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July 21, 2025

**Contact:**

Roy Cosme

[rcosme@arcos-ny.com](mailto:rcosme@arcos-ny.com)

212-807-1337 x11

**Amida Care Launches “No Judgment, No Stigma” Campaign to Combat HIV Stigma and Promote Health Equity**

**New York, NY – July 21, 2025** – Amida Care, New York’s leading nonprofit Special Needs Health Plan and experts in HIV, sexual health and gender-affirming care, is proud to announce the launch of its new “No Judgment, No Stigma” campaign. Timed to coincide with **Zero HIV Stigma Day on July 21, 2025**, this initiative is a bold step in Amida Care’s ongoing commitment to dismantle stigma and promote health equity for communities most affected by HIV.

The campaign will roll out on Google and will feature a powerful series of digital ads depicting **diverse transgender, non-binary, women, and gay men**—populations that continue to bear a disproportionate burden of the HIV epidemic. Each ad presents authentic, affirming imagery and messaging designed to challenge stereotypes and underscore the importance of compassion, understanding, and access to care.

“Stigma remains one of the biggest barriers to ending the HIV epidemic,” said **Carlos N. Molina, Vice President of Marketing and Communications at Amida Care**. “Transgender and non-binary people, women of color and gay and bisexual men face not only higher rates of HIV but also systemic discrimination that discourages testing, prevention, and treatment. Our ‘No Judgment, No Stigma’ campaign is about breaking down those barriers and reminding everyone that every person deserves dignity, health care, and respect.”

Despite decades of medical progress, HIV stigma continues to drive new infections by creating fear and misinformation around testing, status disclosure, prevention and treatment. According to recent public health data:

- Men who have sex with men account for approximately **two-thirds** of new HIV diagnoses.
- Black and Latina women face **higher rates of HIV diagnosis** compared to white women and often have **less access to culturally competent care**.
- Transgender women are **66 times more likely** to be living with HIV than the general population.

Stigma fuels silence, and silence fuels the epidemic. The “No Judgment, No Stigma” campaign encourages open conversations, greater visibility, and access to life-saving treatment and services. It is part of Amida Care’s broader effort to support the initiative of New York State to **end the HIV epidemic in by 2030**, through treatment, prevention, education, advocacy and empowerment. Follow the campaign at #NoJudgmentNoStigma.

**About Amida Care:**

Amida Care Inc. is a Medicaid not-for-profit health plan in New York City and expert in HIV, sexual health, and gender-affirming care. It specializes in providing comprehensive health coverage and coordinated care to New Yorkers with complex conditions, including HIV and behavioral health disorders, and people who are of transgender experience or who are homeless (regardless of HIV status). Amida Care has a wide network of health care providers throughout New York City and is the largest Medicaid Special Needs Health Plan (SNP) in New York State. For more information, visit [www.amidacareny.org](http://www.amidacareny.org).

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For campaign visuals, interviews, or more information, please contact:

**Press Contact:**

Roy Cosme  
Arcos Communications  
212-807-1337 x11  
[rcosme@arcos-ny.com](mailto:rcosme@arcos-ny.com)