



SOCIAL MEDIA MESSAGES

ZERO DISCRIMINATION

IN THE TIME OF COVID-19

Lessons from the HIV Response

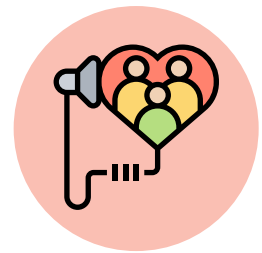
For those most vulnerable to HIV – including people living with HIV, gay men and other men who have sex with men, transgender people, sex workers, people who use drugs, young people, migrants and prisoners – already facing challenges and disenfranchisement from the wider community, the hardships they face in employment, accessing healthcare, household settings, livelihood and social protections have only been exacerbated by the COVID-19 outbreak.



At the same time, civil society and key population (KP) networks report alarming instances of human rights violations and growing concerns about the rise in discrimination

targeting vulnerable groups and health care professionals. In light of this rise of discrimination in Asia and the Pacific, and recognizing that much can be learned from the HIV response, regional KP networks, including ANPUD, APCOM, APN+, APNSW,

APTN, IATT on YKP, ICW AP, and Youth Lead have partnered with UNAIDS to develop the following social media messages.



By joining our voices together, we can be part of a call to end all forms of discrimination. As communities, though we may be isolated in quarantine and experiencing government lockdown measures, let us not contribute to division and leave those most vulnerable behind. UNAIDS and KP networks call on partners to promote inclusion, compassion, and the right of everyone to live a full and productive life - and live it with dignity.

HASHTAGS

PRIMARY HASHTAG #ZeroDiscrimination
SECONDARY HASHTAG #COVID19

TWITTER HANDLES @UNAIDS_AP

@apcom | @WE_ARE_ANPUD
@apnplus | @ICWAPasiapac
@WeAreAPTN | @YouthLEADAP_
@apnsw

SOCIAL MEDIA MESSAGES

Lessons from #HIV response: Discrimination threatens the #health, dignity & security of people who have & are vulnerable to #COVID19. Stand up for #ZeroDiscrimination

Shaming those who have #COVID19 only fuels the pandemic, deterring ppl from getting tested & accessing health services. Stand with them – stand for #ZeroDiscrimination

Fear & stigma undermine #COVID19 & #HIV prevention efforts by making people afraid to get tested. Stand with your community to raise awareness about COVID-19. Stand for #ZeroDiscrimination

#Stigma & #discrimination are among the foremost barriers to prevention, treatment, care & support necessary to respond to pandemics like #COVID19. Stand with others for #ZeroDiscrimination

Quarantine for #COVID19 has seen a surge in gender-based violence #GBV Stand for #ZeroDiscrimination and call on gov'ts to reaffirm their commitment to end GBV and address harmful gender norms.

Lessons from #HIV response: epidemics leave women & girls especially vulnerable to gender-based violence #GBV. Stand against the rise of GBV during #COVID Stand for #ZeroDiscrimination

Social protections – food, shelter, health – should be provided for ALL impacted by #COVID19. Stand with those in your community in need. Stand for #ZeroDiscrimination

Health-care workers face increasing stigma, violence & threats that prevent them from doing their jobs. Health-care workers save lives on the front lines against #COVID19. Stand with them. Stand for #ZeroDiscrimination

Health-care providers save lives – stand with them. Stand for #ZeroDiscrimination in the time of #COVID19

Health-care workers are members of our communities. They should be able to do their work free from fear or mistreatment. Stand with them – stand for #ZeroDiscrimination in the time of #COVID19

LGBTIQ communities and sex workers face discrimination & violence b/c of misinformation & false claims about how #COVID19 is spread. Don't let fake news divide us – Stand together, stand for @ZeroDiscrimination

People have the right to be informed about health risks they face. Call on gov'ts to identify and address misinformation about #COVID19

People who have #COVID19 should be able to live with dignity, respect & free from fear or mistreatment. Stand with them – stand for #ZeroDiscrimination

#COVID19 will not divide our communities – let us stand together for #ZeroDiscrimination Let's stand for inclusion, compassion and solidarity.