



Prevention Access Campaign Marks 10 Years of U=U with Global Activations at AIDS 2026 in Rio

10 YEARS. ONE MOVEMENT. A GLOBAL MOMENT.

FOR IMMEDIATE RELEASE

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Rio de Janeiro, Brazil / July 25–30, 2026 — Prevention Access Campaign (PAC) will mark the 10th anniversary of Undetectable = Untransmittable, known globally as U=U, with a major series of community-centered activities at LIVING2026 and AIDS 2026 in Rio de Janeiro, Brazil.

Under the banner U=U at 10: 10 Years. One Movement. A Global Moment., PAC will join partners, advocates, people living with HIV, healthcare providers, researchers, youth leaders, funders, and community organizations to celebrate the first decade of U=U and build momentum for the next decade of implementation, storytelling, youth leadership, and stigma reduction.

Launched in 2016 by Prevention Access Campaign and a global network of people living with HIV, scientists, clinicians, and advocates, U=U has transformed how the world understands HIV. The message is clear: people living with HIV who are on treatment and have an undetectable viral load cannot sexually transmit HIV.

Over the past decade, U=U has reshaped public health messaging, strengthened treatment as prevention, challenged HIV stigma, and affirmed the dignity, rights, relationships, and futures of people living with HIV. At AIDS 2026, PAC's U=U at 10 platform will focus on carrying that progress forward — from awareness to implementation, from evidence to lived freedom, and from a historic milestone to sustained global action.

“After 10 years of U=U, one thing is clear: the science is settled, but people still do not experience that truth equally,” said Dr. Monique Carry, Acting Executive Director of Prevention Access Campaign. “I have seen providers hesitate to say U=U clearly, patients hear partial or cautious messages, and communities continue carrying fear that the evidence should have already lifted. I have also seen what happens when U=U is communicated with confidence: people breathe differently, relationships change, treatment feels less like surveillance and more like care, and stigma loses some of its power. AIDS 2026 is a chance to honor the advocates, networks, researchers, and people living with HIV who made U=U real in the world — and to push the next step: making sure U=U is not treated as optional, extra, or only for certain settings, but built into everyday HIV care, training, policy, and community life.”

PAC's U=U at 10 Activities at LIVING2026 and AIDS 2026

PAC's U=U at 10 activities will bring together celebration, storytelling, youth leadership, evidence, implementation, and community engagement across the pre-conference period and AIDS 2026.

LIVING2026 and the U=U at 10 Awards Gala

SATURDAY, JULY 25, 2026 | 8:00 AM –9:00 PM | CDESIGN HOTEL ROOFTOP, RIO DE JANEIRO

Together with our partner GNP+, PAC will participate in LIVING2026, a community-centered pre-conference gathering for people living with HIV, advocates, networks, and movement leaders.

That evening, PAC and GNP+ will host the U=U at 10 Awards Gala, a global recognition event honoring the people, networks, and communities that helped move U=U from scientific evidence into real-world impact over the past decade. Exclusively sponsored by ViiV Healthcare, the gala will recognize leadership across community impact, science translation, global adaptation, youth leadership, rights and justice, creative storytelling, Brazil and Latin America regional leadership, and lifetime contribution to the U=U movement.

Award winners will be celebrated in the room and amplified after the event through PAC's social media platforms, partner communications, honoree spotlights, event photography, and broader U=U at 10 recap materials.

"U=U is one of the most important advances in the HIV response, transforming groundbreaking science into a global movement," said Jean-Bernard Simeon, SVP and Head of US, ViiV Healthcare. "I'm so proud of our long-standing partnership with PAC and look forward to celebrating the leaders and communities that work tirelessly to bring this life-changing message to people around the world. The progress of the last 10 years has been remarkable, but our focus remains on the future, working with the community to reduce stigma, support engagement in care and ensure the impact of U=U continues to reach those who need it most."

Undetectable Voices

MONDAY, JULY 27–WEDNESDAY, JULY 29, 2026 | PAC GLOBAL VILLAGE BOOTH #129

PAC and The FreeLUX Project, with support from ViiV Healthcare, will launch Undetectable Voices, a U=U at 10 storytelling activation capturing short reflections from people living with HIV, advocates, providers, youth leaders, researchers, and community partners about what U=U has meant over the past 10 years and what the next decade must make possible.

Undetectable Voices will begin in Rio and continue through USCHA 2026 and a broader 12-month storytelling campaign. Stories will focus on personal liberation, care and trust, community power, implementation, stigma reduction, youth leadership, provider communication, and the future of U=U. The campaign is designed as a consent-based storytelling effort that can support social media content, U=U University learning materials, partner toolkits, sponsor reporting, and broader stigma reduction communications.

PAC Poster Presentation: Does Evidence Change Minds?

TUESDAY, JULY 28, 2026 | 12:00–1:00 PM | AIDS 2026 EXHIBIT HALL | POSTER TUPED301

PAC will present research titled "Does evidence change minds? Measuring the impact of U=U information on HIV beliefs and sexual decision-making."

The poster shares findings from a nationally representative YouGov survey of 2,605 U.S. adults examining whether exposure to authoritative U=U evidence shifts beliefs, stigma-related attitudes, perceived transmission risk, and willingness to engage in sexual relationships with people living with HIV.

The findings show that exposure to scientific consensus increased belief in U=U, improved attitudes toward people living with HIV, and increased willingness to engage in sexual relationships with someone living with HIV. Persistent disbelief among many respondents underscores the need for clearer, more effective, audience-tailored U=U communication strategies.

U=U Youth Day and Launch of the U=U Youth Manifesto

WEDNESDAY, JULY 29, 2026 | PAC GLOBAL VILLAGE BOOTH #129 AND YOUTH PAVILION | BANQUET ROOM

PAC, Y+ Global, and partners will host U=U Youth Day, a youth-led series of activities focused on the next decade of U=U leadership. The U=U Youth Manifesto launch begins at 11:00 AM at PAC Global Village Booth #129, followed by the U=U Dance Challenge at 12:00 PM and the U=U University Youth Ambassadors Workshop at 2:00 PM in the Youth Pavilion | Banquet Room.

The day will include the Launch of the U=U Youth Manifesto, developed through a youth consultation process led by Y+ Global in partnership with PAC. The manifesto connects U=U to young people's experiences of dignity, bodily autonomy, relationships, disclosure, mental health, treatment access, stigma reduction, and the right to live fully without fear.

The manifesto launch will include partner remarks, a live reading by youth activists, a commitment activation, and a public signing moment. The day will also feature the U=U Dance Challenge, led by UNAIDS Asia Pacific with the IAS Youth Hub, and the 90-minute U=U University Youth Ambassadors Workshop, designed to help build the next generation of global U=U champions.

ViiV Healthcare / Positive Action AI Session

TUESDAY, JULY 28, 2026 | 11:30 AM LOCAL TIME | GLOBAL VILLAGE, POSITIVE ACTION BOOTH

ViiV Healthcare will co-host a session on the power of AI alongside Doreen Moraa Moracha, an HIV influencer and member of ViiV's HIV in View programme, and Dr. Monique Carry of PAC. The session will use U=U as the theme for a live demonstration showing how AI can support advocacy content creation for platforms such as social media and websites.

U=U University Workshop

THURSDAY, JULY 30, 2026 | 10:00–11:30 AM | ROOM 101B

PAC will lead the official AIDS 2026 workshop “Viral Suppression to Epidemic Control: Implementing U=U at Scale Through Health Systems, Training, and Practice.”

The workshop will focus on integrating U=U into health systems, training infrastructure, clinical workflows, program design, and implementation planning. Participants will explore implementation barriers and facilitators, apply practical strategies, and develop a 90-day U=U implementation or training action plan for their own settings.

Community Engagement Day

THURSDAY, JULY 30, 2026 | AFTERNOON | PAC GLOBAL VILLAGE BOOTH #129

PAC and partners will host Community Engagement Day at the Global Village booth, inviting attendees to connect around advocacy, community organizing, U=U University, U=U and perinatal care, implementation tools, resource sharing, and partnership opportunities.

Visitors can stop by the PAC booth to ask questions, access tools and resources, share reflections, learn about U=U University, connect with community partners, and explore how to bring U=U into local programs, clinics, networks, and advocacy spaces.

A Call for the Next Decade

PAC's presence at AIDS 2026 reflects a broader commitment to moving U=U from awareness to implementation. Through U=U University, technical assistance, storytelling, research, partner engagement, and community-led advocacy, PAC is working to ensure that accurate, affirming, and actionable U=U information reaches the people and systems that need it most.

As U=U enters its next decade, PAC is calling on health systems, funders, policymakers, community organizations, providers, researchers, media partners, and advocates to make U=U a standard part of HIV care, education, workforce training, public health strategy, and stigma reduction.

“Ten years ago, U=U gave people language for what the science had already made true, but evidence alone still does not reach everyone,” said Carry. “The next decade is about making sure U=U is clearly communicated, trusted, and built into everyday HIV care, policy, and community conversations wherever fear or misinformation still gets in the way.”

To learn more about PAC’s U=U at 10 activities in Rio, visit UUat10.com.

About Prevention Access Campaign

Prevention Access Campaign is a global health equity initiative working to end HIV-related stigma and improve access to accurate, life-changing information about HIV prevention, treatment, and care. PAC launched the Undetectable = Untransmittable movement to ensure that people living with HIV, providers, policymakers, and communities understand that people living with HIV who are on treatment and have an undetectable viral load cannot sexually transmit HIV.

About U=U

Undetectable = Untransmittable, or U=U, means that people living with HIV who are on effective treatment and have an undetectable viral load cannot sexually transmit HIV. U=U is grounded in strong scientific evidence and has become a global movement advancing dignity, stigma reduction, treatment access, and the rights of people living with HIV.

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