



THE BUTT OF THE JOKE

*DIFFUSING STI STIGMA
THROUGH HUMOR*

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DISCLOSURES

None

AGENDA

PART 1

- Why is it so easy to make fun of STIs
 - Fear/stigma, invisibility
- Media portrayals of STIs: getting it wrong
- Media portrayals of STIs: getting it right

PART 2

- Celebrating our stories

STI STIGMA: THEN AND NOW



STIS AS GOD'S PUNISHMENT

“Marriage should be honored by all, and the marriage bed kept pure, for God will judge the adulterer and all the sexually immoral.”

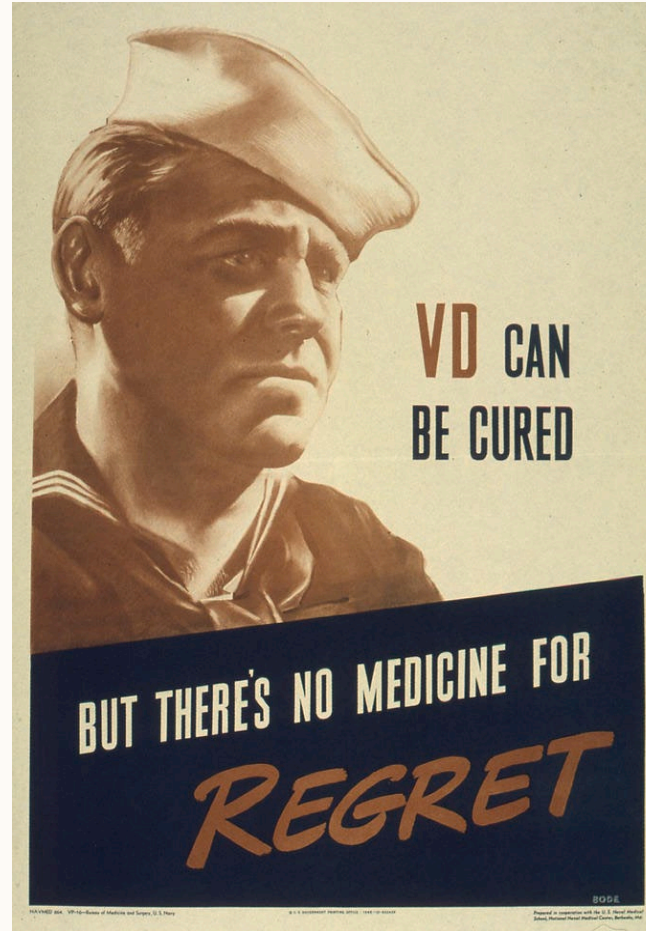
Hebrews 13:4



The inheritance (1897 - 1899), Edvard Munch. One of several versions.

WORLD WAR II: ANTI VD PROPAGANDA

- Heyday of posters shaming/blaming soldiers
- “You can’t beat the Axis if you get VD”
- “Exposing yourself to VD...means that you are a SABOTEUR”
- “There is no medicine for REGRET”
- “A German bullet is cleaner than a whore”



The hardest thing she ever had to do
was tell Roger she had herpes.
But thanks to her doctor, she could also
tell him it's controllable.



Whether you have a mild, intermediate or severe case of genital herpes, you should see your doctor to help gain new control over your outbreaks—especially if you haven't seen your doctor within the past year.

The medical profession now has more information than ever before about the treatment of herpes, as well as effective counseling and treatment


programs that can help you reduce the frequency, duration and severity of your outbreaks.

If in the past you were told that nothing could be done for herpes, it's no longer true. Herpes is treatable and controllable.

Ask your doctor about these treatment programs, and whether one of them would be suitable for you.

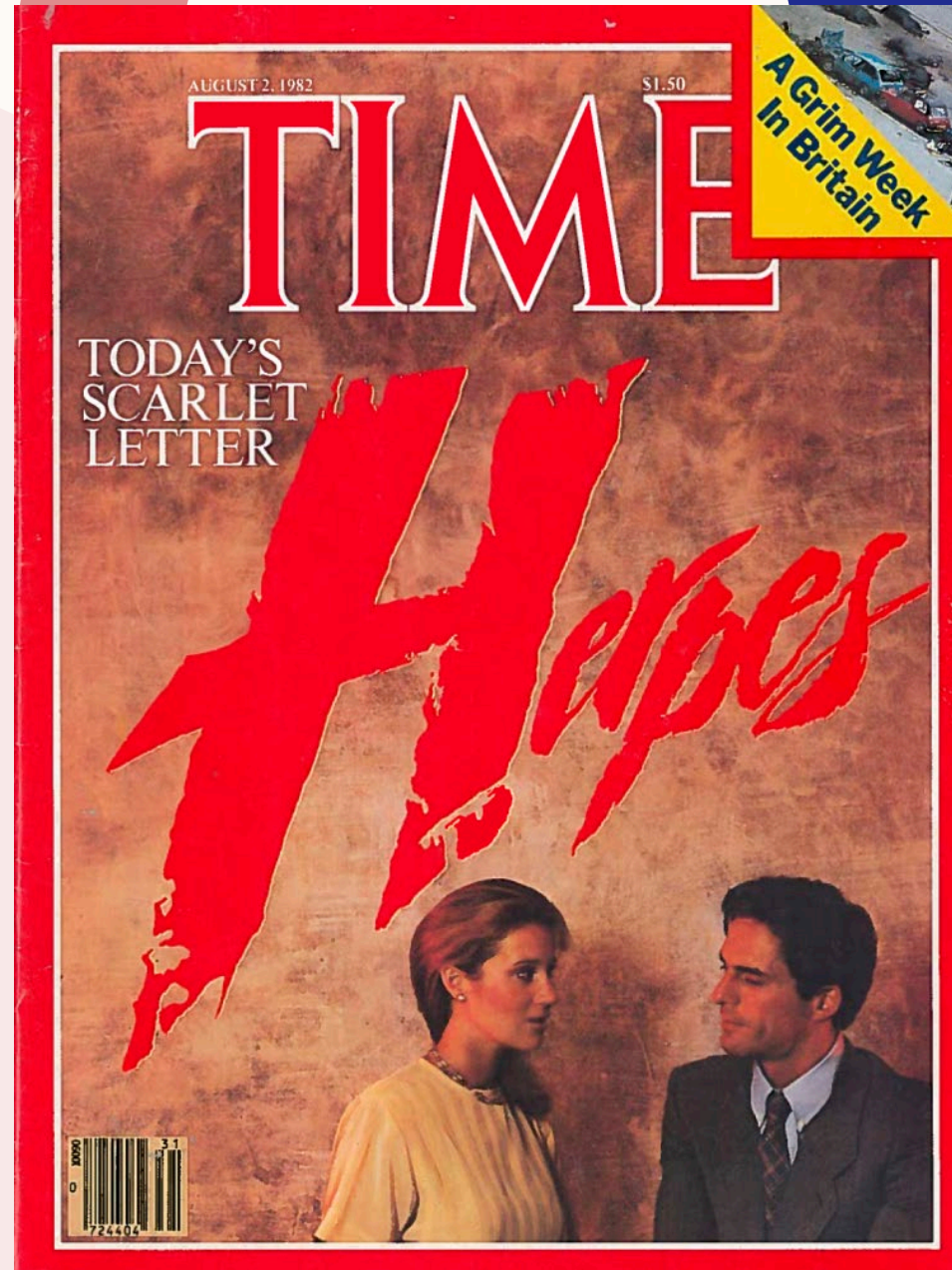
See your doctor...there is help for herpes

(Advertisement)

 Burrage Wellcome Co.
Research Triangle Park
North Carolina 27709

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1980S: HERPES STIGMA



Still going strong...

SEXUAL HEALTH

Herpes Is Reportedly the Top Reason Applicants Are Rejected
From *The Bachelor*



<https://www.allure.com/story/bachelor-contestant-disqualification-reason-herpes>

1980S: AIDS AS THE “GAY PLAGUE”

FIRST CASE OF “GAY PLAGUE” HITS MELBOURNE

The Victorian Red Cross have banned receiving blood from Victorian prisons, such as Pentridge, because of the danger of the “GAY PLAGUE” disease, as one case connected with a homosexual, has now BEEN DISCOVERED IN VICTORIA.

The new dangerous disease, known as “AIDS”, and nicknamed the “GAY PLAGUE” because it seems to be caught amongst homosexuals, has killed off 500 known homosexuals in America. Last week, it was reported that one case had been discovered of “AIDS” in St Vincents hospital in the Darlinghurst area of Sydney.

The Melbourne homosexual community were delighted the first case in Australia, had been discovered in Sydney, and, not in Melbourne.

The last week the bad news arrive.

A second case of acquired-immuno-deficiency syndrome (AIDS), the disease known as the “GAY PLAGUE” has now been discovered in Australia, by the Victorian Health Commission, in Melbourne.

donors such as MALE HOMOSEXUALS with multiple partners and intravenous drug users. Until the Red Cross is able to obtain laboratory

ROPER SITS ON HIS HANDS AS CITY FACES:

THE KILLER PLAGUE

Melbourne is rapidly becoming the national capital of the homosexuals killer plague disease AIDS — no longer confined to “gays” but spreading world wide to normal innocent people.

MIRROR INSIGHT TEAM

GAYS BASHED OVER

Attacks by a hostile element'

BLOOD DONOR CRISIS GROWS

Homosexuals resent becoming sudden villains: blood bank

By SIAN WATKINS

Homosexuals previously commended for giving blood regularly had suddenly become villains in the eyes of the public, the Red Cross Blood Bank's director said yesterday.

Dr Jack Morris said that although the blood bank had gone to considerable trouble to persuade homosexual men not to give blood after the recent AIDS scare, homosexual men “have helped us in the past and may well help us in the future”.

Dr Morris said of homosexuals: “instead of being heroes and saving lives, suddenly they've become villains in the public eye”.

blood bank had never faced as large a problem as AIDS and “never before has something like this so undermined public confidence in the donation and transfusion of blood”.

AIDS had caught public attention because of its association with homosexuals, Dr Morris said. Emphasising the rarity of AIDS, he said there was more risk of dying under anaesthetic or in a car accident than from the disease.

Dr Morris criticised people who, for fear of contracting AIDS, now wished to use their own donors rather than the blood bank. He said that apart from the low risk of contracting the disease

TOORAK TIMES May 17, 1983

“Spreading worldwide to “normal innocent people”

2020s

UNDETECTABLE = UNTRANSMITTABLE

U=U
#LOVE POSITIVE
exaequo
AIDES

CAN'T PASS IT ON

14...
888...
\$8,000...
PEOPLE ON EFFECTIVE HIV TREATMENT CANNOT PASS ON THE VIRUS.

HOW DO YOU BECOME UNDETECTABLE?

It's a fact
U=U
Undetectable equals untransmittable

U=U
UNDETECTABLE
= UNINFECTIOUS

U=U
UNDETECTABLE

"We can now say with confidence that if you are taking HIV medication as prescribed, and have had an undetectable viral load for over six months, you cannot pass HIV onto your partner with or without a condom."

U=U
UNDETECTABLE
UNTRANSMITTABLE

A PERSON LIVING WITH HIV WHO HAS AN UNDETECTABLE VIRAL LOAD DOES NOT TRANSMIT THE VIRUS TO THEIR PARTNERS.

U=U
UNDETECTABLE
= UNINFECTIOUS

n=n
UNDETECTABLE
= UNTRANSMITTABLE

U=U are the solution

U=U

#UequalsU

U=U

If your viral load is undetectable, it means you can't pass HIV to others.
Treatment = Prevention! on nyc.gov/ staysure #PlaySure #TasP

WE STAY SURE

UNDETECTABLE = UNTRANSMITTABLE
НЕДЕТЕКТАВИМО = НЕПЕРЕНОСИМО

U=U

POSITIVE LITE.COM
Canada's Online HIV Magazine

Prevention Access Campaign

SIGNIFICA INTRANSMISIBILE

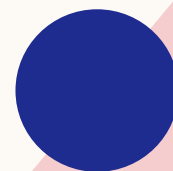
THE B...

U=U

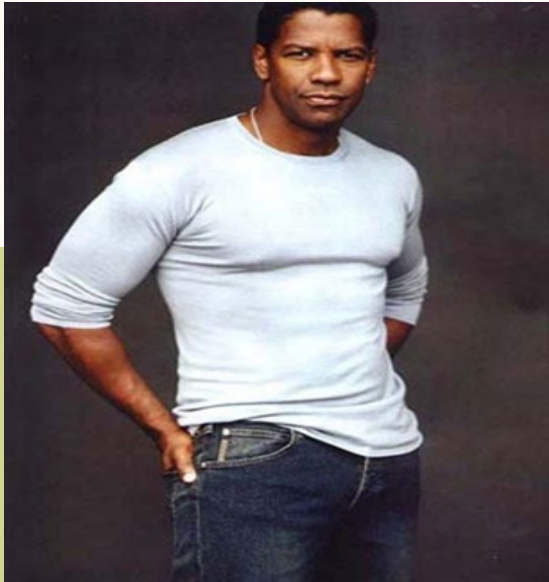
NO TRANSMISIBILE

VISIBILITY IN THE MEDIA

HIV vs STI



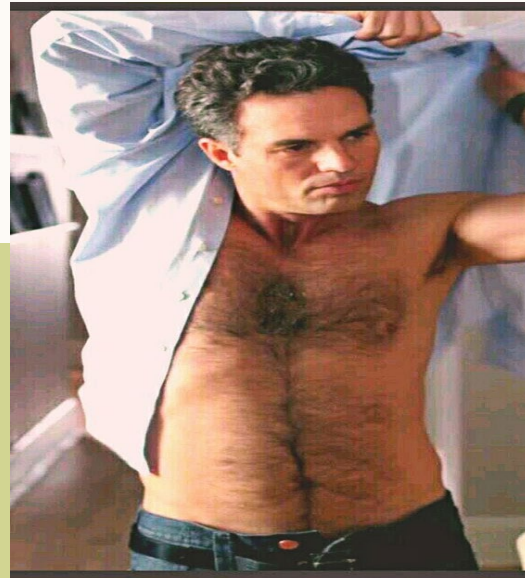
HOT ACTORS IN MOVIES ABOUT HIV



DENZEL WASHINGTON
Philadelphia



RICHARD GERE
And the Band
Played On



MARK RUFFALO
The Normal Heart



**MATTHEW
MCCONAUGHEY**
Dallas Buyers Club

CELEBRITIES WITH HIV AND THEIR ALLIES



HOT ACTORS IN MOVIES ABOUT STIS

NO ONE

NIEMAND

NADIE

아무도

Celebrities associated with HSV in a negative light



Trial of R. Kelly

R. Kelly Found Guilty

Black Women Around Trial React

Video: More Reactions

Breakdown of the Charges

R. Kelly Knowingly Infected Accusers With Herpes, They Say

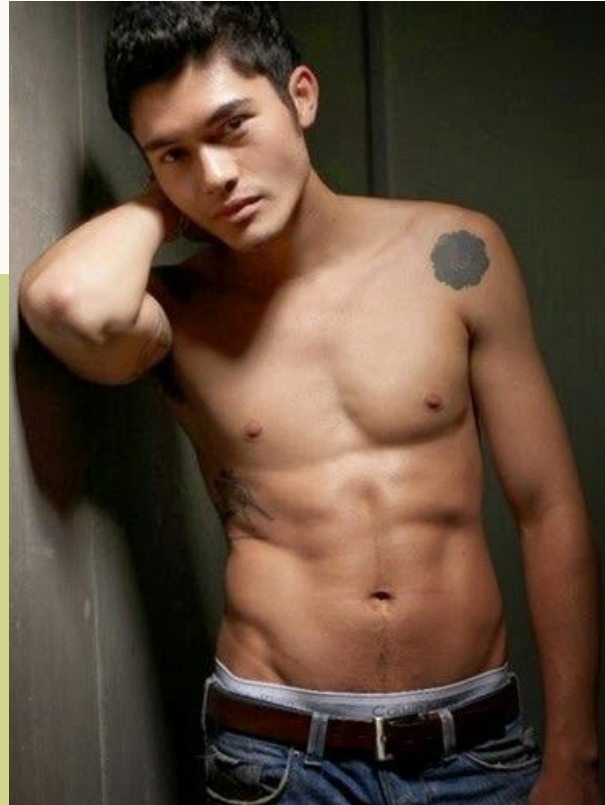
Over the first two days of the singer's trial, Jerhonda Pace testified that Mr. Kelly told her to dress like a girl scout and gave her an S.T.D. at age 16.



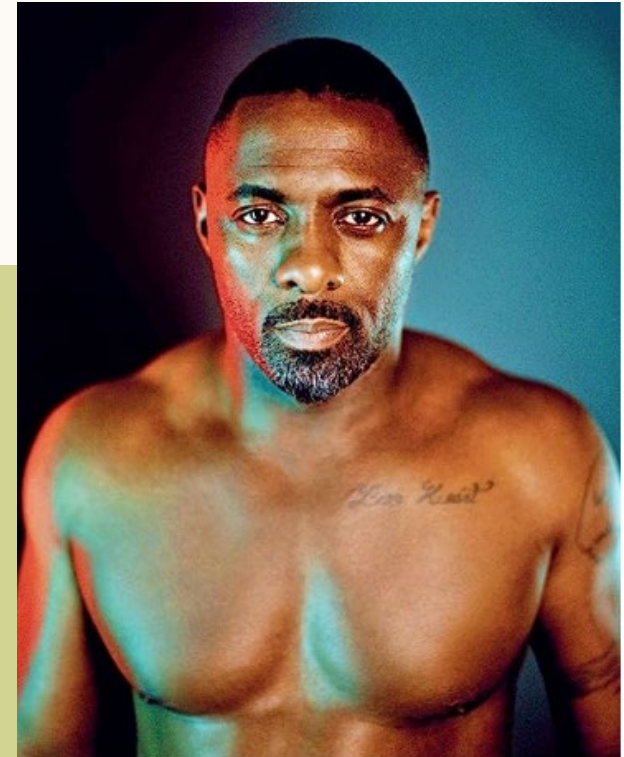
HERE'S MY WISH LIST



Gael Garcia Bernal



Henry Golding



Idris Elba



STIs IN THE MEDIA

MISINFORMATION

- “You will die”
- Only women have symptoms
- This swab is going to hurt
- You will have to tell everyone you ever had sex with you have an STI



NEGATIVE MESSAGES

- Herpes is something you should dread, (like financial debt)
- It's ok to laugh about herpes and how it might be hard to disclose
- An STI will shatter your illusions of love/romance (and follow you around and try to kill you)

**IF YOU REPLACE “HERPES” WITH “HIV”
IS THIS FUNNY?**

**“...STUDENT DEBT IS THE NEW
HERPES...IT STAYS WITH YOU YOUR
WHOLE LIFE, AND EVENTUALLY
YOU’RE GOING TO HAVE TO TELL YOUR
FIANCÉE ABOUT IT ”**



STIs IN THE MEDIA, PART 2

GOOD STI HUMOR

- Provides accurate information and doesn't incite fear
- Normalizes/destigmatizes: “Everybody has HPV ok? Everybody has it. It's ok.”
- Doesn't poke fun at people (unless they are in on it) or the person makes themselves the butt of the joke.



**WHAT
DO YOU
THINK?**

Pete Davidson and Colin Jost, Saturday Night Live

VIDEO 3: PROS AND CONS

PROS

- The comedian pokes fun at himself, not others
- Reassures that CT/GC/syphilis are easily curable so you can keep “rolling the dice”

CONS

- Misinformation about:
 - STIs change one’s appearance “I look like I have all of them”
 - Minimizes syphilis vs influenza (4 days vs 1 month)



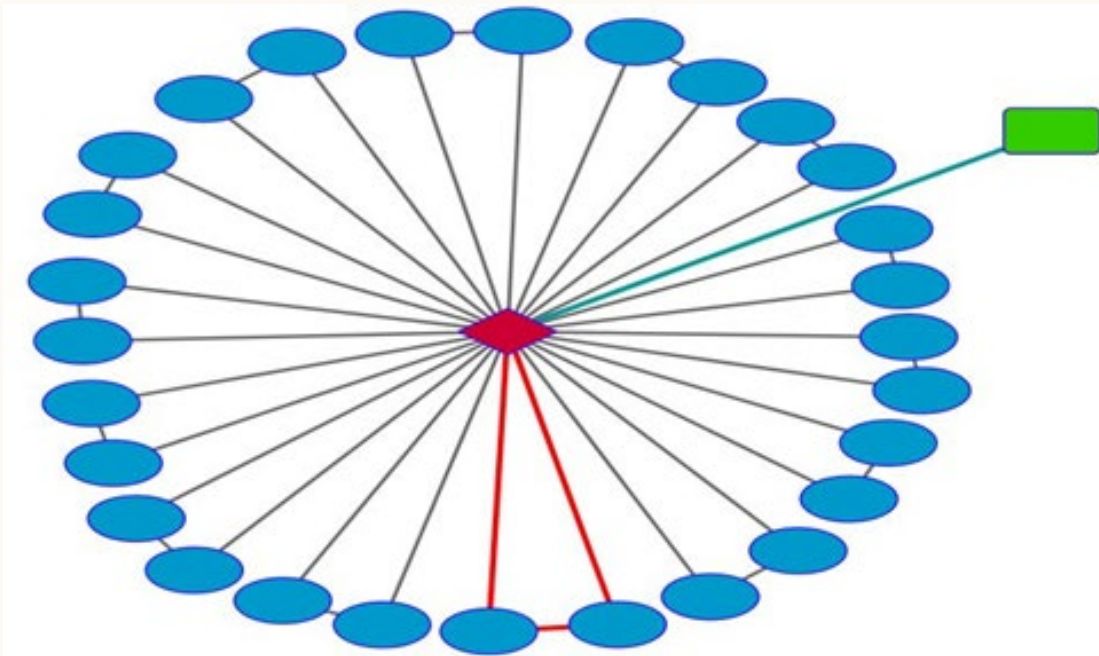
**HOW I TRY TO GET
IT RIGHT**

TEACHING ABOUT SEXUAL NETWORKS



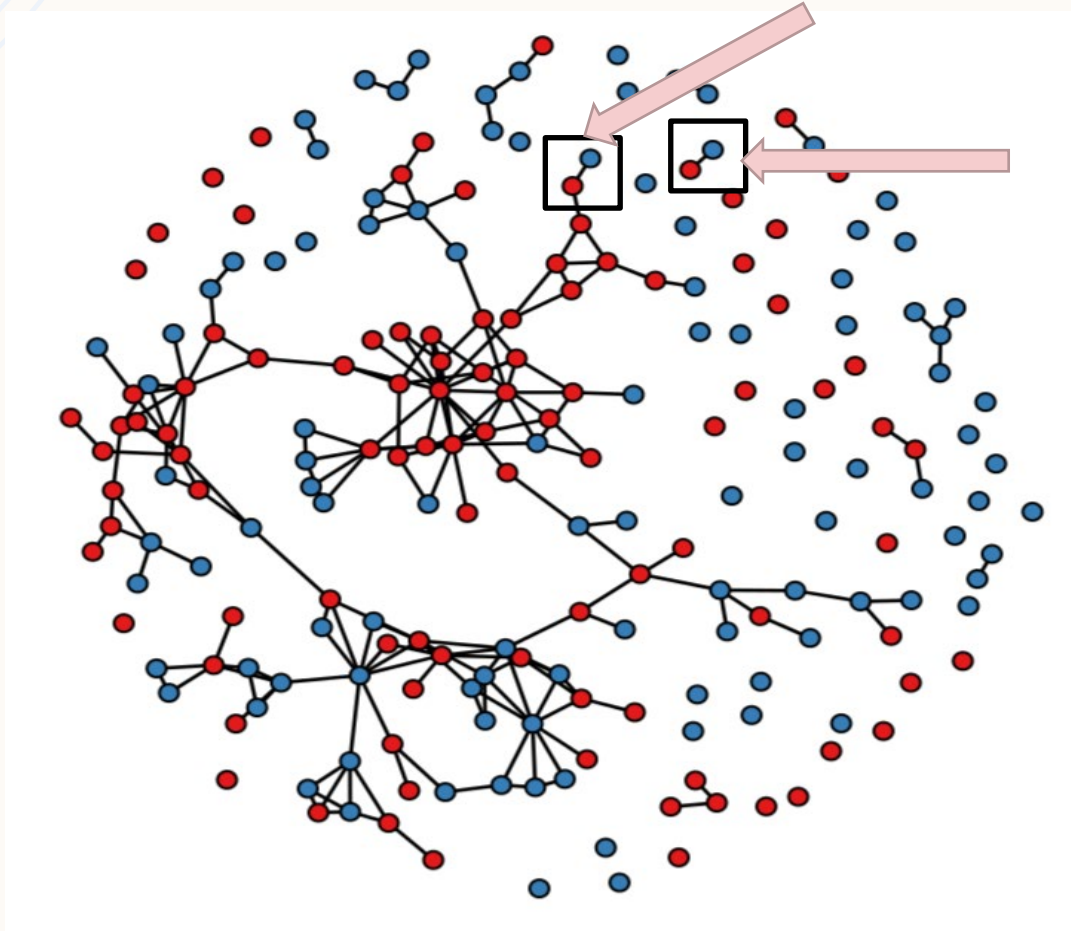
HERE'S MINE

MY HYPOTHETICAL NETWORK



My Mother's Reaction

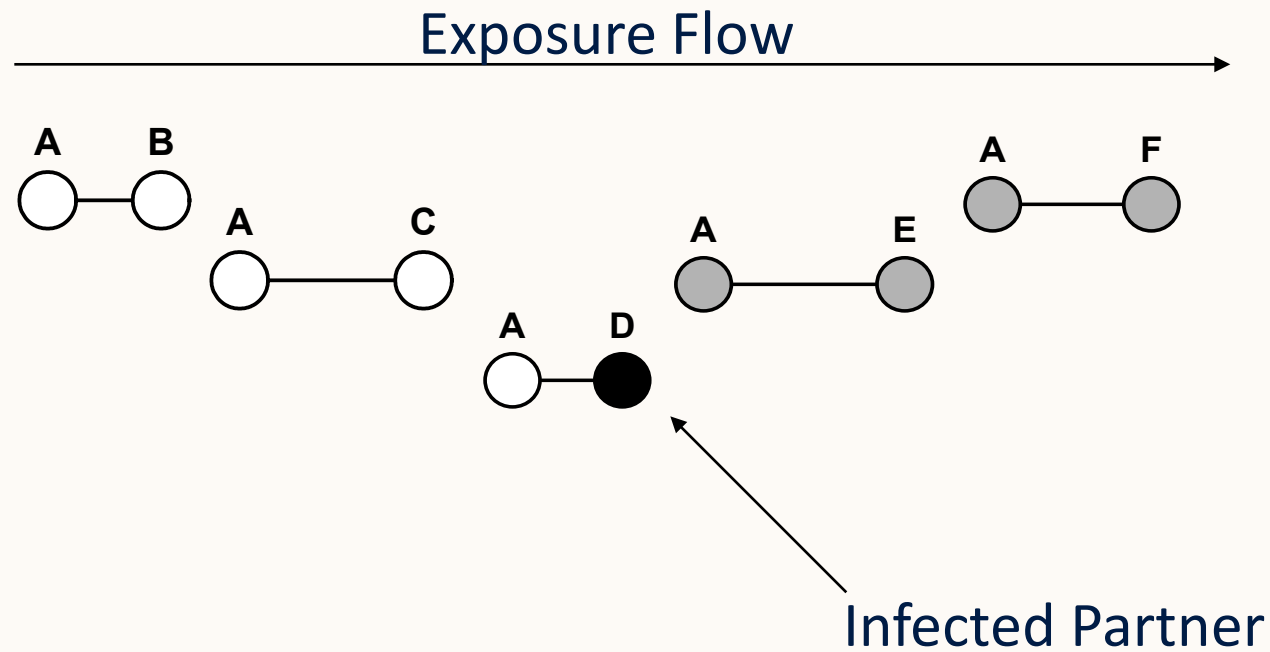
STIS AREN'T THE RESULT OF “PROMISCUITY”



Martina Morris and Solomon Tsellegelliasie,
University of Washington

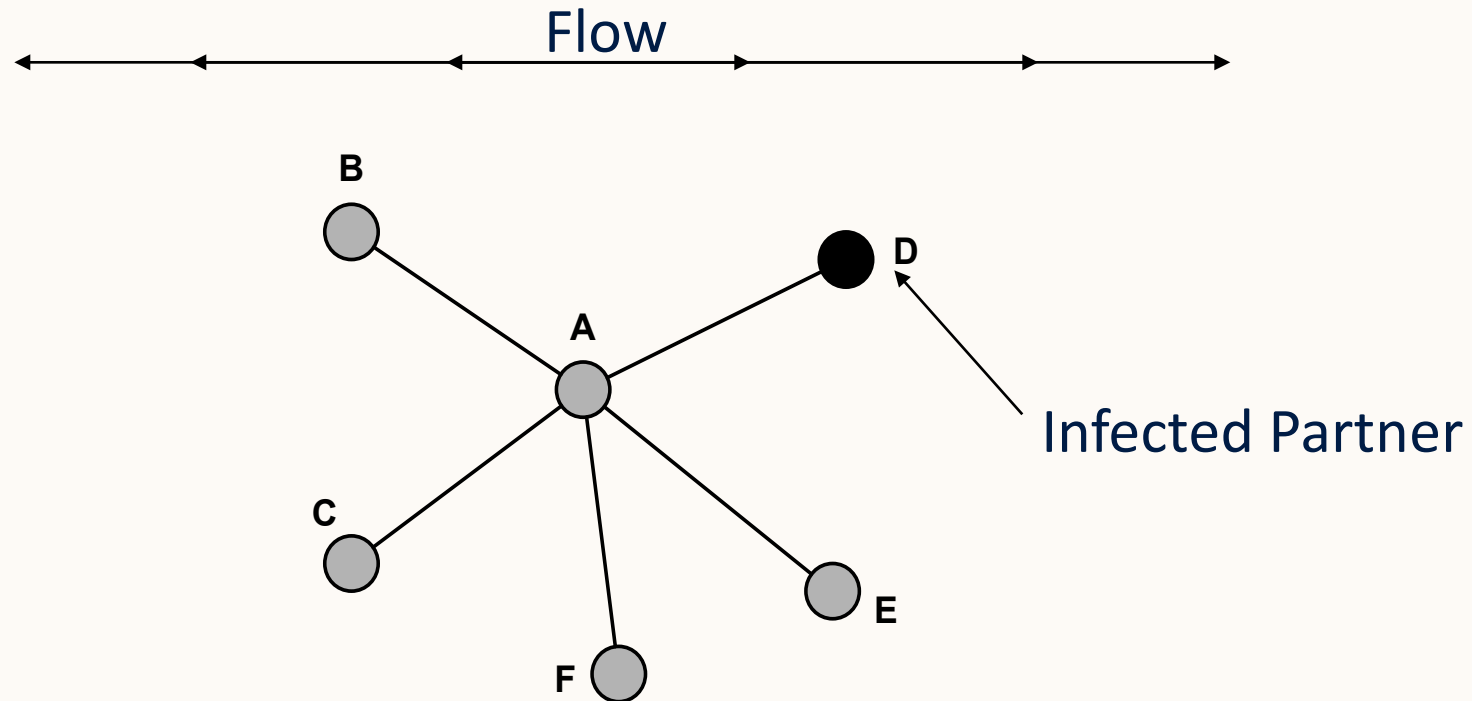
- Prevalence of STI in a sexual network and concurrent partners are just as important as # of partners
- Even people with 1 partner may have very different levels of risk depending on that partner's sexual connections
- For people seeking partners of specific race/gender identity, networks may be tightly knit, with fewer degrees of separation

Serial Monogamy: safest way to have multiple partners



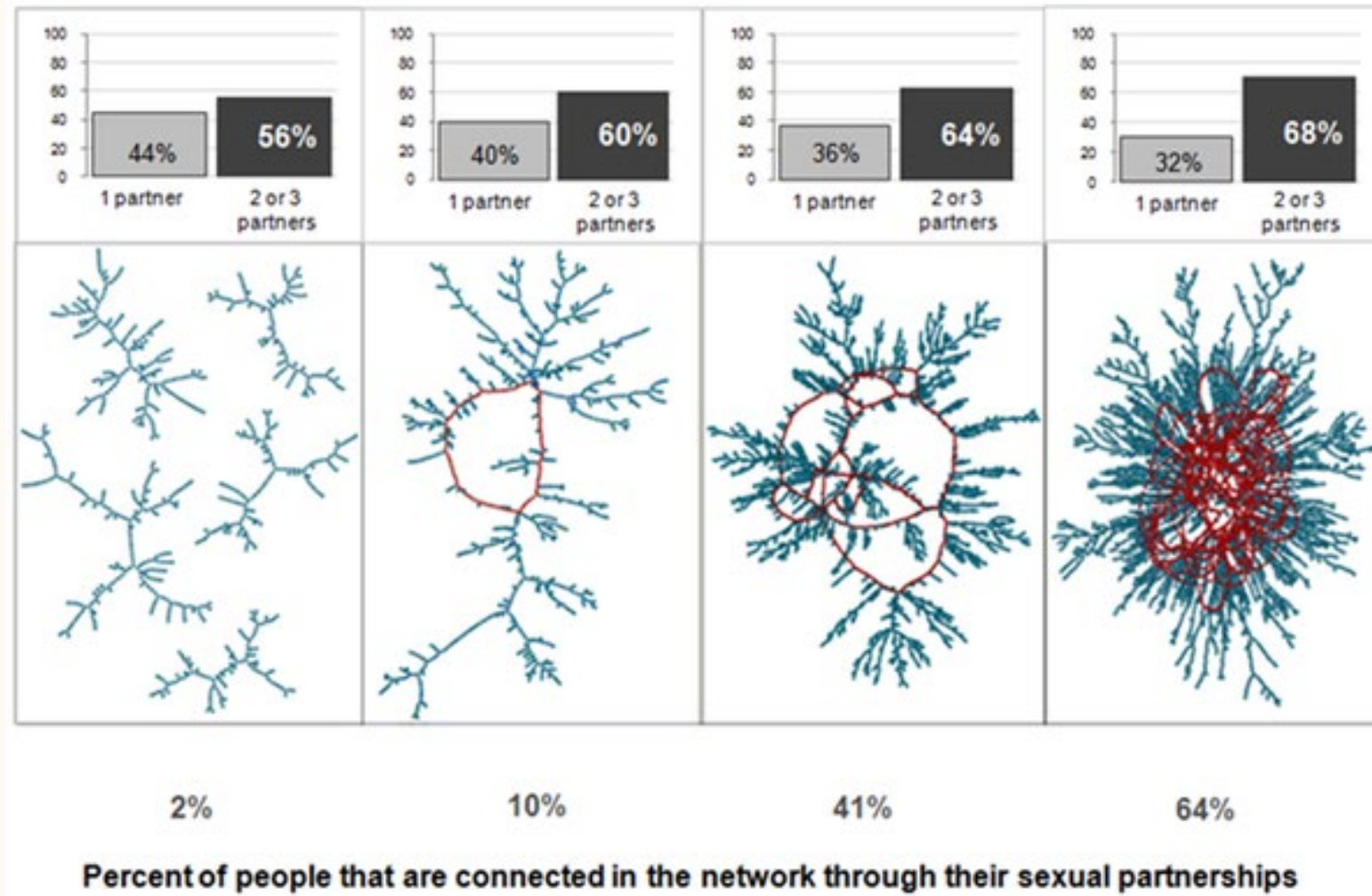
After A is exposed to infected partner D,
three are potentially infected.

Concurrency



Given the same time period: After A is exposed to infected partner D, five are potentially infected. Concurrency **facilitates more transmission than serial monogamy.**

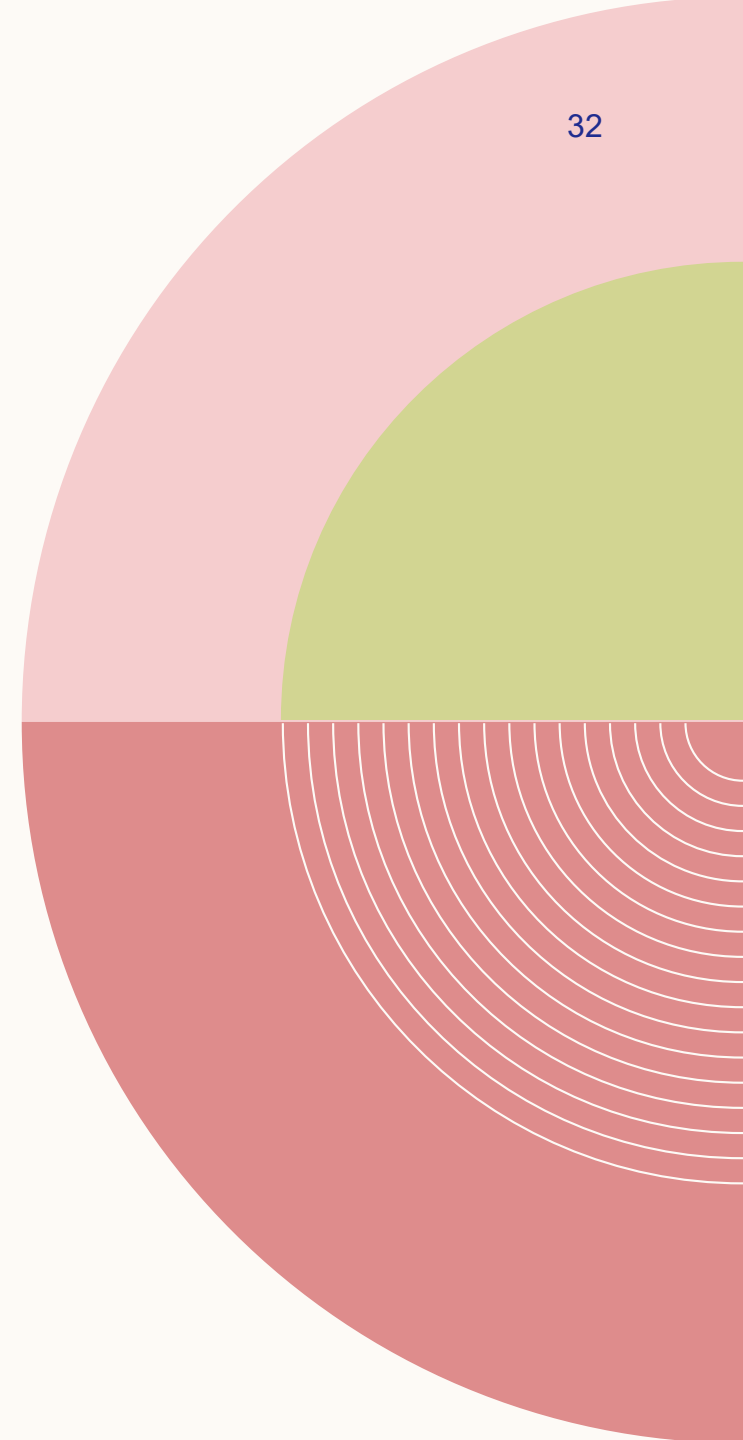
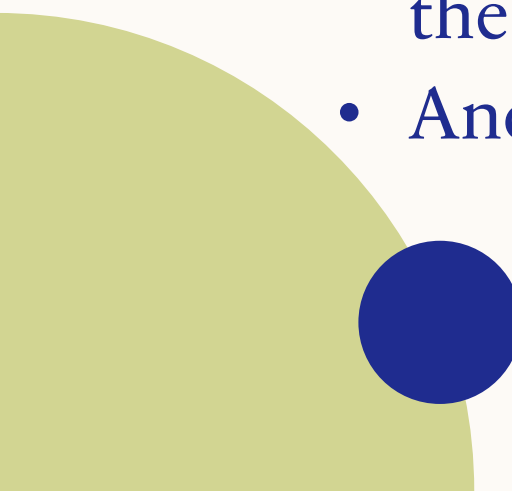
Rapid increase in connectivity/size of sexual networks as concurrency and multiple partners increase



Carnegie NB, Morris M (2012) Size Matters: Concurrency and the Epidemic Potential of HIV in Small Networks. PLOS ONE 7(8): e43048. <https://doi.org/10.1371/journal.pone.0043048>

SUMMARY

- STIs and HIV are no laughing matter
- Greater visibility will help others take us seriously
- It's ok to use humor as long as you or someone who consents is at the center of the joke
- And finally....



STOP JOKING ABOUT HERPES. IT HURTS PEOPLE

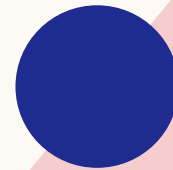
Try crabs instead!



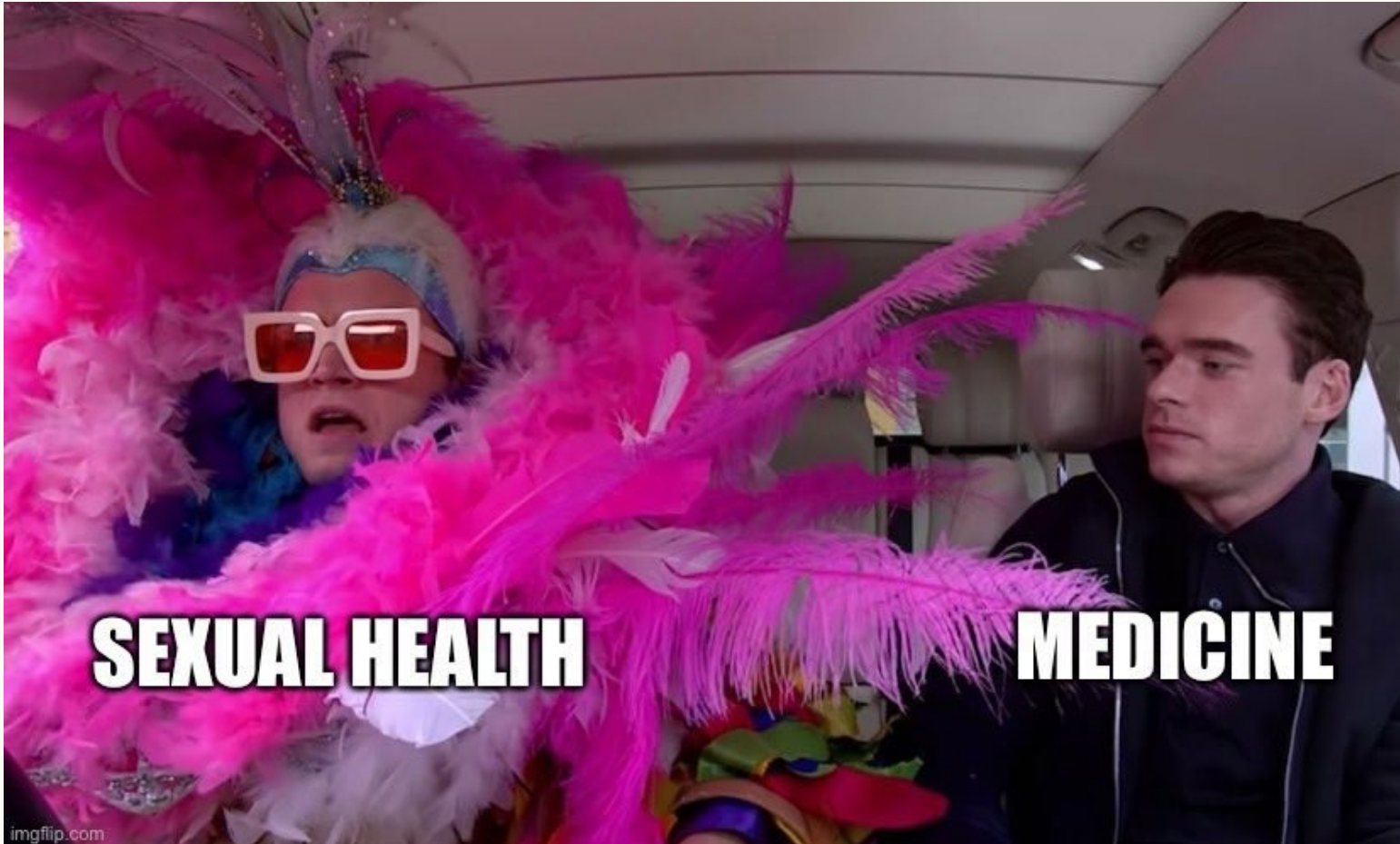
SEE?



CELEBRATING OUR STORIES



**WE ARE BOTH FUNNIER AND MORE FUN
THAN THE AVERAGE PERSON IN
SCIENCE, MEDICINE, OR PUBLIC HEALTH**



@hivDocSK

STORY 1:



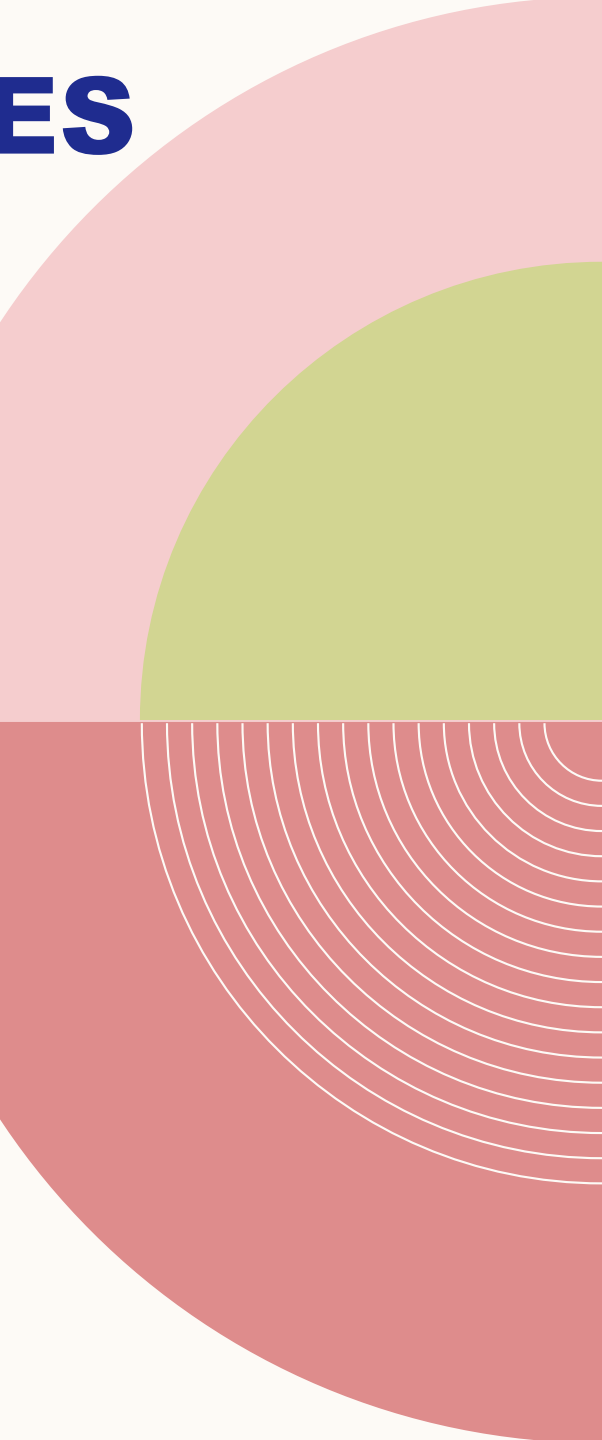
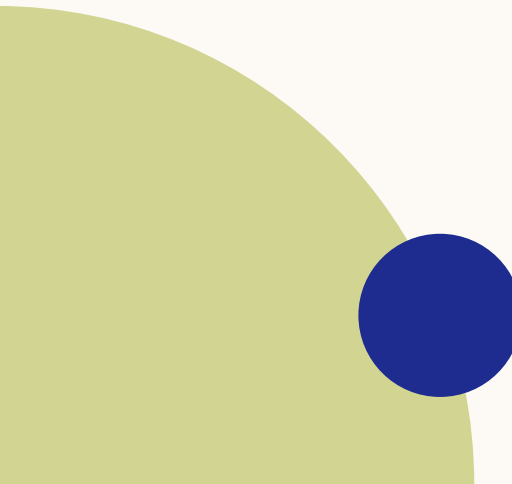


STORY 2:



STORY 3:

LAST WORD FROM THE GIGGLES



THANK YOU

NOW YOU MAY (GIVE ME THE) CLAP



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Inapark.net



[@inaparkmd](https://www.instagram.com/inaparkmd)

