Hurry and Enter This Contest to Design a U=U T-Shirt!

The deadline is February 14. Soon after, we can all vote on a winning HIV prevention design!

February 7, 2020 By Trent Straube

U=U is ubiquitous. Not since the days of “Silence = Death” has a slogan so thoroughly permeated the HIV community across the globe. It’s plastered across billboards, brochures, postcards, posters, pins, clothes, campaigns, quotes, social media and even a certain magazine:

The March 2019 cover of POZ

In case you're unaware, U=U stands for "undetectable equals untransmittable." It refers to the fact that people with HIV who take meds and maintain an undetectable viral load cannot transmit HIV sexually, even during condomless sex.

But what does U=U mean to you? Do you find it liberating and destigmatizing? A pithy educational tool? Or perhaps you question who is and isn't able to reach undetectable and how they are treated?

Whatever your viewpoint, why not get that message to the masses? Here's a fun and easy way to do just that: Enter this contest to design a U=U T-shirt. The contest is sponsored by HealthMerch.com and Prevention Access Campaign.

Below is information directly from the website (obviously not including the forms you need to fill out). For more details and to enter, visit HealthMerch.com.

Courtesy of HealthMerch.com

U=U T-Shirt Design Contest

HealthMerch.com and Prevention Access Campaign partnered to launch this T-Shirt Design Contest to increase awareness for U=U.

Theme: What Does U=U Mean to You?

Details: Fill out the form below and upload your artwork as a square image (JPG or JPEG) or email us at support@healthmerch.com to submit an AI or PSD file and use the t-shirt design template. Your submission should be a graphic design related to the Contest Theme. Please note that all submissions must be original non-copyrighted artwork and follow all artwork guidelines.

Submission Period: January 16 - February 14

Voting Period: February 28 - March 6

Prize: 1 winner will be selected and receive $250 and their winning design imprinted on 12 t-shirts.

About Prevention Access Campaign: Prevention Access Campaign is a health equity initiative to end the dual epidemics of HIV and HIV-related stigma by empowering people with and vulnerable to HIV with accurate and meaningful information about their social, sexual, and reproductive health.

Prevention Access Campaign's Undetectable = Untransmittable (U=U) is a growing global community of HIV advocates, activists, researchers, and over 950 Community Partners from nearly 100 countries uniting to clarify and disseminate the revolutionary but largely unknown fact that people living with HIV on effective treatment do not sexually transmit HIV. To learn more about Prevention Access Campaign, visit https://www.preventionaccess.org/

To read the POZ cover story referenced at the beginning of this post, click "Understanding Undetectable Equals Untransmittable: A Growing Global Community Builds a Movement." Also from that issue is a companion piece "Viral Load Does Not Equal Value: Ensuring Health Equity for All People Living With HIV." For further information, see "How Well Do U=U and PrEP Work? The CDC Updates Its Answers."

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