



POZ Awards 2017 / Best Media Campaign for People Living With HIV

Read about the nominees, then scroll down to vote for your favorite!

October 2, 2017

Welcome to the 2nd Annual POZ Awards, which spotlight the best representations of HIV/AIDS in media and culture.

The POZ editorial staff selects the nominees, but POZ readers choose the winners.

Eligible nominees were active or were presented, published or produced between October 1, 2016, and September 30, 2017.

Be sure to vote for your favorite nominees by the World AIDS Day deadline: Friday, December 1, 2017.

Here are the nominees:

“DCTakesOnHIV” (Washington, DC, HIV/AIDS, Hepatitis, STD and TB Administration [HAHSTA])

This Washington, DC, public health effort shared the “undetectable equals untransmittable” message using beautiful graphics with clear language about what it means to be undetectable. DC is also the first city in the United States to promote this message in a citywide [campaign](#).

“Revelation” (AIDES, France)

Who can resist a [campaign](#) featuring photos of a naked couple scuba diving? Or two male ballet dancers in the buff? Beyond its obvious visual charms, this French [campaign](#) truly is poetic and romantic, suggesting that being on HIV treatment isn’t simply clinical. It affects our emotional and spiritual lives as well.

“#StaySure” (City of New York)

The New York City Department of Health has been kicking it this year, thanks in large part to health official Demetre Daskalakis, MD. The agency’s “#StaySure” [campaign](#) hit the city’s streets this year with high-impact [images](#) of diverse couples dealing with HIV prevention and treatment. The “Treatment = Prevention” messages (New York City was the first city to promote this message) and the very lively couples paired with it are especially effective.

“U=U” (Prevention Access Campaign)

Perhaps the most discussed and rapidly shared [message](#) to hit the HIV arena in years, U=U (“Undetectable = Untransmittable”) is prevention literacy for people living with HIV. It is also the single, precise message of Prevention Access Campaign, which collaborates with nonprofits, government agencies and HIV prevention advocates interested in creating their own materials to share it.

“What’s Your Positive Message?” (Rise Up to HIV)

Advocate Kevin Maloney of Rise Up to HIV continues to prove the power of one person with a great idea. After making his “No Shame About Being HIV+” T-shirt the fashion statement of choice among people with HIV and our allies, Kevin has now launched the “What’s Your Positive Message?” video [campaign](#). People with HIV participate by recording an uplifting message that is added to a video collage.

VOTING IS NOW CLOSED!