



**Inside Out:**

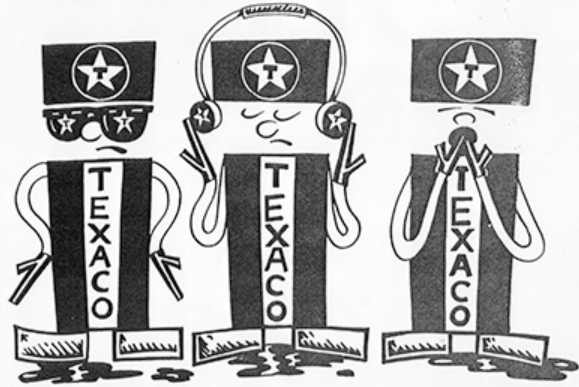
**A Visual Design Archive**

[www.hivgraphiccommunication.com](http://www.hivgraphiccommunication.com)

Siân Cook



IGNORANCE = FEAR



SILENCE = DEATH

a message from The Nat Project

don't think about it

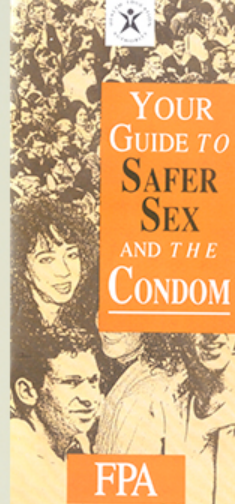


use it!

(condoms make sense)



YOUR GUIDE TO SAFER SEX AND THE CONDOM



FPA

ALL YOU NEED IS



AND A



NATIONAL AIDS HELPLINE 0800 567 123

AVERT?

KNOW THE FACTS  
HIV TRANSMISSION AND TESTING

**Know the Facts**  
HIV Transmission and Testing

Mates

take care!

Which condom?

Fight back

condoms are crucial, use 'em with lube

Gay Men Fighting AIDS

TESTING YOUR RIGHTS IN A WORLD WHICH HAS HIV

immunity

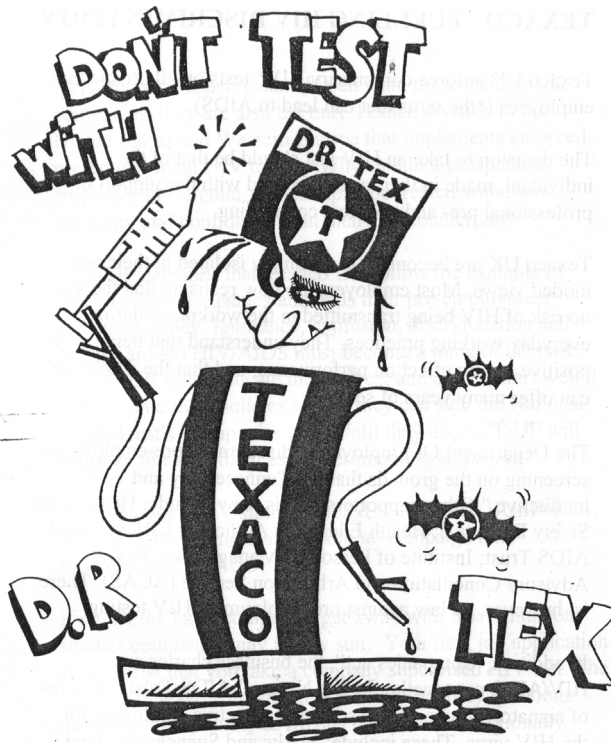
WHY SHARE

AIDS?

# TESTING ISSUES

A booklet for people thinking of having an HIV test

The Terrence Higgins Trust



**TEXACO:  
STOP COMPULSORY  
HIV TESTING!**

# Get tested!

If you're a sexually active gay man  
you should have an HIV test at  
least once a year. Here's why...







Safer  
SEX  
for  
GAY  
MEN

Safer  
SEX  
Activities

It's important to remember that sex has never been totally risk free but a lot of activities carry no risk of transmitting HIV. Here are some of the more obvious ones:

**Kissing**

You cannot contract HIV by ordinary kissing and there is no conclusive evidence that it is transmitted by deep, French kissing even though the virus has been found in saliva. However, theoretically it is possible to be infected from deep kissing.

**Masturbation**  
(often called wanking)

Masturbation alone or with your partner is safe. You can ejaculate anywhere on his or your skin surfaces so long as semen which may contain the virus does not come into contact with open cuts or sores your partner might have.

**Oral sex**

There is no risk if you are the person who is being sucked. But if you are doing the sucking and you have cuts or sores in your mouth, there may be some risk. If you want him to ejaculate in your mouth it is safer if he wears a condom. Oral sex, without getting pre-ejaculatory fluid (pre cum) or semen in your mouth may be safe, however no one is absolutely sure.

NB: The spermicide on some condoms may irritate the throat.

**Digital intercourse**  
(usually called fingering)

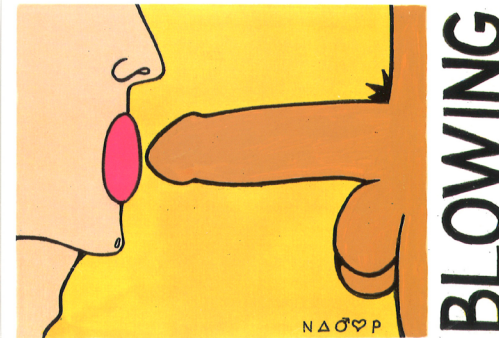
Sucking fingers is safe but if you intend to finger the anal passage, keeping your nails short will avoid damaging delicate areas like the lining. It is best not to finger if you have open cuts or sores on your hands, even if covered with a plaster.

**Massage**

Massage is a relaxing, safe and enjoyable activity. If you use oils to enhance the experience make sure you don't let any oil-based lubricants get into or onto condoms as they will perish the rubber.

**Frottage**  
(usually called body rubbing)

Rubbing your bodies together is perfectly safe. If you ejaculate, it is still safe so long as semen which may contain the virus does not come into contact with open cuts or sores your partner may have.

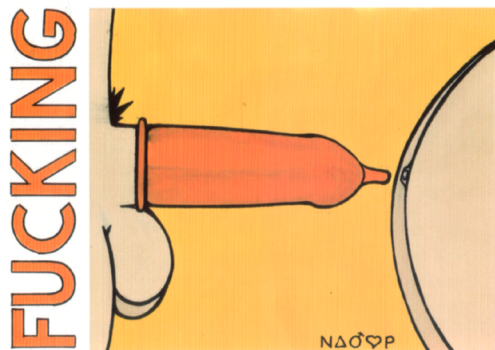
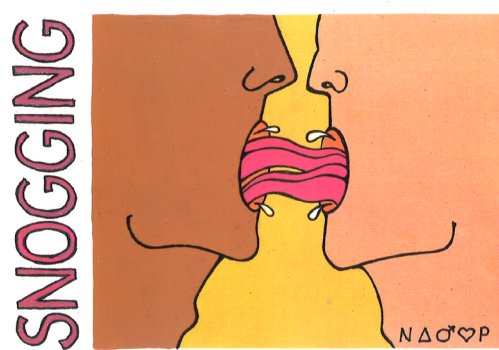
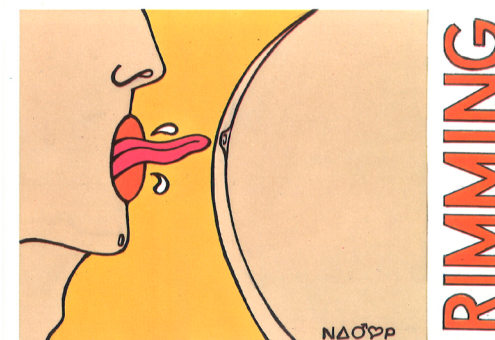
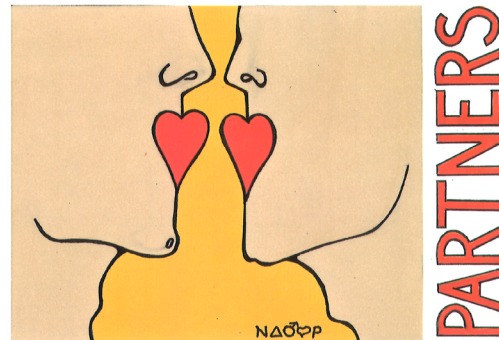


Blowing – is LOW risk for HIV infection. The risk of sucking increases if you've got cuts or sores in your mouth. If you want to be extra careful use a flavoured condom which also helps to protect against hepatitis B and other sexually transmitted diseases.

Blowing – No. 1 of 6 cards  
Norwich Gay Men's Health Project – providing safer sex information for gay men and men who have sex with men. For a complete set of cards, an accompanying booklet, or further information contact us now!  
Norwich Gay Men's Health Project, Box GMMH, 42-46 Bethel Street, Norwich NR2 1NR. Phone (01603) 627514  
Registered Charity Number 1026481



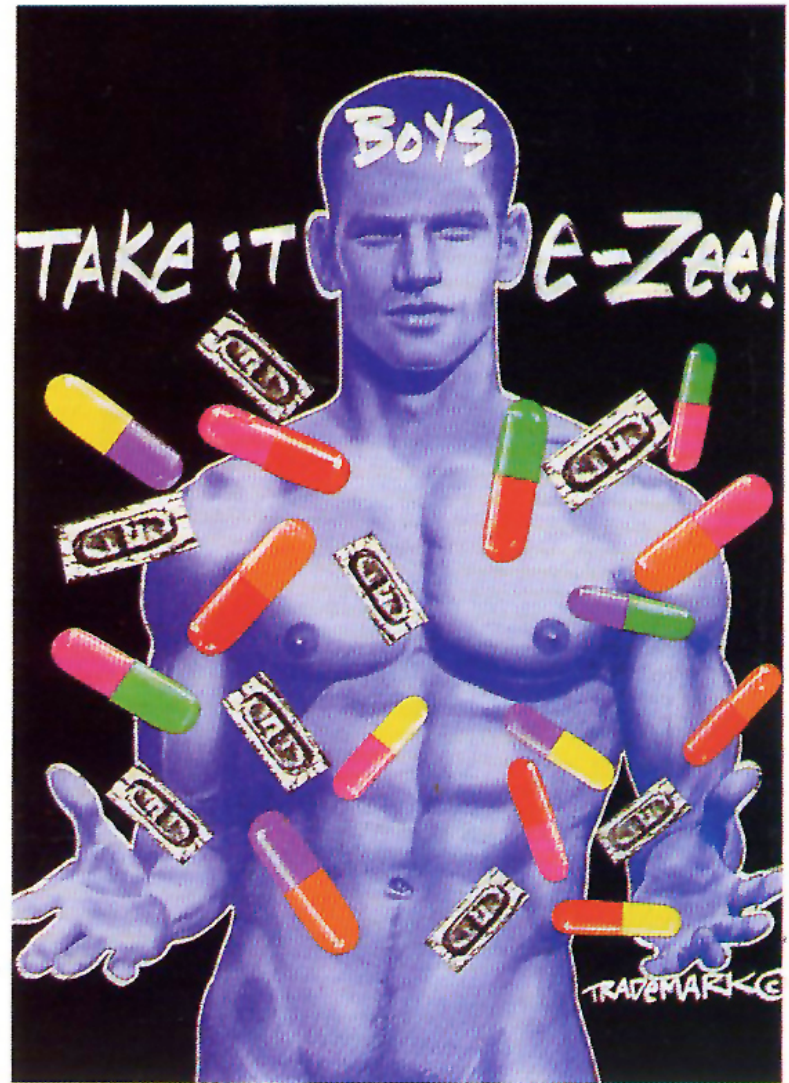
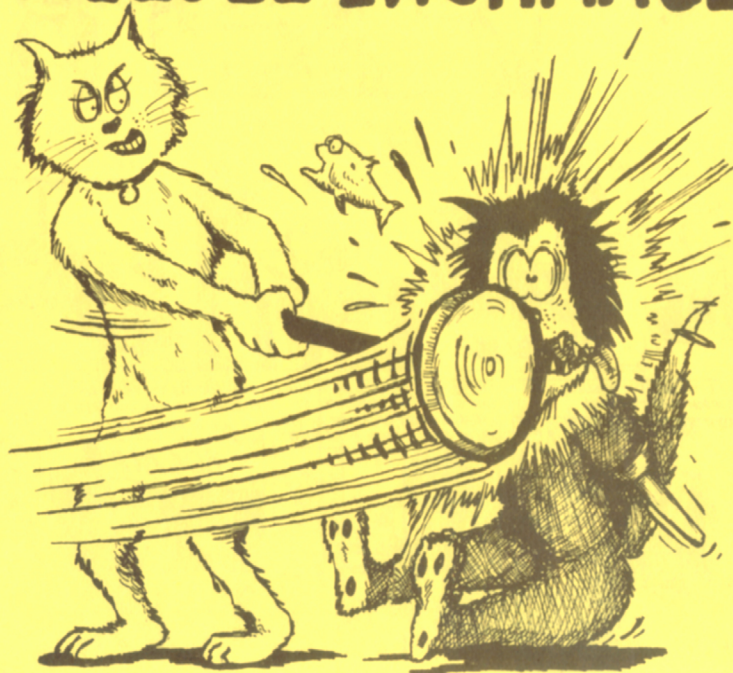
Produced for Norwich Gay Men's Health Project by Re Flux 1994



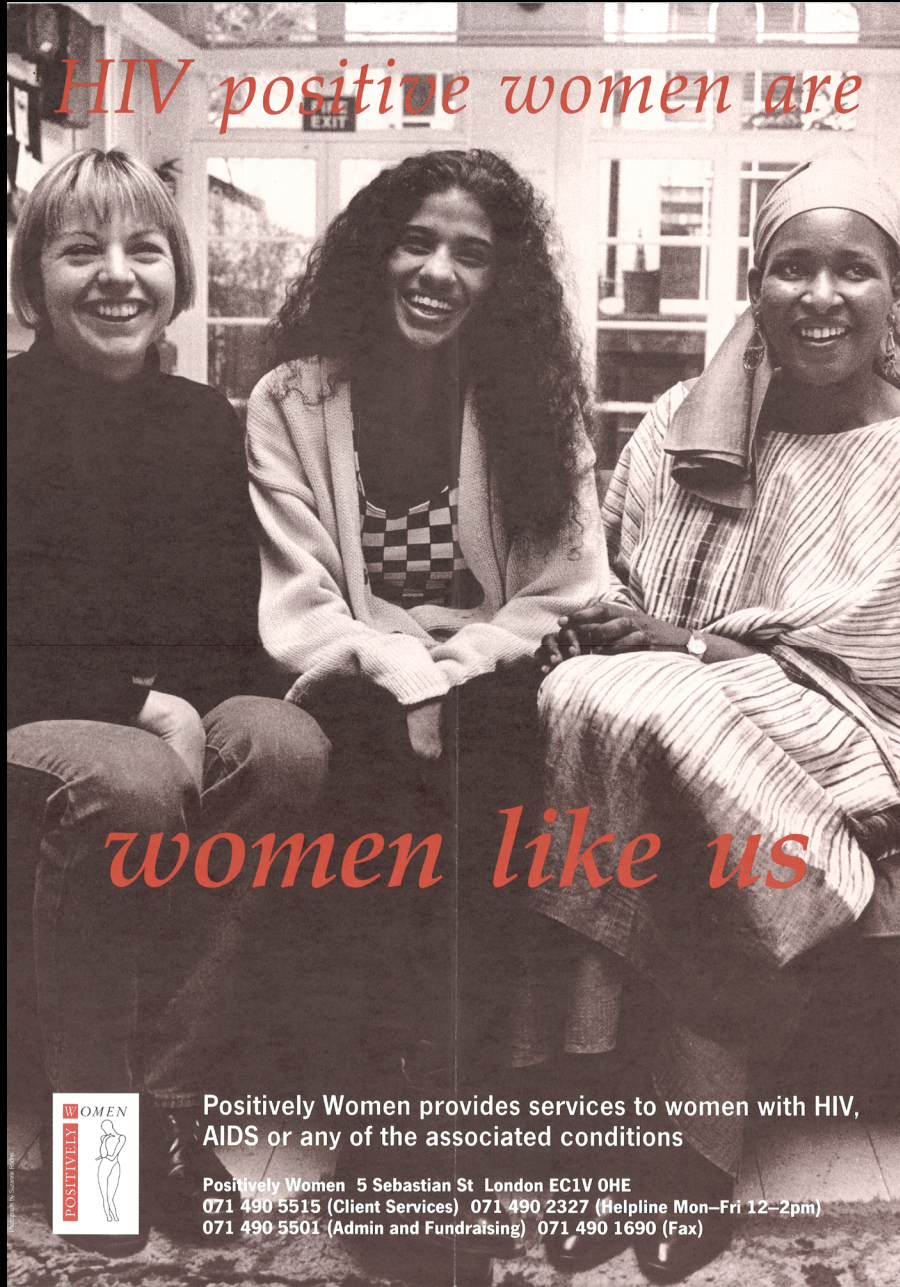


LIFELINE PUBLICATIONS PRESENT  
**TOUGH SHIT THOMAS**  
© LIFELINE IN LINNELL (43)

**"GET DOWN THAT  
NEEDLE EXCHANGE"**



*HIV positive women are*



*women like us*



Positively Women provides services to women with HIV,  
AIDS or any of the associated conditions

Positively Women 5 Sebastian St London EC1V 0HE  
071 490 5515 (Client Services) 071 490 2327 (Helpline Mon-Fri 12-2pm)  
071 490 5501 (Admin and Fundraising) 071 490 1690 (Fax)

www.hivgraphiccommunication.com

# GRAPHIC COMMUNICATION

A UK HIV/AIDS Design Archive



Home

About

Subjects

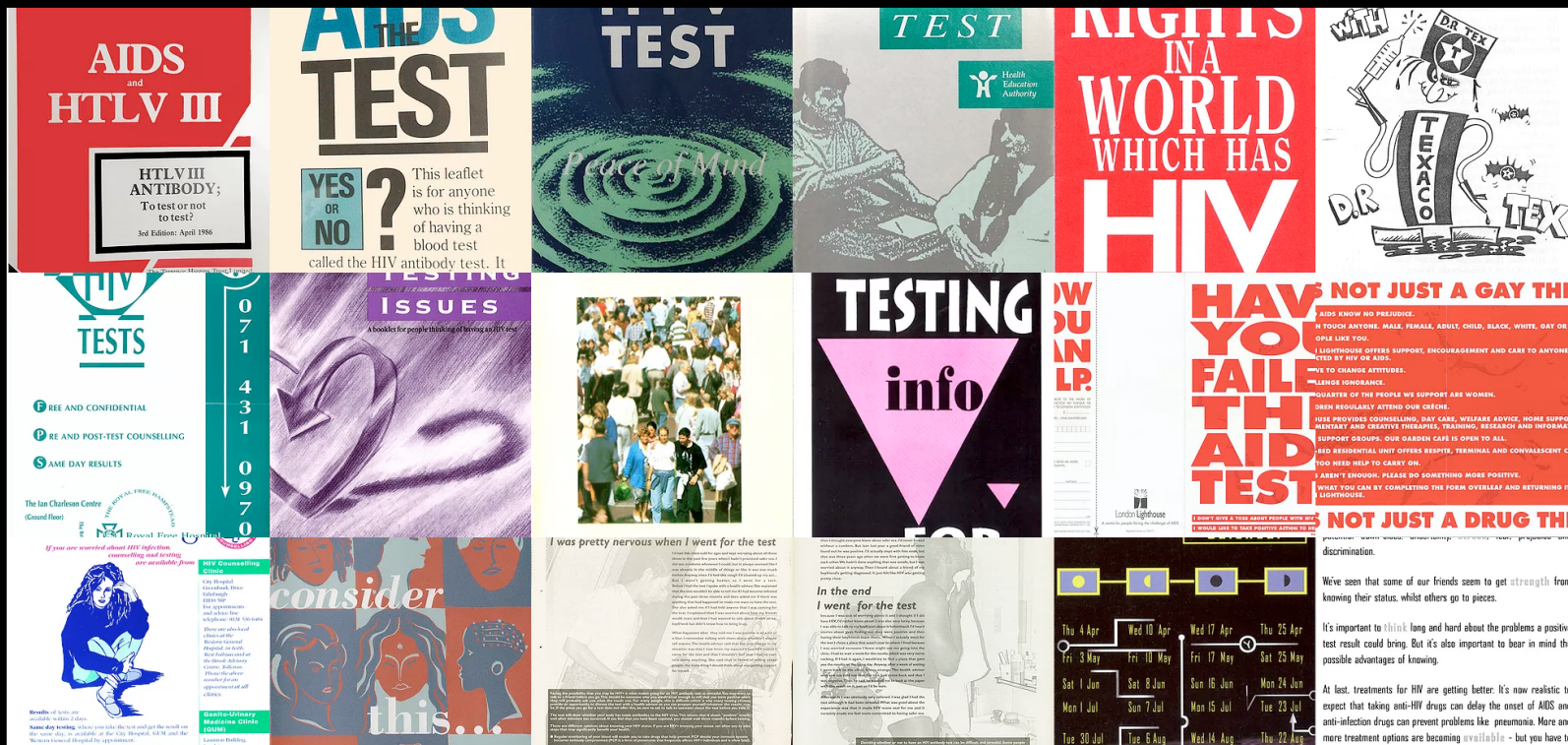
Audiences

Contact

A1 Poster PDF

Testing Summary PDF

## HIV Testing



**ACTIVE**

Book Contributions

New Campaigns

Exhibitions

Articles

Facsimiles

Charity Workshops

Talks

Educational Projects

Social Media

Self-publishing

Preservation/  
Archiving

**THEORY**

**PRACTICE**

Building Knowledge Base

Memorialising

Personal Artwork

Unpublished Research

**PASSIVE**

Editors

Curators

Archivists

Researchers

Organisations

## Opportunity for Conversations:

Broadcasters



Publishing:

blogs, reviews, articles, interviews, papers, book chapters

Charities

Journalists



Events:

talks, panels, exhibitions, workshops (in person/online)

Event Organisers

Writers



Social Media:

reactions, comments, messages

Communities

Activists



Contact:

enquiries, feedback, donations, stories

Students

Witnesses

Academics

Individuals

Health Professionals

# AIDS AHEAD COMIC strip



**£1**

IT'S TIME TO MEET FOR THE DANCE... | LATER...

**REMEMBER...**

There are three main ways you can get or give HIV:

- Penetrative sex without a condom.
- Sharing needles used for injecting drugs.
- From an infected mother to her unborn baby.

These telephone numbers can help if you are worried:

National AIDS Helpline: 0800 567123  
 AIDSLINE: 0392 411600  
 ABC (HIV testing) Centre: 0392 406134  
 GUM Clinic: 0392 402292  
 Exeter Drugs Project: 0392 410292  
 Citizens Advice Bureau: 0392 433837  
 Naked I: 0392 406199

**naked I**  
Graphics by Richard Felham

**BRING YOUR SWEETHEART!**  
**Valentine Ball**  
 HERE TONITE  
**8 PM**

**DO NOT DANCE WITH CHANCE**  
 naked I presents

**THE END?**

BILLY AND KENNY ARE GETTING READY FOR THE DANCE TONIGHT...

I'M LOOKING FORWARD TO THIS!

I HOPE THE BAND IS GOOD

GOT MY CONDOMS!

I HOPE MARCIA DOESN'T NOTICE THIS SPOT!

...AND DESPITE THE BEST EFFORTS OF THE WORLDS SCIENTISTS THERE IS STILL NO CURE FOR HIV INFECTION

I DON'T THINK THERE'S ANYTHING TO WORRY ABOUT - NOT THAT MANY PEOPLE HAVE HIV

THE POINT IS YOU CAN'T TELL WHO IS INFECTED JUST BY LOOKING

WORRYING ISN'T IT.

YES - THAT'S WHY IT'S SO IMPORTANT TO HAVE SAFER SEX

IN ANOTHER PART OF TOWN JONI AND MARCIA ARE PUTTING ON THEIR GLAM RAGS FOR THE DANCE. THEY TOO HAVE LISTENED TO THE RADIO SHOW...

## HOW TO USE A CONDOM...

**careful!**

OPEN SEALED WRAPPER across THE TOP, TAKING CARE NOT TO DAMAGE THE CONDOM INSIDE. IF YOU DO DAMAGE IT, USE ANOTHER.

MAKE SURE THE CONDOM IS NOT INSIDE-OUT - THE TEAT SHOULD STICK UP.

THIS IS TO HOLD THE SEMEN - IF THERE IS NO TEAT, MAKE ONE BY PINCHING THE END OF THE CONDOM

HOLDING THE TEAT TO EXPUL THE AIR, PUT THE CONDOM ON THE END OF THE ERECT PENIS...

UNROLL DOWN THE ENTIRE LENGTH OF THE PENIS...

ADD A BLOB OF WATER-BASED LUBRICANT - e.g. KY JELLY OR DURAGEL, BUT NOT VASELINE AS IT DESTROYS RUBBER...

AFTER EJACULATION, WITHDRAW PENIS BEFORE IT GOES FLIMP...

HOLD BASE OF CONDOM IN PLACE ON PENIS TO PREVENT SPILLS...

TIE A KNOT IN THE CONDOM AND DISPOSE OF HYGIENICALLY - NOT IN THE TOILET!

**CUT-OUT-+-KEEP!**

# SAFER CHEMS



[www.gmfa.org.uk/saferchems](http://www.gmfa.org.uk/saferchems) #saferchems



SEX ADVICE | DOSING ADVICE | HELP AND EMERGENCY ADVICE



GMFA.UK  
GMFA\_UK



GMFA projects are developed by HIV-positive and HIV-negative volunteers. Disclaimer: No assumptions should be made about the HIV status, views or drug use of the models featured in this ad. Support GMFA by making a donation at: [www.gmfa.org.uk/donate](http://www.gmfa.org.uk/donate)

Photo © ChrisJepson.com Design: no.star © 2015 GMFA. Charity no: 1076854. Company limited by guarantee: 2702133.

## POSITIVELY WOMEN

Plain speaking about HIV and AIDS and how it affects women written for women by the experts – women.



### HIV, PREGNANCY AND CHILDREN

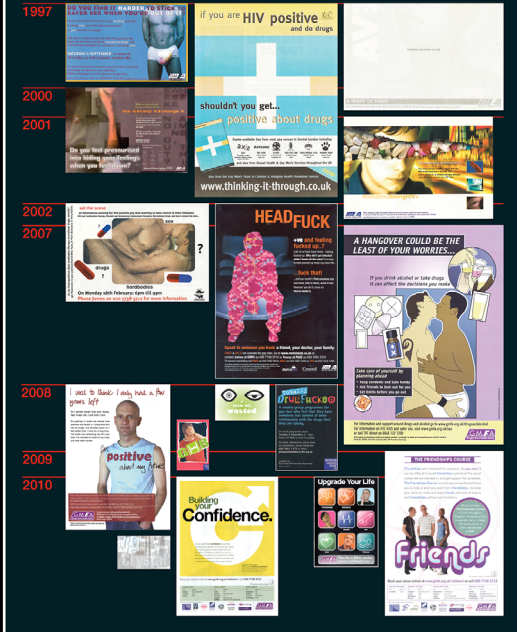
# Sex, Drugs + HIV/AIDS

A selection of images from:  
Graphic Communication: A UK HIV/AIDS Design Archive  
www.hivgraphiccommunication.com



# Sex, Drugs + HIV/AIDS

A selection of images from:  
Graphic Communication: A UK HIV/AIDS Design Archive  
www.hivgraphiccommunication.com



# 1 HIV/AIDS + Testing

Graphic Communication: A UK HIV/AIDS Design Archive  
www.hivgraphiccommunication.com

The design of visual communication about HIV testing in the UK has evolved dramatically since the late '80s, reflecting changes in both availability of treatment options and the social and cultural contexts of HIV/AIDS.

2013 Say Yes To The Test with the Brighter Partnership

2012 Testing as Prevention

2011 FREE Fast HIV Test For gay & bisexual men

2010 Get tested! If you're a sexually active gay man you should have an HIV test at least once a year. Here's why...

2008 THINK YOU'RE STILL NEGATIVE? WITHOUT KNOWING

2008: New guidelines from the British HIV Association advocated the widespread expansion of HIV testing services and recommended that in areas of high HIV prevalence, all new GP registrars and general medical admissions should be offered an HIV test.

2007 WHOEVER YOU CHOOSE choose to know Whatever your lifestyle, take control of your sexual health.

2004 2003: The Chief Medical Officer's Report suggested that gay and bisexual men should be offered an HIV test every year (although it did not state who should be offering).

2003: The National Strategy for HIV and Sexual Health recommended universal offers of HIV tests in GUM clinics and the UK began to move from opt-in testing policies (where clients had to request a test and make it through gatekeepers to get one) to opt-out policies (testing as a routine part of general STI screening).

2001 By the early 2000s, adverts were listing more positive reasons for testing and the colour palette also became brighter and more upbeat.

1999 FINDING OUT YOU HAVE HIV CAN ADD YEARS TO YOUR LIFE

1998

1997

1996

1995

1994

1993

1992

1991

1988

1986

1996: World AIDS Conference, Vancouver. Data demonstrated the efficacy of combination therapy – a cocktail of drugs that work on different parts of HIV's replication cycle and suppress the virus but not exist altogether. This completely changed the balance of costs and benefits of an HIV diagnosis, but it took some years for these implications to change testing policy and services.

When Texas made HIV tests compulsory for job applicants, Act Up responded with brightly lit campaigns. They portrayed Texas as an evil petri pump brandishing a large syringe, surrounded by bats or hooding a test tube of blood. The message was about discrimination, but the visual language deliberately tapped into a primal fear of needles. The sinister, vampiric, mad scientist figure equated testing with dangerous experimentation. The overall communication was strongly anti-testing, not just anti-Texas.

Testing and Uncertainty

# Rear View: April 2021-2023

Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

## Welcome

Each month a different item from [www.hivgraphiccommunication.com](http://www.hivgraphiccommunication.com) was featured here, chosen by a different Guest Curator.

\*\*\*\*\*

These pages have now been archived and are available to view or download as individual PDFs here, or flick through as a slide show: <https://artslondon.padlet.org/scook/rear-view-april-2021-2023-2inw2to3z8zwcuf/slideshow> Also on the main website: <https://www.hivgraphiccommunication.com/rearview>

\*\*\*\*\*

A huge 'Thank You' to all those who contributed for sharing their insights, memories and reflections.

4 Add comment

## Guest Curators + Rear View Choices

- April 2021 **Siân Cook**: 'Sex...', leaflet, The Terrence Higgins Trust, 1985.
- May 2021 **Adam Zmith**: 'Rush', flyer, Gay Men's Health Project, Phace West, Glasgow, circa late 90s (post 1995).
- June 2021 **Gill Crawshaw**: 'Action = Life', flyer, ACT UP Leeds, 1993.
- July 2021 **Gabriel Duckels**: 'Taskforce HIV', booklet, The Directorate of Community Health, Fife Healthcare, 1992.
- Aug 2021 **Chase Ledin**: 'Be An Activist', digital poster, Body Shop with UNAIDS, 2010.
- Sept 2021 **CoRH!!** - Roger Sabin + Ian Horton: 'Strip AIDS', publication, London Lighthouse, 1987. 'Sexual Health: Information for Students in Brighton', booklet, AIDS Education Research Project, University of Sussex, 1994. 'AIDS: for Mature Readers', booklet, AIDS Ahead, 1991.
- Oct 2021 **Jane Shepherd**: 'Women Like Us', poster, Positively Women, circa 1990-95.


### April 2023: Matthew Hodson

padlet

**Rear View: April 2023**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**39. Enjoy Fucking? GMAFA 2001.**  
Poster of GMAFA's 'Enjoy Fucking' poster, London, Greater London, 2001.

**Chosen by Matthew Hodson**  
The 2001 'Enjoy Fucking' poster was a landmark in the history of HIV/AIDS awareness. It was the first poster to use the word 'fucking' in a positive context, and it was the first to use the word 'enjoy' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The poster was designed by Matthew Hodson and was part of the 'Enjoy Fucking' campaign, which was run by GMAFA. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The poster was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



PDF

Rear View April 2023

0 Add comment


### March 2023: Alan Palmer

padlet

**Rear View: March 2023**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**38. Better Choices... GMAFA, 2014**  
Flyer for 'Better Choices' campaign, Greater Manchester, 2014.

**Chosen by Alan Palmer**  
The 'Better Choices' campaign was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'choices' in a positive context, and it was the first to use the word 'better' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Alan Palmer and was part of the 'Better Choices' campaign, which was run by GMAFA. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View March 2023

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### February 2023: Paul Coleman

padlet

**Rear View: February 2023**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**37. Fucking Safe, GMAFA, 1992.**  
Poster for 'Fucking Safe' campaign, Greater Manchester, 1992.

**Chosen by Paul Coleman**  
The 'Fucking Safe' campaign was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'fucking' in a positive context, and it was the first to use the word 'safe' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Paul Coleman and was part of the 'Fucking Safe' campaign, which was run by GMAFA. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View February 2023

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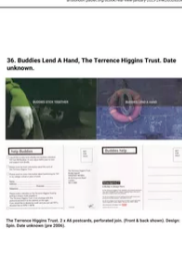
### January 2023: Chris Olver

padlet

**Rear View: January 2023**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**36. Bodies Land a Hand, The Terrence Higgins Trust, Date unknown.**  
Poster for 'Bodies Land a Hand' campaign, London, 1985.

**Chosen by Chris Olver**  
The 'Bodies Land a Hand' campaign was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'bodies' in a positive context, and it was the first to use the word 'hand' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Chris Olver and was part of the 'Bodies Land a Hand' campaign, which was run by The Terrence Higgins Trust. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View January 2023

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### December 2022: Ed Webb-Ingall

padlet

**Rear View: December 2022**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**34. Be Safe, Be Sure, Be Happy, ACT UP Norwich, early 1990s.**  
Poster for 'Be Safe, Be Sure, Be Happy' campaign, Norwich, 1990.

**Chosen by Ed Webb-Ingall**  
The 'Be Safe, Be Sure, Be Happy' campaign was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'happy' in a positive context, and it was the first to use the word 'sure' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Ed Webb-Ingall and was part of the 'Be Safe, Be Sure, Be Happy' campaign, which was run by ACT UP Norwich. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View December 2022

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### November 2022: Dr David Rowe

padlet

**Rear View: November 2022**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**33. Hand's campaign, Liverpool Health Education Authority, 1990.**  
Poster for 'Hand's campaign', Liverpool, 1990.

**Chosen by Dr David Rowe**  
The 'Hand's campaign' was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'hand' in a positive context, and it was the first to use the word 'campaign' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Dr David Rowe and was part of the 'Hand's campaign', which was run by the Liverpool Health Education Authority. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View November 2022

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### October 2022: Andrew Dineley

padlet

**Rear View: October 2022**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**32. Love and passion still in Liverpool, Liverpool Health Education Authority, circa 1990-1991.**  
Poster for 'Love and passion still in Liverpool' campaign, Liverpool, 1990.

**Chosen by Andrew Dineley**  
The 'Love and passion still in Liverpool' campaign was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'love' in a positive context, and it was the first to use the word 'passion' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Andrew Dineley and was part of the 'Love and passion still in Liverpool' campaign, which was run by the Liverpool Health Education Authority. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View October 2022

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### September 2022: Donna Riddington

padlet

**Rear View: September 2022**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**31. SUSSEX SISTERS OF POWER / CATWALKERS show**  
Poster for 'SUSSEX SISTERS OF POWER / CATWALKERS show', Brighton, 1994.

**Chosen by Donna Riddington**  
The 'SUSSEX SISTERS OF POWER / CATWALKERS show' was a landmark in the history of HIV/AIDS awareness. It was the first show to use the word 'power' in a positive context, and it was the first to use the word 'show' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The show was designed by Donna Riddington and was part of the 'SUSSEX SISTERS OF POWER / CATWALKERS show', which was run by the AIDS Education Research Project. The show aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The show was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View September 2022

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### August 2022: Andrew Slatter

padlet

**Rear View: August 2022**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**30. Unpleasant? Worried about getting HIV? The Terrence Higgins Trust.**  
Poster for 'Unpleasant? Worried about getting HIV?' campaign, London, 1987.

**Chosen by Andrew Slatter**  
The 'Unpleasant? Worried about getting HIV?' campaign was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'worried' in a positive context, and it was the first to use the word 'campaign' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Andrew Slatter and was part of the 'Unpleasant? Worried about getting HIV?' campaign, which was run by The Terrence Higgins Trust. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View August 2022

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### June 2022: Alison Crosland

padlet

**Rear View: June 2022**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**The Trust No. 27, The Terrence Higgins Trust**  
Poster for 'The Trust No. 27' campaign, London, 1987.

**Chosen by Alison Crosland**  
The 'The Trust No. 27' campaign was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'trust' in a positive context, and it was the first to use the word 'campaign' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Alison Crosland and was part of the 'The Trust No. 27' campaign, which was run by The Terrence Higgins Trust. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View June 2022

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### May 2022: Paul Sammut

padlet

**Rear View: May 2022**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**AIDS, Inside and Out**  
Poster for 'AIDS, Inside and Out' campaign, London, 1987.

**Chosen by Paul Sammut**  
The 'AIDS, Inside and Out' campaign was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'inside' in a positive context, and it was the first to use the word 'out' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Paul Sammut and was part of the 'AIDS, Inside and Out' campaign, which was run by The Terrence Higgins Trust. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



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Rear View May 2022

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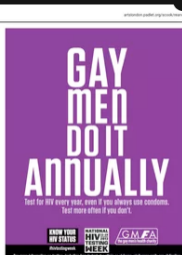
### April 2022: Dr Emily Nicholls

padlet

**Rear View: April 2022**  
Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

**16. Gay Men Do It Annually, GMAFA**  
Poster for 'Gay Men Do It Annually' campaign, London, 1987.

**Chosen by Dr Emily Nicholls**  
The 'Gay Men Do It Annually' campaign was a landmark in the history of HIV/AIDS awareness. It was the first campaign to use the word 'annually' in a positive context, and it was the first to use the word 'gay' in a positive context. It was a bold statement that challenged the prevailing narrative of fear and stigma. The campaign was designed by Dr Emily Nicholls and was part of the 'Gay Men Do It Annually' campaign, which was run by GMAFA. The campaign aimed to reduce the stigma associated with HIV/AIDS and to encourage people to get tested and to use condoms. The campaign was a success, and it was widely praised for its honesty and its humor. It was a turning point in the history of HIV/AIDS awareness, and it was a testament to the power of art to challenge social norms and to create a more inclusive and accepting society.



PDF

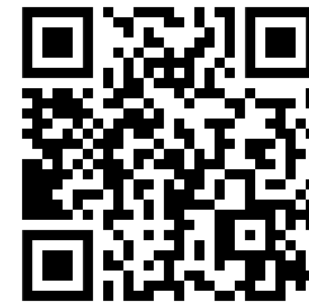
Rear View April 2022

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**The virus is for life**



**not just for  
World AIDS Day**



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**Thank You**