In the U.S., Positive Action for Women (PAFW) is a pilot initiative for innovative, forward-thinking community collaborations that break down isolation and stigma for cis- and transgender women of color living with HIV, and link women to networks of care. PAFW is part of ViiV Healthcare’s global commitment to supporting research and community programs that close the gaps in data, address social and cultural barriers to care, and drive solutions for women living with and affected by HIV.

Listening Strategies

People are at the center of all our programming—the voices of women affected by HIV inform everything we do. To understand points of connection and support, PAFW is informed and inspired by an extensive listening strategy.

These listening strategies made clear that women of color living with HIV are heavily impacted by isolation at three levels:

- Isolation from their friends, family, and peers, as a result of fear and stigma
- Isolation among service providers and in local planning efforts, who often do not consider the needs of women living with HIV
- Isolation from the larger conversation around HIV, including in clinical research and communications

Isolation can directly impact women’s access to, and consistent use of, HIV prevention, testing, treatment, and care.

What the Numbers Say

Striking and persistent racial disparities impact women in the U.S.—60% of new diagnoses were among Black women (4,528 women), who are 18 times more likely to be diagnosed with HIV in their lifetimes than White women. Only half of women who are living with HIV are virally suppressed (2013).

Women Newly Diagnosed with HIV in the U.S. and Six Territories (2015)

- 4,528 Black
- 1,223 Latina
- 132 Asian
- 55 American Indian
- 8 Native Hawaiian / Pacific Islander
- 121 Multiple Race
- 1,431 White

Transgender women, especially transwomen of color, are heavily impacted by HIV in the U.S.—50% of new diagnoses were among Black transgender women (1,002 women), and researchers estimate that 1 in 2 Black transwomen are living with HIV.

Transgender Women Newly Diagnosed with HIV in the U.S. and D.C. (2009-2014)

- 1,002 Black
- 578 Latina
- 37 Asian
- 13 American Indian
- 11 Native Hawaiian / Pacific Islander
- 121 Multiple Race
- 212 White
Every woman matters. We have the opportunity to reach a greater proportion of women impacted by the epidemic. By focusing on the greatest disparities, PAFW supports community solutions to close the gaps in care for women of color.

PAFW activates insights to:

- **Break down isolation and stigma**
  - Impacting women and rebuild networks impacted by HIV and AIDS

- **Elevate the urgency**
  - of HIV among women of color

- **Reafirm self-worth**
  - to propel women into care and support their control of their health

PAFW provides support for:

1. **Networks for Women:**
   - Innovative approaches that break down isolation and stigma for women of color living with HIV, improve their experiences, strengthen ally support, and help close the gaps in care for women of color living with and affected by HIV.

2. **Networks for Community Action:**
   - Collaborations that seek to develop local action plans for successfully engaging more women of color living with and affected by HIV across the care continuum.

PAFW’s goal is to amplify and elevate the voices of women and their networks of care. We provide a platform to share community solutions that strengthen women-centered models and close the gaps in HIV prevention and care for women of color.

To learn more, visit viivhealthcare.com/us and follow us @ViiVUS


From the beginning, ViiV Healthcare’s Positive Action programs have worked to reduce stigma and improve access to care for communities around the world. As the first global pharmaceutical company program to support communities affected by HIV/AIDS, Positive Action has supported more than 300 programs across the globe since 1992.

ViiV Healthcare was established to take an innovative approach to the challenge of HIV—and we do. It’s who we are. An innovative approach means we go beyond developing new medicines. We seek insights to better understand the unmet needs of people living with HIV. We connect individuals and communities to help drive solutions focused on providing the same standard of care for all people living with HIV. We develop and support community programs that focus on HIV prevention, care, and treatment. The voice of the HIV community informs everything we do.

As the only company solely focused on HIV, we think differently, act differently, and connect differently to improve the lives and outcomes for all people affected by HIV.

Breaking Down Stigma and Isolation to Close the Gap in HIV Care