



WHAT IS SEROSORTING?

By Robert Brandon Sandor
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Woven into the global fabric of human behavior since 1996, Serosorting (*having sex with or without condoms with your own HIV status*) is more than hooking up online or face to face. Serosorting promotes Self-Empowerment, HIV Testing, Awareness, Education, Communication, Social Responsibility, Legal Protection, Profitability and more.

For those who claim that Serosorting is flawed or does not work because gay or bisexual men **MSM** (*Men who have Sex with Men*) lie about their HIV status, then the same

argument can be made about PEP, PrEP or other HIV medications. Some MSM lie about taking HIV medications and lie about being undetectable. The sad reality is that to a very small number of MSM, the risk of getting infected with HIV is a sexual fantasy. Just look at the HIV new infection rate each year to understand this point.

HIV Prevention messages in American must change and adapt to the needs of today's MSM young adults otherwise, the messages and funding will be obsolete and worthless. SPECIAL NOTE: To global Sexual Behavior researchers - How many new grant funding proposals can you write based on the information offered here? *Remember, if you don't your competitors will.*

A SUCCESS STORY.

How successful has Serosorting been in stopping the overall new HIV transmission rate in America since 1996? This is a simple question to answer and all you need is your cell phone and Google these two questions:

- *What is the current population in America today?*
- *How many are HIV positive or living with HIV today?*

(Now subtract)

This is the *current number* of HIV negative Americans today. Therefore, why are more than 320 million HIV negative Americans required to limit their sexual practices to less than 5 million HIV+ Americans? *Fact Check: The product distribution and profitability of the HIV pharmaceutical industry do not reflect this success in their annual reports.*

WHAT IS SEROSORTING?

The basics.

- ***Serosorting is Communication.*** You cannot Serosort unless you communicate your HIV status to others - friends, sex partners or strangers. Therefore, Serosorting is the HIV Prevention Communication tool called HIV Status Disclosure.
- ***Serosorting promotes HIV Testing.*** You cannot Serosort unless you first know

your HIV status. Therefore, Serosorting empowers us to get tested regularly for HIV.

- You cannot get tested for HIV unless you become *motivated* and have a *desire* to get tested in the first place. Getting tested for HIV is a benefit that supports HIV Prevention. Therefore, ***Serosorting is a Self-Improvement strategy.*** (*Empowerment and increased Self-Esteem*).
- You cannot Serosort unless you understand your role or responsibility to yourself, your sex partner(s) and society as a whole. And as a result, ***Serosorting means Social Responsibility.***
- ***Serosorting means increased Legal Protection.*** When you regularly get tested for HIV, understand your responsibility for your HIV status and communicate your HIV status to others (*HIV Status Disclosure*), you automatically protect yourself from possible legal issues. You are protecting HIV negative sex partners from getting infected or you'll be protecting HIV+ sex partners from possible prosecution. Just ask the legal experts or the MSM Bareback Porn Industry worldwide.
- ***Serosorting is RESPECT***, not discrimination or hate. FACT CHECK: *It is a Human Right.* We have the right to pick and choose our sex partners based on our comfort level. Respecting someone's HIV status and choosing not to get infected or not infecting someone is respect, not stigma. No HIV LGBTQ+ agency, organization, expert, professional or researcher will disagree with this statement. *Ask them.*
- ***Serosorting is community driven, not clinical.*** Serosorting was never meant to be an HIV Prevention or Harm Reduction Strategy, it was just a selfish idea for me to find an HIV+ boyfriend. Since the first day Serosorting was introduced to society back in August of 1996 (*through print media in two local gay magazines - HX and NEXT magazines - in New York City and the Internet*), no LGBTQ+ or HIV agency, organization, expert or professional supported or accepted Serosorting as a valid HIV Prevention / Harm Reduction strategy. Therefore, and without doubt, ***Serosorting is a Social and Sexual Behavioral Change*** reality that is driven solely by the community. *Community driven, not clinical.*
- ***Serosorting means physically breaking the cycle*** of new HIV transmissions and stopping HIV dead in its tracks - for free and without expensive medications or

their dangerous side effects. *Medical fact:* 100% of any given target population will not accept or react to any given medication in the same manner; what might be helpful to some may be harmful to others. More than 20 years of Sexual Behavioral research has proven that no one became infected with HIV from Serosorting. *Just ask the experts, professionals and researchers.*

- The cost and efficiency of getting tested for HIV against the cost of HIV treatment, medication, FDA or government approvals and time lost from school or work, makes ***Serosorting the most cost effective HIV Prevention / Harm Reduction strategy*** available worldwide.
- Finally, ***Serosorting is*** more than just having sex with your own HIV status, it is your ***Freedom of Choice*** to pick and choose your sex partners (*a Human Right*) with or without HIV based on your comfort level. *Just ask the experts.*



Robert Brandon Sandor, FOUNDER
*Brandon's POZ Parties - NYC, Brandon's
POZ Socials - NYC, Boy Toys - NY, HIV+
1983, USAF vet 1979 - 1983, Honorable
Discharge, Humanitarian Service medal,
HIV Activist, Author, HIV Innovator*