

health services being used by a person living with HIV/AIDS, or terminate their employment on the grounds of their HIV status. This is discrimination.

- Discrimination occurs when a distinction is made against a person that results in their being treated unfairly and unjustly on the basis of their belonging, or being perceived to belong, to a particular group.

Tackling stigma and discrimination as a rights issue

- The human rights framework provides access to existing procedural, institutional and other monitoring mechanisms for enforcing the rights of people living with HIV and AIDS, and for countering and redressing discriminatory action.
- Appropriate reporting and enforcement mechanisms ranging from legal aid services to hotlines for reporting acts of discrimination and violence can provide powerful and rapid means of mitigating the worst affects of HIV/AIDS-related discrimination.

The wider impact

- Stigma and discrimination can lead to depression, lack of self-worth and despair for people living with HIV. But people living with the disease are not the only ones at risk from this fear and prejudice.
- Negative attitudes about HIV also create a climate in which people become more afraid of the stigma and discrimination associated with the disease than of the disease itself. When fear and discrimination prevail, people may choose to ignore the possibility that they may already be, or could become, HIV-positive – even if they know they have taken risks. And people may decide not to take actions to protect themselves for fear that in doing so they are associating themselves with HIV and having been ‘at risk’. All of this helps to create an environment in which the disease can more easily spread.
- The World AIDS Campaign seeks to break the cycle of stigma and discrimination by:
 - Highlighting the harm of stigma and discrimination
 - Promoting the benefits of tackling stigma and discrimination
 - Using education to challenge ignorance, fear and denial
 - Promoting hope and the contribution of people living with HIV and AIDS
- One of the most effective ways to break the cycle of stigma and discrimination is through ensuring people living with HIV can contribute to society. The best way to do this is to provide treatment to keep people healthier longer.
- The World Health Organization (WHO) and UNAIDS are spearheading a bold initiative to roll out antiretroviral treatment to 3 million people, in areas of most need, by the end of 2005. In addition a growing number of countries are setting up national comprehensive prevention and care programmes. These initiatives can help lift the pall of suspicion and secrecy that accompanies the epidemic.
- Only by confronting stigma and discrimination will the fight against HIV/AIDS be won.

Live and let live. Help us fight fear, shame, ignorance and injustice worldwide.

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