



**BOUNCE
to ZERO**

HIV STIGMA IN NEW ORLEANS

RYAN WHITE SERVICES & RESOURCES HAS RECENTLY CONDUCTED TWO SURVEYS TO BETTER UNDERSTAND WHAT PEOPLE KNOW ABOUT HIV, AND WHAT FORM HIV-RELATED STIGMA TAKES IN THE BROADER COMMUNITY.

COMMUNITY KNOWLEDGE AND PERCEPTION

8% of survey respondents agreed with the statement **“People with HIV should feel ashamed”**

11% of survey respondents agreed with the statement **“Those with HIV/AIDS brought it upon themselves”**

59% of the general population and **72%** of medical providers know coughing and sneezing don’t spread HIV

71% of the general population and **76%** of medical providers know sharing a glass of water doesn’t spread HIV

73% of the general population and **84%** of medical providers know sharing a swimming pool or hot tub doesn’t spread HIV

81% of the general population and **97%** of medical providers know that HIV doesn’t only affect **“certain groups of people”**

HOW MANY COMMUNITY RESPONDENTS KNOW HIV FACTS FROM HIV MYTHS?

	TRUE	FALSE	DON'T KNOW
HIV can spread through casual contact like sharing a drink, or a bathroom	19%	75%	6%
People living with HIV who have an Undetectable viral load cannot transmit the virus (U=U)	50%	34%	16%
Mosquitos can transmit HIV	21%	60%	18%

INDICATES CORRECT RESPONSE →

INTERNALIZED AND EXPERIENCED STIGMA

The following statements were posed to persons living with HIV, with options to agree, disagree, or feel neutral. These statements relate to the stigmatizing behavior of others, and internalized stigma. Internalized stigma occurs when a person living with HIV starts to believe the negative beliefs and attitudes some people have towards HIV are true or correct about themselves.

Telling someone I have HIV is risky.	44% AGREE	Having HIV makes me feel unclean.	52% AGREE
Since learning I have HIV, I worry about people discriminating against me.	67% AGREE	Since learning I have HIV, I feel set apart and isolated from the rest of the world.	31% AGREE
People's attitudes about HIV make me feel worse about myself.	70% AGREE	I feel I am not as good a person as others because I have HIV.	36% AGREE
Some people act as though it is my fault I have HIV.	51% AGREE	Some people who know I have HIV have grown more distant.	22% AGREE
I feel guilty because I have HIV.	42% AGREE	People avoid touching me because I have HIV.	29% AGREE
I regret having told some people that I have HIV.	44% AGREE		

U=U

Undetectable = Untransmittable or **U=U** is the scientific fact that a person living with HIV who has an undetectable viral load has zero risk of transmitting HIV to their sexual partners. U=U is a key component of both preventing new HIV diagnoses and fighting stigma.

TRUE OR FALSE: "AN UNDETECTABLE STATUS MEANS THEY WOULD HAVE ZERO RISK OF TRANSMITTING HIV TO OTHERS THROUGH SEX."

<u>SURVEYED COMMUNITY</u>	<u>TRUE</u>	<u>FALSE</u>	<u>DON'T KNOW</u>
Medical Providers	34%	53%	13%
Medical Providers who provide direct HIV-related care	48%	38%	14%
Medical Providers who have some interaction with those with HIV	29%	66%	5%
Medical Providers who have NO interaction with those with HIV*	18%	55%	27%
Priority Population	33%	44%	23%
General Population	23%	50%	27%

*PLWH interact with all parts of the healthcare system, therefore medical providers of all kinds have patients who are living with HIV whether the care they provide is directly related to HIV or not.

SOURCES

Market Dynamics Research Group Quantitative Market Research, July 2024
New Orleans Health Department Outreach Surveys, February-October 2024