Family Matters in Georgia

February 18, 2016

Most Georgians—91 percent—say they think that having the support of family and loved ones is “very important” for the health and well-being of people with HIV. And yet, a Kaiser Family Foundation survey found that 60 percent of black Georgians and 84 percent of white Georgians report that they “rarely” or “never” talk about the virus with their family members. “We Are Family,” a new campaign created by Greater Than AIDS and the Georgia Department of Public Health, hopes to get that conversation started. A series of videos profiles real Georgian families, mostly African American, and illustrates the many ways that supportive family and friends can help HIV-positive people get healthy—for example, by encouraging them to stay in care and take meds. “I remember my mom sitting us down and telling us that she had HIV,” recalls a man named Marcus in one video. “It just made us stronger.”

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