

U=U

(undetectable) = (untransmittable)

DANCE CHALLENGE

A youth-led campaign using music, dance and social media to raise awareness of U=U and reduce HIV stigma.

What is the #UequalsUDanceChallenge?

U=U means **Undetectable = Untransmittable**. When a person living with HIV is on effective treatment and maintains an undetectable viral load, they have **ZERO** risk of sexually transmitting HIV. Backed by robust science, U=U can help reduce HIV stigma and encourage HIV testing and care. **However, awareness of U=U remains uneven among young people.**

The **#UequalsUDanceChallenge** invites young people, creators and organizations to **learn, adapt** and **share** a short U=U hand dance using the original U=U song. First launched in 2024 as part of the UNAIDS Asia Pacific World AIDS Day campaign, the project is expanding in 2026 through local adaptation, multilingual versions and youth-led partnerships across Asia and the Pacific. Visit our website for more: www.uequalsudancechallenge.com

Why join us?

U=U is a universal scientific message, but there is no one-size-fits-all way to communicate it. Young people live across different languages, cultures, digital spaces and community realities, so **local voices** are essential to make the message relevant and meaningful.

By joining the **#UequalsUDanceChallenge**, organizations and individuals can help localize the campaign through translation, creative adaptation, community outreach, influencer engagement, social media sharing or offline pop-up activities.

How to join?

As an individual

Learn the hand-dance, record your version, and share it on TikTok or Instagram using hashtags **#UequalsUDanceChallenge**.

Remember to tag the campaign partners:
Instagram @unaids_ap & @iasociety
TikTok @internationalaidssociety

As an organization

Partner with us to adapt the campaign locally, share U=U content through your channels, invite young people to participate, or host a U=U dance pop-up or workshop.

Interested in partnering with us?
Contact: UequalsUDance@outlook.com