

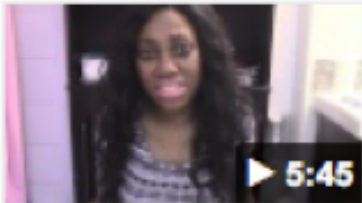


# Fighting Shame with the Power of Digital Storytelling

MULUBA HABANYAMA

# Feel No Shame

## Feel No Shame | Muluba Habanyama - YouTube



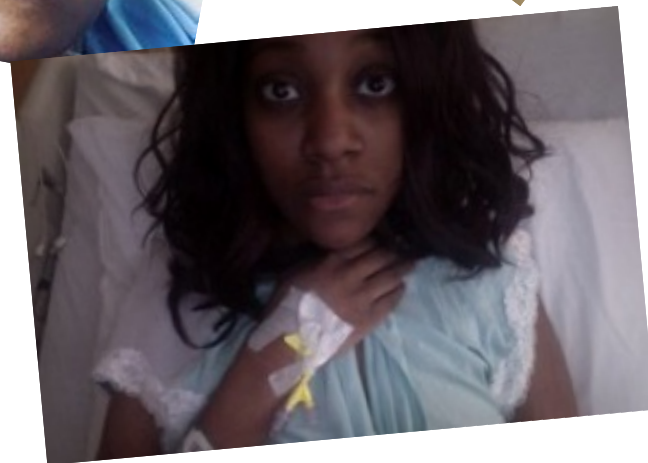
<https://www.youtube.com/watch?v=JxU9gY-jrRU> ▼

Dec 8, 2014 - Uploaded by Muluba Habanyama

This is partially my story. Thank you for the support. [mulubahabanyama.com](http://mulubahabanyama.com)  
[www.twitter.com](http://www.twitter.com) ...

# What I Shared

1. Born with H.I.V
2. Father died in 2007
3. Mother died in 2012
4. Been living with this secret all my life



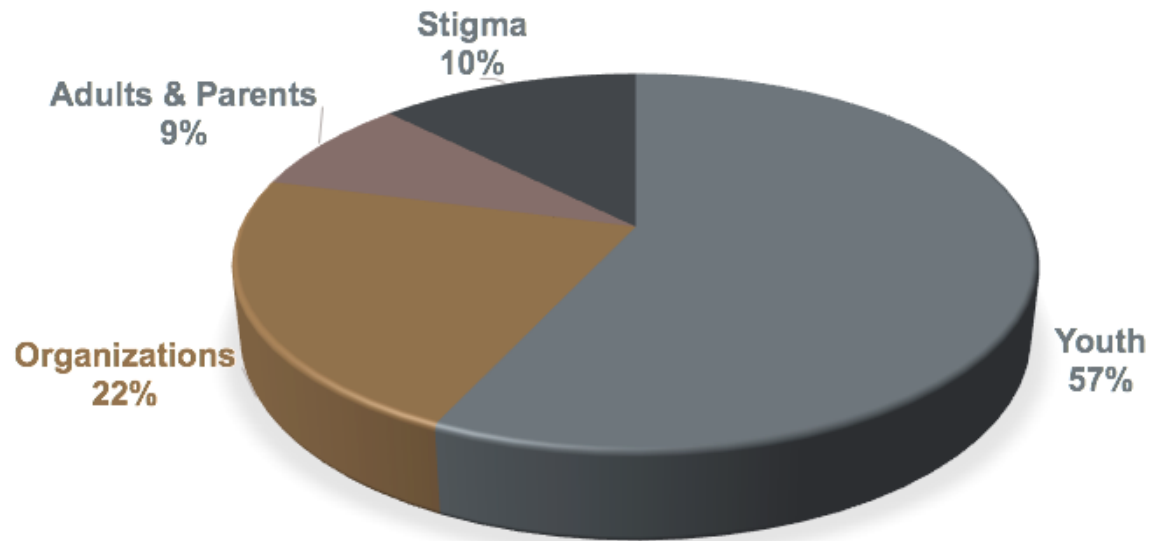
# Analytics

Top geographies:

1. Canada
2. United States
3. United Kingdom
4. Japan
5. Lithuania



# Audience and Response



# 5,000 Views - Over 200 Comments.

**"You have nothing to feel ashamed about, people who judge you and label you as anything other than a 21 year old young woman should feel ashamed."**

"For every second of fear, or hesitation you may have had in making the video, know that you may never know how many people with HIV and not) you've lifted up with your courage."

*"That's a shame. You're pretty but diseased."*

**"Keep up the good work - taking a stance against HIV stigma is definitely a step in the right direction, for all of us!"**

*"Go and die!"*

*"You at least enlightened me with your video."*

**"such an inspiration**



**I'm wishing you all of the best 🙏💋"**

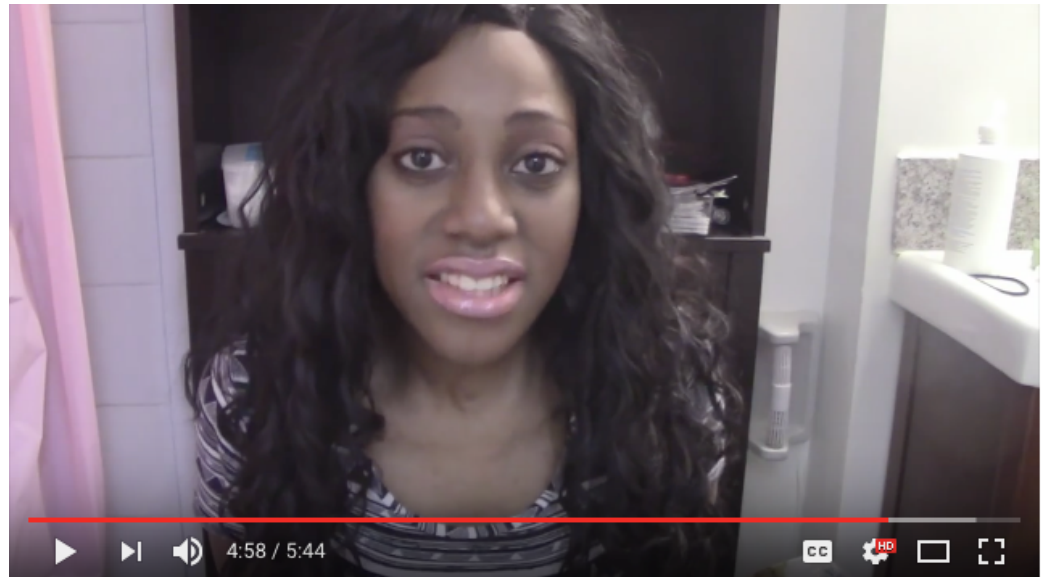
*"Ew. Was your father gay or something?"*

**"Your courage inspires beyond words, your honesty is deeply touching, your story is changing lives. Thank you. We are using your YouTube in education. When the doubts and dark days come, please know you are making a huge difference."**

*"What wonderful, brave, beautiful juicy life you are and will lead. Trust that you will/HAVE already touched someone who really needed to hear your story."*

# Through the Grapevine

- MTV
- Toronto Star
- Toronto Sun
- Ottawa Resident
- Saving Lives



# HIV IS A VIRUS. STIGMA IS THE DISEASE.



Join **Muluba**, Kisses 4 CANFAR  
National Youth Ambassador,  
and post your **#smoochselfie** to  
help us kiss HIV and AIDS goodbye!



Muluba Habanyama



WOMEN'S HEALTH  
IN WOMEN'S HANDS  
COMMUNITY HEALTH CENTRE  
INCREASE • INNOVATE • INSPIRE

#KnowYourStatus  
#GetTested

## #GLADITESTED

Women diagnosed in their 20's and provided with appropriate healthcare can live a full lifespan.

"Book your Anonymous HIV test at WHIWH CHC  
416-593-7655 or visit [whiwh.com](http://whiwh.com)"



# Connect

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