World Health Clinicians Launches ’HIV Equal’ Campaign

October 21, 2013

A new social media campaign titled “HIV Equal” will be launched October 26 by World Health Clinicians (WHC), according to a WHC statement. The multimedia campaign seeks to fight the stigma associated with the virus by advocating that everyone is equally valuable regardless of HIV status. Participants are photographed with an “HIV=” logo. They also get to pick a word to accompany the word “Status” that exemplifies an aspect of them. Project Runway star Jack Mackenroth developed the campaign with celebrity photographer Thomas Evans. The first set of photographs features Broadway actor Nick Adams, Representative Jim Himes (D–Conn.), activist Peter Staley, Tony Award winner Billy Porter, drag performer Bianca Del Rio and many others. WHC is a nonprofit HIV/AIDS group based in Connecticut with programs in Zimbabwe.

To read the statement, click here.

For more about HIV Equal, click here.

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