

A CHRONIC
ILLNESS LIKE
ANY OTHER ?

HIV ————— STIGMA ————— DISCRIMINATION

HIV-RELATED STIGMA

FROM THE DOCTORS' PERSPECTIVE

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U = U

Undetectable equals Untransmittable

STIGMA

A mark or attribute which is disadvantageous
for the person in the eyes of society

AGE

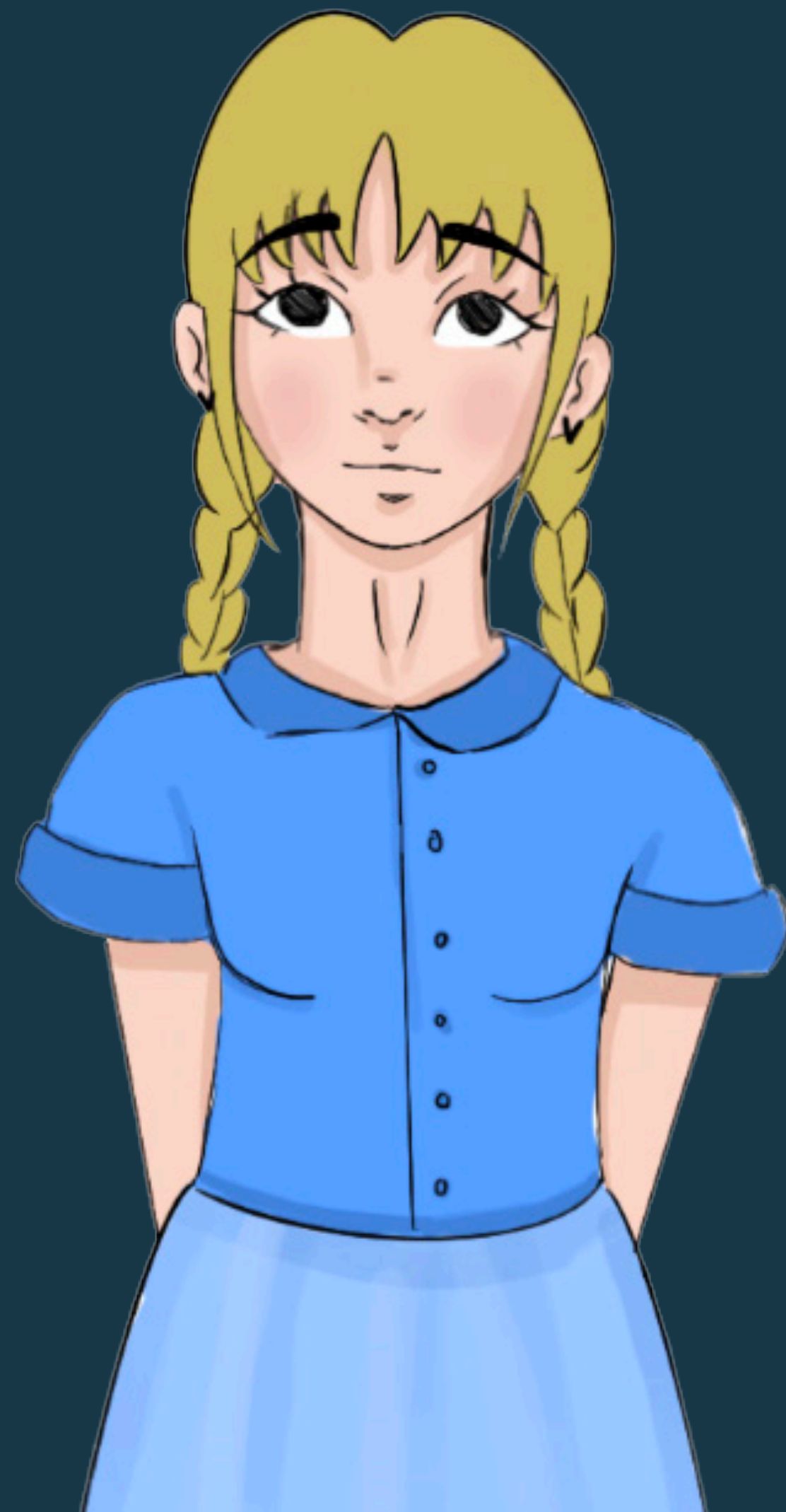
SEX

ORIGIN

LIFESTYLE

Many people with HIV have already lived with some sort of stigma or discrimination prior to their HIV diagnosis

HIV adds another layer of stigma



ENACTED

When people avoid someone known to have HIV, or say unkind things

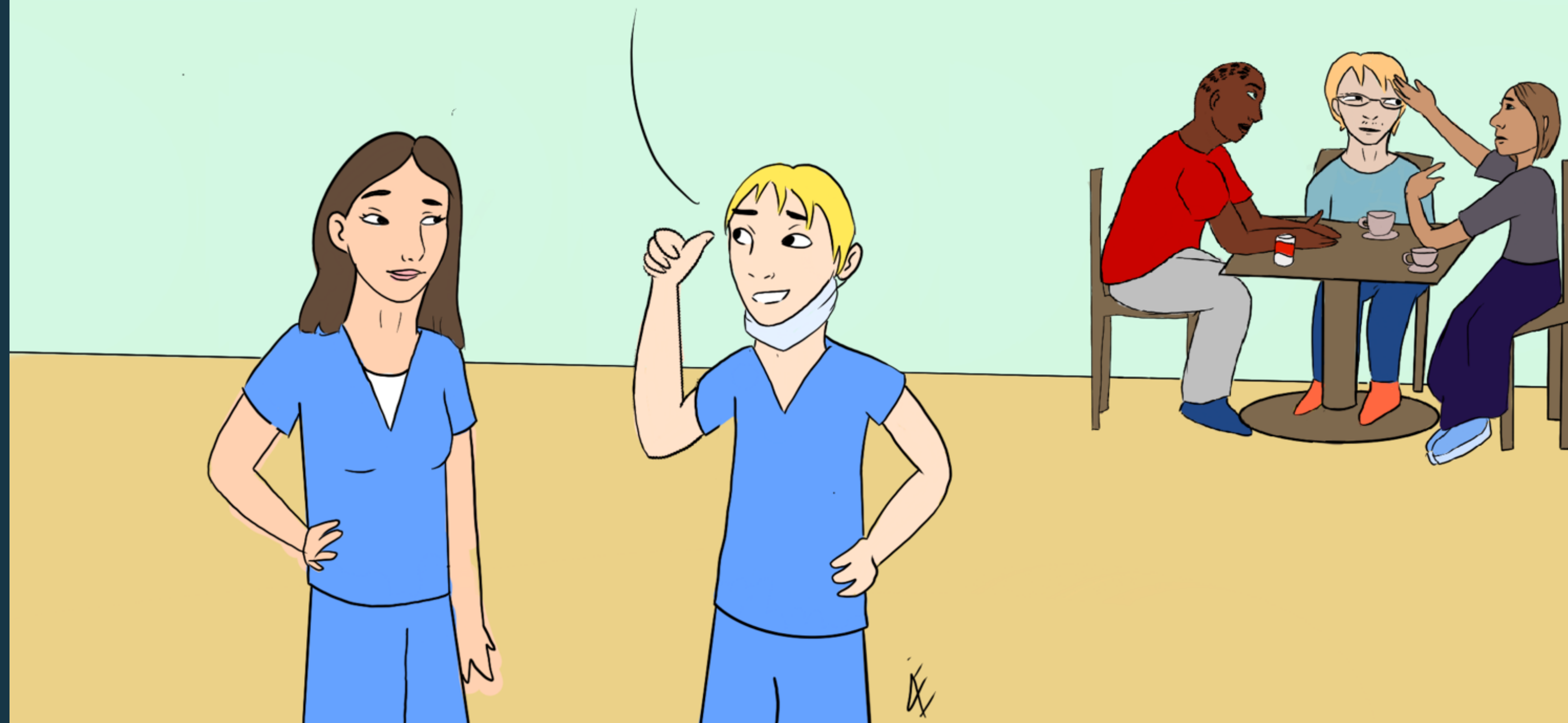
ANTICIPATED

The person with HIV has a constant fear or anticipation of mistreatment or rejection

INTERNALISED

The person with HIV passes judgement on him or herself

"It's so great our patients are finally doing something to tackle stigma..."

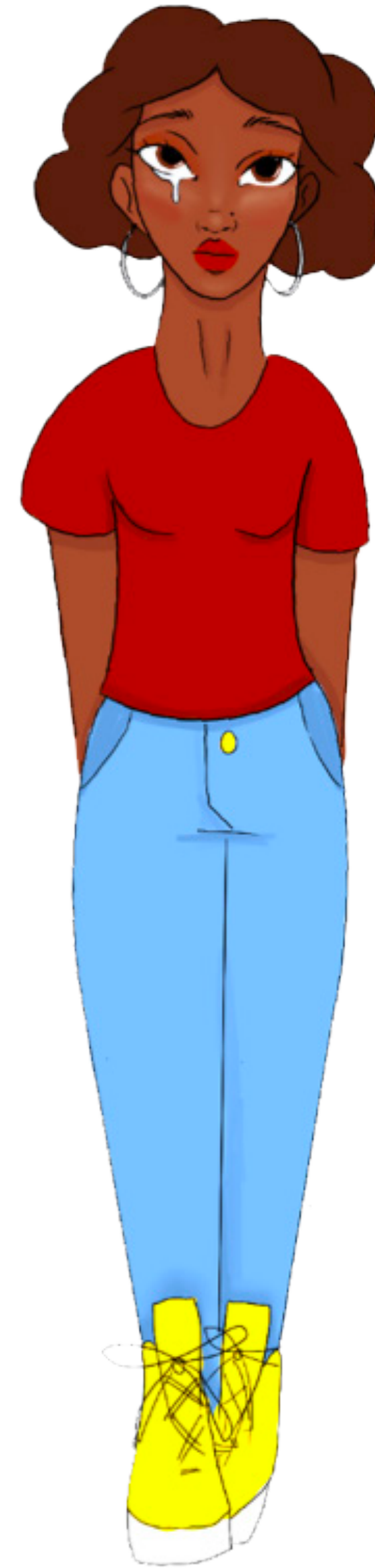


QUALITY

~~QUANTITY~~











Ah, HIV? How did you get
that then?

HIGHLY INTIMATE EXPERIENCES

FEAR OF JUDGEMENT OR REJECTION

~~‘HIV-INFECTED’~~

STIGMATISING TERM

LONG-OUTDATED

UNDETECTABLE VIRUS — NOT INFECTIOUS

CHRONIC CONDITION

EXCELLENT LIFE EXPECTANCY

DIFFICULT TO TALK ABOUT

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Stigmatisation et VIH: tous concernés
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