

A woman is shown from the chest up, holding a red HIV awareness ribbon on her right index finger. She is wearing a light-colored top. The background is a soft-focus white. A semi-transparent red banner with a white floral pattern is overlaid on the right side of the image.

Language of HIV Communications

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Objectives

- Understand how language shapes our world
- Understand the history of language in relation to HIV.
- Explain the differences in stigmatizing and empowering language.
- Identify “people first language” and its importance.
- Explore the use of empowering language when talking or writing about self and others.



Reporting on HIV and AIDS

“Because reporting on HIV and AIDS ultimately deals with matters of life and death, and because many people will form their understanding of HIV and AIDS through the media, the story must be approached with clarity, precision, and sensitivity”



Language

- Language and the words we use
 - help to shape our world
 - describes and gives meaning to our lives
 - persuades and changes minds
 - It can destroy or empower



The Power of Language

- The selective use of language can trivialize an event or render it important; marginalize some groups and empower others; define an issue as an urgent problem or reduce it to a routine one.





HISTORY OF LANGUAGE USED IN THE HIV COMMUNITY



1981

CENTERS FOR DISEASE CONTROL

June 5, 1981 / Vol. 30 / No. 21

MNWR

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Epidemiologic Notes and Reports

Pneumocystis Pneumonia – Los Angeles

In the period October 1980-May 1981, 5 young men, all active homosexuals, were treated for biopsy-confirmed *Pneumocystis carinii* pneumonia at 3 different hospitals in Los Angeles, California. Two of the patients died. All 5 patients had laboratory-confirmed previous or current cytomegalovirus (CMV) infection and candidal mucosal infection. Case reports of these patients follow.

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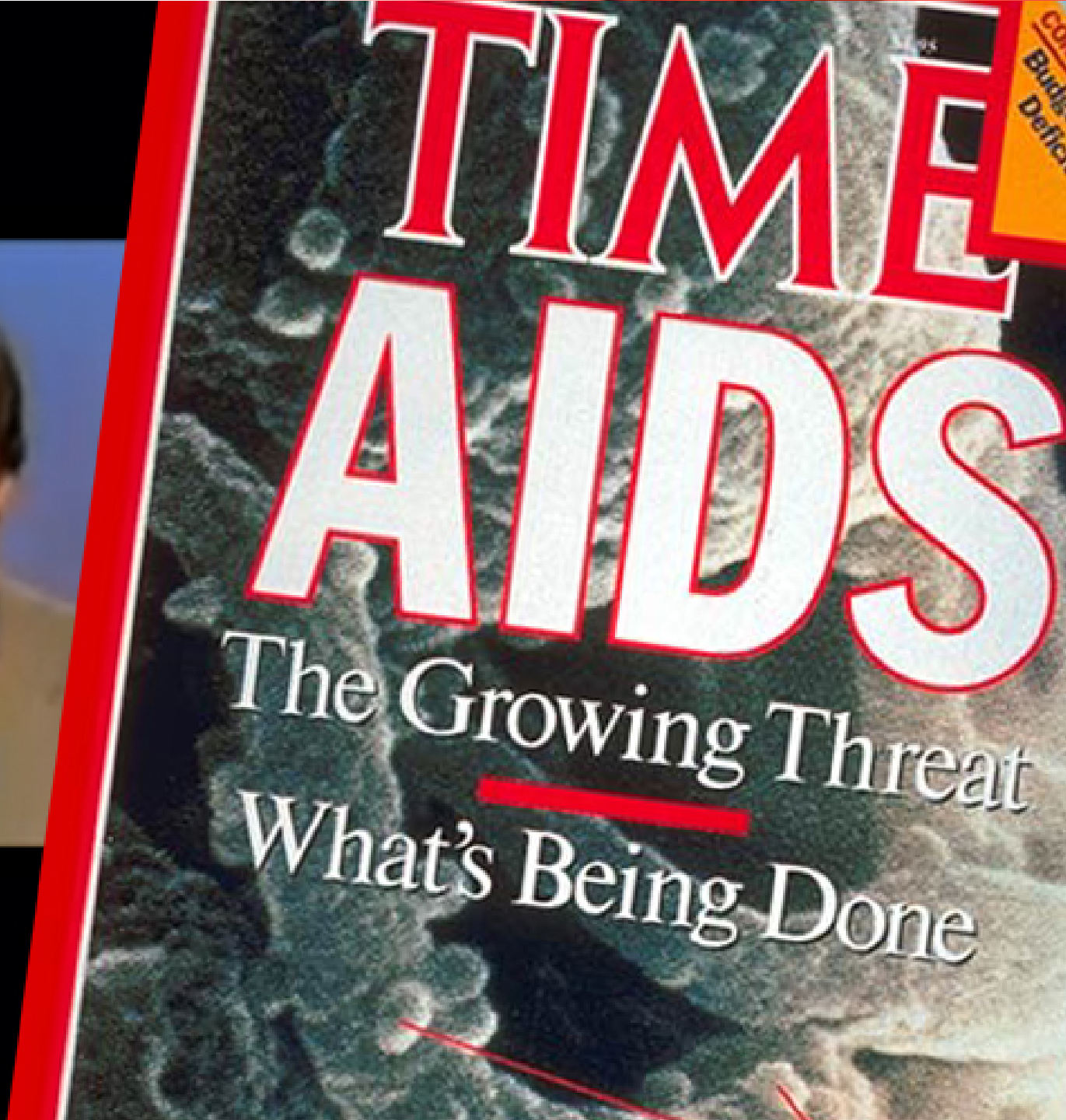
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1981



Homos prone to rare cancer

DOCTORS in New York and California have diagnosed among homosexual men 41 cases of a rare and often rapidly fatal form of cancer. Doctors who found 20 cases of Kaposi's sarcoma in New York and six cases in California are alerting other physicians who treat large numbers of homosexual men to help identify more cases and to shorten the delay in offering chemotherapy. Eight of the victims died less than two years after the diagnosis was made. There is no national registry of cancer victims in the United States. The nationwide incidence of Kaposi's sarcoma in the past year is estimated by the Centers for Disease Control as less than six one-hundredths per 100,000 people in every 3 million people, according to a spokesman, Dr. James Curran. In the US, it primarily has affected men older than 50 years. But in recent months, doctors at nine medical centres in New York and seven hospitals in California have been diagnosing the disease among younger men, all of whom were homosexual. Many of the patients said they were treated for viral infections such as herpes, cytomegalovirus and hepatitis B. Parasitic infections and amoebiasis and giardiasis also reported. Patients had used drugs such as nitrite and Levonelle. Dr. Curran said the apparent increase in homosexual

AIDS fear: dentist ban on gays

SOME DENTISTS in Australia have refused to treat homosexual patients because they fear catching AIDS, according to Melbourne's gay community.

Mr Adam Carr, a spokesman for the new Victorian AIDS action committee, said there had also been cases of homosexual patients being put into hospital isolation wards even though they showed no symptoms of AIDS.

Mr Carr said the aim of the committee was to stop "the scapegoating of homosexuals as an issue in the community."

RARE CANCER SEEN IN 41 HOMOSEXUALS

Break Occurs Among Men in New York and California — 8 Died Inside 2 Years

By LAWRENCE K. ALTMAN. Doctors in New York and California have diagnosed among homosexual men 41 cases of a rare and often rapidly fatal form of cancer. Eight of the victims died less than 24 months after the diagnosis was made.

The cause of the outbreak is unclear and there is as yet no evidence of contagion. But the doctors who have made

Gays indignant over 'hysteria' on AIDS

SYDNEY. — Voyeurism and ignorance within the medical profession and the media had led to the hysterical labelling of AIDS as the "gay cancer," according to Sydney gay activist Lex Watson.

Gays were not the highest risk group on a percentage basis, he told a seminar about AIDS and hepatitis in Sydney yesterday.

The number of cases of acquired immune deficiency syndrome among drug abusers, intravenous haemophiliacs was proportionally much higher than among the 12 million US gay men, he said.

The seminar was organised by Merck, Sharp and Dohme, manufacturers of the hepatitis B vaccine, to reassure the public that although blood donors for the vaccine's production included gay men, it did not carry a risk of transmitting AIDS.

Mr Watson said: "The political and social power of medicine was clearly illustrated in the initial labelling of AIDS as GRID5 — gay related immune deficiency syndrome — before any reliable statistics were available."

Only pressure from US gays forced the change to AIDS, he said, but the extent of the damage already done to the gay community.

"There are thousands of documented cases, both here and in the United States of discrimination against gays within the health profession, the workplace, and even among delivery firms based on the fear of AIDS," he said.

The director of the Australian Hepatitis Reference Centre, Dr Ian Gust, released figures showing cases of AIDS to be no higher than similar risk non-vaccinated groups.

Dr Gust said that because hepatitis B was a virus which could not be grown in a laboratory, the vaccine could be produced only by using antibodies from the blood plasma of people who had had the disease.

AIDS VIRUS KILLS MAN IN BRITAIN

Patient catches disease after blood transfusion

Crucial discovery on HIV

KATHARINE CHILD

SOUTH African researchers have discovered how the AIDS virus makes antibodies that can kill less than one strain of the virus.

SA researchers celebrate breakthrough on HIV

The research was led by the National Institute for Communicable Diseases and the universities of Capetown, Natal and Cape Town, and Witwatersrand, Johannesburg.

GAYS 'CONSPIRED TO INFECT SOCIETY'

Call for homosexual to spot gay clients

GAYS ACCUSED OF SABOTAGE

AIDS IS THE WRATH OF GOD, SAYS VICAR

Ex-ballet boss is victim 53

1982

“Gay disease”

“gay cancer”

“gay plague”

**“gay-related immune deficiency”
(GRID) by health care providers and
researchers**

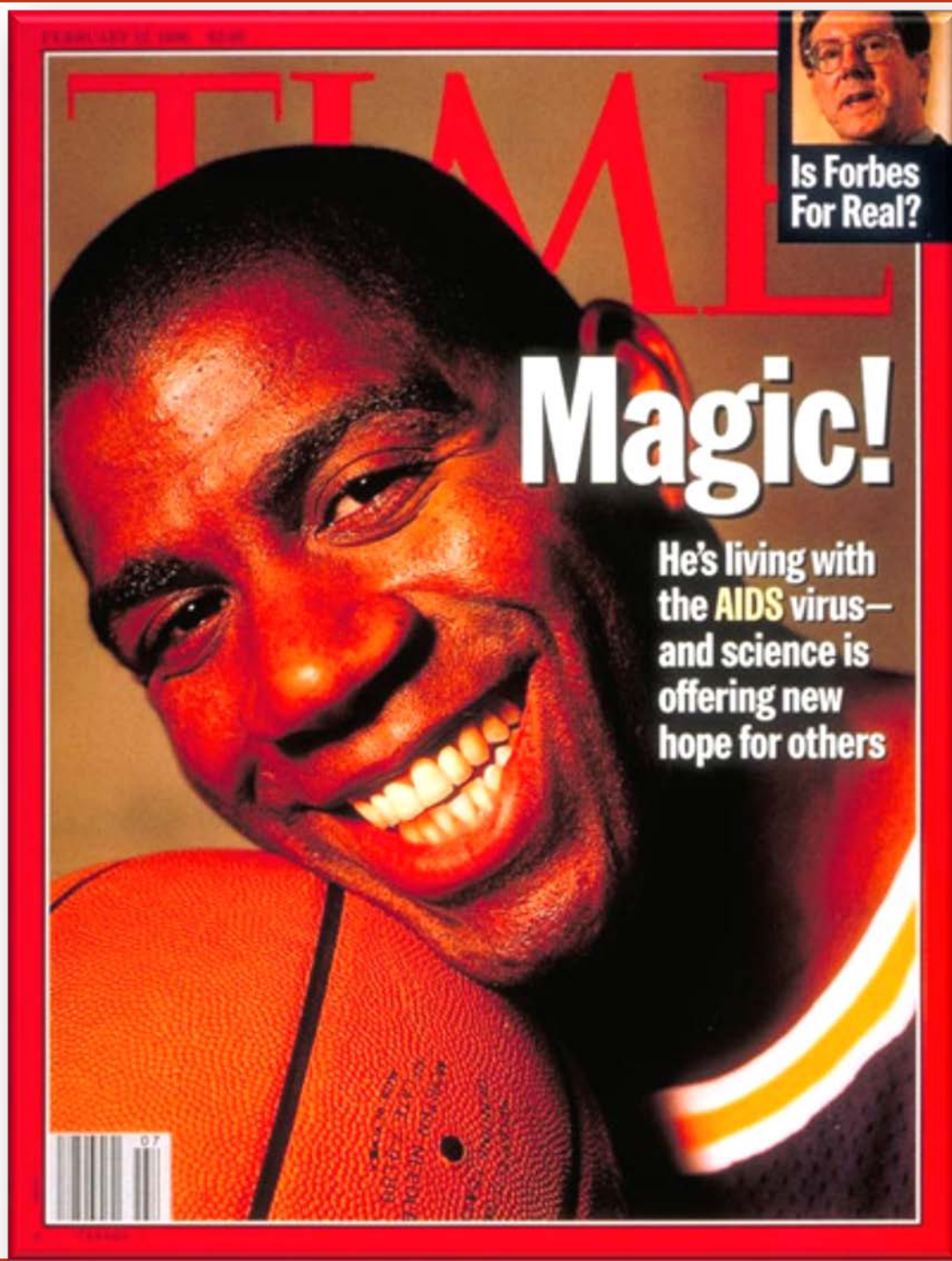
1982

**AIDS (Acquired Immunodeficiency
Syndrome)**

ARC (AIDS-Related Complex)

HIV - Human Immunodeficiency Virus

1996



HIV

Human

HIV

Human
Immunodeficiency

HIV

Human
Immunodeficiency
Virus

AIDS

Acquired

AIDS

Acquired
Immuno-

AIDS

Acquired
Immuno-
Deficiency

AIDS

Acquired
Immuno-
Deficiency
Syndrome

THIS IS FULL-BLOWN.
AIDS IS NOT.



FACT: THERE'S NO SUCH THING AS HALF-BLOWN AIDS.
HELP END STIGMA & CONFUSION.
UPDATE THE WAY YOU SPEAK ABOUT HIV & AIDS.


HIV TALK

JUST SAY "AIDS"

THE
S+IGMA
PROJECT



In October 1990, ACT UP descended upon Washington and the Centers for Disease Control and Prevention in Atlanta, carrying signs that demanding the formal definition of AIDS change to include women.



**WOMEN
DON'T GET AIDS.
THEY JUST DIE
FROM IT.**



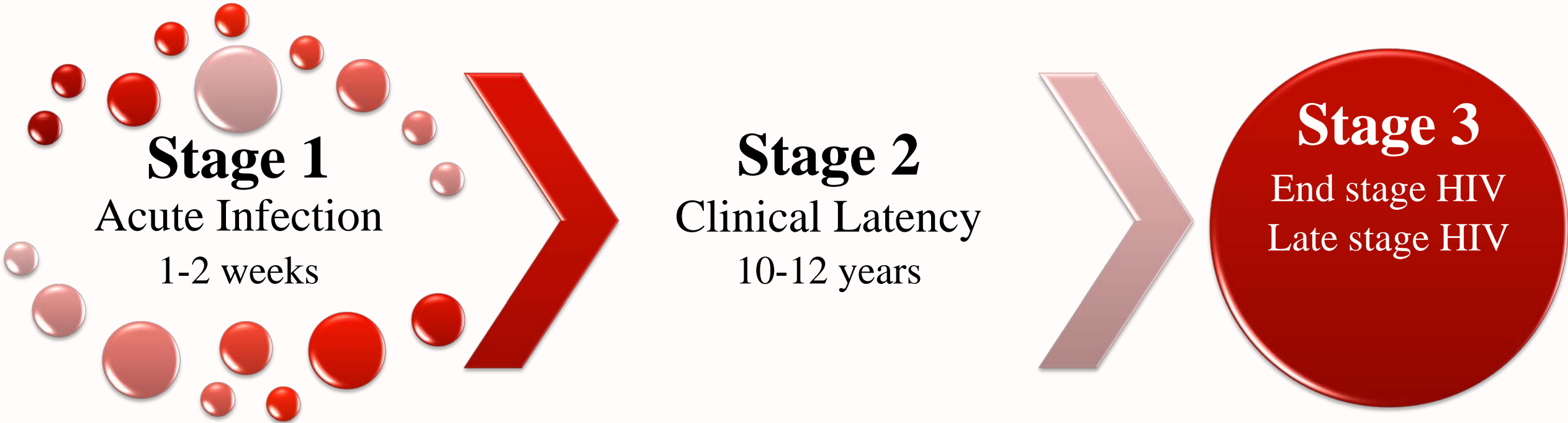
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1993 Revised Classification System for HIV Infection and Expanded Surveillance Case Definition for AIDS Among Adolescents and Adults

The following CDC staff members prepared this report:

National Center for Infectious Diseases Division of HIV/AIDS Kenneth G. Castro, M.D. John W. Ward, M.D. Laurence Slutsker, M.D., M.P.H. James W. Buehler, M.D. Harold W. Jaffe, M.D. Ruth L. Berkelman, M.D.

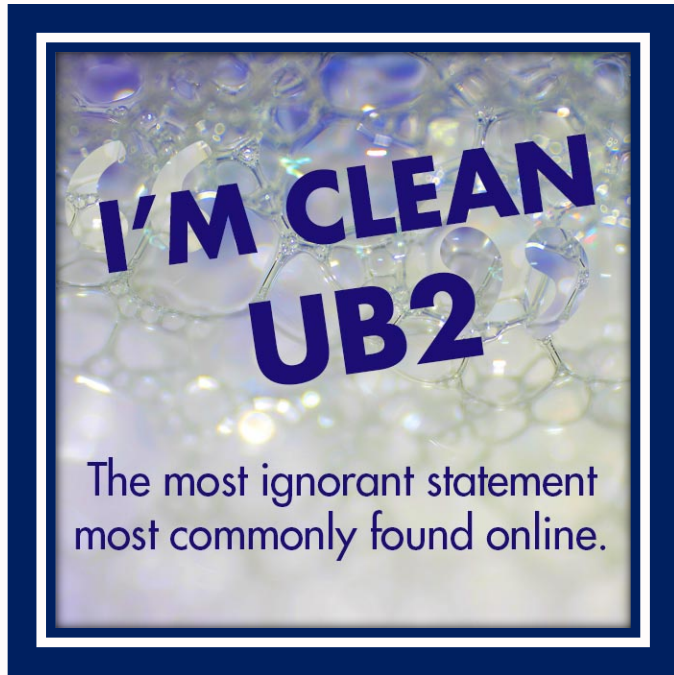
Stages of HIV





STREET SLANG





What other words and phrases?



People First Language

- Rather than using labels to define individuals with a health issue, it is more appropriate to use terminology, which describes individuals as being diagnosed with an illness or disorder.



People First Language



- HIV-infected individuals can live a normal life.
- People living with HIV can live a normal life.
- HIV infected patients
- Patients living with HIV or Patients Diagnosed with HIV



| <u>Stigmatizing</u> | <u>Preferred</u> |
|------------------------------|---|
| HIV patient, AIDS patient | Person living with HIV, person diagnosed with HIV |
| Positives or HIVers | |
| AIDS or HIV carrier | |
| Died of AIDS, to die of AIDS | Died of AIDS-related illness, died of AIDS-related complications or died of end stage HIV |

Stigmatizing

Preferred

HIV patient, AIDS patient

Person living with HIV, person diagnosed with HIV

Positives or HIVers

AIDS or HIV carrier

Died of AIDS, to die of AIDS

Died of AIDS-related illness, died of AIDS-related complications or died of end stage HIV

| <u>Stigmatizing</u> | <u>Preferred</u> |
|---------------------|---|
| Victim | Person living with HIV, person diagnosed with HIV |
| Sufferer | |
| Contaminated | |
| Innocent (victim) | |
| AIDS orphans | Children orphaned by loss of parents or guardians who died of AIDS related complications |

Stigmatizing

Preferred

HIV infected mother

Mother living with HIV, mother diagnosed with HIV

Mother to child transmission

Vertical transmission

AIDS Orphans

Children who lost both their parents

Stigmatizing

Preferred

Prostitute or prostitution

Sex worker, sale of sexual services

Promiscuous

Use - Having multiple partners

Stigmatizing

Preferred

AIDS test

HIV test

To catch HIV or AIDS
To contract AIDS

**To contract HIV, developed AIDS,
developed end stage HIV**

Compliant

Adherent

Infected



Example

- I was **infected with HIV** when I was a teenager
- I **contracted HIV** when I was a teenager
- or
- I **was diagnosed** with HIV when I was a teenager



Example

- Women are most likely to be infected with HIV through heterosexual contact.
- Women are most likely get (or contract) HIV through heterosexual contact.



Positive





What is Next . . .


- Use appropriate terminology
- Use empowering terminology
- Portray people with HIV living positively
- Use “People first language”
- Empower yourself and others



If we spoke a different language,
we would perceive a somewhat
different world.

Ludwig Wittgenstein



The top of the slide features a red gradient background with faint floral patterns and a photograph of a young girl wearing a red ribbon.

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