

THIS POSTER IS HIV POSITIVE

Combining blood with ink to increase impact



› POSTERS WERE CREATED THAT CONTAINED 1 DROP OF BLOOD FROM AN HIV-POSITIVE INDIVIDUAL AND DISTRIBUTED THROUGHOUT SÃO PAULO, BRAZIL.

› THE CAMPAIGN BROKE DOWN THE STIGMA SURROUNDING HIV/AIDS.

› HIGHLY EMOTIONAL AND ENGAGING RESPONSES FROM THE PUBLIC, PROVING THAT THE MISINFORMATION HAS BEEN CORRECTED.