

EPIDEMIC ALERT: STIGMA (ST2011)

WHAT IS IT?

STIGMA is a highly contagious negative perception.

It infects people who have little knowledge and uses them as tools of discrimination against people who are different.

WHO GETS HURT?

HIV POSITIVE PEOPLE are socially rejected by stigma carriers, so they are afraid to find out their status, and miss out on life-saving treatment and care.

HIV NEGATIVE PEOPLE are so scared of the stigma surrounding HIV, that they don't dare inform themselves of the basic facts on protection—which puts them at high risk for transmission.

TREATMENT FOR STIGMA

Just like HIV, stigma is preventable and treatable. The UN has zero tolerance for stigma.

KNOW YOUR STATUS.
KNOW THE TEN
IMPORTANT FACTS
ABOUT HIV.

bestigmafree.org



TALK ABOUT IT.



STIGMA FUELS HIV