

# Community language vs Scientific language in HIV Cure research.

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## Community language.

Is the use of words that can be understood by *everyone*.

It involves ensuring that *clear communication* is done so that everyone fully understands what has been said.

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## Clear communication.

- Is the process of exchanging information to another person or group of people using the most simple language and mode of delivery. Communication in HIV Cure research is key if we need to develop a strong advocacy team that will turn the table in favor of Cure research.
- For this to happen, advocates/peer leaders must work with HIV Cure scientists to find simplified words and statements to the scientific words and terms used in Cure research.

# Some of the Scientific words used in HIV Cure and their community interpretation.

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- CD4.
- Latency.
- Receptors.
  - CCR5.
  - CCR5 $\Delta$ 32.
- Reservoir sites.
- Sanctuary sites.
- Body soldiers.
- Sleep mode.
- Cell doors.
  - Open cell-doors to HIV.
  - Closed cell-doors to HIV.
- HIV Hiding places.
- HIV Restricted places.

# Role of clear communication in HIV Cure.

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- Enhance understanding of HIV Cure science.
- Helps in advocacy.
- Helps in community mobilization.
- Helps in HIV Cure study recruitment and retention.
- Helps in resource sharing among institutions, scientists and advocates.

# HIV Cure animated Video



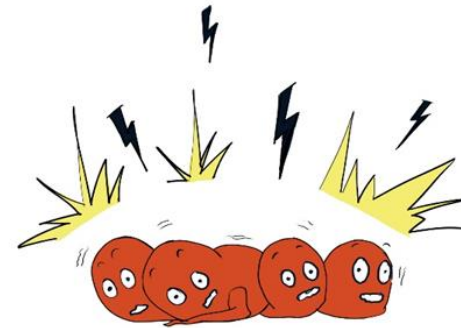
# SHOCK AND KILL



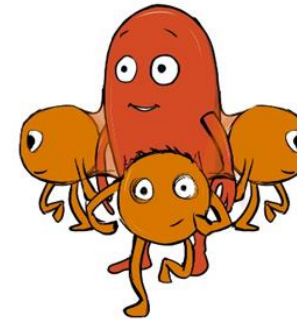
SO,  
LET ME TELL YOU  
ABOUT SOME STRATEGIES  
BEING RESEARCHED AND I  
WILL START WITH  
SHOCK AND KILL



WHEN A CELL THAT HAS HIV IS IN SLEEP MODE  
ARVS ARE NOT EFFECTIVE BECAUSE  
THEY CANNOT SEE HIV IN THE CELL.



THIS STRATEGY, THEREFORE,  
AIMS AT SHOCKING ALL THE SLEEPING  
CELLS TO PRODUCE HIV USING DIFFERENT SHOCKING  
AGENTS THAT ARE BEING RESEARCHED



THESE SHOCKING AGENTS WAKE UP THE CELLS TO  
START PRODUCING THE VIRUS



THE BODY AND ARVS ARE THEN ABLE TO  
IDENTIFY THEM AND KILL THE VIRUS.

When do you think an HIV Cure will be available??

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# Why it is difficult to set a timeline for an HIV Cure?

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- Human anatomy
- HIV mechanism
- Little involvement of community in HIV Cure work
- Little support from local governments
- Limited funding set apart to support HIV Cure
- Unfavorable policies from the IRBs to support HIV Cure studies.
- Little or no Cure research conducted on all categories of people for example children, young people, key populations, priority populations, pregnant and breast feeding mothers among others. *#itwillnotbecureifitisnotforall.*



# In conclusion.

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HIV Cure information needs to become more common with in community people so that they can mobilize, advocate and participate in catalyzing the search for an HIV Cure.