

Success stories profile

Greece

HIV prevalence in Greece

Greece has a population of almost 11 million people and it is estimated that between 9,300 and 13,000 people are living with HIV (**prevalence 0.1-0.2%**).¹ The HIV epidemic in Greece is concentrated on high-risk behaviour groups, particularly men who have sex with men (MSM) and injecting drug users (IDUs).¹



Testing week 2014

During European testing week 2014, both the general population and at-risk groups were offered free and anonymous HIV tests in Checkpoints, polyclinics (PRAKSIS), commercial hot spots and mobile units throughout Athens and Thessaloniki. **Greek celebrities got involved in order to promote testing and reduce stigma, and testing was promoted on a number of TV and radio shows during testing week.** The week reached many young people, with universities also promoting HIV testing.

Looking ahead

Future testing weeks will follow a similar structure, with extensive use of the media, ambassadors and celebrities to help promote testing and reduce stigma.

References

1. <http://www.unaids.org/en/regionscountries/countries/greece/>