

**#ZERODISCRIMINATION**  
**OPEN UP, REACH OUT**



**COMMITTING TO MAKING OUR WORLD  
FREE OF STIGMA AND DISCRIMINATION  
IS NOT AN OPTION, IT'S A DUTY.**

— MICHEL SIDIBÉ  
UNAIDS EXECUTIVE DIRECTOR



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## 1 MARCH IS ZERO DISCRIMINATION DAY

“All human beings are born free and equal in dignity and rights.”  
Article 1 of the Universal Declaration of Human Rights, 1948.

Zero Discrimination Day is a chance to celebrate diversity and to reject discrimination. By joining our voices together, we can be part of a resounding call for compassion, tolerance and peace.

## CHALLENGE DISCRIMINATION

More than 65 years after the United Nations General Assembly adopted the Universal Declaration of Human Rights, discrimination still scars our societies. It provokes prejudice, limits the life chances of millions of people and may cause abuse and violence.

Whole communities suffer when discrimination goes unchallenged. Limiting the chances of girls and young women to get a proper education harms not only individual life chances but prevents societies benefiting from a deeper pool of talent. Discriminating against people on the basis of their race creates individual suffering and weakens social cohesion. Stigmatizing people living with HIV discourages people from getting tested and receiving life-saving health care and treatment.

There are many ways we can counter discrimination and encourage tolerance and compassion: speaking up when something is wrong; raising awareness; supporting people who have been discriminated against; and promoting the benefits of diversity.

## LIVE DIFFERENTLY

We can live differently. This year, UNAIDS is asking people to open up and reach out.

Tell us what zero discrimination means to you or thank somebody who has inspired you by their tolerance and compassion.

Or show us—be inspired by the butterfly, the transformative symbol of zero discrimination, and take part in an activity to express your support for zero discrimination. You might swim like a butterfly, bake a butterfly cake, sing a butterfly song. Be as creative as you like.

Everyone can show their commitment to zero discrimination by mobilizing social media networks and encouraging others to join in the campaign.



I DANCED FOR ZERO DISCRIMINATION DAY. WHAT WILL YOU DO?

## HOW TO TAKE PART



**RECORD YOUR MESSAGES AND ACTIVITIES ON YOUR SMARTPHONE AND UPLOAD THEM TO: [FACEBOOK.COM/ZERODISCRIMINATION](https://www.facebook.com/zerosdiscrimination)**

**JOIN THE CONVERSATION WITH THE HASHTAG #ZERODISCRIMINATION**

**USE THE BUTTERFLY AS YOUR PROFILE PICTURE ON YOUR SOCIAL MEDIA PLATFORMS IN HONOUR OF ZERO DISCRIMINATION DAY**

**LIKE THE ZERO DISCRIMINATION DAY PAGE ON FACEBOOK**



**I BELIEVE WE CAN ACHIEVE A WORLD  
FREE FROM STIGMA AND DISCRIMINATION,  
WHERE EACH PERSON IS ABLE TO EXPRESS  
THEMSELVES FREELY AND REACH THEIR FULL  
POTENTIAL. OPEN UP, REACH OUT, JOIN ME  
IN SUPPORTING ZERO DISCRIMINATION DAY.**

— TOUMANI DIABATÉ  
UNAIDS INTERNATIONAL GOODWILL AMBASSADOR



## FACTS AND FIGURES

**ALMOST 80 COUNTRIES HAVE LAWS THAT CRIMINALIZE SAME-SEX RELATIONS.<sup>1</sup>**

**IN MALAWI, NAMIBIA AND BOTSWANA, ALMOST ONE FIFTH OF MEN WHO HAVE SEX WITH MEN REPORT THEY ARE AFRAID TO SEEK HEALTH-CARE SERVICES.<sup>2</sup>**

**IN MANY COUNTRIES OF THE WORLD, FEMALE LITERACY RATES STILL LAG FAR BEHIND THOSE FOR MEN.<sup>3</sup>**

**IN THE UNITED KINGDOM, APPROXIMATELY 70% OF PEOPLE IN NATIONAL MINIMUM WAGE JOBS ARE WOMEN.<sup>4</sup>**

**BRAZILIANS OF AFRICAN DESCENT ARE MUCH MORE LIKELY TO BE UNEMPLOYED THAN WHITE BRAZILIANS, WHILE INCOME FOR THOSE IN WORK IS LESS THAN HALF THAT OF WHITE COLLEAGUES.<sup>5</sup>**

**GLOBALLY, MORE THAN 10% OF WOMEN AND 23% OF MEN LIVING WITH A DISABILITY REPORTED NOT RETURNING TO SEEK HEALTH CARE BECAUSE THEY WERE TREATED BADLY DURING A PREVIOUS VISIT.<sup>6</sup>**

**64% OF WORKERS IN THE UNITED STATES OF AMERICA SAY THEY HAVE SEEN OR EXPERIENCED AGE DISCRIMINATION IN THE WORKPLACE.<sup>7</sup>**

1 UN Office for the High Commissioner for Human Rights. Discriminatory laws and practices and acts of violence against individuals based on their sexual orientation and gender identity. A/HRC/19/41, 17 Nov. 2011.

2 Baras S et al. HIV prevalence, risks for HIV infection and human rights among men who have sex with men in Malawi, Namibia and Botswana, PLoS One 2009, 4.

3 [http://en.wikipedia.org/wiki/List\\_of\\_countries\\_by\\_literacy\\_rate](http://en.wikipedia.org/wiki/List_of_countries_by_literacy_rate).

4 Low Pay Commission (2007) National Minimum Wage Low Pay Commission Report 2007, Figure 2.8, p32. [http://webarchive.nationalarchives.gov.uk/20130626202215/http://www.lowpay.gov.uk/lowpay/report/pdf/6828-DTi-Low\\_Pay\\_Complete.pdf](http://webarchive.nationalarchives.gov.uk/20130626202215/http://www.lowpay.gov.uk/lowpay/report/pdf/6828-DTi-Low_Pay_Complete.pdf).

5 <http://www.economist.com/node/21543494>.

6 UNAIDS, The Gap Report, JC2656 (English original, July 2014, updated September, 2014).

7 <http://www.aarp.org/work/on-the-job/info-2014/workplace-age-discrimination-infographic.html>.



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