**Animation Launch: “AIDS is over, if you want it”**

**Ending new HIV transmissions in this city and the UK is within our grasp.**

We have the knowledge, ambition, and the tools to achieve this goal: if everyone **knows** their HIV status, and commences prompt HIV treatment if diagnosed positive, or accesses effective prevention initiatives if negative and at ongoing risk, **then we can STOP new infections**.

Today, the Brighton-based Martin Fisher Foundation launches its new [HIV animation](https://youtu.be/t1iJTvZBPOU) “**AIDS is over, if you want it**”. This explainer animation is for **YOU** to use, for FREE, everywhere - in educational programmes, on information screens, as part of social media messaging, across healthcare services and on public information websites. Please disseminate through your professional and personal networks. Let’s get this viewed by everyone in the UK!!

“**AIDS is over, if you want it**” is just 2 minutes, 39 seconds long and the YouTube link is here <https://youtu.be/t1iJTvZBPOU>

This animation will up-date people’s knowledge around HIV; it aims to increase testing coverage; and with improved understanding and decreased fear, will go some way to tackling HIV related stigma and discrimination. By driving improvements in the quality of HIV prevention responses this project aims to increase motivation and momentum as we approach the metaphorical finishing line of ending new HIV transmissions.

This animation was co-produced following focus groups with the general public coordinated by [Terrence Higgins Trust (THT)](https://www.tht.org.uk/) as well as people living with HIV. [Creative Connection Animation Studios](https://ccanimationstudio.co.uk/) and HIV specialists used focus group information to develop the script and animation. The narration is by Nathaniel J Hall.

To learn how you can join in and help share the animation [visit our website](https://themartinfisherfoundation.org/), follow the [Martin Fisher Fou](https://www.facebook.com/themartinfisherfoundation)[ndation](https://en-gb.facebook.com/martinfisherfoundation/) on Facebook, on Instagram or get involved on Twitter by following [**@**MartinFisherFo1](https://twitter.com/MartinFisherFo1) and #endingnewHIVinfections

The HIV explainer animation was funded by a Merck Sharp & Dohme (MSD) Community Grants Programme (2021/22).

**Dr Gillian Dean**, Consultant HIV Physician and Trustee of the Martin Fisher Foundation, said: ‘‘Creating this animation was one of the most enjoyable and inspiring projects I have ever worked on. The powerful material we gathered from focus groups with the public and people living with HIV provided the basis for the script. These days we rarely use terms such as “AIDS”, but there was a strong feeling in the groups this would be how the wider community was most likely to engage with the film”.

**Dann Caswell** from Creative Connections Animation Studios stated ““Working on this animation opened our eyes to the needless prejudice that results from people being poorly educated about the modern realities of HIV, as well as the incredible advances that mean there is now a really positive outlook for the future, especially if we all do our part! This project is about spreading some really great news and it’s been a privilege to be involved.”

**Dr Duncan Churchill**, Consultant HIV Physician said “Amazingly, we already have the tools to stop all new HIV infections if we want to – all we need to do is to ensure that everyone who might be at risk of HIV (everyone who has ever had sex!) has an HIV test, everyone diagnosed with HIV is promptly started on effective treatment, and meanwhile everyone at higher risk of HIV is started on PrEP – that would do it.”

**Marc Tweed** Service Manager at Terrence Higgins Trust said: “This summer marks 40 years since the death of our namesake Terry Higgins. He was the first-named person in the UK to be lost to the HIV epidemic. Everything we do is in his name, including shouting about the progress we’ve made in the fight against HIV since. We take every opportunity to shout about the life-changing message that today, someone living with HIV and on effective treatment can’t pass it on. This progress would have been unimaginable 40 years ago. If everyone knew this simple and powerful message, we could end HIV stigma and halt transmissions altogether. That’s why we’re delighted to be working on this project alongside Martin Fisher Foundation to bring people’s awareness of HIV up-to-date with the medical advancements.”

The[Martin Fisher Foundation](http://themartinfisherfoundation.org/), a Brighton (UK) based charity, is a partnership of clinicians, community reps and people living with HIV. Our aim is to ensure organisations across the city work collaboratively and unite in support of shared HIV prevention goals. This unique community/clinical engagement provides a cohesive framework to develop services for vulnerable groups. Our overarching aim is to end new HIV transmissions and eliminate HIV stigma.

[Creative Connection Animation Studios](https://ccanimationstudio.co.uk/) are specialists in creating short films for the health, medical and social care sectors, charities, health and safety departments, and anyone else that needs informative communications with a personal touch. They have a team of world-class artists, animators, scriptwriters and editors with a strong track record of translating complex ideas into simple messages through animation - “Our animations can explain anything to anyone”.

Nathaniel J Hall, actor, playwright and HIV activist from Manchester. His award-winning solo show 'First Time' about his life with HIV, received audience and critical acclaim on tour and at the Edinburgh Fringe in 2019. Nathaniel starred in Channel 4’s [It’s a Sin](https://www.channel4.com/programmes/its-a-sin), a celebrated series about a group of queer friends set against the backdrop of the AIDS epidemic. It’s a show that made a social impact in the UK and around the world, breaking taboos surrounding the subjects of HIV and AIDS.

[Terrence Higgins Trust (THT)](https://www.tht.org.uk/) are the UK's leading HIV and sexual health charity. They have been supporting people living with HIV since the early 1980s, through ensuring their voices are heard, providing testing services for HIV and other sexually transmitted infections, and helping the people using their services to achieve good sexual health. THT also run community projects such as Positive Voices, which supports people living with HIV to tell their own stories, and work and skills programmes for people living with HIV. And on behalf of Public Health England, they lead It Starts With Me, the national HIV prevention programme.