

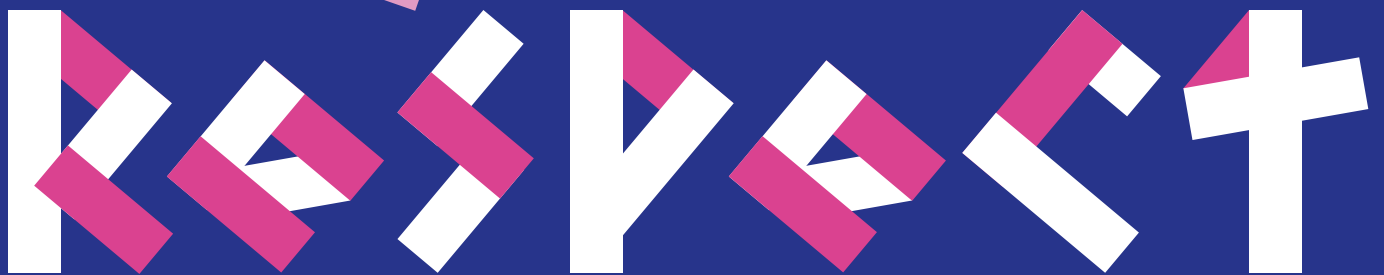
my rights

my choice



my sex

our freedom



my gender

my life

# ANNUAL REPORT

## 2021

Editor

Life4me.plus to fight AIDS, Hepatitis C and Tuberculosis

Girixweg 7

5000 Aarau

Switzerland

Telephone +7 915 316 48 47

<https://life4me.plus/>

[contact@life4me.plus](mailto:contact@life4me.plus)

my love

# Content

<b>Executive director Foreword</b>	<b>3</b>
<b>Introduction and summary</b>	<b>4</b>
<b>Motto of the year</b>	<b>5</b>
News	5
Collage column	6
Social media	7
Website	8
App	8
<b>Campaign</b>	<b>9</b>
<b>Projects &amp; Collaborations</b>	<b>12</b>
Summer camp for children living with HIV 2021 in Sochi	12
Immunisation	13
<b>Follow up activities</b>	<b>13</b>
COVID-19 and HIV	13
MENA region	14
VITAL app in Lesotho	14
Happiness - mobile app	15
<b>Conference/forum participations</b>	<b>16</b>
<b>Partners</b>	<b>17</b>
<b>Engagement &amp; Support</b>	<b>18</b>
<b>Finances</b>	<b>20</b>
<b>Appendix</b>	<b>23</b>
Background	24
Goal	24
Tasks	24
Activities	25

# Executive director Foreword

2021 was a year of scientific success, life in new realities with COVID-19 and vaccination certificates for all. For Life4me+, the year was fruitful and combined previous experience with new activities.

We were able to strengthen our awareness-raising work by launching a new information campaign, #RespectmyHIV. We broadened our projects and for the first time supported an annual summer camp for children living with HIV. Telemedicine is another field of activity where we continue our partnership in the research projects and development of new apps for engagement and empowering of the community.

One major event for Life4me+ in 2021 was the change in management. We honor and thank our founder, Alex Schneider, for the strong foundation he built during his time at Life4me+.

The work of the Life4me+ would not be possible without our community, volunteers and partners. We would like to thank our donors, whose financial support enables our continued effective work. We are also grateful for the work of the World Health Organisation and UNAIDS.

I would like to express my sincere thanks, to all those who have supported us, for your kind words, advice, letters, meetings and efforts. Together we were able to support and encourage many people - helping them maintain an undetectable level of virus, thereby getting one step closer to the end of the HIV epidemic.

THANK YOU



Liliya Ten  
Executive director Life4me.plus to fight  
AIDS, Hepatitis C and Tuberculosis

# Introduction and summary

Our organisation was established in 2017, but its roots date back to 2013. Starting off as a group of activists, we started publishing news about HIV on Twitter and later developed a dedicated website. That group of activists grew and evolved over four 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 STIs and Tuberculosis – and to support people living with HIV, to combat the impact of stigma/discrimination and increase access to treatment <https://life4me.plus/>.

For Life4me+, 2021 was very action-packed despite the new reality of living with coronavirus. We continued our activities in HIV education and awareness campaigns to reach more and more people, especially with a focus on reaching the general population. We supported the summer camp for children living with HIV in the Eastern Europe and Central Asian region that happened in June 2021. We have also started new projects based on experience gathered during the COVID-19 pandemic period.

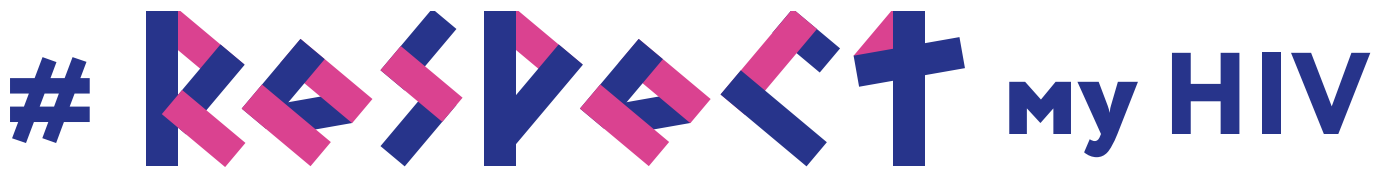
This year we launched our memorable new awareness campaign, **#RespectmyHIV**, which we unveiled in the run-up to the European AIDS Conference EACS2021 held in London. This new information campaign takes into account both the experiences of the past and the realities of the modern world. The goal of #RespectmyHIV is to create a positive attitude and respect for all people who are in some way different from the majority. The main event of the campaign launch was a demonstration and march that gathered over 400 people who walked from Parliament Square to Trafalgar Square demanded respect for their lives, as people living with HIV.

Our virtual **Race to support children living with HIV** was another important campaign of 2021. The race kicked off on October 27th at the opening ceremony of the 18th European AIDS Conference held in London, and finished in 36 days later on the shores of Lake Issyk-Kul in Kyrgyzstan on World AIDS Day – December 1st 2021. The race aimed to raise the level of public awareness around the problems faced by children and adolescents living with HIV and to support the camp for Russian-speaking children living with HIV. The race distance of 6864 kilometers was covered by participants from 20 countries and finished ahead of schedule.

Looking ahead, we plan to continue our HIV education and awareness campaigns, to continue helping people affected by the pandemic, and to conduct educational programs for children and adolescents living with HIV.

# Motto of the year

Our motto of the year is based on the motto of our biggest campaign held during 2021:



Our core activities are focused primarily around a variety of of media formats and information technology.

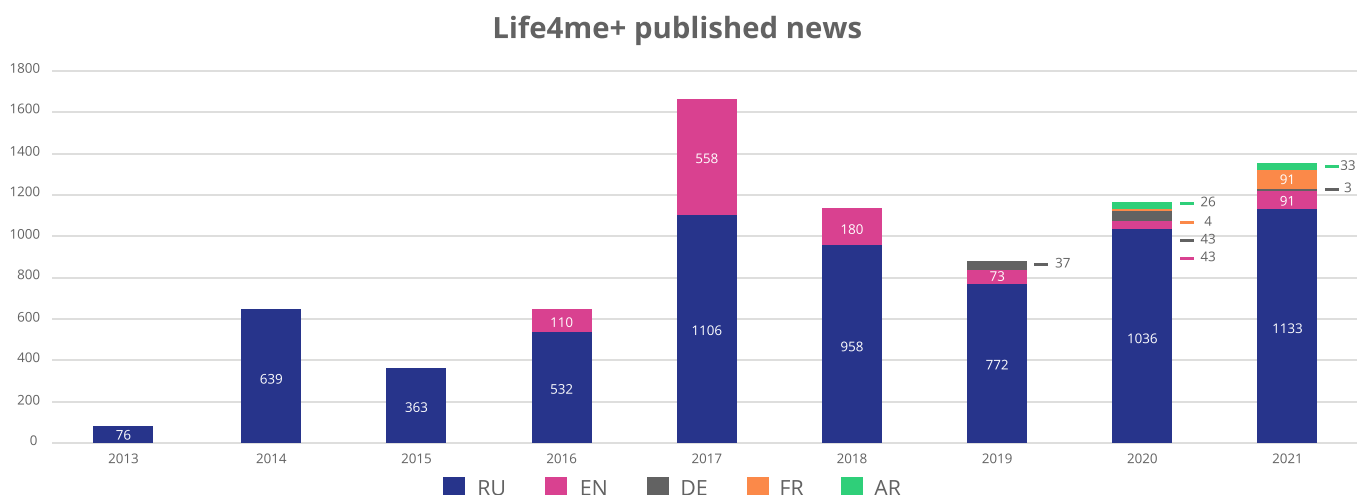
## News

One of Life4me+’s 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 do this, in part, by publishing news articles covering scientific advances, changes in policy and legislation, social innovations and more.

In 2021 we published 1,351 news articles, garnering 682,690 impressions. This included included: 1,133 news articles in Russian (589,883 impressions), 91 news articles in English (82,138 impressions), 3 news articles in German (1,966 impressions), 33 news articles in Arabic (5,331 impressions) and 91 news articles in French (3,372 impressions).

The Arabic and French news feeds actually started for the first time in June and December of 2020, and continued to publish throughout 2021. Compared to the previous year we increased the numbers of news articles in Russian, English, and French.

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



As news in Russian is the most popular, we have initiated an email subscription service, so that you can receive our news conveniently, without missing articles. We have 1,200 subscribers for the news in Russian as of December 31st 2021, which represents a 16% increase on the previous year (1,038 users in 2019).

## 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 been diagnosed or found out about their diagnosis. Over time, it began to include interviews with activists, relatives of people living with HIV, and specialists who are associated with HIV in other settings.



# КОЛЛАЖ

LIFE4ME.PLUS

In 2021, Collage published **49 interviews with 49 guests** from different countries across the East European and Central Asia region - garnering **70,035 impressions**.

## Social media

Throughout the year, we have been actively working with the most popular social networks such as Facebook, Twitter and Instagram. In total, over **5,038 posts** were published, which reached almost **1.5 million** people. More details see below in the table:

		2022		
		Posts	Engagements	Impressions
Twitter	RU	1,174	4,037	267,107
	EN	122	4,355	76,761
	DE	21	195	7,891
	<b>Total</b>	<b>1,317</b>	<b>8,587</b>	<b>351,759</b>
Facebook	RU	1,182	31,004	538,795
	EN	114	2,603	24,522
	DE	24	28	511
	<b>Total</b>	<b>1,320</b>	<b>33,635</b>	<b>563,828</b>
Instagram	RU	1,258	22,481	536,238
Vkontakte	RU	1,143	6,123	61,706

In comparison to 2020, in 2021 we have published for almost 1,500 more posts with a focus on building new audiences through **Facebook** and **Instagram**. As a result, our reach on Facebook grew by 37% and our audience covers half a million users - making up for a lower reach on **Twitter**.

Since October 2021 we have started to promote our work on **Tik Tok**. By December 2021, our account already had 16,600 subscribers. Our activities on Twitter, **Vkontakte** and our **Telegram channel** were similar to last year. We noted a steady growth of new followers across all platforms, for example: Telegram +115 new users, and Instagram +500 new users. The total reach across all social networks is comparable with that of the previous year.

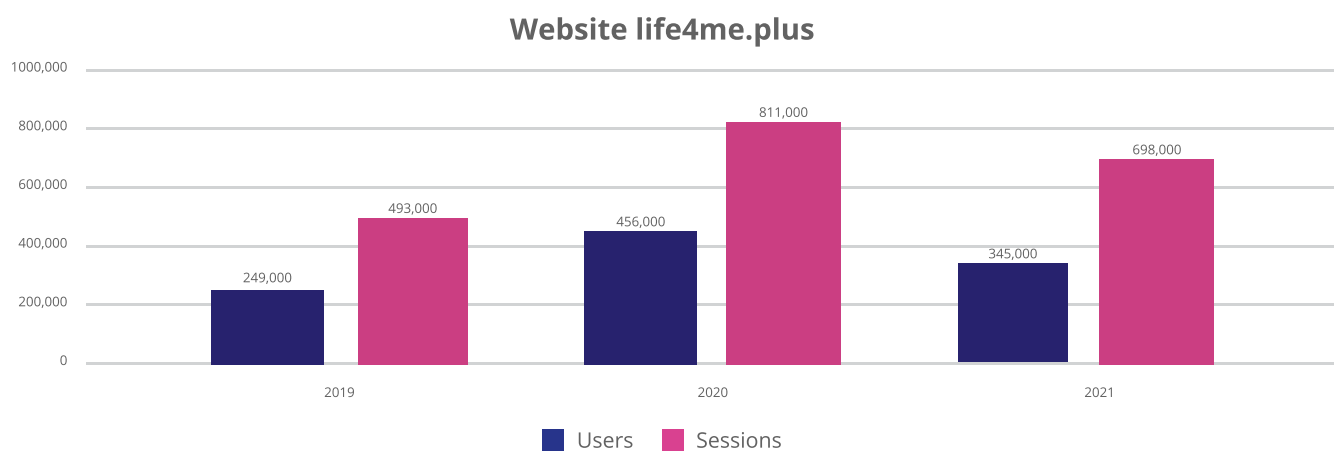


## Website

This year, 345,000 users visited our website with a total of 698,000 sessions. The average duration of each visit was two minutes. As previously, the majority of our visitors were from Russia, representing 65% of all users, then Ukraine (5%), Kazakhstan (4%), and USA (4%). The share of users from Belarus, Moldova, Uzbekistan, Kyrgyzstan, Germany, Ireland is between 0.5-1.2% for each country. The rest of the countries are under 0.5%.

Compared to 2020, the number of users and sessions decreased. An obvious explanation is that during the first wave of coronavirus quarantines we were pioneers of providing objective information about HIV and COVID-19, as well as providing treatment support to those stranded abroad. Thus, our website attracted many visitors as people sought advice and support in an uncertain time. In 2021, as people got used to life with COVID-19, and information became more available we got back closer to website figures similar to those in 2019. That said, we continue to see a rise in users and total impressions.

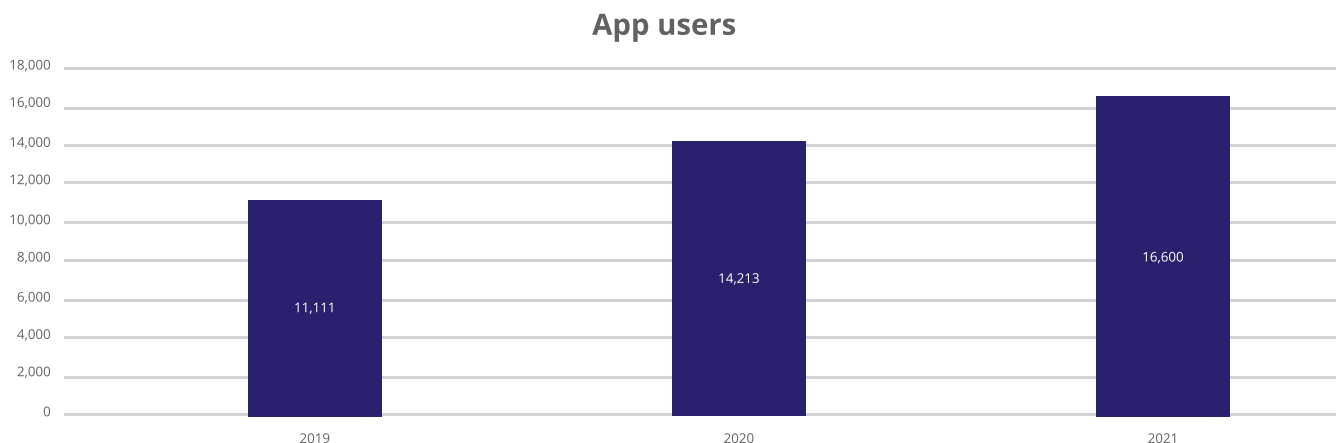
User trends and sessions over the past years can be seen in the chart below.



## App

Every year we continue to improve our mobile application, and this year we have released several updates: seven updates on iOS and four on Android. The number of users continues to grow each year. This year we had 16,600 users as at December 31st 2021, 17% more than last year (14,213 users in 2020).

App users' trends over previous years can be seen in the chart below.





# Campaign

## Respect my HIV

After a year of strict COVID-19 restrictions, we used the opportunity of the European AIDS conference (EACS 2021) in London to start a new public awareness raising campaign that takes into account the experiences of the past and the realities of the modern world.

We launched the website [www.respectmyhiv.com](http://www.respectmyhiv.com) with over 3,400 visitors during the campaign. Bus stops and other public areas were decorated with posters and banners in blue, white and pink. The highlight of the campaign was march and a rally in Central London, with well-known speakers and stakeholders - attended by more than 400 people.



More pictures <https://life4me.plus/en/campaigns/respectmyhiv/photos/>

The online component of the campaign started two weeks ahead of EACS 2021, on October 13th, through promotion of banners and infographics with which participants used together with their photograph and one of three main quotes that reflected their own position. Due to multiple activities the campaign reached about one million people in all Europe, Russia, and Central Asian countries.



More information of the campaign can be found in Appendix to this report.

## Race to support children living with HIV

Our international virtual charity race started at the opening ceremony of the 18th European AIDS Conference (EACS 2021) held at ExCeL London and finished in 36 days on World AIDS Day – December 1st 2021. It aimed to raise the level of public awareness and understanding around the problems faced by children and adolescents living with HIV in the countries of Eastern Europe and Central Asia.

The race was organized in partnership with European AIDS Treatment Group (EATG) and strong support of European AIDS Clinical Society (EACS), Gemeinnützige Stiftung Sexualität und Gesundheit (GSSG) Germany and Positive Council Switzerland.



We launched the website [www.hivr.com](http://www.hivr.com) with over 2,400 visitors during the race. Educational materials, posters, promo videos were disseminated through social media, news outlets, email, and weekly UNAIDS regional digest – sent to over 3,000 subscribers.

According to the rules of the race, each participant had to pass the baton to another participant, this was the only way it was possible to submit their contribution to our website. This meant we attracted and informed more participants. During the race, 380 participants from 20 countries ran their distances and uploaded their results.

# Projects & Collaborations

## Summer camp for children living with HIV 2021 in Sochi

This incredible event for children living with HIV takes place annually. In 2021 Life4me+ supported the camp in Sochi for 70 participants. In attendance were 36 young boys and girls (aged 11 to 20), parents and specialists from different parts of Russia - gathered to teach young people how to live well with HIV, to embrace their diagnosis and cope with stigma.

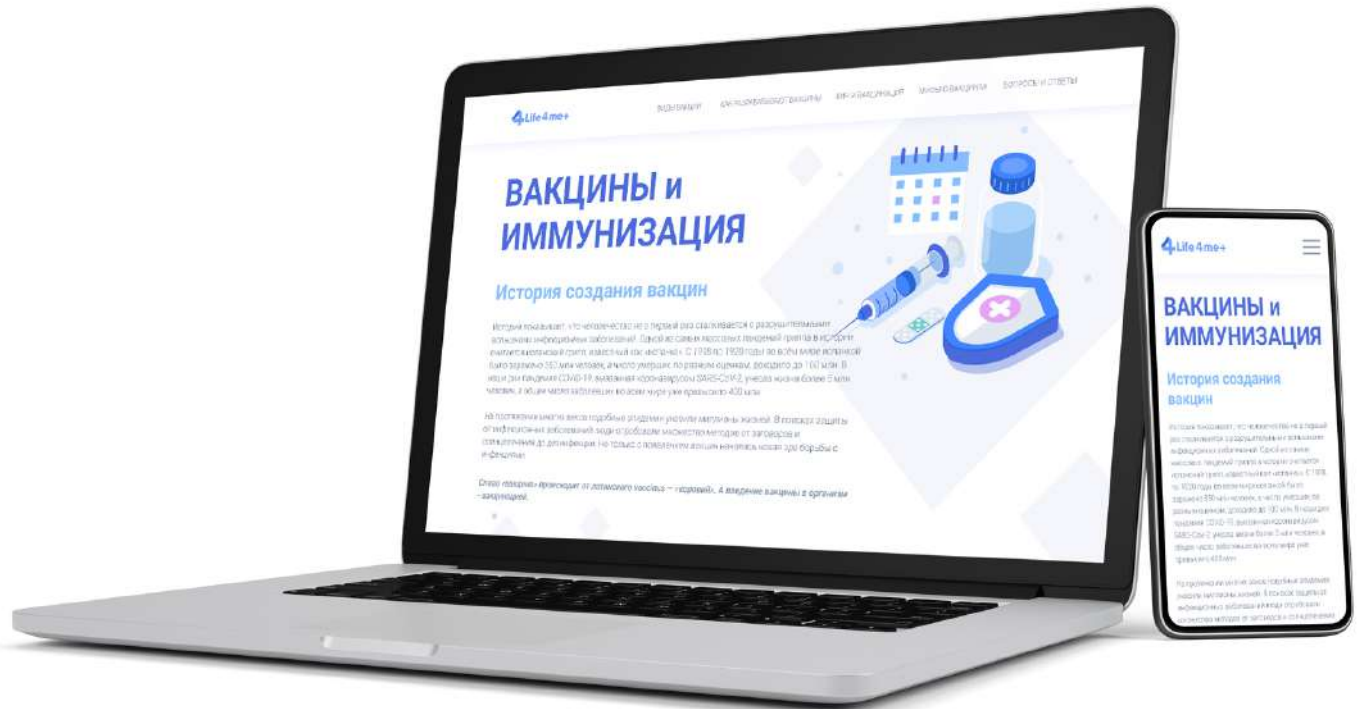
In 2022, Life4me+ will assist in organising the regional Summer camp in Issik-Kul Lake for 100 participants from Eastern Europe and Central Asian countries. We will be working with our partners: Svetlana Izambayeva Charitable Foundation, UNAIDS, UNFPA, UNDP, UNICEF in Kyrgyzstan, UNAIDS (EECA regional office in Moscow), ITPCru and others.



# Immunisation

In 2021, Life4me+ started a project on immunisation which aims to raise awareness society about vaccines. The COVID-19 pandemic has shown that the topic of vaccination is surrounded by many negative myths – in no small part because of lack of objective scientific information and understanding.

We are developing a website with headline information about vaccines, with historical and scientific facts, which will be launched shortly. In the next stage we will be organising educational webinars and publishing informational articles and news.



## Follow up activities

### COVID-19 and HIV

From the start of the COVID-19 pandemic we have supported stranded people living with HIV who face with stockouts of ART being abroad. Every month we receive around ten requests. Most of these come from Russian-speaking labour migrants, there is also usually a need for educational support and counselling.

We handle each request individually, this wouldn't be possible without partner support from organisations, activists and physicians who provided us with support and assistance in 2020. Thank you to partners such as EACS, EATG, Česká společnost AIDS pomoc (Czech Republic), ITPCru etc, who have enabled us to help 37 people in seven countries as of December 31st 2021.

The website that was launched in March 2020 is regularly updated with new information.

## MENA region

We continue collaboration with the MENA region (Middle East and North Africa) in the following countries: Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, Yemen, Mauritania, Sudan.



Our main purpose is to provide access to the information relating to the prevention, treatment and care of HIV infection, hepatitis B and C and tuberculosis; sexual and reproductive health, and harm reduction for the Arab population.

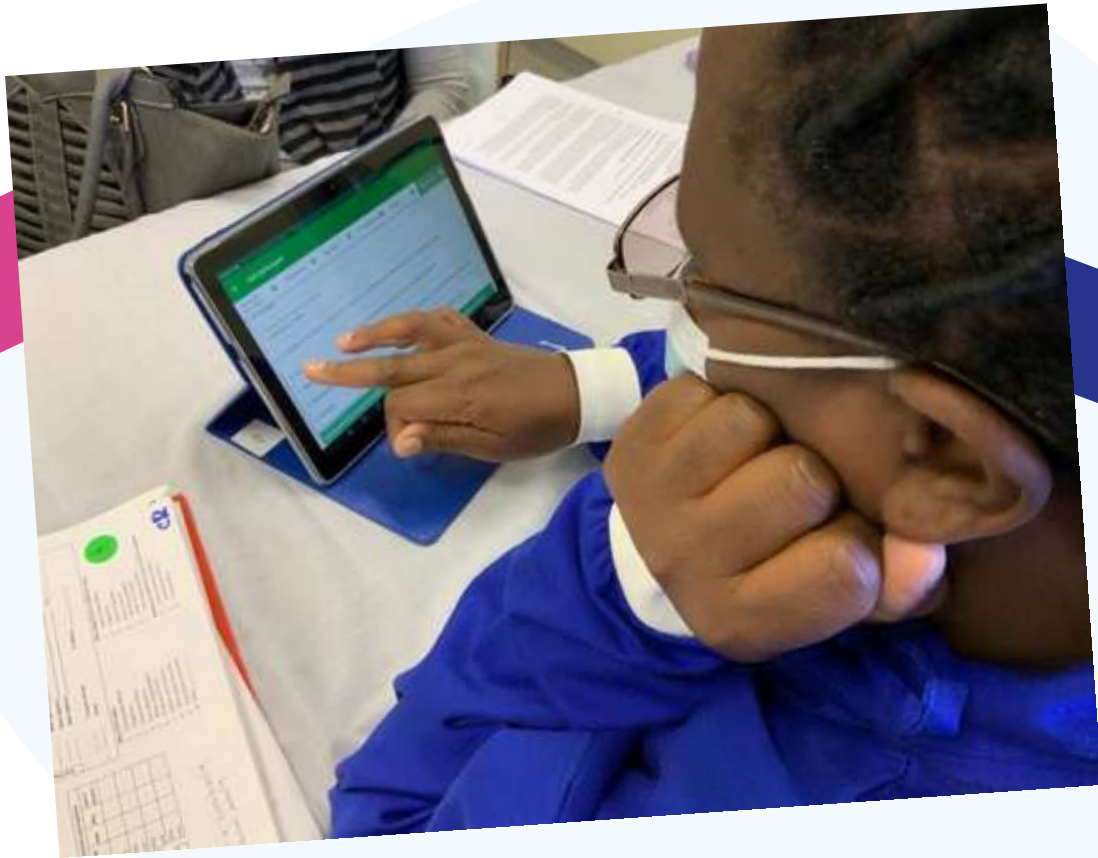
Life4me+ provides:

- Regular technical and consulting assistance to partners on the continued work of the Life4me+ website and mobile app;
- Continued operation of, and updates to, the platform in Arabic and French;
- Training based on requests;
- Statistical reports on a number of app users, website visitors etc.

Our partners in MENA region are: 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 app in Lesotho

In 2021, Life4me+ successfully launched the VITAL app (VITAL - Viral Load Triggered ART care in Lesotho). Currently, the app is used in 18 nurse-led clinics participating in research in Lesotho. Throughout this year, we released a number of updates, fixed bugs, and improved the user experience.



<https://www.vital-lesotho.org/>

The VITAL app was developed in collaboration with the Swiss Tropical and Public Health Institute within a clinical trial. The trial was registered on ClinicalTrials.gov on August 27th 2020 under NCT04527874.

## Happiness - mobile app

In 2021, Life4me+ started developing a new mobile app under the working title "Happiness". The basis of the app is the implementation of technological solutions to support and improve the lives of people living with HIV, to develop self-coaching and self-management solutions, to support and enable improved clinician relationships, to enhance condition management, and support living well with HIV.

It has three main pillars:

1. Interaction and engagement of the patient.
2. Collecting a variety of data.
3. Improve lifestyles based on the comparison of different indicators.

Currently, the alpha version (basic platform and algorithm) is ready for the next stage of testing and development.

# Conference/forum participations

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



**CROI2021, 28th Conference on Retroviruses and Opportunistic Infections**  
March 06-10, 2021, Boston, USA (virtual)



**EACS2021, 18th European AIDS Conference,**  
October 27-30, 2021, London, UK



**Sixth St. Petersburg Forum on HIV,**  
September 30 - 1st of October, 2021, St. Petersburg, Russia

- **Presentation “The use of information technology for maintaining adherence to ART for children and teenagers”**
- **Presentation “U=U campaign in EECA region”**



**The month of awareness about HIV dedicated to Worlds AIDS day for medical workers of Russian Railways institution (one of the biggest government employers in the country)**

- **Presentation “U=U. Modern approaches in HIV prevention and treatment”**



**ECAT and ITPC collaboration.**

- **We have participated in the meetings with pharmaceutical companies, WHO and the Medicines Patent Pool (MPP) in the October 4-22, 2021.**



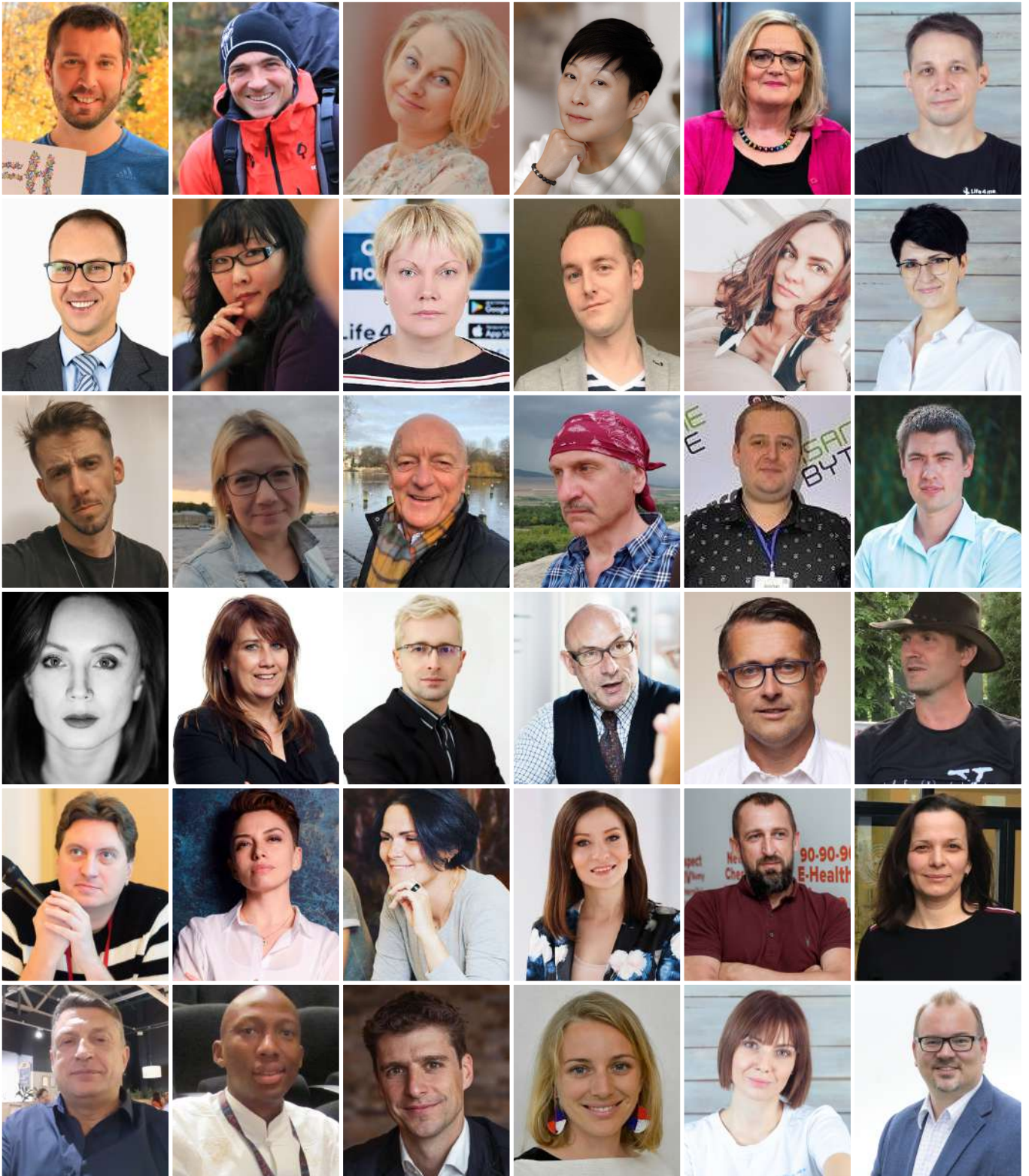
# Partners



# Engagement & Support

The work of the Life4me+ would not be possible without the voluntary commitment of its members and volunteers. During this year we had 11 paid specialists and more than 20 volunteers.

We would like to thank everyone who helped us:





# Finances

Verein Life4me.plus, 5000 Aarau

## Balance sheet as at 31.12.2021

ASSETS	2021		2020	
	CHF		CHF	
Bank	121,422.92	71.28%	139,068.27	86.77%
<b>Liquid assets</b>	<b>121,422.92</b>	<b>71.28%</b>	<b>139,068.27</b>	<b>86.77%</b>
Accrued revenue	40,912.36	24.02%	11,450.75	7.14%
<b>Accrued income</b>	<b>40,912.36</b>	<b>24.02%</b>	<b>11,450.75</b>	<b>7.14%</b>
<b>Current assets</b>	<b>162,335.28</b>	<b>95.30%</b>	<b>150,519.02</b>	<b>93.92%</b>
Vehicles	1,500.00	0.88%	0.00	0.00%
<b>Movable Tangible assets</b>	<b>1,500.00</b>	<b>0.88%</b>	<b>0.00</b>	<b>0.00%</b>
Software	22,755.16	13.36%	22,754.16	14.20%
Value adjustment on Software	-16,254.16	-9.54%	-13,004.16	-8.11%
<b>Intangible assets</b>	<b>6,501.00</b>	<b>3.82%</b>	<b>9,750.00</b>	<b>6.08%</b>
<b>Fixed assets</b>	<b>8,001.00</b>	<b>4.70%</b>	<b>9,750.00</b>	<b>6.08%</b>
<b>Total assets</b>	<b>170,336.28</b>	<b>100.00%</b>	<b>160,269.02</b>	<b>100.00%</b>

<b>Liabilities</b>	<b>2021</b>		<b>2020</b>	
	<b>CHF</b>		<b>CHF</b>	
<b>Other short-term liabilities</b>	<b>0.00</b>	<b>0.00%</b>	0.00	0.00%
Current account participant	17,615.48	10.34%	8,167.1	5.10%
<b>Other short-term liabilities towards participants &amp; organs</b>	<b>17,615.48</b>	<b>10.34%</b>	8,167.10	5.10%
Deferred liabilities	45,284.8	26.59%	51,077.65	31.87%
<b>Deferred liabilities</b>	<b>45,284.8</b>	<b>26.59%</b>	51,077.65	31.87%
Fonds	100,000.00	58.71%	0.00	0.00%
<b>Fonds</b>	<b>100,000.00</b>	<b>58.71%</b>	0.00	0.00%
<b>Dept capital</b>	<b>162,900.28</b>	<b>95.63%</b>	159,244.75	99.36%
Association capital	1,024.27	0.60%	-3,330.55	-2.08%
Annual profit	6,411.73	3.76%	4,354.82	2.72%
Net profit as at 31.12.	7,436.00	4.37%	1,024.27	0.64%
<b>Equity</b>	<b>7,436.00</b>	<b>4.37%</b>	1,024.27	0.64%
<b>Total liabilities</b>	<b>170,336.28</b>	<b>100.00%</b>	160,269.02	100.00%

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

	01.01. - 31.12.2021		01.01. - 31.12.2020	
	CHF		CHF	
Earmarked Donations	209,191.03	90.55%	135,532.05	49.38%
Donations without earmarking	21,811.72	9.44%	108,926.20	39.69%
Other incomes	7.80	0.00%	6.95	0.00%
Project revenue	0.00	0.00%	30,000.00	10.93%
<b>Total income</b>	<b>231,010.55</b>	<b>100.00%</b>	<b>274,465.20</b>	<b>100.00%</b>
Project costs & costs of development	-134,253.98	-58.12%	-99,189.49	-36.14%
<b>Direct expenses</b>	<b>-134,253.98</b>	<b>-58.12%</b>	<b>-99,189.49</b>	<b>-36.14%</b>
<b>Gross profit</b>	<b>96,756.57</b>	<b>41.88%</b>	<b>175,275.71</b>	<b>63.86%</b>
<b>Total personnel expenses</b>	<b>-56,187.30</b>	<b>-24.32%</b>	<b>-48,289.45</b>	<b>-17.59%</b>
<b>Gross profit 2</b>	<b>40,569.27</b>	<b>17.56%</b>	<b>126,986.26</b>	<b>46.27%</b>
Rental expense	-2,000.00	-0.87%	-2,400.00	-0.87%
Maintenance, repair, replacement	-2,756.28	-1.19%	-562.90	-0.21%
Insurance premiums	-435.30	-0.19%	0.00	0.00%
Administration expenses	-754.20	-0.33%	0.00	0.00%
Postage	-580.95	-0.25%	-1,309.54	-0.48%
Fees, donations	-319.05	-0.14%	-100.00	-0.04%
Consulting fees, accounting fees	-2,498.05	-1.08%	-3,797.15	-1.38%
Other administration expenses	-4,494.55	-1.95%	0.00	0.00%
Internet and web Services, Hosting	-2,913.9	-1.26%	-1,569.85	-0.57%
Advertising expenses	-1,457.19	-0.63%	-3,025.85	-1.10%
Travel- and representation expenses	-11,452.07	-4.96%	-6,445.35	-2.35%
<b>Total operating expenses</b>	<b>-29,661.54</b>	<b>-12.84%</b>	<b>-19,210.64</b>	<b>-7.00%</b>
<b>Operating result before amortisation and adjustments, interests and taxes (EBITDA)</b>	<b>10,907.73</b>	<b>4.72%</b>	<b>107,775.62</b>	<b>39.27%</b>
Depreciation	-4,266.40	-1.85%	-3,250	-1.18%
<b>Operating result before interests and taxes (EBIT)</b>	<b>6,641.33</b>	<b>2.87%</b>	<b>104,525.62</b>	<b>38.08%</b>
Financial expenses	-229.60	-0.10%	-170.80	-0.06%
<b>Total financial result</b>	<b>-229.60</b>	<b>-0.10%</b>	<b>-170.80</b>	<b>-0.06%</b>
<b>Operation result before Fund allocation</b>	<b>6,411.73</b>	<b>2.78%</b>	<b>104,354.82</b>	<b>38.02%</b>
Fund allocation	0.00	0.00%	-100,000.00	-36.43%
<b>Annual profit</b>	<b>6,411.73</b>	<b>2.78%</b>	<b>4,354.82</b>	<b>1.59%</b>

my rights

4Life4me+

my choice

Respect

# ANNUAL REPORT 2021

## Appendix

#RespectmyHIV

Public HIV/AIDS awareness campaign

# Respect my HIV

my sex

Respect

my love

my gender

# 1. Background

This year, the UK hosts the European AIDS Conference – EACS 2021. This conference is scheduled to take place from 27th to 30th October 2021 in London. More than 3,000 participants from all over the world are expected to attend. The attendees will be mainly doctors, professors and people living with HIV.

Unfortunately, stigma and discrimination against people living with HIV today still exists at every level within everyday life. People living with HIV are still being confronted in the workplace and unfortunately still in medical facilities. The general public remains unaware that people cannot become infected via sexual transmission from a person with HIV who is on effective therapy.

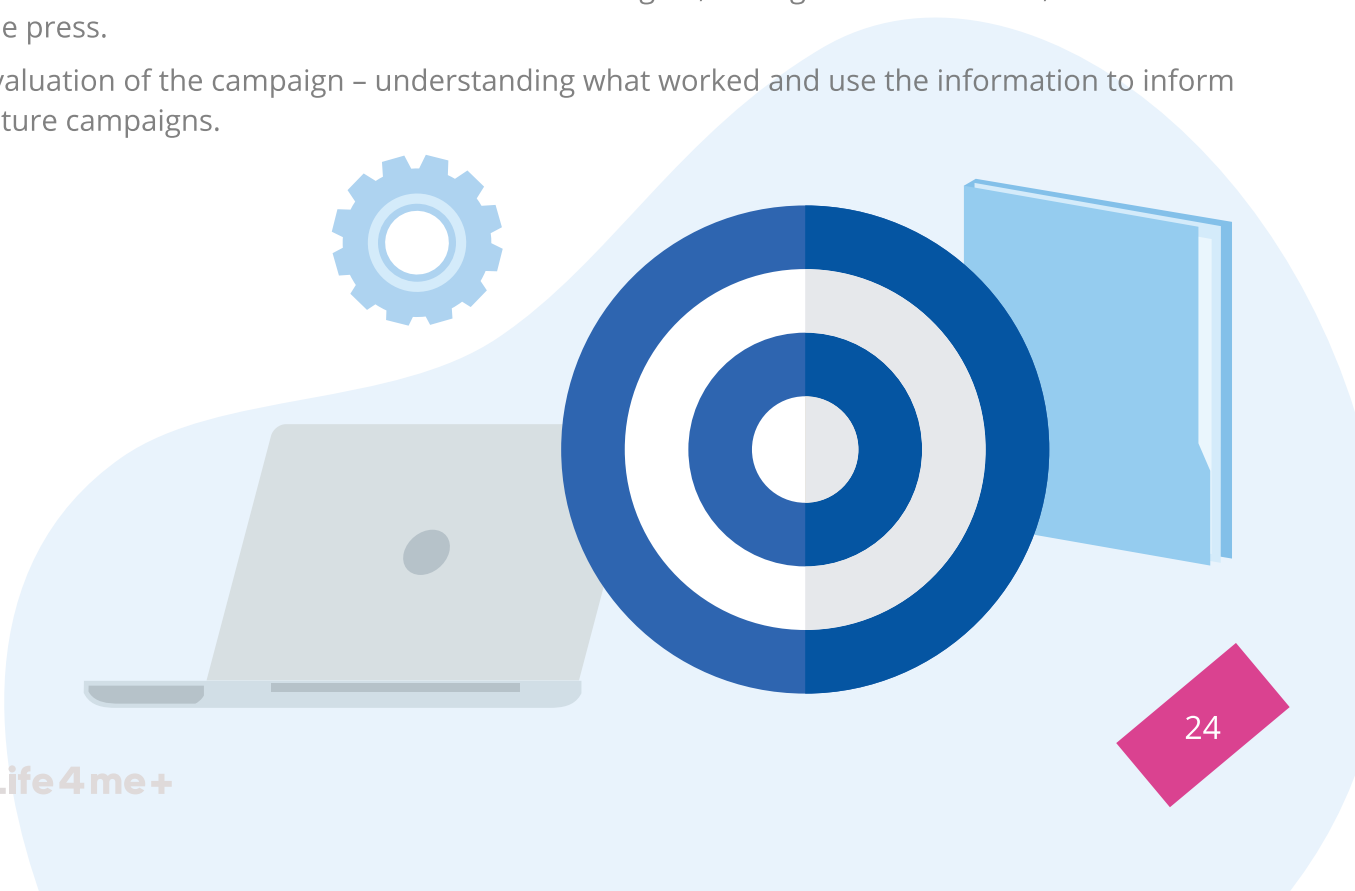
Life4me+ has already used the opportunity of the last EACS 2019 in Switzerland, to carry out a broad public HIV / AIDS awareness campaign in Basel, with the effects disseminating across Europe and World. We established the website [www.nostigma.ch](http://www.nostigma.ch) which had over 2'300 visitors during the campaign. Three different events were organised to enhance public awareness about HIV and emphasise the importance of not discriminating against people living with HIV. The highlight of the campaign was a Demonstration and March against HIV stigma and discrimination joined by more than 300 people. <https://nostigma.ch/en/gallery/> Different videos and radio spots were prepared, which reached around 1'000'000 people.

## 2. Goal

Elimination of stigma around HIV from within the general public through an HIV/AIDS awareness campaign in Europe.

## 3. Tasks

1. Preparing and conducting anti-HIV-stigma events for the general public during EACS 2021.
2. Dissemination of information to eliminate HIV stigma, through social networks, the media and the press.
3. Evaluation of the campaign – understanding what worked and use the information to inform future campaigns.





## 4. Activities

4.1. The website about the campaign - [www.respectmyhiv.com](http://www.respectmyhiv.com) is established.

During that time, **3'400 users** visited the website **5'120 times**. The average time on the website is **2:03 minutes**.



4.2. The following activities took place for the general public:

All photos are here <https://life4me.plus/en/campaigns/respectmyhiv/photos/>

a. **13.10.2021** – the launch of the #RespectmyHIV campaign in social media: Twitter, Facebook, Instagram. Every day we posted a short bio and a poster with different people - women, man, couples, families, solo mothers and dads, black and white, Europeans and Asian - who supported the campaign



b. Posters and banners in EACS facility and on London's streets.



c. **30.11.2021** between 15:00-17:00 – the march and demonstration “Respect my HIV”.

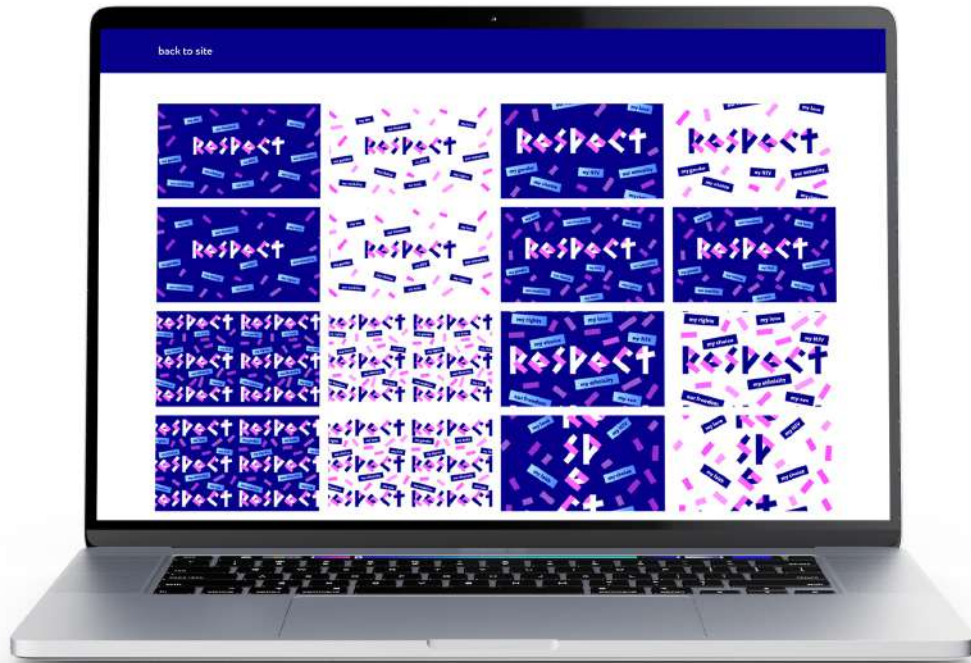
The march began at Parliament Square and walk to Trafalgar Square, where the demonstration concluded with a rally with speeches from various communities, politicians and celebrities. We had 10 speakers:

- Matthew Hodson (Executive director Nam Aidsmap);
- Winnie Ssanyu Sseruma (HIV activist, consultant and trainer);
- Dr. Sanjay Bhagani (Consultant physician/honorary senior lecturer in infectious diseases/HIV medicine);
- Dr. Laura Waters (Consultant physician in Sexual Health & HIV and the HIV lead at the Mortimer Market Centre, London);
- Eli Fitzgerald (Trans man living with HIV, youth advocacy worker who representing the voices of young people living with HIV);
- Ash Kotak (Curator, playwright and a film maker, leads the #AIDSMemoryUK Campaign);
- Marc Thompson (Peer Mentor Project Coordinator at Positively UK);
- Jide Macaulay (HIV Positive Activist, inspirational speaker, author, poet, pastor and preacher);
- Jason Domino (Sexual Health Public Speaker, Sex Worker, activist and founder of Porn4Prep);
- Dr. Robert James (Lecturer in the social care department at the University of Sussex).

We had around **400 people** during the demonstration.

<https://life4me.plus/en/news/respect-hiv-london-8138/>

d. We prepared different posters and banner and placed them in the social media as well as prepared for march and demo.



e. Social media activities of #RespectmyHIV

Social media	Impressions
Facebook	21,114
Instagram	6,300
Twitter	42,159

### 4.3. Partners



### 4.4. Duration

Events from 13.10. until 30.10.2021.

Media activities from 13.10 2021 ongoing

