



COMMUNITY
HEALTH

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Reducing HIV Stigma Through Language

Objectives

- People First Language
- *Denver Principles*
- Cultural Competency/Sensitivity

The Denver Principles

The Denver Principles

- The group was asked to speak at the conference. So..
- The group took turns reading a document they wrote while attending, that would be known as their Bill of Rights and Declaration of Independence rolled into one.
- It was known as “The Denver Principles”

The Denver Principles

Main Statement

- We condemn attempts to label us as "victims," a term which implies defeat, and we are only occasionally "patients," a term which implies passivity, helplessness, and dependence upon the care of others.

–We are “People With AIDS.”

The Denver Principles (Recommendations for all People)

- Support us in our struggle against those who would fire us from our jobs, evict us from our homes, refuse to touch us or separate us from our loved ones, our community or our peers, since available evidence does not support the view that AIDS can be spread by casual, social contact.

The Denver Principles

- Not scapegoat people with AIDS, blame us for the epidemic or generalize about our lifestyle.

The Denver Principles

- To live as full and satisfying sexual and emotional lives as anyone else.
- To receive quality medical treatment and quality social service provision without discrimination and any form, including sexual orientation, gender, diagnosis, economic status or race.

Meaningful Involvement of People With AIDS (MIPA)

- MIPA added another set of values:
- To make united demands on our institutions,
government and our communities

•NOTHING ABOUT US WITHOUT US!!

People First Language

People first language

- RESPECT
- DIGNITY
- UNDERSTANDING

People First Language

- Words are powerful ways to acknowledge or marginalize someone.
- People First Language describes what the person has NOT
WHAT THE PERSON IS!
 - The individual is placed **BEFORE** the diagnosis.

People First Language


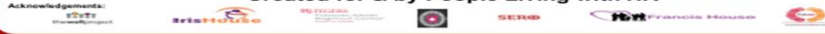
- Remember, we put the person **BEFORE** the diagnosis
- The way we talk to ourselves is just as important as to how we are talked to.
 - We are people living with HIV.
–“I am a man/woman/person living with HIV.”

Stigmatizing Language

**The difference between the right word
and the almost right word is the
difference between lightning and
lightening bug**

•*Mark Twain*

FIGHTING STIGMA THROUGH LANGUAGE

HIV #LanguageMatters: Using preferred language to address stigma 	
Created for & by People Living with HIV 	
Stigmatizing	Preferred
HIV infected person	Person living with HIV, PLHIV. Do not use "infected" when referring to a person. Use <i>People First Language</i> , which emphasizes the person, not their diagnosis
HIV or AIDS patient, AIDS or HIV carrier	
Positives or HIVers	
Died of AIDS, to die of AIDS	Died of AIDS-related illness, Died of AIDS-related complications or end stage HIV
AIDS virus	HIV (AIDS is a diagnosis not a virus - it cannot be transmitted)
Full-blown AIDS	There is no medical definition for this phrase - simply use the term AIDS, or Stage 3 HIV.
HIV virus	This is redundant; use HIV.
Zero new infections	Zero new HIV acquisitions/transmissions
HIV infections	HIV transmissions, diagnosed with HIV, PLHIV
HIV infected	living with/diagnosed with HIV, contracted/acquired HIV
Number of infections	Number diagnosed with HIV/number of HIV acquisitions
Became infected	Contracted, acquired, diagnosed with
HIV-exposed infant	Infant exposed to HIV
Serodiscordant couple	Serodifferent, magnetic, or mixed status couple
Mother to child transmission	Vertical transmission/perinatal transmission
Victim, Innocent Victim, Sufferer, contaminated, infected	Person living with HIV, survivor, warrior (Do not use "infected" when referring to a person)
AIDS orphans	Children orphaned by loss of parents/guardians who died of AIDS related complications
AIDS test	HIV test (AIDS is a diagnosis, there is not an AIDS test)
To catch AIDS, To contract AIDS, Transmit AIDS, To catch HIV	An AIDS diagnosis, developed AIDS, to contract HIV (AIDS is a diagnosis, which cannot be passed from one person to the next)
Compliant	Adherent
Prostitute or prostitution	Sex worker, sale of sexual services, transactional sex
Promiscuous	This is a value judgment and should be avoided instead use "having multiple partners"
Unprotected sex	Condomless sex with PrEP, Condomless sex without PrEP, sex not protected by condoms, sex not protected by antiretroviral prevention methods
Death Sentence, Fatal condition or life-threatening condition	A serious health issue, chronic health condition or manageable health for people who have access to care and treatment
"Tainted" blood; "dirty" needles	Blood containing HIV; shared needles, shared syringes
Clean, as in "I am clean are you?"	Referring to yourself or others as being "clean" suggests that those living with HIV are dirty. Avoid!
"a drug that prevents HIV infection"	a drug that prevents the transmission of HIV
End HIV, End AIDS	End HIV transmission, Be specific: are we ending HIV or AIDS?

This is a living document - suggestions are welcome on actions. This is not language

For more content visit www.hiv.gov/language or www.hiv.gov/stigma



INFECTED

Contaminate:

- of a negative feeling or idea

HIV **infected** person

Who wants to feel this way?



Improved Terminology

- People **living** with HIV
- **Diagnosed** with HIV
- **Contracted** HIV

Noncompliant

- Failure or refusal to comply, as with a law, regulation, or term of a contract



Improved terminology

- **Adherent** is a less offensive term when referring to a client.

- Adherence is more of a **rewarding, praise worthy**, and a pat on the back type of feeling.

- When someone is adherent, they are **supporting** the path of better selfcare.

Dirty

**Covered or marked with an
unclean substance**



•Are you clean?

Improved Terminology

- When referring to yourself as clean, it's being taken as people with HIV are dirty.

•AVOID!

•I'm clean UB2

Unprotected Sex

–To say someone needs to be protected is making people with HIV feel dangerous.



Improved Terminology

- **Condomless Sex**

Sero **Discordant**

- Harsh and jarring because of a lack of harmony
- Who are we to assume two people with different HIV statuses are not in harmony?



Improved Terminology

- Serodifferent or mixed status couples

– Just as they found love between all of their other differences, they did the same thing with their HIV status.

Full Blown AIDS



Improved Terminology

- There is **no medical definition** for FULL BLOWN AIDS.
- It is as simple as its name, **AIDS**.

Cultural Competency/ Sensitivity

- A set of congruent behaviors, attitudes, and policies that come together in a system, agency, or among professionals that enables effective work in cross-cultural situations

Cultural Competency/Sensitivity

- Believe it or not, HIV has its own culture, history, and community. We need to be treated as such.
- Starting by the way we are spoken to, about, and when referring to someone living with HIV.

Cultural Competency

- We are taking power back and away from words that stigmatize and make us feel unworthy.
- With language we are asking people to think before they speak to us.
- We are a community and need to be handled as people.
 - Not patients
 - Not clients
 - Not a diagnosis