

#ZERO DISCRIMINATION
JOIN THE TRANSFORMATION



**PEOPLE WHO DISCRIMINATE NARROW THE
WORLD OF OTHERS AS WELL AS THEIR OWN.
I BELIEVE IN A WORLD WHERE EVERYONE
CAN FLOWER AND BLOSSOM.**

— DAW AUNG SAN SUU KYI,
NOBEL PEACE PRIZE LAUREATE



DAW AUNG SAN SUU KYI
NOBEL PEACE PRIZE LAUREATE

1 MARCH IS ZERO DISCRIMINATION DAY

Zero Discrimination Day is the opportunity to celebrate everyone's right to live a full and productive life with dignity—no matter what they look like, where they come from or whom they love.

By joining hearts and voices, individuals, communities and societies can transform the world every day and everywhere. Zero Discrimination Day is a moment to highlight how everyone can become informed and promote tolerance, compassion and peace.

WHAT DISCRIMINATION LOOKS LIKE IN 2014

Discrimination is a violation of human rights. It is illegal, immoral, hurtful and dehumanizing. Too many people around the world face unequal treatment because of their race, religion, nationality, sexual orientation or identity, disability, gender or age.

Discrimination can happen anywhere: at work, at school, at home and in the community. Discrimination doesn't just hurt individuals or groups of people—it hurts everyone.

There are many things which can be done to counter discrimination and encourage acceptance; speaking up when something is wrong; raising awareness; supporting people who have been discriminated against; and promoting the benefits of diversity.

PEOPLE MUST LEARN TO HATE, AND IF THEY CAN LEARN TO HATE, THEY CAN BE TAUGHT TO LOVE, FOR LOVE COMES MORE NATURALLY TO THE HUMAN HEART THAN ITS OPPOSITE.

— NELSON MANDELA,
NOBEL PEACE PRIZE LAUREATE AND PRESIDENT OF SOUTH AFRICA

ZERO DISCRIMINATION CAMPAIGN

UNAIDS has a vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. Without achieving zero discrimination it will be impossible to realize zero new HIV infections or zero AIDS-related deaths.

This is why, working with Nobel Peace Prize winner and UNAIDS Global Advocate for Zero Discrimination Daw Aung San Suu Kyi, UNAIDS launched the “#zerodiscrimination” campaign in December 2013.

The campaign calls for transformation to achieve zero discrimination and adopts the butterfly as the transformative symbol for zero discrimination.

The next phase of the campaign is the lead up to the very first Zero Discrimination Day which will be celebrated annually on 1 March. Everyone can show their commitment to zero discrimination—by mobilizing social media networks and encouraging others to participate in the campaign.

TITICA'S STORY

I have been beaten and stoned for who I am. I have suffered so much humiliation but I am ready to lead by example and help overcome stigma and discrimination in my country and beyond.

Titica is a bold, talented and unique pop star. Her first album, “Ground,” was a hit not only in her home country of Angola but globally, attracting fans in countries such as Brazil, Germany, Mozambique, South Africa, and Spain. Titica has performed on tour around the world and was officially named a “diva” at Angola’s largest annual gala, attended by President José Eduardo dos Santos himself. But her success didn’t come easily.

As a transgender woman, Titica has had to overcome stigma, discrimination and abuse. Today, as a UNAIDS Goodwill Ambassador, she hopes she can turn her experience into a positive message to change attitudes in Angola and the world.

WHAT YOU CAN DO



LIKE THE ZERO DISCRIMINATION DAY PAGE ON FACEBOOK
[FACEBOOK.COM/ZERODISCRIMINATION](https://www.facebook.com/zerosdiscrimination)

ON 1 MARCH, USE THE BUTTERFLY AS YOUR PROFILE PICTURE
ON YOUR SOCIAL MEDIA PLATFORMS IN HONOUR OF ZERO
DISCRIMINATION DAY

SNAP A PHOTO WITH A BUTTERFLY & POST TO FACEBOOK/TUMBLR:
[ZERODISCRIMINATION.TUMBLR.COM](https://www.tumblr.com/zerosdiscrimination)
[FACEBOOK.COM/ZERODISCRIMINATION](https://www.facebook.com/zerosdiscrimination)

JOIN THE CONVERSATION ON TWITTER WITH THE HASHTAG
[#ZERODISCRIMINATION](https://twitter.com/zerosdiscrimination)



I HAVE SEEN A LOT IN MY LIFE, ESPECIALLY HOW STIGMA AND DISCRIMINATION CAN AFFECT PEOPLE AND SOCIETIES NEGATIVELY. PEOPLE LIVING WITH AND AFFECTED BY HIV ARE OFTEN NOT TREATED WITH THE RESPECT THEY DESERVE.

I WANT TO HELP STOP AIDS-RELATED STIGMA AND DISCRIMINATION BY SPEAKING TO MY AUDIENCE ABOUT THE FACTS OF HIV.

— TOUMANI DIABATÉ,
MUSICIAN AND UNAIDS INTERNATIONAL GOODWILL AMBASSADOR



FACTS

IN ONLY FOUR OUT OF TEN COUNTRIES WORLDWIDE DO EQUAL NUMBERS OF GIRLS AND BOYS ATTEND SECONDARY SCHOOL¹.

NEARLY 80 COUNTRIES HAVE LAWS THAT CRIMINALIZE SAME-SEX SEXUAL RELATIONS².

IN MALAWI, NAMIBIA AND BOTSWANA, ALMOST ONE-FIFTH OF MEN WHO HAVE SEX WITH MEN REPORT THEY ARE AFRAID TO SEEK HEALTH CARE SERVICES³.

IN BOLIVIA, 13% OF ADULT WOMEN CANNOT READ OR WRITE, COMPARED WITH 5% OF ADULT MEN⁴.

DISABLED PEOPLE ARE FOUR TIMES MORE LIKELY TO REPORT BEING TREATED BADLY COMPARED TO NON-DISABLED PEOPLE⁵.

1 UNESCO. Teaching and learning: achieving quality for all. EFA Global Monitoring Report 2013/14, Jan. 2014.

2 UN Office for the High Commissioner for Human Rights. Discriminatory laws and practices and acts of violence against individuals based on their sexual orientation and gender identity. A/HRC/19/41, 17 Nov. 2011.

3 Baral S et al. HIV prevalence, risks for HIV infection, and human rights among men who have sex with men in Malawi, Namibia and Botswana. PLoS One 2009, 4.

4 Global Campaign for Education. Gender discrimination in education: The violation of rights of women and girls. Feb. 2012.

5 World Health Organization: 10 facts on disability, September 2013.

**1 MARCH 2014
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