



**POSITIVELY VIBRANT.**

**Undetectable =  
Untransmittable (U=U)**

Awareness campaign and  
knowledge mobilization  
strategy



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada

Canada

# U=U in Canada

As a follow-up on Canada's endorsement of U=U in 2018 and the global declaration on U=U in 2022, PHAC has been implementing a national awareness campaign to improve the uptake of the U=U message.

## Objectives:

1. Raise awareness and educate:
  - key populations
  - health professionals
  - general public
2. Support the integration of U=U within health and social services



# Development process

Utilized a **phased engagement process** from March 2023 to December 2023 to collect input from **250+ multisectoral partners** that helped identify key audiences, tactics and refine key messages, content and resources.

## Consultations included:

- 21 discussion tables;
- 15 key informant interviews;
- 26 coordination meetings; and
- Various surveys and document reviews.

Each activity was also collaboratively developed with input from **7 co-creators**, representing the diversity of interest holders.



# Key activities: Resources

Created a suite of resources to **raise awareness**, as well as **build capacity** of health and social service providers to incorporate U=U within their practices:

- Videos
- Posters
- Articles
- Factsheets
- Communication guides
- Podcast episodes
- Social media toolkits
- Dedicated webpage on Canada.ca
- Continuing medical education course for physicians and nurses

Resources featured tailored messaging, with many translated into various languages.

The collage displays various resources available on the Canada.ca/HIV website. At the top right is a poster featuring a woman's portrait and the text "HIV POSITIVE. LIVING POSITIVE. The science is clear." Below this is a screenshot of the main webpage titled "HIV: Undetectable = Untransmittable (U=U)". The page includes a navigation menu, a list of links for "On this page" (Understanding the science, Testimonials, Share the U=U message, Resources, For health professionals), and a section titled "Understanding the science" which states that strong scientific evidence shows HIV is not passed on through sex with an undetectable viral load. A video player for "Dave's HIV Story" is shown, indicating it is 2:59 minutes long and has 304 views. To the right of the video is a factsheet titled "PREVENTING HIV TRANSMISSION" with the subtitle "Undetectable = Untransmittable (U=U) for Health Professionals". The factsheet lists four key benefits: Improved health and well-being, Preventing transmission, Improved patient relationships and reduced stigma, and Empowerment. It also provides a link to Canada.ca/HIV for more information.

**All resources are available at [Canada.ca/HIV](https://Canada.ca/HIV)**

# Resource spotlight!

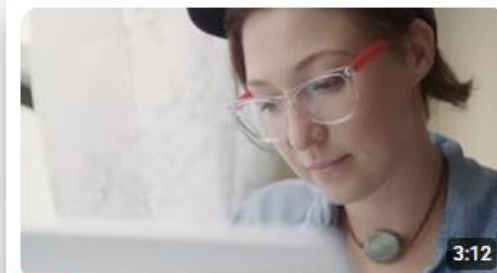
## 1. Storytelling videos featuring people living with HIV talking about how treatment has impacted their lives

- Full length (2-3 minutes) or 30-second highlights



Karrie's HIV story

10K views • 10 months ago

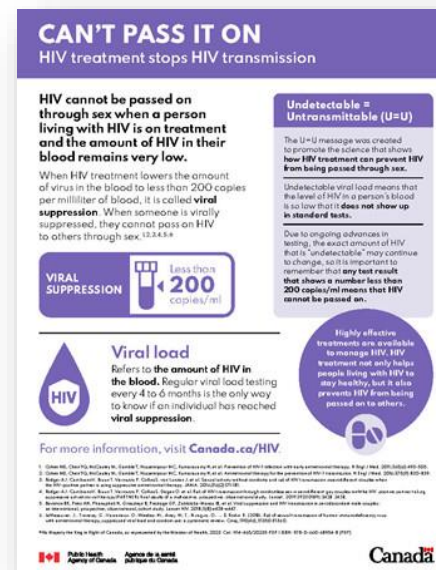


Dee's HIV story

1.2K views • 3 years ago

## 2. 'Can't pass it on' fact sheet and poster provides a plain language overview of key concepts

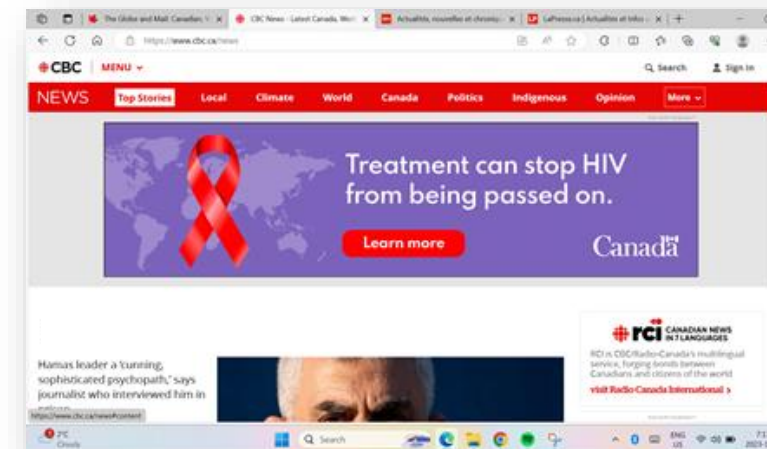
- Available in 7 languages



# Key activities: Marketing efforts

- National paid marketing campaign has promoted the U=U message and linked audiences to materials.
  - 23/24 – general public, key populations, health professionals
  - 24/25 & 25/26 – health professionals
- Advertisement locations included:
  - Popular news outlets;
  - Dating apps;
  - YouTube, TikTok, LinkedIn;
  - Internet search engines; and
  - Physically in clinical settings.

To date, marketing activities have garner over 43 million views



# Key activities: Ongoing communication & dissemination

U=U is included in **ongoing communications** on HIV from the Government of Canada (ex. Ministerial statements, social media, etc.).

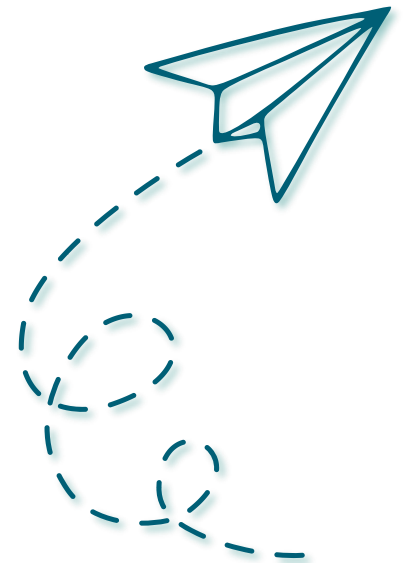
PHAC continues to promote available resources through:

- **Digital dissemination**

- A toolkit of resources was sent to interest holders for their use and for further dissemination

- **Physical print dissemination**

- Printed resources are available to order for free through the [CATIE ordering centre](#)
- Printed resources are disseminated at events and conferences PHAC attends



**To date, over 2,000 printed resources have been mailed out**

# Lessons learned

1. **Meaningfully engaging** with interest holders and partners allowed us to create messages that were accessible, impactful, and resonated more with target populations.
2. **U=U champions** were a catalyst for momentum. Leadership across sectors created opportunities for rapid mobilization and increased uptake of messaging.
3. **Holistic framing** of U=U expands its relevance. Including U=U in conversations about overall wellbeing can foster more opportunities for dialogue.

# What's next

- In **2025-2026**, PHAC will:
  - Launch another marketing campaign for health professionals.
  - Continue to disseminate awareness resources to its broader network of health and social service providers.
- PHAC has also been working on a complementary awareness campaign and resources on sexual health.
  - These efforts aim to normalize sexual health conversations and foster a holistic understanding of sexual wellness as part of overall health.

Sexual health resources are available at [Canada.ca/STI](https://Canada.ca/STI)

U=U resources are available at [Canada.ca/HIV](https://Canada.ca/HIV)



# Questions?

We're looking for feedback:

- Where do you see gaps in knowledge and outreach?
- What tools could address these gaps?
- What other aspect of the HIV response needs more awareness?

**Sexual health resources are available at [Canada.ca/STI](https://Canada.ca/STI) and [Canada.ca/Syphilis](https://Canada.ca/Syphilis)**

**U=U resources are available at [Canada.ca/HIV](https://Canada.ca/HIV)**

**Contact us at [ccdic.knowledge.mobilization-clmti.mobilisation.connaissances@phac-aspc.gc.ca](mailto:ccdic.knowledge.mobilization-clmti.mobilisation.connaissances@phac-aspc.gc.ca)**