



## UNAIDS Asia and the Pacific #ZeroDiscrimination campaign for Zero Discrimination Day, 1st March 2021

On Zero Discrimination Day (ZDD), 1 March, UNAIDS is highlighting the urgent need to take action to end the inequalities surrounding income, sex, age, health status, occupation, disability, sexual orientation, drug use, gender identity, race, class, ethnicity and religion that continue to persist around the world.

Inequality is growing for more than 70% of the global population, exacerbating the risk of division and hampering economic and social development. And COVID-19 is hitting the most vulnerable people the hardest—even as new vaccines against COVID-19 are becoming available, there is great inequality in accessing them.

In Asia and the Pacific, stigma and discrimination is found in every area of social life, from inside families and communities to educational, health-care and workplace settings, and within the justice system. HIV-related stigma and discrimination are persistent barriers to addressing the HIV epidemic, restricting access to prevention, testing and treatment services for those most at risk.

Confronting inequalities and ending stigma and discrimination is critical to ending AIDS. The world is off-track from delivering on the shared commitment to end AIDS by 2030 not because of a lack of knowledge, capability or means to beat AIDS, but because of structural inequalities that obstruct proven solutions in HIV prevention and treatment. Ending inequality requires transformative change. This is why in Asia and the Pacific, we aim at creating a regional movement that focuses on unity and our shared goal of ending inequalities, the things that connect us, not divide us.

### What will the campaign focus on?

The theme for ZDD 2021 is **#EndInequalities**. The theme allows for conversations around a range of issues and can focus on access to COVID-19 vaccines, access to HIV services, education, social protection and laws. The objectives of the campaign are:

- Make people aware of the inequalities;
- Show how inequalities can be ended;
- Ask people to take action to end inequalities.

UNAIDS AP social media campaign for ZDD will focus on making the voice of KP networks, organisations and leaders heard around the impact of inequalities in society and how inequalities can be ended across Asia and the Pacific.

## Call to action

If you wish to join the #ZeroDiscrimination campaign, we encourage you to **send us an email with 1) your quote and 2) a group/team photograph or a selfie before the 24th of February 2021**.

In the email, you could provide a quote reflecting on the theme #EndInequalities using the following guiding questions:

1. What does ending inequalities and/or ending discrimination mean to you?
2. There are many forms of inequality. What issues affect you the most and why?
3. What can be done to end inequalities?

**Group photo** - this year, we want to encourage organisations to **submit team photos**. We know the importance of teamwork, unity and collective drive and want to showcase this growing movement.

**Individual photo** - We also encourage individual people to send a selfie/photo.

Email your quotes/answers and photos to [RudramE@unaid.org](mailto:RudramE@unaid.org) and [PolesanaM@unaid.org](mailto:PolesanaM@unaid.org)

With the photos and quotes/answers, UNAIDS AP will design postcards following UNAIDS Zero Discrimination Campaign's branding. We will add the hashtag #ZeroDiscrimination and the social media handles of your organisation/network. If you wish to include your organisation's logo, please send it to us together with the photo. We will send the finalised postcard to you before publishing it on social media.

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