

Professor Praphan Phanuphak subsequently issued a very clear, evidence-based, recommendation-oriented statement hoping to educate doctors and the public, increase knowledge and improve attitudes, which was met with responses that highlighted once again negative attitudes towards PLHIV and their life-long ART and condom use responsibilities.

This week-long public outrage against the scientifically backed U=U message implies that after years of advocating, this message has not reached the larger population. Most people do not know anything about it, and are not willing to listen, rather using social media to question and even attack those who carefully explain it. The magnitude of this fury as a response to a person living with HIV with undetectable viral load speaking out about condomless sex accurately illustrates the overarching and encompassing fear of HIV in Thailand, both among the general public and medical professionals. We propose the following call-to-action items.

- **Doctors need to be formally educated on U=U and how to apply it in clinical practice.**
- **In Thailand, medical authorities such as The Ministry of Public Health, Thai AIDS Society, and Thai Medical Council, as well as Thai People Living with HIV Network, must publicly endorse U=U.**
- **International HIV communities, researchers, clinicians, people living with HIV, and policy makers should seriously strategize dissemination of this evidence-based U=U message to educate wider global communities.**
- **In Thailand and worldwide, the existence of condomless sex must be seen and accepted regardless of HIV status. Other preventive methods must be made accessible to people who choose to practice condomless sex with no judgement.**