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The cultural politics of PrEP activism in the Netherlands and the US

In collaboration with:







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Los Angeles vs Amsterdam















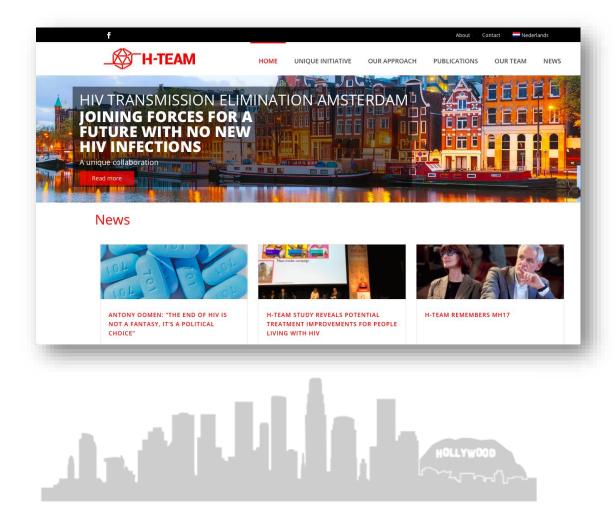


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• Collaboration and consensus amongst professionals











- Collaboration and consensus amongst professionals
- Disagreement within the LGBT community













- Collaboration and consensus amongst professionals
- Disagreement within the LGBT community
- PrEP campaigning encounters resistance









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• Consequently, a shift in focus from lobbying to concrete advise











- Consequently, a shift in focus from lobbying to concrete advise
- The debate is limited to practical and financial concerns



















West Hollywood as a 'Gay City':

- Size
- Density
- Heterogeneity







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• From shaming to pride











• From shaming to pride

• Role of local government











• From shaming to pride

• Role of local government

• Role of (social) media











• Opened up the conversation about sex











• Opened up the conversation about sex

• PrEP is 'cool'











• Opened up the conversation about sex

• PrEP is 'cool'

• Condom shaming?

















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• 'queer' culture that embraces difference











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 'Post-gay' normalization that emphasizes equality, rather than difference











• 'queer' culture that embraces difference

 'Post-gay' normalization that emphasizes equality, rather than difference

Sex (and PrEP) as a right:
"Fearless F*cker" campaign











• 'queer' culture that embraces difference

Sex (and PrEP) as a right:
"Fearless F*cker" campaign

- 'Post-gay' normalization that emphasizes equality, rather than difference
- PrEP as an administrative problem, rather than a political struggle











• 'queer' culture that embraces difference

Sex (and PrEP) as a right:
"Fearless F*cker" campaign

- 'Post-gay' normalization that emphasizes equality, rather than difference
- PrEP as an administrative problem, rather than a political struggle











 'queer' culture that embraces difference

Sex (and PrEP) as a right:
"Fearless F*cker" campaign

• Empowering discourse

- 'Post-gay' normalization that emphasizes equality, rather than difference
- PrEP as an administrative problem, rather than a political struggle
- Fragmentation of the LGBT community







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Thank you!

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