

(Text of original September 12th GLAAD press release for their 2024 State of HIV Stigma Report. Highlights are my own. - Mark.)

HOLLYWOOD FALLS SHORT IN REPRESENTING PEOPLE LIVING WITH HIV,
HIV STIGMA DECLINES AMID GEN Z KNOWLEDGE GAP, GLAAD'S
FIFTH ANNUAL STATE OF HIV STIGMA REPORT FINDS

Knowledge of HIV is mostly stable in the U.S. and in the U.S. South over 5 years, with nearly 90% of Americans knowing something about HIV.

Gen Z continues to be among the least knowledgeable generations about HIV.

Seeing more stories of people living with HIV in media is key to combating HIV stigma.

New York, New York – Thursday, September 12, 2024 – GLAAD, the world's largest lesbian, gay, bisexual, transgender and queer (LGBTQ) media advocacy organization, today released the findings of its fifth annual *State of HIV Stigma* Report. The Report, which remains the only report of its kind to track Americans' knowledge, attitudes and sentiment around HIV and HIV stigma.

Download the full Report [HERE](#)

Download the Digital Tool Kit [HERE](#)

For the first time in five years, **GLAAD's State of HIV Stigma report found a statistically significant decline of HIV stigma in the U.S.**, with 85% of Americans saying they believe HIV stigma exists, down from 89% in 2020. Additionally, our report found that the loss of HIV stories in entertainment media is a deafening silence, likely contributing to decreases in comfortability in interacting with a neighbor or co-worker living with HIV. GLAAD research also shows that seeing stories of people living with HIV drives up the comfortability of interacting with people living with HIV by as much as +15%. This is the power of accelerating acceptance and combating HIV stigma, through visibility and representation in entertainment media.

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From GLAAD President & CEO, Sarah Kate Ellis:

“The state of HIV stigma in America could not be more clear: stigma is finally on the decline, and now is the time to accelerate the education that can save lives, through sharing stories of people living with HIV. Today, nearly 90% of Americans say they know at least a little about HIV. Together with game-changing HIV prevention tools like PrEP and advanced HIV treatment options, we must seize the opportunity before us to close the knowledge gap between generations. GLAAD’s core work to eradicate HIV stigma and misinformation in media is more urgent than ever. Ending HIV and HIV stigma should be every generation’s lasting achievement, and we have never been closer to that accomplishment.”

GLAAD Resources and Programs

GLAAD urges journalists and creators telling stories of or reporting about HIV and people living with HIV to do their part in the fight against HIV stigma and convey the facts around the realities of living with HIV today by referring to GLAAD’s HIV storytelling section of the GLAAD Media Reference Guide: [HERE](#)

People living with HIV today, when on effective treatment, lead long and healthy lives and [cannot transmit HIV](#). Treating HIV can suppress the virus to the point it is no longer detected. When HIV is undetectable, it is untransmittable, the key message of the [U=U campaign](#). **Nearly every mention of HIV in news articles should be paired with this fact.**

In entertainment media, GLAAD’s programs like the [Equity in Media and Entertainment Initiative](#) (EMEI), now in its third-year cohort of Black queer creatives, bridges gaps in opportunities to create stigma-breaking content. GLAAD’s [Studio Responsibility Index](#) and [Where We Are in TV](#) studies continue to hold Hollywood accountable for a lack of stories about HIV and diverse LGBTQ people. By leaving stories that serve the public good on the table, Hollywood is missing major opportunities and evading a responsibility to represent their audiences.

In news media, GLAAD has launched two bureaus in the U.S. South that have supercharged the quality and quantity of news stories that combat HIV stigma, with over 500 original articles on topics related to HIV since our work with Gilead Sciences began – from local outlets like the *Mississippi Free Press* to *Good Morning America* and CNN – GLAAD has briefed more than 1,000 journalists across

newsrooms to ensure articles about HIV are accurate. GLAAD has also engaged the world's most notable talent, including Oprah Winfrey, Beyoncé, JAY-Z and more, to speak out about U=U and HIV, but much more is needed.

GLAAD's State of HIV Stigma report was created in partnership with Gilead Sciences and the [Gilead COMPASS Initiative](#)® and produced by GLAAD's [Communities of Color Department](#), a division of the GLAAD Media Institute, GLAAD's training, research and consulting division of the organization. GLAAD's Communities of Color Department is a leading force, driving equitable and accurate representation of Black LGBTQ people, people living with HIV (PLWH), and queer Communities of Color in the realm of entertainment and media. GLAAD and Gilead Sciences have been partners since 2019 in this important work to reduce HIV stigma, and understand comfortability, media exposure, and trends related to HIV stigma