

Changing the Game –

How can Europe move towards zero new HIV infections, zero discrimination and zero AIDS-related deaths

UNAIDS expert consultation, 22-23 January

Zero new HIV infections.
Zero discrimination.
Zero AIDS-related deaths.



Overarching issues

How can we make strategic information more fit for purpose:

- Time
- Focus
- Impact

What are the game changers and how can they become engaged?

- Strategic use of ARVs
- Engagement of communities
- Role of social media

How can the narrative of the AIDS epidemic and response be reframed?

- Making the investment case
- New narrative

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Strategic information - findings

HIV and AIDS case reporting represent only a subset of data required – not a true proxy for HIV incidence

Stigma, discrimination, criminalisation and lack of access to services for key populations distorts case reporting

”data specificity, quality and comparability varies”, ECDC

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Strategic information - the way forward

Strengthen:

- Political commitment and incentives for research with key populations
- Community driven research and sampling by means of community based service delivery, social networks and internet
- Country level capacity for triangular and contextual analysis, engage key populations, develop meaningful narratives
- Research on impact of internet and social media on HIV and response among key populations.

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Strategic use of ARVs

ARVs for treatment and prevention a game changer

Lacking evidence for effectiveness of treatment as prevention among men who have sex with men

Possible offset of prevention benefits by other factors

Great diversity in treatment eligibility criteria and access across Europe

High cost of ARVs a barrier

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Strategic use of ARVs – the way forward

More research on effectiveness among key populations, men who have sex with men

Need to explore better role and implications of ARVs, e.g. prevention messaging, stigma reduction, investment and medicine pricing

Optimized testing and linkage to care and treatment a priority to reduce morbidity, mortality and 'community viral load'

Treatment as prevention not a stand alone - part of combination prevention and treatment package

Ensure rights of key populations to make informed choices on prevention and treatment initiation

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Community engagement

Breach between HIV service organizations and LGBTI movement

HIV experienced as stigmatizing gay men, and remains stigmatized among gay men

HIV sidelined in the fight for social acceptance

Need to leverage political momentum and voice of the LGBTI movement for the HIV response, and address internal stigma

Development of new prevention skills and approaches have stagnated

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Community engagement – the way forward

Support ILGA Europe and member organizations in strategy development

Ensure engagement and inclusion of all key populations at all levels of HIV response

New innovative strategies for community outreach, mobilization, partners and channels to address:

- expanding populations of men with opportunities for same sex sexual encounters, post-gay generation
- Similar new emerging groups of other key populations

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Role of social media

Expansion of online communication is radically transforming the landscape for the HIV response:

- Impact on dynamics of HIV
- Potentials for community driven research, peer outreach and **interaction**
- Potentials for empowerment, mobilization and activism of people living HIV and key populations
- Challenges related to privacy, confidentiality, security

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Role of social media – the way forward

UNAIDS to liaise with ITU and global business actors

Challenges and opportunities of online communication for HIV response should be addressed as a priority:

- Sexual health education needs of young men who have sex with men
- Rapidly expanding epidemics among men who have sex with men in central and eastern Europe
- Similar new emerging groups of other key populations

Convene Pan-European platform for collaboration on social media/mobile apps

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A new narrative

Making the investment case

- Move from costs to concept of investment
- Political rather than technical exercise,
Investment case is not a stand alone

Catastrophic narrative of HIV in Europe
outdated, new reality of HIV

HIV at the center of the European project –
peace building, human rights, growth, equity
and

Ending AIDS – and leaving noone behind!

Political dialogue with Eastern European
countries

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Some next steps

15-16 July: "Nothing for us without us" – joint UNAIDS, ILGA Europe and IGLYO consultation with young LGBTQI activists

ECDC/Terrence Higgins Trust on impact of mobile platforms/apps for HIV among men who have sex with men

ECDC project on sex workers?

PARTNER study findings – what is next on ARVs?

Rome conference – new narrative, new thinking, new targets

Future EU policy development
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