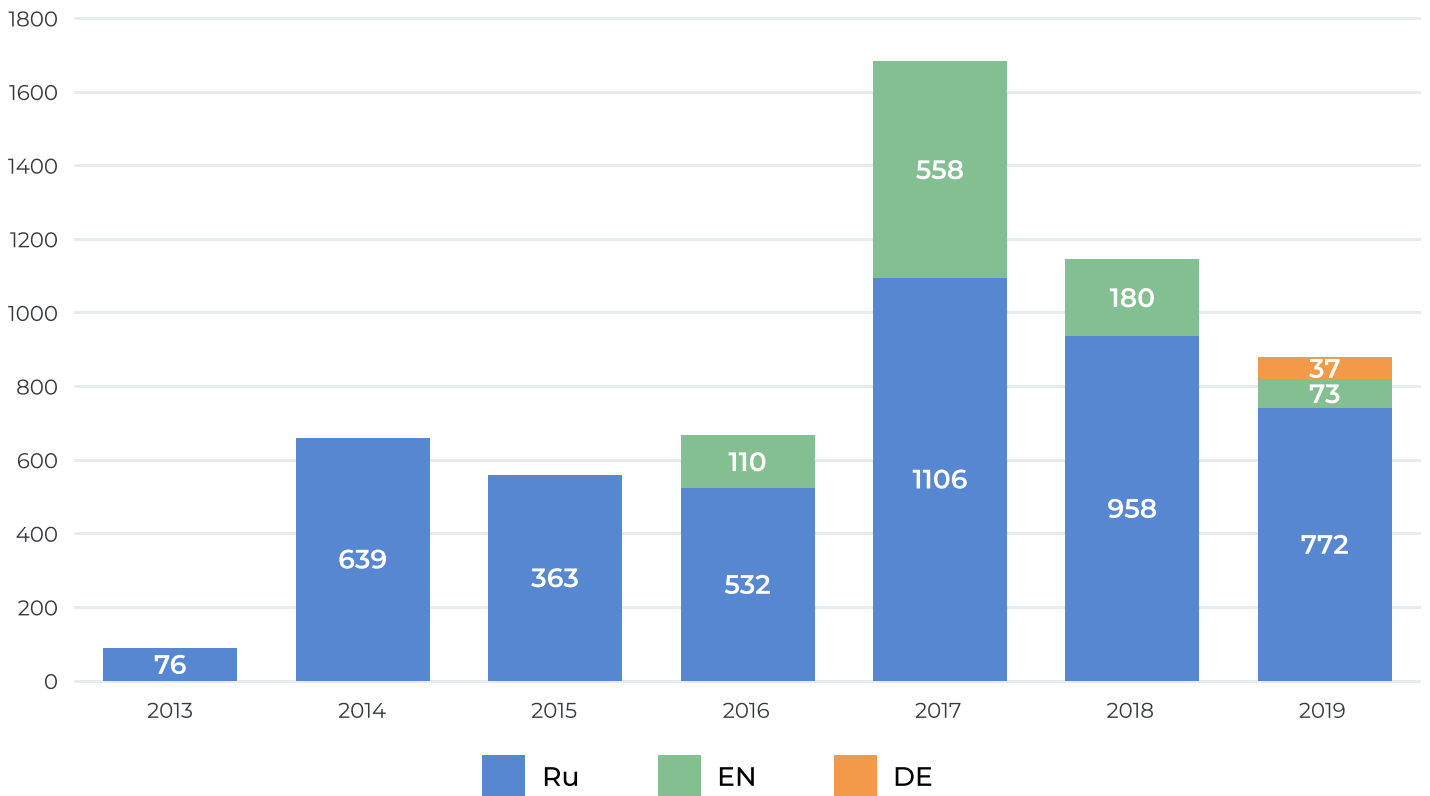
## News

One of our main activities is to raise awareness across the general population, including activists and specialists, about HIV, viral hepatitis and tuberculosis, as well as about stigmatised and vulnerable groups. We usually do this by publishing the news and articles: scientific advances, changes in policy and legislation, social innovations and more.

This year we published 882 news (2'008'215 impressions), including 772 news articles in Russian (1'740'106 impressions), 73 news articles in English (242'478 impressions) and 37 news articles in German (25'631 impressions). The German news feeds actually started in October 2019, for the first time.

The chart below summarises the trend of news over the past years.

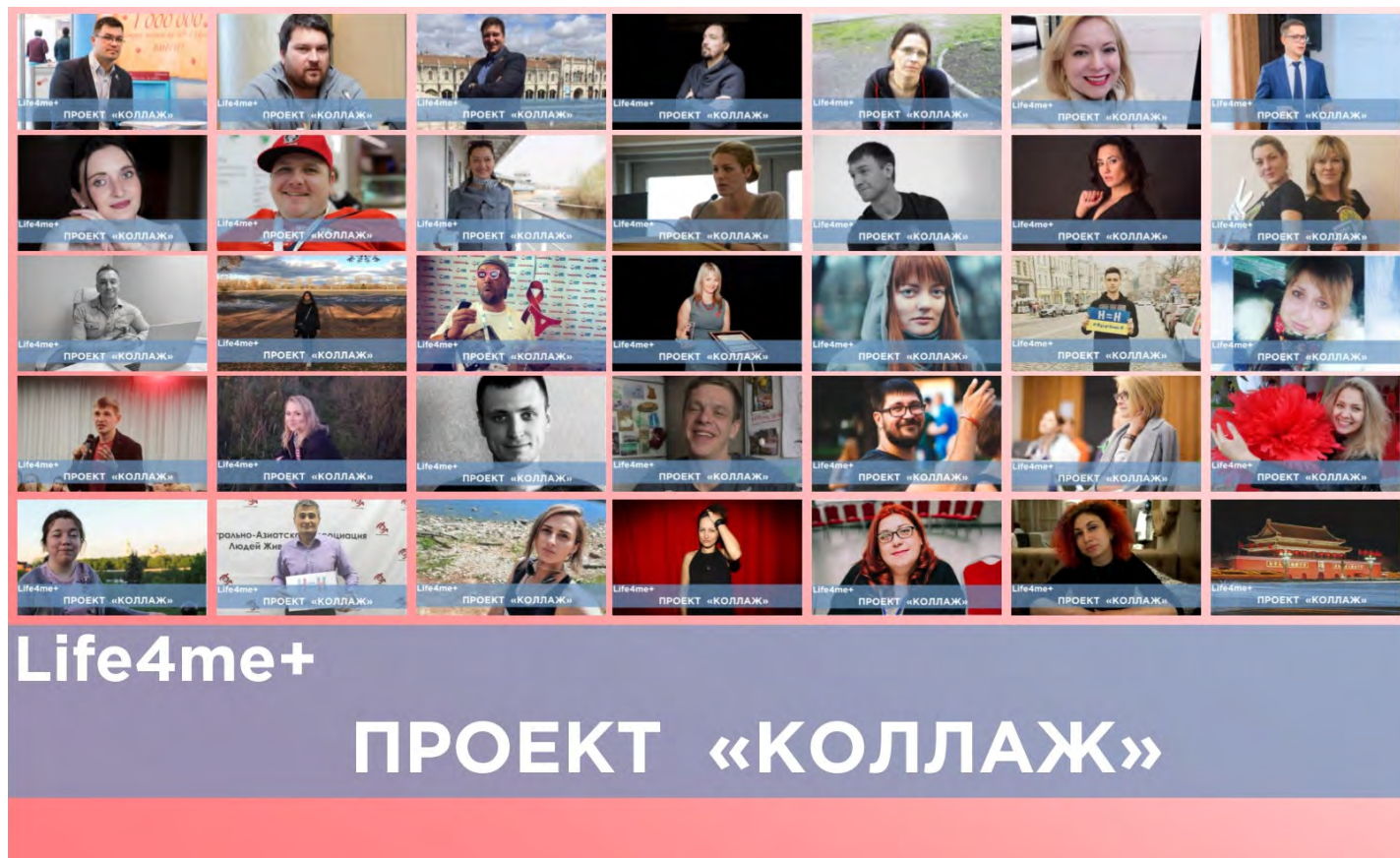
### Life4me+ published news



As news in Russian is the most popular, we have initiated a subscription by email so that you can receive it conveniently, without missing articles. We have 836 subscribers for the news in Russian as at December 31st 2019, which represents a 32% increase on the previous year (632 users in 2018).

## Collage column

The Collage column was launched in October 2017, in Russian as a series of interviews with peer counsellors, living with HIV to provide psychological and informational support to people who have recently found out about their diagnosis. Over time, it began to include interviews with activists and relatives of people living with HIV.



In 2019, Collage published 46 interviews with 44 guests from different countries across the East European and Central Asia regions with 136'981 impressions.

## Social media

Throughout the year, we have been actively working with social networks such as Facebook and Twitter. In total, 2'725 posts were published, which reached more than 1.5 million people.

More details see below in the table:

		2019		
		Posts	Engagements	Impressions
Twitter	RU	871	4'389	467'934
	EN	180	4'063	644'523
	DE	99	24'635	151'800
	<b>Total</b>	<b>1'150</b>	<b>33'087</b>	<b>1'264'257</b>
		Posts	Involvement	Reach
Facebook	RU	600	13'730	108'259
	EN	96	608	8'056
	DE	53	658	54'923
	<b>Total</b>	<b>749</b>	<b>14'996</b>	<b>171'238</b>
Instagram		<b>23</b>	<b>1'126</b>	<b>30'660</b>
Vkontakte		<b>803</b>	<b>4'842</b>	<b>45'623</b>

For the first time, in October 2019, we started running the German feed on Twitter and Facebook. This could bring us more posts, which means greater reach, but in 2019 we spent little effort on Instagram compared to 2018 (23 posts in 2019 compared to 241 posts in 2018), as well as on VKontakte (803 posts in 2019 compared to 1'030 posts in 2018). The total coverage for the year was still much more and many times higher compared to 2018, primarily down to the NoHIVStigma campaign we conducted (see more details below).

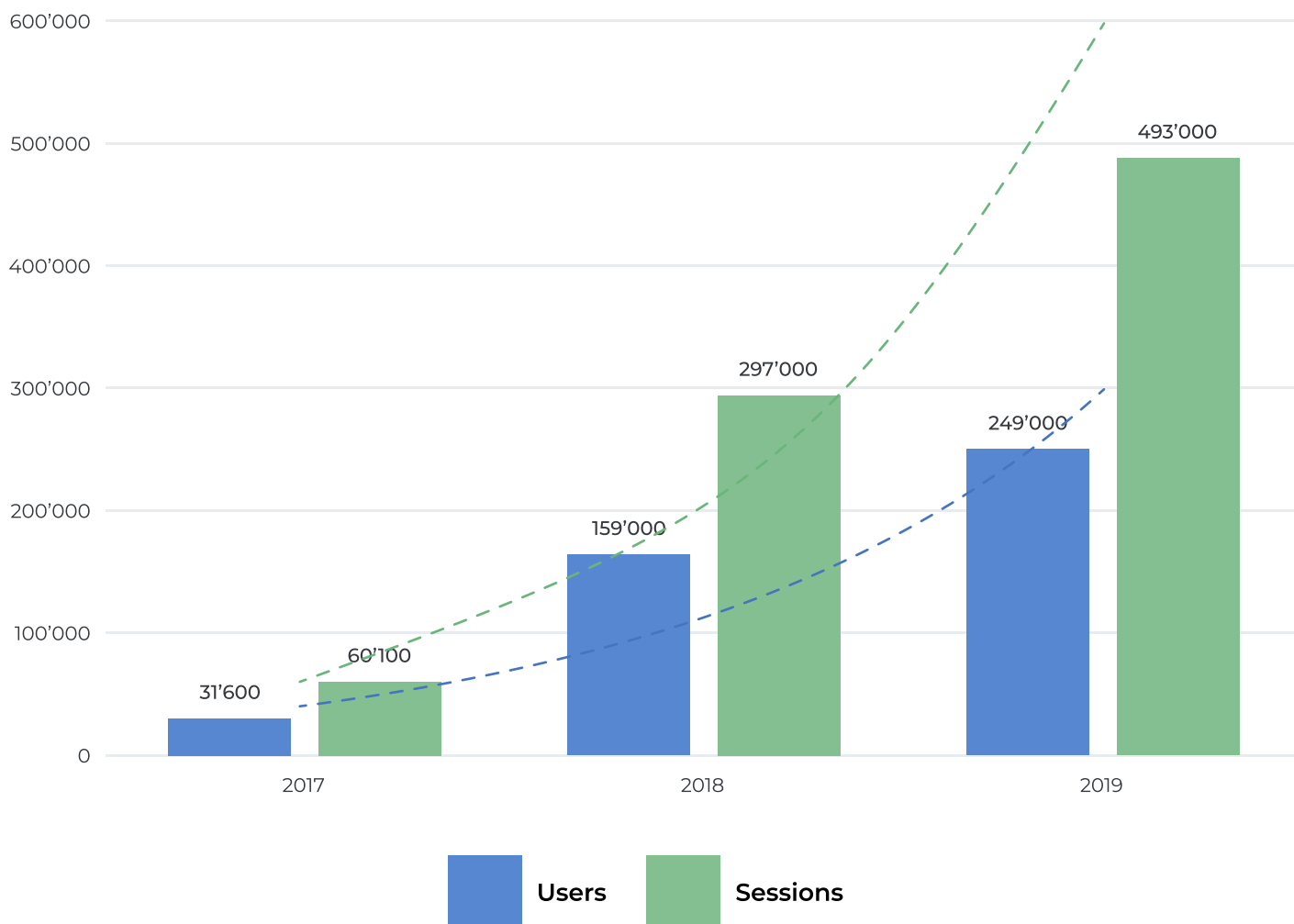


## Website

This year, 249'000 users visited our website with a total of 493'000 sessions. Each session was for an average of 57 seconds. Most of the users were from Russia, representing 79% of all users, then Ukraine (7%) and USA (3%). The share of users from Kazakhstan, Belarus, Moldova, Uzbekistan, Germany and Kyrgyzstan is between 0.6-1.3% for each country. The rest of the countries are under 0.5%.

User trends and sessions over the past years can be seen in the chart below.

### Website life4me.plus



## App

Every year we improve our application and this year we have released several updates: 9 on iOS and 12 on Android. Among these updates we also incorporated updates with new languages. During the year we have translated our application into Portuguese, Romanian, Georgian and Arabic. At the moment we have 14 languages. The number of users grows each year and this year we had 11'111 users as at December 31st 2019, 44% more than last year (7'705 users in 2018).

Last year's update incorporated the expansion of Application functionality and adding the PrEP category. This year we have prepared an animation video showing how this category is used. You can find the video on our YouTube channel under the link <https://youtu.be/aHFm84xBNAs>

## Campaign

We used the opportunity of the European AIDS conference in Basel (EACS 2019) to carry out an extensive and broad public HIV/AIDS awareness campaign with a focus on the whole of Europe. We established the website [www.nostigma.ch](http://www.nostigma.ch) with over 2'300 visitors during the campaign. Different events were organised to create public awareness about HIV and lead the fight against discrimination towards people living with HIV. The highlight of the campaign was the Demonstration and March against HIV stigma and discrimination attended by more than 300 people.



More pictures <https://nostigma.ch/en/gallery/>

Different videos and radio spots were prepared and reached around 1 million people:

- [Radio Energy](#) (link)
- [RadioX](#) (link)
- [Public transport in Basel](#) (link)
- [Swiss Radio and Television – SRF](#) (link)
- [Basel TV – Telebasel](#) (link)

Further details of the campaign can be found in Appendix to this report.

# Projects & Collaborations

## MENA region



We have started a collaboration with the MENA region (Middle East and North Africa), which is similar to that with the EECA region (Eastern Europe and Central Asia). The MENA region defines the following countries in our content: Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, Yemen, Mauritania, Sudan.

The main purpose of the partnership is to provide access to information through web/mobile application relating to

- (i) the prevention, treatment and care of HIV infection, hepatitis B and C and tuberculosis,
- (ii) sexual and reproductive health, and
- (iii) harm reduction for the Arab population, in particular for the population from MENA region.

Together with partners Solthis and ITPC MENA we made Arabic version of the app and website and launched it together with other partners in December in Marrakesh. A two-day training course was then carried out for all interested parties in order to achieve the goals we set for that region.

Our new partners in the MENA region: Solthis, ITPC MENA, Arab Foundation for Freedoms & Equality (AFE MENA), M-Coalition, Association Tunisienne De Prévention Positive, Marsa, Al-Shehab Institution for Promotion and Comprehensive Development.



## VITAL project in Lesotho

We started a collaboration with the Swiss Tropical and Public Health Institute to develop and implement the VITAL app in Lesotho.

VITAL (Viral Load Triggered ART care in Lesotho) is a differentiated care model taking into account the viral load results, clinical conditions and personal preferences of patients taking ART in Lesotho (18 nurse-led clinics) <https://www.vital-lesotho.org>



Using the application being developed, the nurse will be able to save time with more stable patients and utilise the saved time on more challenging patients – (differentiated care). Launch of the app is planned for spring 2020.

In addition to Lesotho, we held conversations with South Africa to implement our Life4me+ app in order to monitor and improve ART adherence. We will continue the talks in 2020.

## Public Health England

We started a collaboration with TalkHealthTalk Ltd., in the UK, in cooperation with Public Health England. This represents a major step forward, following the findings of the Positive Voices, national survey of PLHIV. The objective, to use technological solutions to support and improve the lives of PLHIV, developing self-coaching and self-management solutions, to support and enable improved Clinician relationships, to enhance condition management and living well with HIV.

## Improving access to treatment in EECA

As part of the strategy to tackle HIV, many countries within the EECA region have recently started to implement test and treat strategies to advance progress towards achieving the 90/90/90 indicators. This trend, highlights the need to further expand opportunities for drug price reduction, including such tools as procurement via international agencies (which have already been implemented by some countries) and joint country procurement. Preliminary consultations have taken place to discuss opportunities, and interest has been expressed by official bodies of some EECA countries, in particular the Ministry of Health for Armenia.

The project goal is to create conditions for improved treatment access through exploring, analysing and discussing a spectrum of drug procurement tools.

We have done a comprehensive analysis of prices and procurement mechanisms in 6 different countries (Ukraine, Kazakhstan, Russia, Germany, Malaysia, South Africa). In addition, we have set out joint procurement cases in medicines among European and African countries and prepared a detailed analysis of access and price negotiation tools for ARVs and DAAs used by countries around the world. Based on the results of the research, we were able to make recommendations for the procurement of ARVs and DAAs for the interested countries: Armenia, Kazakhstan, Kyrgyzstan and Belarus.

The following round table meetings with MoH of Armenia, Kazakhstan, Kyrgyzstan and Belarus are planned. Armenia, Kazakhstan and Belarus have already expressed interest in the report, recommendations and possible implementation following a telephone conference. The ministers of all these countries want to take part in the planned roundtable meetings together with UNAIDS representatives.

The project was financial supported by UNAIDS.

## ECAT and ITPC collaboration

This year we have continued to collaborate with ECAT (Eurasian Community for Access to Treatment) and have participated in the meetings 1-3.10.2019 Yerevan:

- The Eurasian Intellectual Property Forum, where we discussed mechanisms to reduce the prices of patented and generic drugs and, thus, increase access to HIV, hepatitis and tuberculosis treatment (participants: NGOs and activists from EECA region, WHO, UNAIDS, UNDP, UNICEF, Medicines Patent Pool).
- The Eurasian Community Advisory Board with pharmaceutical companies about access to HIV, hepatitis and tuberculosis treatment.

More information about this meeting in Russian can be found at the following link:

<https://eeeca-cat.info/vstrecha-esat-v-erevane/>

Here you can find the minutes in Russian from these meetings

<https://eeeca-cat.info/protokoly-vstrechi-ecat-s-kompaniyami-hetero-mylan-emcure-i-organizatsiej-tb-alliance/>



We have participated in the “Patent Oppositions Academy” in the field of pharmaceuticals, which took place in Yerevan from December 4th to 6th. Our experts gave a lecture about decoding a patent application:

- The patent specification – abstract, title, patent applicant (distinct from inventor), country, description, examples, drawings, claims;
- Sufficiency of disclosure, divisional patents, additional claims.



## Swiss collaboration

We are starting the collaboration with MIDATA [www.midata.coop](http://www.midata.coop)

We want to provide the ability for our users to store their data from the Life4me+ app also in private accounts, on the secure MIDATA IT platform ([ch.midata.coop](http://ch.midata.coop)), developed by ETH Zurich and the Bern University of Applied Sciences (BFH).

The users can decide for themselves at any time which researchers they want to grant access to their anonymised data. Data account holders can participate in app-based research projects and benefit from app-based services. Every account holder can withdraw his or her personal data from the platform at any time.

The MIDATA data platform enables members of the public to compile their health records in a secure personal account free of charge and to determine if and how they are used in research projects. In this way, they can act as «citizen scientists», making an active contribution to medical research.

MIDATA serves as a data repository for its members and other participating members of the public. It is a non-profit cooperative facility that operates without offering financial incentives, similar to blood donation services, for instance. The account holders are not paid for their intentional and voluntary «data donation». The revenue generated from the integration of their data into a scientific study is reinvested in the services offered on the platform and in a variety of smaller research projects.

In addition to a possible new collaboration in Switzerland with MIDATA, we are still continuing the meetings with The Swiss HIV Cohort Study (SHCS) about a possible collaboration between Swiss HIV Cohort and Life4me.plus where we aim to give the opportunity for people in Switzerland to receive their blood test results and Cohort's questionnaire via our app.

## Germany

After our participation in the 63rd German STI Congress 2018 last year, we are continuing meetings with various institutions in Germany about possible cooperation. We are currently developing a system that will allow all major parties to HIV services to be connected, to send/receive an appointment for people living with HIV, and to connect with them. Round table discussions about this were held during the "2nd NATIONAL PLUS FORUM" in Bochum.

# Conference/forum participations

This year we took part in the following conferences and forums:



## **CROI2019, 26th Conference on Retroviruses and Opportunistic Infections**

March 4-7, 2019, Seattle, USA



## **UNAIDS Innovation Forum, HEALTH INNOVATION EXCHANGE organized during 72nd World Health Assembly**

May 21-23, 2019, Geneva, Switzerland

- Innovation pitch about our Life4me+ app



## **2nd NATIONAL PLUS FORUM**

September 18-19, 2019, Bochum, Germany

- Presentation “E-Health as a solution for the effective cooperation of different institutions”



## **Eurasian Intellectual Property Forum**

October 1, 2019, Yerevan, Armenia



## **Forum on HIV**

October 3-4, 2019, St. Petersburg, Russia

- Presentation “Prevention through the Internet”



## **EACS2019, 17th European AIDS Conference**

November 6-9, 2019, Basel, Switzerland

- Presentation at opening ceremony “Community perspective: Inequalities in care”
- Presentation “PLWHIV 3.0. Technology makes life easier”



## **3rd Regional Consultation on HIV among MSM and Trans\*People in Eastern Europe and Central Asia**

November 18-19, 2019, Tallinn, Estonia

- Presentation “Perspectives of IT technologies in reaching out and serving MSM and trans people for protecting their sexual health”

# Partners





# Engagement & Support

The work of the Life4me.plus would not be possible without the voluntary commitment of its members and volunteers. During this year we had 15 paid specialist and 12 volunteers.

We would like to thank everyone who helped us:



# Finances

Verein Life4me.plus, 5600 Lenzburg

## Balance sheet as at 31.12.2019

<b>Assets</b>	2019		2018	
	CHF		CHF	
Bank	17 708,14	42,90%	41 681,17	71,65%
<b>Liquid assets</b>	<b>17 708,14</b>	<b>42,90%</b>	41 681,17	71,65%
Accrued revenue	10 572,56	25,61%	242,15	0,42%
<b>Accrued income</b>	<b>10 572,56</b>	<b>25,61%</b>	242,15	0,42%
<b>Current assets</b>	<b>28 280,70</b>	<b>68,51%</b>	41 923,32	72,07%
Software	22 754,16	55,12%	22 754,16	39,11%
Value adjustment on Software	-9 754,16	-23,63%	-6 504,16	-11,18%
<b>Intangible assets</b>	<b>13 000,00</b>	<b>31,49%</b>	16 250,00	27,93%
<b>Fixed assets</b>	<b>13 000,00</b>	<b>31,49%</b>	16 250,00	27,93%
<b>Total assets</b>	<b>41 280,70</b>	<b>100,00%</b>	58 173,32	100,00%
<b>Liabilities</b>	2019		2018	
	CHF		CHF	
<b>Other short-term liabilities</b>	<b>0,00</b>	<b>0,00%</b>	0,00	0,00%
Current account participant	41 430,00	100,36%	35 134,75	60,40%
<b>Other short-term liabilities towards participants &amp; organs</b>	<b>41 430,00</b>	<b>100,36%</b>	35 134,75	60,40%
Deferred liabilities	3 181,25	7,71%	5 414,40	9,31%
<b>Deferred liabilities</b>	<b>3 181,25</b>	<b>7,71%</b>	5 414,40	9,31%
<b>Dept capital</b>	<b>44 611,25</b>	<b>108,07%</b>	40 549,15	69,70%
Association capital	17 624,17	42,69%	19 921,35	34,24%
Annual loss / - profit	-20 954,72	-50,76%	-2 297,18	-3,95%
Net loss / net profit as at 31.12.	-3 330,55	-8,07%	17 624,17	30,30%
<b>Equity</b>	<b>-3 330,55</b>	<b>-8,07%</b>	17 624,17	30,30%
<b>Total liabilities</b>	<b>41 280,70</b>	<b>100,00%</b>	58 173,32	100,00%

## Operating statement from 01. January to 31. December 2019

	01.01. - 31.12.2019		01.01. - 31.12.2018	
	CHF		CHF	
Earmarked Donations	109 499,01	78,03%	0,00	0,00%
Donations without earmarking	503,99	0,36%	544,33	0,80%
Other incomes	320,04	0,23%	17 181,30	25,37%
Project revenue	30 000,00	21,38%	50 000,00	73,83%
<b>Total income</b>	<b>140 323,04</b>	<b>100,00%</b>	<b>67 725,63</b>	<b>100,00%</b>
Project costs & costs of development	-107 667,81	-76,73%	-16 565,75	-24,46%
<b>Direct expenses</b>	<b>-107 667,81</b>	<b>-76,73%</b>	<b>-16 565,75</b>	<b>-24,46%</b>
<b>Gross profit</b>	<b>32 655,23</b>	<b>23,27%</b>	<b>51 159,88</b>	<b>75,54%</b>
Wage costs	-26 291,40	-18,74%	-12 796,80	-18,90%
Social insurance costs	-2 676,05	-1,91%	-1 205,60	-1,78%
<b>Total personnel expenses</b>	<b>-28 967,45</b>	<b>-20,64%</b>	<b>-14 002,40</b>	<b>-20,68%</b>
<b>Gross profit 2</b>	<b>3 687,78</b>	<b>2,63%</b>	<b>37 157,48</b>	<b>54,86%</b>
Rental expense	-2 400,00	-1,71%	-2 400,00	-3,54%
Maintenance, repair, replacement	-1 651,56	-1,18%	-219,45	-0,32%
Telephone, fax, postage	-113,11	-0,08%	-133,86	-0,20%
Legal expenses	0,00	0,00%	-3 231,76	-4,77%
Fees, donations	-100,00	-0,07%	0,00	0,00%
Consulting fees, accounting fees	-3 848,00	-2,74%	-3 254,55	-4,81%
Internet and Web services, Hosting	-1 595,11	-1,14%	-1 500,64	-2,22%
Advertising expenses	-758,55	-0,54%	-9 030,04	-13,33%
Travel- and representation expenses	-10 535,37	-7,51%	-16 241,66	-23,98%
<b>Total operating expenses</b>	<b>-21 001,70</b>	<b>-14,97%</b>	<b>-36 011,96</b>	<b>-53,17%</b>

## Operating statement from 01. January to 31. December 2019

	01.01. - 31.12.2019		01.01. - 31.12.2018	
	CHF		CHF	
<b>Operating result before amortisation and adjustments, interests and taxes (EBITDA)</b>	<b>-17 313,92</b>	<b>-12,34%</b>	1 145,52	1,69%
Depreciation	-3 250,00	-2,32%	-3 250,00	-4,80%
<b>Operating result before interests and taxes (EBIT)</b>	<b>-20 563,92</b>	<b>-14,65%</b>	-2 104,48	-3,11%
Financial expenses	-390,80	-0,28%	-192,70	-0,28%
<b>Total financial result</b>	<b>-390,80</b>	<b>-0,28%</b>	-192,70	-0,28%
<b>Operation result</b>	<b>-20 954,72</b>	<b>-14,93%</b>	-2 297,18	-3,39%
<b>Annual loss</b>	<b>-20 954,72</b>	<b>-14,93%</b>	-2 297,18	-3,39%

# NO HIV STIGMA

The image shows six vertical banners, each with a different message. The banners are arranged in a row and have a color gradient from pink at the top to teal at the bottom. The messages are as follows:

- Banner 1:** HIV nicht mehr ansteckend  
U=U  
#UequalsU  
NO HIV STIGMA  
[www.nostigma.ch](http://www.nostigma.ch)
- Banner 2:** Kein Virus nachweisbar?  
Keine Ansteckung möglich!  
U=U  
#UequalsU  
NO HIV STIGMA  
[www.nostigma.ch](http://www.nostigma.ch)
- Banner 3:** Together we can end HIV stigma  
U=U  
#UequalsU  
NO HIV STIGMA  
[www.nostigma.ch](http://www.nostigma.ch)
- Banner 4:** HIV is a virus, not a crime  
U=U  
#UequalsU  
NO HIV STIGMA  
[www.nostigma.ch](http://www.nostigma.ch)
- Banner 5:** HIV can't pass it on  
U=U  
#UequalsU  
NO HIV STIGMA  
[www.nostigma.ch](http://www.nostigma.ch)
- Banner 6:** Mit HIV kann man leben  
U=U  
#UequalsU  
NO HIV STIGMA  
[www.nostigma.ch](http://www.nostigma.ch)

# Appendix

## Annual Report 2019

### #NoHIVstigma

Public HIV/AIDS awareness campaign



# 1. Background

This year, Switzerland hosted the European AIDS Conference – EACS 2019. The conference took place from 6 to 9 November 2019 in Basel. More than 3,000 participants from all over the world attended, including doctors, professors and people living with HIV.

Unfortunately, stigma and discrimination against people living with HIV today still exists at every level in everyday life. People living with HIV are still being confronted in the workplace and unfortunately still in medical facilities. The general public is unaware that people cannot become sexually infected by a person with HIV who is on anti retroviral therapy.

Life4me+ is a non-profit community-based organization domiciled in Switzerland that cooperates with more than 80 countries. Two years ago, we launched and organized the information and education campaign "U=U" ("Undetectable equals Untransmittable", #UequalsU, #НравноН) in the Eastern Europe and Central Asia region, aimed at disseminating information that an HIV-positive person with an undetectable viral load cannot transmit the virus to another person sexually.

We wanted to use the opportunity of the European conference in Basel as a community and carried out a broad public HIV / AIDS awareness campaign in Basel with the effect on the whole of Switzerland and Europe.

## 2. Goal

To de-stigmatise HIV for the general public through an HIV/AIDS awareness campaign in Basel with the effect on the whole of Switzerland and Europe.

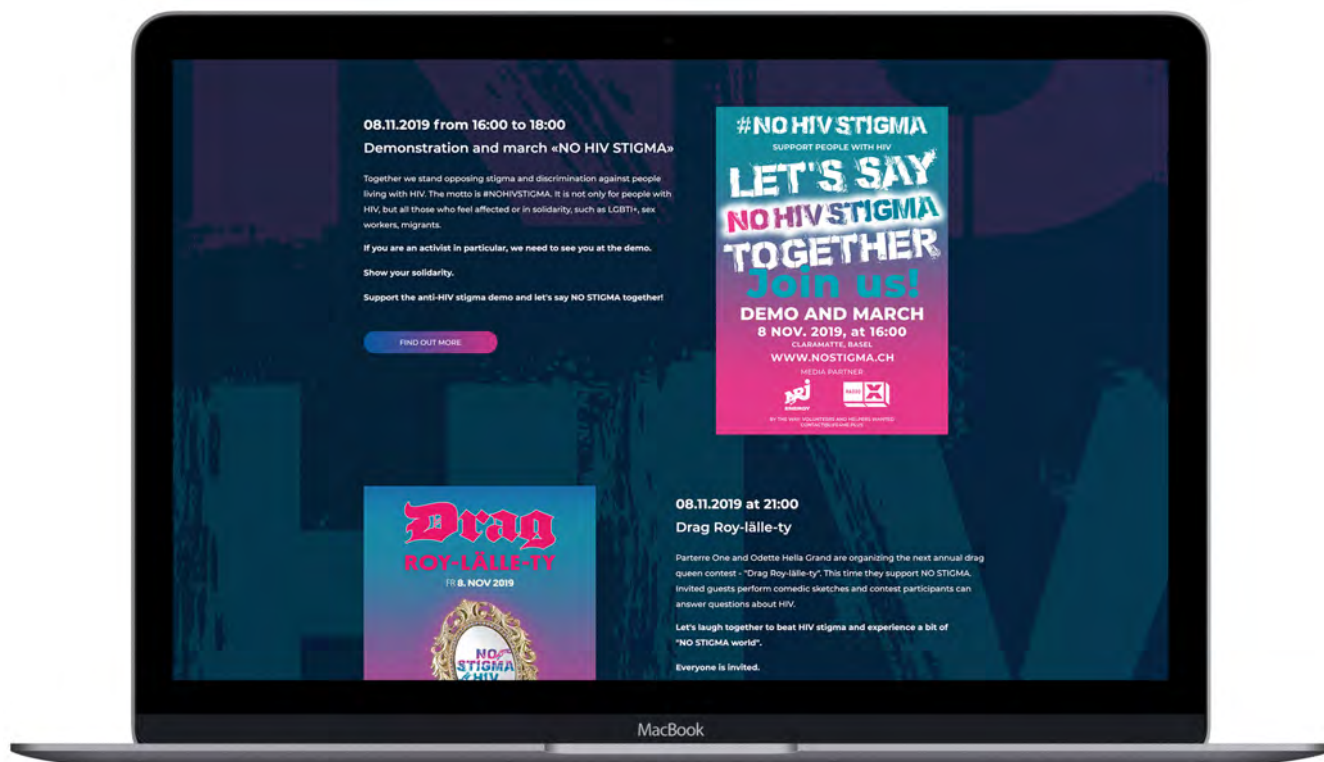
## 3. Tasks

1. Preparing and conducting anti-HIV-stigma events for the general public during EACS 2019.
2. Dissemination of information against HIV stigma through social networks, the media and the press.
3. Evaluation of the campaign – understanding what worked and use the information to inform and develop future campaigns.

## 4. Activities

4.1 The website about the campaign – [www.nostigma.ch](http://www.nostigma.ch) is established.

During that time, **2'291 users** visited the website **3'432 times**. The average time on the website is **3:06 minutes**.





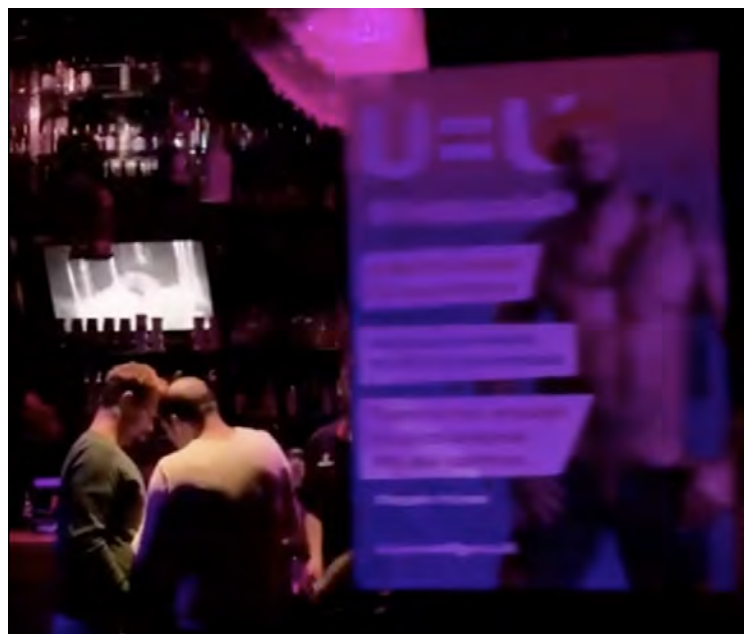
4.2 The following activities took place for the general public:

All photos are here

<https://nostigma.ch/en/gallery/>

a. **07.11.2019** at 22:30 – party against HIV stigma with additional guest from Mykonos - Priscilla. The party took place in the "Bar Rouge". The "Bar Rouge" is one of the most famous bar / club in the city of Basel. This bar is located in the tower directly to the conference on the 31st floor and offers a beautiful view of the city from a height of 105 m. Priscilla had drag queen performance and talked about sex, HIV stigma and discrimination. We decorated the bar and the elevator (which goes to the 31st floor) with posters against HIV stigmatization. Downstairs at the entrance there was a place with the big wall, where guests usually take pictures for Facebook and Instagram. We placed there a big picture against HIV discrimination and people made selfies and posted in social media with hashtag #NoHIVstigma. We were cooperating with AIDS-Hilfe Basel and had outreach workers during the party. They raised awareness about HIV prevention and HIV stigma.

Over **150 people** attended the party.



b. **08.11.2019** between 16:00-18:00 – the demonstration “No HIV stigma” and then the march.

<https://nostigma.ch/en/demonstration/>

The demonstration began at Claramatte (not far from the congress buildings where the EACS held). We had 10 speakers (5 men and 5 women):

- Alex Schneider (HIV activist, organizer);
- Beat Jans (National Council of SP Basel-Stadt Vice-President of SP Switzerland);
- Liliya Ten (HIV activist and women's rights activist from Central Asia);
- Marcel Stöckle (Medical Officer and Head of HIV Consultation Unispital Basel);
- Karoline Aebi-Popp (gynecologist specializing in HIV);
- Michèle Claudine Meyer (HIV activist);
- Angelo Barrile (National Council SP, Chair of the Department of Sexual Health Zurich, doctor);
- Angela Lagler (HIV activist);
- Denis Godlevskiy (HIV activist from Russia);
- Romy Mathys (HIV activist).

After the speakers we started the march: Claramatte – Claragraben – Riehentorstrasse – Rebgasse – Theodorskirchplatz – Wettsteinstrasse – Wettsteinbrücke – St. Alban Graben – Bankverein – Steinenberg – Theaterplatz.

We had around **300 people** during the demonstration.

<https://life4me.plus/en/news/nohivstigma-5670/>



**c. 08.11.2019** at 21:00 – Drag Queen Show in the club “Parterre One” in the center of city Basel. The show is annual contest between various Drag Queens with judgment etc. But this time, it was dedicated against HIV stigma and discrimination too. The same as in the „Bar Rouge“, the outreach team of AIDS-Hilfe Basel has done prevention work and HIV awareness there. On the stage we prepared some questions about HIV for the Drag Queens. The club was decorated with posters against HIV stigmatization.



**d. 09.11.2019** at 23:00 – „after party“ in Zurich in the club “Heaven” also dedicated against HIV-stigma and discrimination. Outreachers of AIDS Hilfe Zürich conducted the same job as the team in Basel - prevention and HIV awareness.



**4.3** We prepared several radio spots about demonstration against HIV stigma. Our media partner Radio Energy and Radio X announced it and played the spots.

Here is the text for Radio Energy:

*D'Wüesseschaft hät bi HIV grossi Fortschritt gmacht. D'Gsellschaft leider nid.  
Und drum kläremer uff, setze zämme e Zeiche im Kampf gege d'Stigmatisierig und  
d'Diskriminierig gegenüber Mensche mit HIV.  
Solidarisch und menschlich. Dr NOSTIGMA-Walk, am Friitig, 8. November abem 4ri uff  
Claramatte.*

*Meh Infos findsch uf [nostigma.ch](https://nostigma.ch)*

<https://youtu.be/nb0Cxkvwg4w>



and here is the text for Radio X:

**NO HIV STIGMA**

*E Demonstration mit eme Proteschtmarsch durch d Stadt*

*Am 8. Novämber ab em 4i uf dr Claramatte*

*gege Stigmatisierig und Deskriminierig*

*Ob mit HIV oder ohni, ob LGBTI+, SexarbeiterInn, Migrant oder zum Solidarisiere – nimm an dr  
Demo teil*

*Alli Mensche hän die gliiche Rächt!*

**NO STIGMA und NO DISKRIMINIERIG!**

*Meh infos uf [nostigma.ch](https://nostigma.ch)*

*Am Fritig, 8. Novämber am 4i uf dr Claramatte in Basel.*

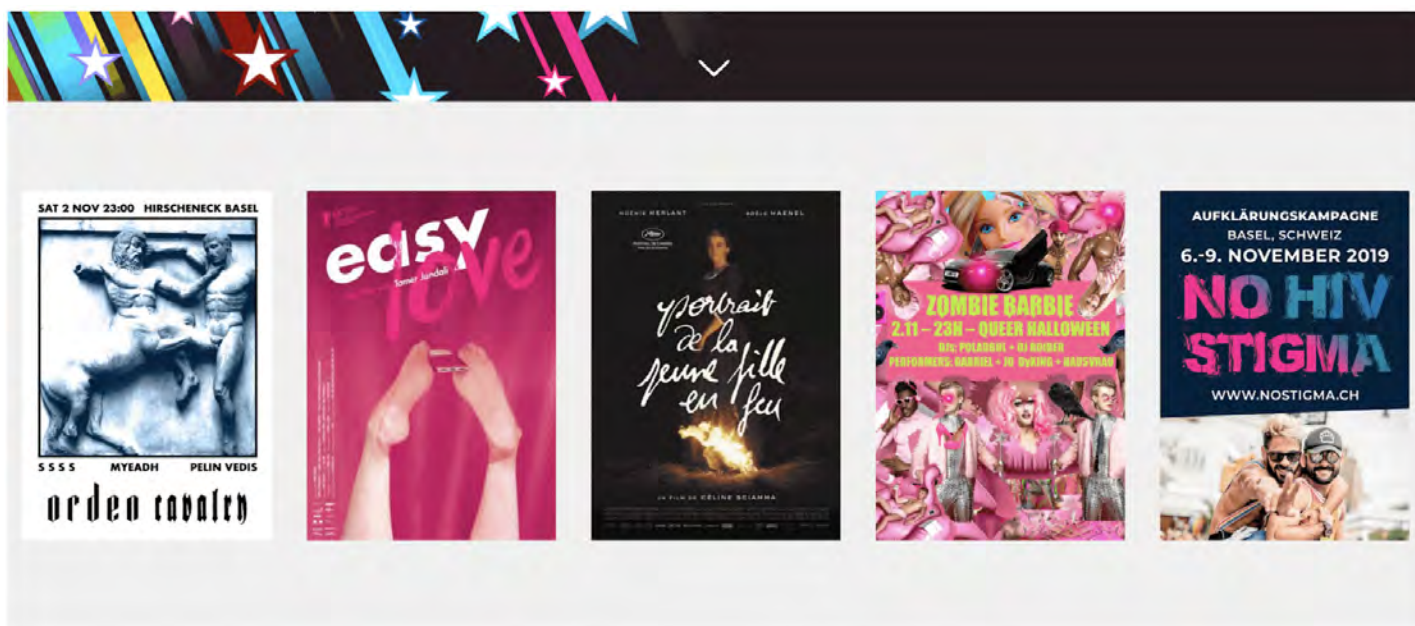
*Präsentiert vo Radio X*

Over **600,000 people** were reached via radio spots

Radio X made 5 interviews about HIV and HIV discrimination. All these interviews were broadcast on 8 Nov on the radio.

<https://radiox.ch/news-archiv/no-hiv-stigma.html>

4.4 <https://www.gaybasel.org/> also announced about the events.



**NÄCHSTE PARTY:**  
**ZOMBIE BARBIE VOL. 3**

**MORGEN DIENSTAG:**  
**ZISCHBAR**

4.5 We have contacted Swiss television.

- [Swiss Radio and Television – SRF](#) (link)
- [Basel TV – Telebasel](#) (link)

4.6 In addition, we put the video spots against HIV stigma in the city channel Basel in public transport of Basel-City (in all 600 vehicles, 150 times a day). In the bus line 50, which goes to the airport, we additionally set the spot Welcome to EACS for participants who traveled to Basel per flight.

<https://youtu.be/UloceEHm7nA>

Every day, **350,000 people** saw the video spots from 4th to 8th November, 2019 (4 days).



4.7 We have put HIV stigma issues on the flags in Basel on the Clarastrasse and Claraplatz from 1.11.2019-10.11.2019.



4.8 We prepared 10 different posters about U=U and placed them in the social media as well as on the walls during all our events.

**U=U**  
#UequalsU

**Kein Virus nachweisbar?**

**Keine Ansteckung möglich!**

Bishop Black  
www.nostigma.ch

**U=U**  
#UequalsU

**I am HIV positive.**

HIV is no longer infectious in people on effective treatment.

**If you're UNDETECTABLE, you can't pass the virus.**

Dolf Dietrich  
www.nostigma.ch

**U=U**  
#UequalsU

**My status: HIV positive.**

**My viral load: undetectable.**

**You can't get HIV from me even if we don't use a condom.**

Kayden Gray  
www.nostigma.ch

**U=U**  
#UequalsU

**Wusstest Du das?**

Erfolgreiche HIV-Therapie  
HI-Viren nicht nachweisbar

**HIV beim Sex nicht übertragbar**

Hans Berlin  
www.nostigma.ch

**U=U**  
#UequalsU

**Would you have sex with me if I had HIV?**

People living with HIV who are on effective treatment

**can't pass it on...**

Jason Domingo  
www.nostigma.ch

**U=U**  
#UequalsU

**I can't transmit HIV to anyone.**

Medication makes my HIV undetectable.

**There's not enough virus to expose my sex partner.**

Ricardo Prince  
www.nostigma.ch

**U=U**  
#UequalsU

**With me, you are not at risk.**

**I'm healthy.**

**My HIV is undetectable.**

Vadim Romanov  
www.nostigma.ch

**U=U**  
#UequalsU

**I live with HIV without fear**

**I can not pass HIV on**

**U=U is safer sex even without condoms**

Nick Fitt  
www.nostigma.ch

**HIV ist nicht mehr ansteckend**

Menschen, die eine wirksame HIV-Behandlung erhalten, können das Virus **NICHT** weitergeben

**U=U**  
#UequalsU

Worldwide Roar  
worldwideroar.org  
www.nostigma.ch

**NO HIV STIGMA**

BAR ROUGE  
TOP OF SWITZERLAND

**U=U**  
#UequalsU

**Mein Status: HIV positiv.**

**Meine Viruslast: nicht nachweisbar.**

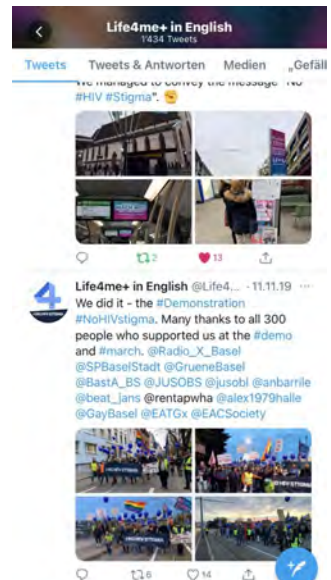
**Unser Sex: Du kannst von mir kein HIV bekommen, auch wenn wir keine Kondome verwenden.**

Kayden Gray  
www.nostigma.ch

**#NO HIV STIGMA**

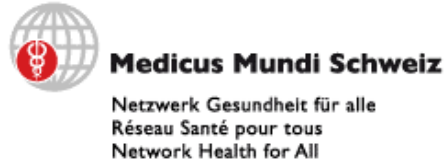
## 4.9 Social media activities of #NoHIVstigma

Social media	Impressions
Facebook	49'017
Instagram	27'504
Twitter	792'176





## 5. Partners



## 6. Duration

Events from 06.11. until 09.11.2019.

Media activities from 01.08. until 10.11.2019.

HIV IS A VIRUS  
NOT A  
LIMITATION

HIV  
IS NOT  
AIDS

HIV  
IS NOT A CRIME

I AM HIV+  
WILL YOU  
HUG ME?

HIV-ÜBERTRAGUNG  
UNTER THERAPIE?  
UNMÖGLICH!

HIV IS A VIRUS  
DISCRIMINATION CAN  
KILL PEOPLE

YOU CAN END  
HIV STIGMA

HIV IS A VIRUS  
STIGMA IS A DEADLY  
DISEASE

MIT HIV KANN  
ICH LEBEN  
MIT DEM EWIGEN  
VERSTECKEN NICHT

GEGEN HIV HAB  
ICH MEDIKAMENTE  
GEGEN DUMME  
SPRÜCHE NICHT

I can't transmit  
HIV to anyone.  
Medication makes  
my HIV undetectable.  
There's not enough  
virus to expose  
my sex partner

WOULD YOU HAVE SEX  
WITH ME IF I HAD HIV?  
PEOPLE LIVING  
WITH HIV WHO ARE ON  
EFFECTIVE TREATMENT  
CAN'T PASS IT ON

HIV IS NICHT  
MEHR ANSTECKEND  
MENSCHEN, DIE EINE WIRKSAME  
HIV-BEHANDLUNG ERHALTEN,  
KÖNNEN DAS VIRUS  
NICHT WEITERGEBEN

WUSSTEST DU DAS?  
ERFOLGREICHE HIV-THERAPIE  
HI-VIREN NICHT NACHWEISBAR  
HIV BEIM SEX  
NICHT ÜBERTRAGBAR

NO HIV  
STIGMA

GEGEN HIV  
HAB ICH  
MEDIKAMENTE  
GEGEN  
DISKRIMINIERUNG  
NICHT

STIGMA  
STOPS  
WITH  
ME

SEX  
WORK  
IS  
WORK

MIT HIV KANN  
ICH LEBEN  
MIT MOBBING  
AM ARBEITSPLATZ  
NICHT

GEGEN HIV  
HAB ICH  
MEDIKAMENTE  
GEGEN  
DISKRIMINIERUNG  
NICHT

HIV  
nicht  
mehr  
ansteckend  
U=U  
#UequalsU

HIV  
CAN'T  
PASS  
IT ON  
U=U  
#UequalsU

TOGETHER  
WE CAN  
END HIV  
STIGMA  
U=U  
#UequalsU

Kein  
Virus  
nachweisbar?  
Keine  
Ansteckung  
möglich!  
U=U  
#UequalsU

MIT HIV  
KANN  
MAN  
LEBEN  
U=U  
#UequalsU

MEIN STATUS:  
HIV POSITIV.  
MEINE VIRULAST:  
NICHT  
NACHWEISBAR.  
UNSER SEX:  
DU KANNST VON MIR  
KEIN HIV BEKOMMEN,  
AUCH WENN WIR KEINE  
KONDOME VERWENDEN

HIV  
+  
  
=  
NO RISK  
#UequalsU