

Women who have sex with women (WSW) and women who have sex with women and men (WSWM) in the HIV/AIDS prevention campaigns

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Women who have sex with women (WSW) and women who have sex with women and men (WSWM) receive less medical attention than the rest of the population [1]. It is due to structural factors (such as socio-economic and political context, social structure), negative attitudes of professionals, and a lack of published data about the health problems that affect these women [2].

Some diseases are more prevalent among lesbian and bisexual women than in the general population [3], because of discrimination based on affective-sexual orientation. This is one of the Public Health challenges, and determines the health of lesbian, gay, trans, bisexual and intersex people [4].

We analyze the HIV prevention campaigns in Spain, to assess the degree of inclusion of WSW and WSWM in them. The period of time includes from 1999 to 2017, with material available online.

A total of 38 campaigns, 7 intended for young people, 6 for men who have sex with men (MSM) and 25 for the general population. Of these 25, 18 are published on the World AIDS Day. None one of the campaigns there were information about WSW/WSWM. Since 2015, the general population campaigns include specific messages against discrimination, stigma, and words like respect. There were 6 campaigns aimed at MSM, using iconography, advertising spots and showing public personalities. 4 of these campaigns have access to videos, spots created ad hoc, and links to epidemiological data. Table 1.

The messages of the general campaigns for the prevention of HIV in Spain, present a total exclusion of WSW/WSWM. These results are agreed with other studies that point out the lack of studies, or population data that explores sexually transmitted infections (STIs) in the WSW/WSWM [5]. There are also few studies analyze the sexual behaviors of these collective of women [6]. Therefore, the risks associated with certain sexual practices cannot be defined, and it cannot plan specific, adapted and effective prevention campaigns destined to WSW/WSWM.

The unequal inclusion of WSW and WSWM in campaigns puts them in a situation of vulnerability. The design of the campaigns assumes a heteronormative model of attention to women's health, and this is one of the reasons for the invisibility of WSW/WSWM in them [7]. Under a perspective of affective-sexual diversity, the Spanish campaigns to prevent HIV transmission responded to the increase in MSM with specific interventions, with an attractive design, positive references, public figures and non-stigmatizing messages. However, there has not been the same sensitivity towards the WSW/WSWM. The lack of information about HIV prevention in this group of women makes them vulnerable [8], leading them to the erroneous perception of an absence of risk [9] and a scarce or null adoption of preventive measures to reduce the risk of HIV transmission [6].

This group of women has not deserved enough interest and nor has there been concern to implement specific preventive measures. Among the reasons could be *the machismo*, -also by the

Year	Type of campaign	Campaigns Message	WSW/WSWM inclusion	Aims to release
THE GENERAL CAMPAIGNS				
1999	General	"The use of condoms prevents the transmission of AIDS"	No	World AIDS Day
2000	General	"Protect yourself, AIDS can cross your path"	No	World AIDS Day
2001	General	"AIDS can cross your path. Protect yourself"	No	World AIDS Day
2002 [#]	General	"Live and let live"	No	World AIDS Day
2002 [#]	General	-----	No	Campaign for the Prevention of AIDS
2003 [#]	General	"Live and let live"	No	World AIDS Day
2003 [#]	General	"The AIDS virus can reach us all. Break the chain. Protect yourself"	No	Campaign for the Prevention of AIDS
2004 [#]	General	"For you and for all, use it"	No	Campaign for the Prevention of AIDS/STIs
2004 [#]	General	"Now listen to me"	No	World AIDS Day
2005 [#]	General	"Do not turn your back. Stop AIDS"	No	World AIDS Day
2006	General	"Stop AIDS. You can"	No	World AIDS Day
2007	General	"It is more ties that unite us than those that separate us. Stop AIDS. United we can"	No	World AIDS Day
2008	General	"Act Stop AIDS. United we can"	No	World AIDS Day
2009	General	"If you kiss me I will give you tenderness"	No	World AIDS Day
2010	General	"Love yourself Use a condom. Get tested for HIV"	No	World AIDS Day
2010 [#]	General	"DO WE SPEAK ?, Inform yourself and share what you know about HIV"	No	Campaign for the Prevention of AIDS
2011	General	"30 years of achievements, 30 years of challenges. World AIDS Day"	No	World AIDS Day
2012	General	-----	No	World AIDS Day
2013	General	"World AIDS Day. Get the test"	No	World AIDS Day
2014	General	"AIDS is NOT a thing of the past, keep it present"	No	Campaign for the Prevention of AIDS
2015 [#]	General	"HIV, and other STIs, can also affect you"	No	Campaign for the Prevention of AIDS
2015 [#]	General	"Without stigmas"	No	World AIDS Day
2016	General	"Let's raise our hands for HIV PREVENTION"	No	World AIDS Day
2017	General	"Transmit respect"	No	World AIDS Day
MSM CAMPAIGNS				
2008	Men	"For You, for Me, Get the Test"	No	MSM
2009 [#]	Men	"Against HIV, do not let your guard down"	No	MSM
2009 [#]	Men	"Do not let HIV notice you."	No	MSM
2010	Men	"And you, how do you protect yourself against HIV? Put on a medal"	No	MSM

2011	Men	"From man to man, he talks about HIV. Because silence can not be just one more symptom"	No	MSM
2014	Men	"AIDS is not something from the past, keep it present, if you have doubts, get the test"	No	MSM
2017	Men	"Without Condom, there is no going back"	No	MSM
YOUNG PEOPLE CAMPAIGNS				
1998-2000	Young people	"Here you have a round solution to prevent AIDS"	No	No
2001-02	Young people	"Attraction, seduction, provocation, prevention"	No	No
2003-04	Young people	"Talk to your partner"	No	No
2005	Young people	"The place does not matter. The moon is essential"	No	No
2006	Young people	"If you do not take precautions, do you know who acts? "	No	No
2007-09	Young people	"Condom yourself, pleasure without risk"	No	No
2012	Young people	"Round seduction. Condom yourself"	No	No
<p>*two posters. WSW: Women who have sex with women; WSWM: women who have sex with women and men; MSM: Men who have sex with men</p> <p>¹Ministerio de Sanidad, Servicios Sociales e Igualdad. Campañas de Prevención del SIDA. (Consulted 21/8/2018). Available on: http://www.msccbs.gob.es/ciudadanos/enfLesiones/enfTransmisibles/sida/prevencion/campanas.htm</p> <p>²Ministerio de Sanidad, Servicios Sociales e Igualdad en Colaboración con el Consejo de la Juventud de España. Campañas juveniles de Prevención del VIH. (Consulted 21/8/2018). Available on: https://www.msccbs.gob.es/ciudadanos/enfLesiones/enfTransmisibles/sida/prevencion/jovenes/campanasCJE.htm</p>				

collective of lesbian, gay, trans, bisexual and intersex (LGTBI)-, the homophobia and the lesbophobia. It has opted for the invisibility of these realities, instead of investigate into their own sexuality and habits that facilitate the transmission of HIV and other STIs.

The inclusion of the WSW/WSWM in the prevention campaigns would help to break their invisibility, to reduce inequalities due to sexual-affective diversity, as well as to ensure equitable health care for all people in the LGTBI collective [4].

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