



# Zero HIV Stigma Day 2024

“Beyond Labels: Redefining HIV Narratives” is the theme of Zero HIV Stigma Day 2024, held Sunday, July 21. Here’s what that aims to do.

July 19, 2024 By [Trent Straube](#)

---

Sunday, July 21, marks the second annual Zero HIV Stigma Day. It’s a global effort to address the prevalence of stigma and to spark discussions on how to end HIV stigma in all its forms. This year’s theme is “Beyond Labels: Redefining HIV Narratives.”

**7/21/24 #ZeroHIVStigmaDay** Find all the tools and resources at: <https://bit.ly/3W41a0U> (and Link in bio)

Posted by [Zero HIV Stigma Day](#) on [Monday, July 8, 2024](#)

Zero HIV Stigma Day was launched by the International Association of Providers of AIDS Care (IAPAC), the organization that’s also behind the Fast-Track Cities Institute. This year’s observance represents a joint effort involving IAPAC, the Global HIV Collaborative, the Global Network of People Living with HIV and NAZ Project London, a nonprofit that addresses sexual health inequalities in Black, brown and global majority communities (“global majority communities” refers to people of Indigenous, African, Asian or Latin American descent who together make up about 85% of the world population).

Organizations across the globe plan events and campaigns around the day; to learn more, search #ZeroHIVStigmaDay on social media. Here are two examples:

Posted by [Zero HIV Stigma Day](#) on [Wednesday, July 17, 2024](#)

In #nyc @NYChealthy is hosting a #zerohivstigmaday event 7/22!

Posted by [Zero HIV Stigma Day](#) on [Friday, July 12, 2024](#)

This year's theme of Zero HIV Stigma Day "aims to shift the focus from stigmatizing labels associated with HIV to recognizing the shared humanity that unites us all," according to the awareness day's organizers. "It encourages people to look beyond preconceived notions and stereotypes, fostering empathy and understanding to strive for a society where individuals living with HIV are not defined by their status but are instead embraced for their resilience, strength and the common thread of humanity that connects us all."

"For Zero HIV Stigma Day 2024, we are embracing the 'Beyond Labels' theme, celebrating the diverse tapestry of individuals who make up the HIV community, and dismantling the stereotypes that perpetuate stigma," said IAPAC president and CEO José M. Zuniga, PhD, MPH, [in a press statement](#). "Let's unite to create a world where everyone is seen beyond their HIV status, treated with the dignity they deserve as human beings, and able to realize the human right to health well-being."

What is HIV Stigma? Comment how you are challenging  
[#hivstigma](#) [#ZeroHIVStigmaDay](#)

Posted by [Zero HIV Stigma Day](#) on Friday, July 12, 2024

"HIV stigma may try to shame, control and silence, but ultimately hope, love and connection is more powerful," said Parminder Sekhon, CEO of NAZ Project London, [in the press statement for Zero HIV Stigma Day](#). "This year's theme of living 'Beyond Labels' and redefining HIV narratives celebrates the capacity of the human spirit to succeed and thrive."

"HIV stigma continues to put people living with HIV at greater risk of discrimination, violence and marginalization, preventing them from accessing treatment and health services," added Sbongile Nkosi and Florence Riako Anam, GNP+'s co-executive directors. "The Global PLHIV [people living with HIV] Stigma Index report released in December 2023 shows just how significant the impact of self-stigma is to our mental health and lives. All of us have a responsibility to educate and change the narrative about HIV and ensure a stigma-free environment for all PLHIV to thrive and live quality lives."

According to the press statement, the gay dating app Grindr will support #ZeroHIVstigmaDay by promoting the destigmatizing message that Undetectable Equals Untransmittable (U=U), meaning that people living with HIV who take meds and maintain an undetectable viral load do not transmit HIV.



Zero HIV Stigma Day's organizers chose July 21 because it is the birthday of HIV advocate Prudence Nobantu Mabele (July 21, 1971–July 10, 2017). She “was one of the first women in South Africa to disclose her HIV status,” according to Zero HIV Stigma Day's promotional materials.

## Why July 21st? Prudence. #zerohivstigmaday

Posted by [Zero HIV Stigma Day](#) on [Friday, July 5, 2024](#)

“Prudence set a precedent to encourage other women with HIV to discuss their status with loved ones, to live without shame, to seek treatment and to lead happy and fulfilled lives,” explains the campaign. “We chose Prudence's birthday to honor her work and tireless activism to end HIV stigma.”

For background, read [POZ blog posts by Zero HIV Stigma](#).