



2021 State of HIV Stigma Survey Social Toolkit

Today, GLAAD and Gilead Sciences launched the State of HIV Stigma, our second annual survey taking a national look at the impact of stigma on those living with HIV. The survey revealed some eye-opening results about how Americans view HIV and people living with HIV.

Below you'll find some social copy to share the news with your audience, as well as a few infographics produced by GLAAD's team. Feel free to draft your own posts or tweak this to be in your voice as well.

Thank you for your continued partnership and support.

GRAPHICS

You can find all graphics shown below in a [Google folder here](#).

HIGHLIGHTS

- Fewer than 50% of people feel knowledgeable about HIV. That number has gone down (51% in 2020, 48% in 2021) since 2020.
- Only 42% of people know that medications exist today that can protect someone from contracting HIV.
- HIV transmission is still criminalized in 37 US states.
- Research finds that media, public advertisement, and education are the most effective tools in the fight against HIV and AIDS-related stigma.

TWITTER/FACEBOOK

Tag @GLAAD and @GileadSciences

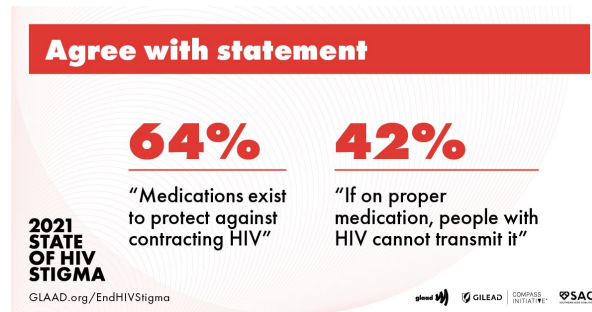
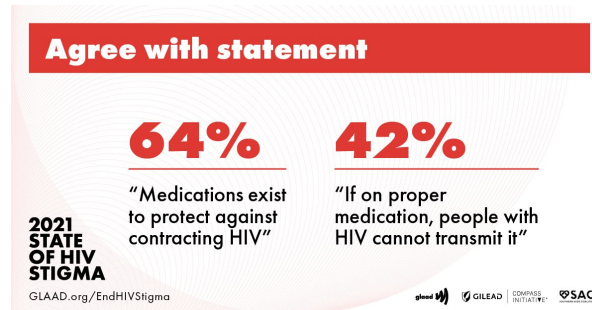
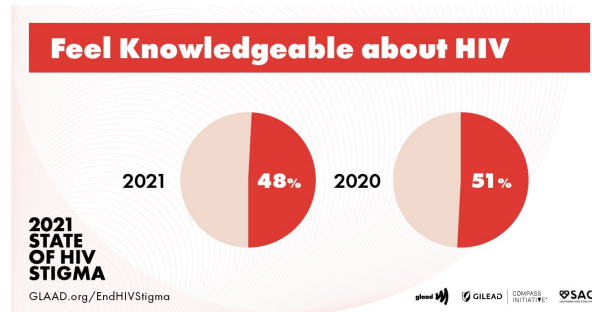
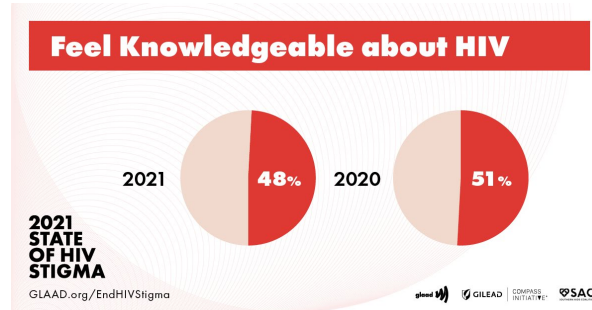
Fewer than 50% of Americans feel knowledgeable about HIV, and that percentage is declining, according to a new study by @GLAAD and @GileadSciences. The fight to #EndHIVStigma starts with education. Learn the facts: www.glaad.org/endhivstigma

In 2020, 51% of Americans felt knowledgeable about HIV. This year, that number has dropped to 48%.

@GLAAD & @GileadSciences teamed up to explore the state of HIV Stigma. Getting the facts is the first step to #EndHIVStigma. Learn more: www.glaad.org/endhivstigma

Only 42% of people know that there are medications which can prevent HIV transmission. @GLAAD + @GileadSciences teamed up to investigate the State of HIV Stigma. The fight to #EndHIVStigma starts with education. Learn the facts: www.glaad.org/endhivstigma

HIV treatments today can make the virus completely untransmittable, yet only 64% of Americans are aware that HIV is treatable. The more we learn the facts, the sooner we can #EndHIVStigma. Read and share @GLAAD & @GileadSciences new HIV Stigma Survey: www.glaad.org/endhivstigma



HIV transmission is criminalized in 37 US states. This includes nearly every state in the South, which has the highest rate of diagnoses but the largest stigma. For Southern HIV/AIDS Awareness Day, @GLAAD + @GileadSciences share the facts on HIV Stigma: www.glaad.org/endhivstigma

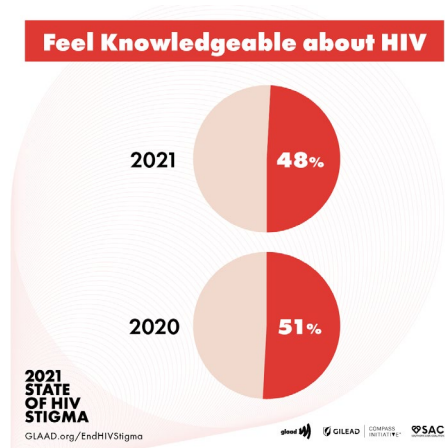
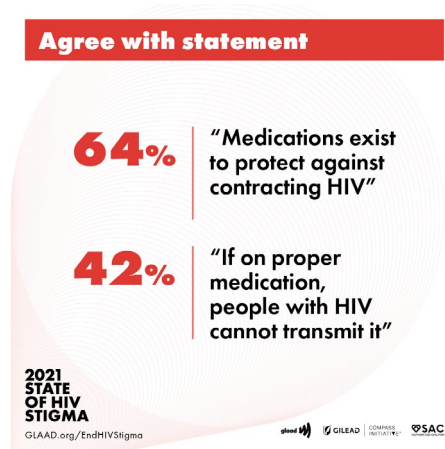


INSTAGRAM

Tag @GLAAD and @BeOurCompass

Fewer than 50% of Americans feel knowledgeable about HIV, and that percentage is declining, according to new insights from @GLAAD and @BeOurCompass. The fight to #EndHIVStigma starts with education. Learn the facts: www.glaad.org/endhivstigma

Only 36% of people know that HIV can be treated and that there are medications which can prevent contraction. @GLAAD + @BeOurCompass teamed up to investigate the State of HIV Stigma. The fight to #EndHIVStigma starts with education. Learn the facts: www.glaad.org/endhivstigma

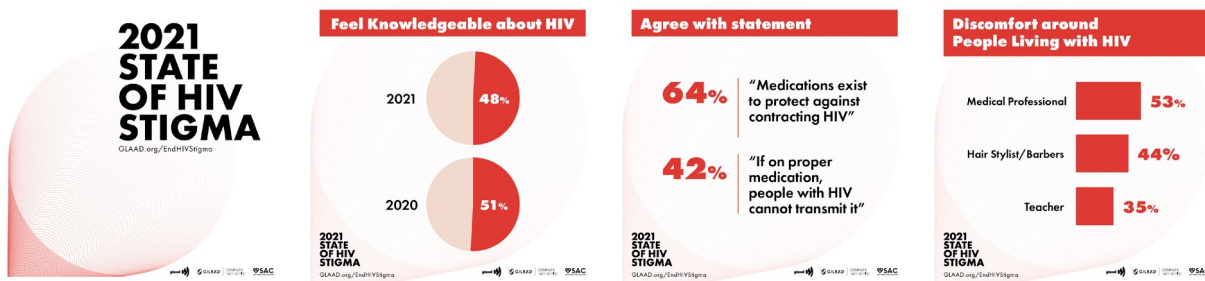


HIV transmission is criminalized in 37 US states. This includes nearly every state in the South, which has the highest rate of diagnoses but the largest stigma. For Southern HIV/AIDS Awareness Day, @GLAAD + @BeOurCompass share the facts on HIV Stigma: www.glaad.org/endhivstigma



Suggested Instagram Carousel

Research shows that HIV stigma is still widespread. A new survey from @GLAAD & @BeOurCompass tackles misinformation as the next step to #EndHIVStigma. Check it out: <https://www.glaad.org/endhivstigma>



LinkedIn

Research shows that HIV stigma is still widespread. @GileadSciences teamed up with @GLAAD to better understand how Americans view HIV and those living with it. Check out the results to learn how we can #EndHIVStigma: <https://www.glaad.org/endhivstigma>

