



Respect – New HIV Campaign Starts Prior to 18th European AIDS Conference

London, October 13, 2021 – A new awareness campaign for HIV will soon be seen on the streets of London. Bus stops and other public areas will feature posters and banners in blue, white and pink. A march and a rally in central London, with well-known speakers and stakeholders, will follow the European AIDS Conference (EACS) on 30 October. The central message: Respect my HIV.

The campaign demands respect for people living with HIV and for those who are at risk of acquiring it. It is timed to coincide with the 18th European AIDS Conference (EACS), at the ExCeL Centre in London from 27 -30 October.

“It is time to change the paradigm of fighting something”, says Dr Alex Schneider, President of the Board of the pan-European civil society organisation Life4me.plus, representing the campaign.

“Our previous slogans addressed negative attitudes towards people living with HIV, and so we talked about stigma and discrimination. Now that advances in treatment mean that the virus can not be passed on sexually, the time has come to create more positive attitudes.” The campaign has therefore moved on to also demand respect for all people who are in some way different from the majority. This could include HIV status, gender, race, sexual orientation or gender identity.

Life4me.plus, a community NGO based in Switzerland, also ran a campaign at the last EACS in Basel 2019. Its “No-HIV-Stigma” slogan reached millions of people: according to the European Centre for Disease Prevention and Control (ECDC), “HIV transmission remains a major public health concern and affects more than two million people in the World Health Organisation (WHO) European Region, particularly in the Eastern part of the region”.

With the theme “Crossing borders”, the European AIDS Conference is “a hub for the exchange of cutting-edge science, showcasing innovations in clinical care and supporting partnership working in HIV”. Accompanied by the Respect my HIV community campaign, the conference will extend beyond the congress centre and the computer screens of experts. “With our new campaign,” Schneider claims, “We call for decisive action to broaden the understanding that human rights apply to everyone, whether they live with HIV or not.”

For further information, please email: contact@life4me.plus

<https://respectmyhiv.com/>