

From Commitment to Change: Brazil's Good Practices in Implementing the Global Partnership to Eliminate All Forms of HIV-Related Stigma and Discrimination

Introduction

Brazil's engagement in the Global Partnership to Eliminate All Forms of HIV-Related Stigma and Discrimination (GP) marked a renewed national commitment to advancing human rights and inclusive public health. As one of 41 Global Partnership member countries, Brazil is translating the Global AIDS Strategy (GAS) into measurable national action through initiatives grounded in dignity, equity, and social justice.

Co-convened by UNAIDS and its partners, the Global Partnership brings together governments, civil society, and communities to address the root causes of HIV stigma and discrimination across six key settings – healthcare, education, justice, workplaces, communities, and humanitarian contexts. Within this framework, Brazil has accelerated a series of forward-looking, sustainable initiatives that reflect its role as a regional leader in rights-based responses to HIV.



*The Global Partnership for Action
to Eliminate all Forms of HIV
related Stigma and Discrimination*



Strengthening national action through the global partnership

In May 2023, Brazil formally joined the Global Partnership during a high-profile event commemorating [the International Day Against Homophobia, Biphobia, and Transphobia \(IDAHOBIT\)](#). Jointly organized by UNAIDS, the International Labour Organization (ILO), and

the Ministry of Human Rights and Citizenship, the event united the Ministries of Human Rights and Citizenship, Health, and Labour in a shared commitment to eliminate HIV stigma and discrimination.



(UNAIDS)

This moment represented a powerful political endorsement of inclusive development and sent a clear message across Latin America and the Caribbean that human rights and equality remain central to Brazil's HIV response, even amid a growing global backlash against LGBTQIA+ communities.

The ceremony paid tribute to singer and activist Daniela Mercury for her longstanding advocacy for LGBTQIA+ rights, underscoring how cultural leaders can help reshape public narratives and challenge prejudice.

"It is important to highlight that by joining the Global Partnership, Brazil will also reinforce its leadership role in the region and global diplomacy for health and human rights, demonstrating its commitment to equity and social justice,"

LUISA CABAL

Ways of working: Brazil's approach across key settings

Brazil has adopted a multi-faceted approach, working across the six societal settings to tackle HIV stigma and discrimination. This approach mirrors the Global Partnership's ways of working by placing strong emphasis on

high-level political commitment, community leadership, multi-stakeholder collaboration, integration for sustainability and gender-transformative approaches.

Community-led initiatives

Community leadership is at the center of Brazil's strategy to eliminate HIV-related stigma and discrimination. Guided by the principle that people most affected by HIV must lead the response, Brazil places community networks – including people living with HIV, LGBTQIA+ organizations, Afro-Brazilian and Quilombola groups, Indigenous leaders, and youth-led collectives – at the forefront of program design, implementation, and monitoring. By empowering communities to shape their own interventions, Brazil ensures that policies and programmes are relevant, respectful, and rooted in lived experience.

This commitment extends beyond participation. Brazil has invested significantly in building the capacity of community groups to engage in national decision-making processes, influence policy, and hold institutions accountable. The Stigma Index 2.0 exemplifies this approach: fully led by people living with HIV, it generates the evidence that anchors national policy reform and guides action across sectors. Similarly, community-led prevention efforts such as Rolê da Prevenção at Salvador's Carnival demonstrate how Afro-Brazilian cultural groups, grassroots organizations, and LGBTQIA+ influencers are reshaping





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public narratives around HIV in ways only communities themselves can authentically achieve. In Quilombola and Afro-Brazilian communities, culturally grounded initiatives strengthen HIV communication in regions where racism heightens vulnerability, while LGBTQIA+ Ballroom Culture collectives use art, performance, and community celebration to challenge stigma and expand HIV testing and prevention.

Together, these initiatives show how Brazil is operationalizing the Global Partnership's commitment to community leadership. Through targeted investments, training, and technical support, the country is equipping communities not just to participate in the response but to lead it, ensuring long-term sustainability, stronger accountability, and interventions that truly reflect the realities of those who face stigma and discrimination every day.



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Community participation in national HIV policy programming and monitoring

The Brazilian Constitution establishes that civil society must be actively involved in the planning, implementation, monitoring, and reporting of public policies developed by the federal government. Accordingly, each federal ministry maintains a national council composed

on a parity basis between government representatives and civil-society members to support collective decision-making, policy oversight, implementation, and reporting. Several of these national councils operate in close connection with the HIV response.

> Commission for Articulation with Social Movements (CAMS)

The Commission for Articulation with Social Movements (CAMS) is a formal participatory body linked to Brazil's Ministry of Health, particularly to the national department responsible for HIV, AIDS, sexually transmitted infections, tuberculosis, and viral hepatitis (DATHI/SVSA/MS). It serves as an institutional mechanism for structured dialogue, consultation, and social oversight, bringing

together government representatives and civil-society organizations — including networks of people living with HIV, key populations, activists, and community-based groups. Its purpose is to strengthen participatory governance, ensure transparency, and integrate community perspectives into national policies and programmes.



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CAMS plays a central role in reviewing and informing public policies, monitoring epidemiological and programmatic data, advising the Ministry on priorities, and identifying gaps and barriers in the national response. It also supports coordination across federal, state, and municipal levels and promotes alignment between government

actions and community needs. Historically, CAMS has been one of the most important spaces for ensuring meaningful involvement of people living with HIV (GIPA/MIPA principles) and maintaining the longstanding tradition of community engagement in Brazil's HIV response.

> **National Commission on STIs, HIV/AIDS and Viral Hepatitis (CNAIDS)**

The National Commission on STIs, HIV/AIDS and Viral Hepatitis (CNAIDS) is a high-level advisory and deliberative body of Brazil's Ministry of Health. It provides strategic guidance for the formulation, implementation, and evaluation of national policies on HIV, AIDS, sexually transmitted infections, and viral hepatitis. Bringing together representatives from the federal government, civil society, academia, professional councils, and state and municipal health authorities, the Commission serves as an institutional mechanism for participatory governance and evidence-informed decision-making.

CNAIDS is responsible for reviewing national guidelines, monitoring key indicators and targets, issuing formal recommendations to the Ministry of Health, and promoting multisectoral coordination across programmes and levels of government. Historically, it has played a central role in shaping Brazil's rights-based and community-centered response to HIV and other related conditions, reinforcing the country's longstanding commitment to democratic governance, transparency, and meaningful engagement of civil society in public health policy.



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> The National LGBTQIA+ Council

The National LGBTQIA+ Council is a consultative and deliberative body linked to Brazil's Ministry of Human Rights and Citizenship (MDHC). It serves as a formal mechanism for social participation, bringing together representatives from the federal government and civil society to guide, monitor, and evaluate national policies aimed at promoting the rights, inclusion, and protection of LGBTQIA+ people. The Council provides strategic input on programmes, legislation, and public initiatives, ensuring that policy decisions are informed by community needs and grounded in human rights principles.

Its responsibilities include issuing recommendations to federal authorities, supporting intersectoral coordination, overseeing the implementation of the National LGBTQIA+ Plan, and monitoring indicators of violence, discrimination, and inequality.

By institutionalizing dialogue between government and civil society, the Council plays a crucial role in strengthening democratic governance and advancing a rights-based approach to LGBTQIA+ citizenship, visibility, and protection across the country.

Because it oversees public policies for the populations most affected by HIV in Brazil—gay men, other men who have sex with men, and transgender women—the National LGBTQIA+ Council has become a key partner in strengthening the national response. Linked to the Ministry of Human Rights and Citizenship, the Council plays an important role in bringing a rights-based approach to the HIV agenda, helping to shift the response beyond a solely health-centered logic toward broader guarantees of citizenship and protection for the most affected communities.

In 2025, the Council led the organization of the 4th National Conference on the Rights of LGBTQIA+ Persons, held in Brasília from 21 to 25 October. The conference gathered federal institutions, civil society, and social movements to advance the formulation of the National Policy on LGBTQIA+ Rights and was preceded by municipal and state preparatory stages. Structured around themes such as



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combating violence, promoting dignified work, institutionalizing public policies, and strengthening citizenship, the event reinforced

social participation and deepened cross-sectoral coordination, consolidating the State's commitment to equality and inclusion.

> **UNAIDS Working Group (GT UNAIDS)**

The UNAIDS Working Group (GT UNAIDS) in Brazil is the United Nations' inter-agency coordination mechanism on HIV, bringing together all UN entities working on the response in the country. Led by the UNAIDS Country Office, it ensures coherent, evidence-based, and complementary action across agencies such as PAHO/WHO, UNFPA, UNICEF, UNDP, UNODC, UN Women, UNESCO, ILO, and others. Its purpose is to align strategies, develop joint workplans, harmonize technical guidance, and strengthen partnerships with the Brazilian government, civil society, and the private sector.

The Group plays a key role in joint planning, political dialogue, resource mobilization, and coordinated monitoring of the UN system's contributions to the national response to HIV, STIs, viral hepatitis, and related human rights and inequality agendas. By promoting unified positions and avoiding duplication, the GT UNAIDS reinforces a multisectoral, rights-based, and equity-focused approach, enhancing the impact and visibility of the UN's support to Brazil's HIV response.

Strategic partnerships

> **Translating Political Commitment into Coordinated National Action**

Brazil is bringing together key stakeholders across sectors to collaborate in tackling HIV-related stigma and discrimination, fully reflecting the Global Partnership's way of working, which promotes translating political

commitment into strategic, multisectoral partnerships. High-level leadership from national ministries is being matched by meaningful engagement from civil society, community networks, academia, and



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multilateral agencies, ensuring that responses are coordinated, holistic, and grounded in lived realities. One of the strongest illustrations of this collaborative model is the Brasil Saudável Program, implemented through the Interministerial Committee for the Elimination of Socially Determined Diseases (CIEDDS).

Coordinated by 14 ministries, the initiative uses advanced geospatial analysis to identify 175 priority municipalities with overlapping burdens of HIV and other socially determined diseases. Its five strategic directives—poverty reduction, expanded social protection, community participation, innovation, and improved basic infrastructure—directly address the structural drivers that fuel stigma and limit access to care. Importantly, the program adopts community-led monitoring to ensure that affected populations guide implementation and hold institutions accountable, a core principle of

the Global Partnership. By embedding stigma-reduction actions within universal health coverage agendas and national development planning, Brasil Saudável demonstrates how Brazil is transforming political commitment into sustained, large-scale policy action that reduces inequality, strengthens community leadership, and advances the country's commitment to eliminate HIV-related stigma and discrimination.



Gender-transformative approaches

Aligned with the Global Partnership, Brazil is also implementing gender-transformative strategies to address gender inequalities that drive stigma and discrimination. This means

not only recognizing how gender impacts HIV vulnerability but also actively transforming norms and practices to promote gender equity.



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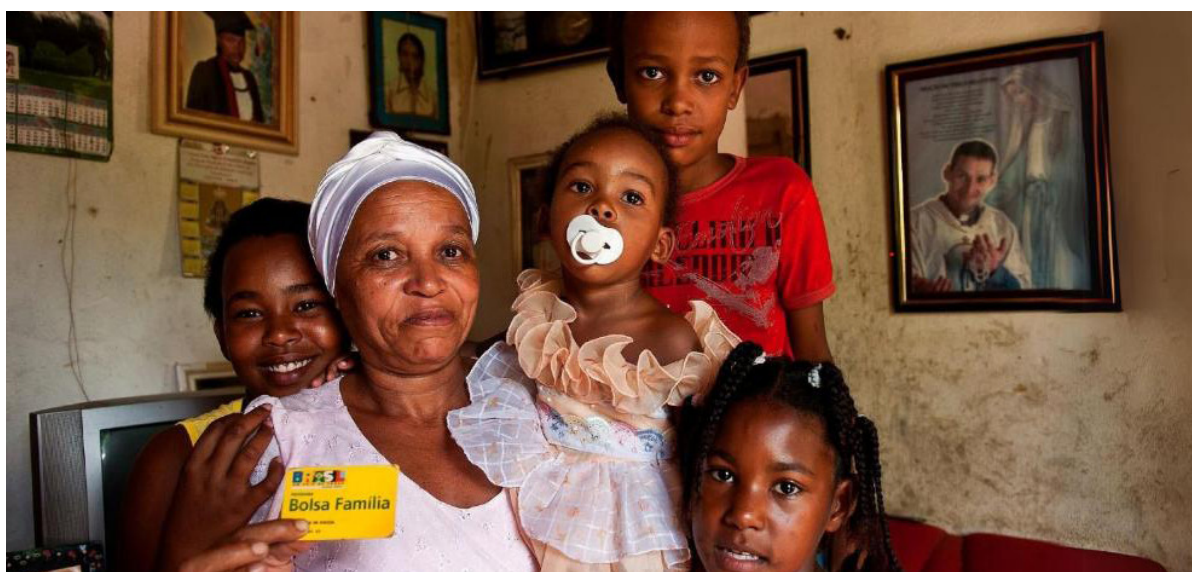
The Bolsa Família conditional cash transfer program is a striking example which demonstrates how social protection can reduce vulnerability, strengthen access to services, and challenge the structural drivers of HIV stigma with particular focus on women.

Targeting individuals in extreme poverty (up to R\$218/month, reaching 19.6 million families), the program has significantly improved HIV outcomes. A study of 12.3 million women found that Bolsa Família reduced AIDS-related mortality by up to 55 percent, lowered HIV

incidence, and improved treatment adherence. By requiring prenatal care, nutritional monitoring, and updated vaccination records, the program creates direct entry points to HIV prevention, testing, and treatment. These pathways are especially impactful for Black and Brown women, who often face compounded discrimination due to racism, gender inequality, and poverty. By easing economic barriers to healthcare, food security, and stable housing, Bolsa Família helps dismantle the social and economic conditions that fuel HIV-related stigma. The program also reflects the Global Partnership's call for multisectoral, rights-based action: tackling structural inequalities, reducing fear and misinformation, and integrating HIV considerations into broader welfare systems

KEY STAT:

55% reduction in AIDS-related mortality among beneficiaries –
“The greatest impact was observed among brown/black mothers who were extremely poor but had completed higher education, showing a 56% reduction in the incidence of the disease,”
highlights researcher Andréa Ferreira da Silva, from Cidacs, one of the study's authors.



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Integration for sustainability

> ODS 18: Integrating Anti-racism into Brazil's National Development Agenda

A core evolution in the Global Partnership's ways of working – emerging from its recent strategy review – is the commitment to integration for sustainability. This principle recognizes that stigma-reduction cannot be confined to the health sector alone; it must be embedded across national policies,

social development systems, and broader governmental priorities. Brazil is demonstrating global leadership in this area through its pioneering implementation of ODS 18, a newly proposed Sustainable Development Goal dedicated to eradicating racism and promoting ethnic-racial equity.



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SDG 18 has become a powerful example of how HIV-related stigma and discrimination can be addressed through fully integrated, multisectoral action. The initiative brings together multiple ministries, civil society organizations, Indigenous, Black and Afro-Brazilian movements, and academic institutions to co-develop indicators, strengthen

monitoring systems, and align programmatic actions with the new SDG. By institutionalizing racial equity metrics across government, SDG 18 reinforces the Global Partnership's call for whole-of-government responses that tackle the structural drivers of stigma, such as racism, poverty, and exclusion.

Beyond its technical focus, SDG 18 has catalyzed national dialogue on the impact of institutional racism across health, justice, employment, education, and social protection.

Through public campaigns, policy reforms, and capacity-building initiatives, the initiative is driving deeper societal shifts that are essential to reducing the compounded stigma faced by people living with HIV, Black and Brown communities, Indigenous peoples, LGBTQIA+ individuals, and other marginalized populations.

By embedding HIV considerations into SDG 18 and linking racial equity to health outcomes, Brazil is operationalizing one of the Global Partnership's most forward-looking ways of working: integrated, sustainable action across sectors. This approach strengthens long-term impact, ensures continuity beyond individual programs, and positions Brazil as a regional leader in advancing structural change.

In the sections that follow, we'll dive deeper into concrete examples of how these approaches are being implemented across the six societal settings.

Healthcare settings

The Zero Discrimination and HIV/AIDS Training Course strengthens rights-based service delivery across the health sector. Developed by UNAIDS Brazil, the Brazilian Association of Collective Health, and the Rio Grande do Sul State Health Secretariat, the course tackles persistent stigma in healthcare by using case studies and role-playing to show how HIV stigma intersects with discrimination based on sexual orientation, gender identity, race, ethnicity, drug use, and sex work. Its cascade training model equips master trainers to institutionalize stigma-reduction practices within routine

professional development, contributing to sustainable, system-wide impact. Early results indicate stronger knowledge of HIV science, reduced unnecessary precautions, and greater awareness of ethical and human rights obligations in patient care. In line with the Global Partnership's multisectoral approach, the Minister of Social Development and the Fight Against Hunger has expressed interest in adapting the course for the Unified Social Assistance System (SUAS), extending its reach beyond health facilities into Brazil's wider social protection system.

KEY STAT:

2,000+ professionals trained nationwide.

Justice settings

Plano Pena Justa, developed by the National Council of Justice (CNJ), represents a comprehensive and rights-based effort to address HIV-related stigma and discrimination within the justice system. HIV prevalence in prisons is significantly higher than in the general population, and stigma in these settings is often acute. Plano Pena Justa ensures that people deprived of liberty receive equitable, confidential, and uninterrupted access to HIV prevention, testing, and treatment services. The plan replaces mandatory HIV testing with voluntary and confidential approaches, strengthening protections for privacy, and preventing coerced disclosure. It also introduces evidence-based interventions for people who use drugs, comprehensive prevention education, and measures to ensure continuity of antiretroviral therapy during incarceration and upon release.

A key component of the initiative is the training of correctional officers, health workers, and administrative staff on HIV transmission, human rights standards, and non-discriminatory practices.

This focus reflects the Global Partnership's emphasis on building institutional capacity and addressing the drivers of stigma, such as fear of infection, lack of awareness, and punitive norms. Plano Pena Justa also incorporates policy reforms that challenge punitive approaches to HIV, drug use, sex work, and LGBTQIA+ identities.



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Community settings

Tecendo Direitos (“Weaving Rights”) initiative represents a culturally responsive approach to reducing HIV stigma among Indigenous populations. Led by the Ministry of Indigenous Peoples (MPI), the program recognizes the distinct vulnerabilities that Indigenous communities face, shaped by historical marginalization, land dispossession, racism, and structural inequality.

Consistent with the Global Partnership’s focus on community-led, rights-based action, Tecendo Direitos was developed through direct and respectful engagement with Indigenous authorities, traditional governance structures, and local leaders. This approach ensures that interventions reflect Indigenous cosmovisions, cultural practices, and community priorities. The program strengthened access to HIV prevention, testing, and treatment while embedding these services within broader Indigenous rights frameworks, including land rights, cultural preservation,

and food sovereignty. Furthermore, the initiative’s focus on language access and community-led monitoring ensures that services are both accessible and aligned with the needs of Indigenous peoples. Recently, the program has expanded to include a national strategy for LGBTQIA+ Indigenous individuals, demonstrating a sophisticated understanding of intersecting forms of stigma and discrimination.

“We are in a growing process of appreciation, recognition and realization of the indigenous rights of the LGBTQIA+ indigenous population,” said Niotxarú Pataxó, from the MPI’s Coordination of Policies for LGBTQIA+ Indigenous Peoples.



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Rolê da Prevenção showcases an innovative, culturally rooted strategy for expanding HIV prevention and reducing stigma. Implemented during Salvador's 2025 Carnival, one of the world's largest cultural celebrations, the initiative brought HIV information, testing, and rights-based messaging directly into public spaces where key populations gather.

Drawing on Afro-Brazilian cultural expressions, music and community leadership, Rolê da Prevenção created an environment that was welcoming, inclusive and free from judgement. By engaging cultural influencers, artists and grassroots organizations, the initiative normalized conversations about HIV prevention, testing and treatment in ways that resonated deeply with participants lived experiences. This aligns closely with the Global Partnership's emphasis on community-led,

context-specific approaches. The initiative offered on-site HIV testing, immediate linkage to PrEP, distribution of prevention supplies and referrals to health and social services. Outreach teams were trained to identify stigma, dispel myths and communicate accurate information, reaching thousands of individuals who may not otherwise access traditional health facilities. Embedding services within Carnival festivities helped dismantle barriers linked to fear, discrimination, and lack of access.

The initiative resulted from a joint strategy among the Salvador local government, civil society, the Ministry of Health, and UNAIDS. This led to a 17% rise in individuals tested during Carnival in 2025 and motivated the local government to improve the expansion of PrEP availability through the Unified Health System, from a stigma-free perspective.



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Humanitarian settings

Operação Acolhida is a leading example of how humanitarian responses can integrate inclusive, rights-based HIV services. Established in 2018 to support Venezuelan migrants and refugees entering northern Brazil, the initiative mobilizes federal, state, municipal, and civil society partners to ensure comprehensive and stigma-free access to health and social protection services. Migrants and refugees receive HIV prevention, testing, and treatment within a broader package of support that includes shelter, documentation assistance, education, and pathways to employment. Services are delivered in linguistically and culturally appropriate ways, supported by cultural mediators and outreach teams that engage directly with affected communities. This approach reflects the Global Partnership's emphasis on eliminating stigma in emergency settings, where migrants often

face compounded discrimination linked to nationality, language barriers, HIV status, sexual orientation, and gender identity. A core feature of the initiative is its commitment to non-discrimination: migrants and refugees are assured the same rights to health services as Brazilian citizens, with mechanisms in place to report and address rights violations. Community sensitization efforts further reduce xenophobia and misinformation, strengthening social inclusion. Operação Acolhida has facilitated access to health services for more than 300,000 migrants and refugees, achieving high uptake of voluntary HIV testing and ensuring timely linkage to antiretroviral therapy. Through the involvement of UNHCR, IOM, and civil society partners, the initiative adheres to international protection standards and offers a replicable model for other humanitarian contexts.



Workplace settings

Aligned with the Global Partnership's focus on addressing structural drivers of HIV-related stigma, the ILO and Cozinha Solidária initiative promotes socioeconomic inclusion for key populations who often face overlapping discrimination linked to gender identity, sexual orientation, race and poverty. By supporting participants to develop professional, entrepreneurial and life skills, the program reduces vulnerabilities that heighten exposure to HIV risk and stigma. The initiative offers vocational training in gastronomy and hospitality, along with modules on gender equality, labor rights, financial literacy, and workplace inclusion. Participants including transgender women, LGBTQIA+ youth and Afro-Brazilian community members receive technical training and psychosocial support, helping them build confidence, strengthen self-advocacy and improve their economic autonomy.



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By creating pathways to employment and small business opportunities, Cozinha Solidária tackles one of the main ways stigma harms health: socioeconomic marginalization.

This aligns directly with the Global Partnership's priority of eliminating discrimination in workplaces and ensuring equitable access to livelihoods. The program also works with employers to promote inclusive hiring practices and address discriminatory barriers in the job market, contributing to broader shifts in social norms. Through this combined approach, the initiative extends its impact beyond individual participants to the environments where they seek work.

Education settings

The “Oxe, Me Respeite!” nas Escolas initiative in Bahia is strengthening rights-based, inclusive learning environments for adolescents. Led by the Government of Bahia with technical support from UNFPA, the programme equips schools to address gender-based violence, promote respect for diversity, and integrate comprehensive sexuality education that includes STI and HIV prevention. The initiative provides structured training for school tutors and educators on sexual and reproductive health, gender equality, bullying prevention, and the rights of LGBTQIA+ students. Educational materials and youth-friendly information packages are distributed across participating schools, ensuring that students have accurate, stigma-free information about HIV, sexual health, and healthy relationships. This approach directly supports the Global Partnership’s goal of transforming schools into safe environments

where all learners can access information and services without fear of discrimination. After a successful pilot in 20 schools in 2023, the programme is expanding to reach more than 4,000 students across the state. Early lessons show increased student awareness of HIV prevention, greater confidence in reporting discrimination, and improved school capacity to identify and address harmful norms linked to gender, sexuality, and HIV stigma. The initiative has also strengthened coordination between the education and health sectors, reinforcing Bahia’s commitment to multisectoral action. “Oxe, Me Respeite!” nas Escolas demonstrates how culturally grounded, youth-centered interventions can advance the Global Partnership’s vision in education settings — empowering young people, shifting social norms, and building stigma-free environments that support health, dignity, and equality.



(UNAIDS)

“We’ve learned that a woman’s body is not a showcase. That ‘no’ means ‘no,’ and that people need to respect that.”
— Cecília de Jesus, 15 years old, student participating in Oxe, Me Respeite – in Schools - UNFPA Brazil

Multisectoral programmatic response

On November 12th, 2025, UNAIDS Brazil convened the 2nd Meeting of the UNAIDS Brazil Thematic Group (GT) to discuss *Addressing inequalities and demanding affordable and accessible price for government procurement of long-acting injectable ARVs.*

The 2nd UNAIDS GT was attended by Congress Woman Erika Kokay representative from the HIV/STI and Hepatitis Parliamentarian Front and her cabinet; high level representatives of the Ministry of Health, Social Protection and Development, Human Rights and Women; Embassies of Colombia and

France (members of the Human Rights Council); Civil Society Networks of KP and PLHIV, AHF and Cosponsors.

The GT agreed on accelerating implementation of key interventions to address stigma and discrimination in different settings as per findings of the Stigma Index 2025, which identified this as a main barrier to services and to increase demand to Pharmaceuticals to negotiate an affordable price on long acting ARVs with the Brazilian Government to be included in the Integrated Health System (SUS).



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Looking ahead

Brazil continues to lead with inclusion through initiatives firmly rooted in dignity, equity, and social justice. By advancing its Global Partnership commitments with stronger coordination, data-driven policies, and sustained investment in community-led approaches, the country is demonstrating what a comprehensive, rights-based and sustainable HIV response can be achieved.

Through championing change and innovation, Brazil is reaffirming its role as a global leader and setting a powerful example of how countries can build inclusive systems that uphold equality, protect rights, and accelerate the end of AIDS.





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