



**CURE  
HSV**



## ABOUT US

Herpes Cure Advocacy (HCA), is a grassroots patient-oriented, international advocacy organization with a goal of treatment, cure and prevention for Herpes Simplex Virus types 1 + 2 (HSV-1 and HSV-2).

Our mission is to eradicate the world of Herpes Simplex Virus so carriers can be healthy and improve their quality of life.

Founded in 2020, Herpes Cure Advocacy was born out of collaborative efforts with patient advocates worldwide. By channeling grassroots efforts in multiple patient advocate communities globally, HCA harnesses the power of patients themselves to create change.

### ➤ ACCOMPLISHMENTS

- 2021 US Congress Budget includes National Strategy and Strategic Plan for Cure, Treatment and Prevention of Herpes
- January 2022 Herpes Cure Advocacy organizes in the USA as a tax exempt 501c3 non-profit organization
- November 2022 Joint CDC/NIH Workshop
- December 2022 CDC Issues RFA for HSV serology tests
- April 2023 NIH Assembles Multi-Council Working Group to Address Herpes with a Strategic coordinated effort
- November 2024, OASH officially published an addendum to the National STI Strategy addressing herpes.



# CURE HSV

### Contact Us



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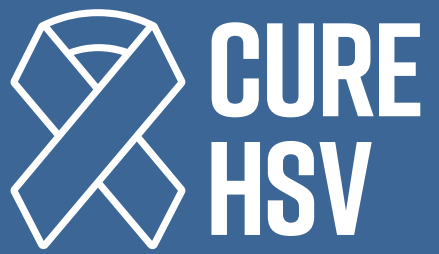
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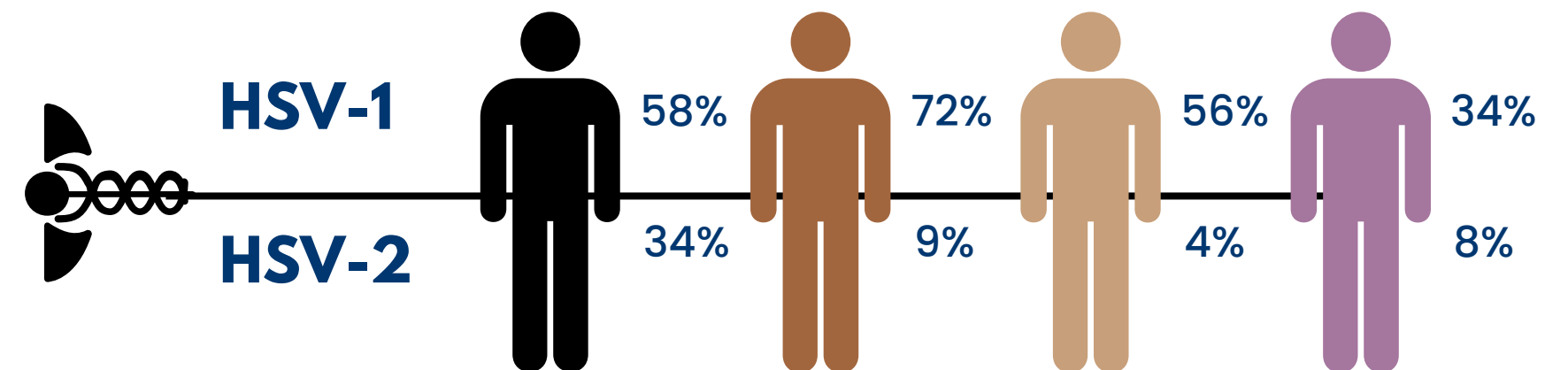
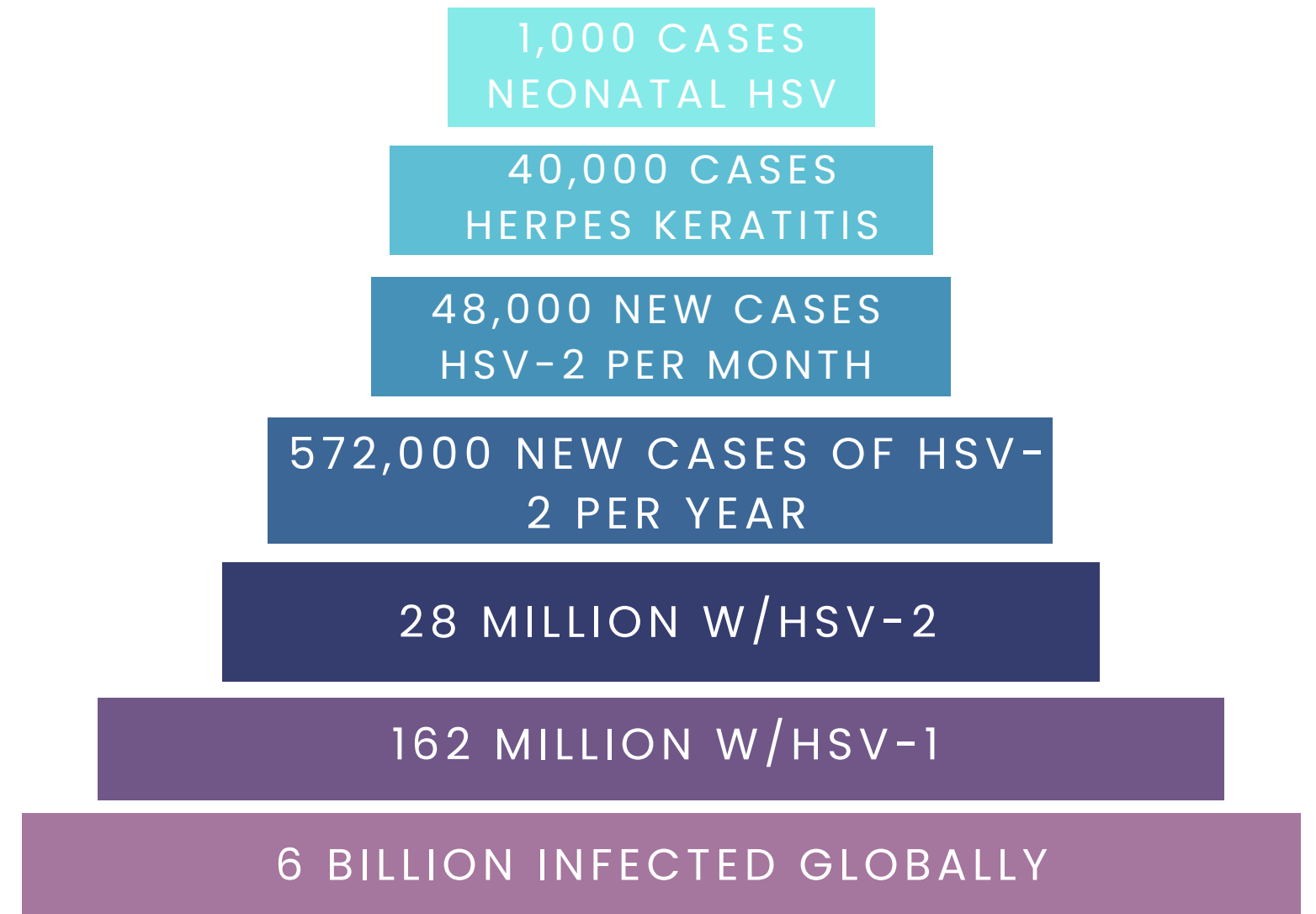
# WHO IS IMPACTED



- Nearly half (47.8%) of all Americans are infected with Herpes Simplex Virus type-1. (1)
- More than 1 in 9 (11.9%) Americans are infected with Herpes Simplex Virus type-2.(1)
- CDC estimates that nearly half (48%) of all Black women in the United States have Herpes Simplex Virus type-2 infection.(1)
- Neonatal Herpes infections in newborns occurs in 440-1320 births annually in the US. If untreated, cases are fatal 60% of the time.(2)
- Genital herpes is a common infection within the LGBTQ community, reported prevalence being 30-50% in HIV-negative gay men, and around 80% in HIV-positive gay men.(3)



Herpes primarily impacts women, minorities, and LGBTQ populations.



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3. Renzi C, Douglas JM Jr, Foster M, Critchlow CW, Ashley-Morrow R, Buchbinder SP, Koblin BA, McKirnan DJ, Mayer KH, Celum CL. Herpes simplex virus type 2 infection as a risk factor for human immunodeficiency virus acquisition in men who have sex with men. J Infect Dis. 2003 Jan 1;187(1):19-25. doi: 10.1086/345867. PMID: 12508142.



# HEALTH OUTCOMES



➤ **CHRONIC DISEASE:** About 1 in 3 (35%) Americans with Herpes Simplex Virus (40-80 million) live with frequent and ongoing outbreaks of oral or genital lesions.(1)



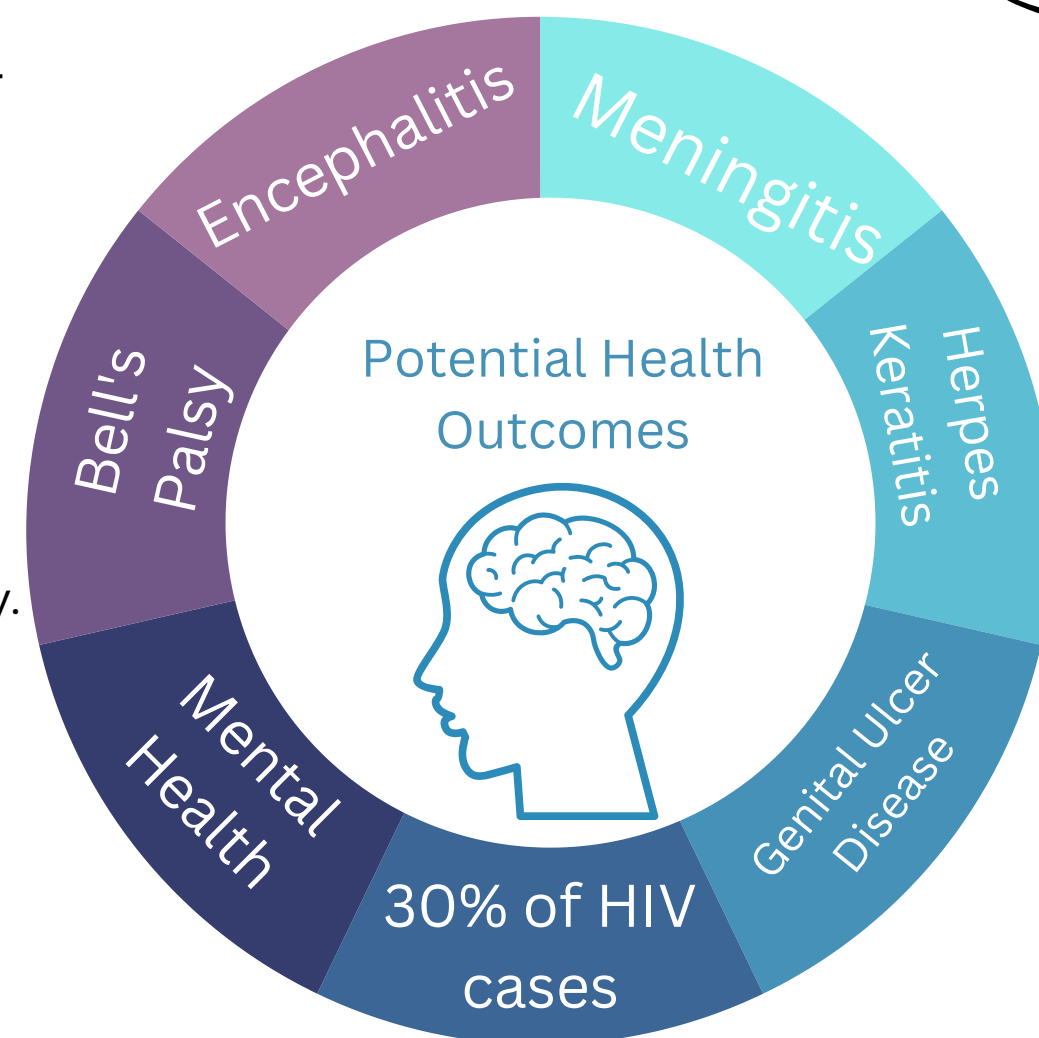
➤ **MENTAL HEALTH:** A Herpes Simplex Virus diagnosis has major implications on mental health including depression, anger, lack of self-esteem and suicidal tendencies.(2)



➤ **NEUROLOGICAL COMPLICATIONS:** Herpes can cause encephalitis, herpes meningoencephalitis, myelitis, radiculopathy, and cranial neuropathies such as Bell's palsy. (3-4)

➤ **ALZHEIMER'S DISEASE:** A growing body of research suggests HSV may be contributing factor Alzheimer's Disease, a leading cause of death in America.(5-6)

Herpes simplex encephalitis (HSE) is the most common cause of neuropathic infection in western countries and it usually has a poor prognosis.



## Spotlight on Encephalitis

1,444,720  
Cases Annually

89,900  
Deaths Annually

15%  
Mortality Rate

<20%  
Survivors who can return to  
full time employment

4.8 M  
DALYS

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1. Benedetti J, Corey L, Ashley R. [Recurrence rates in genital herpes after symptomatic first-episode infection](#). Ann Intern Med. 1994 December
2. Mindel A. [Psychological and psychosexual implications of herpes simplex virus infections](#). Scand J Infect Dis Suppl. 1996
3. AK, Mendez MD. [Herpes Simplex Encephalitis](#). 2021 January
4. Johns Hopkins Medicine, [Herpes Meningoencephalitis](#). <https://www.hopkinsmedicine.org/health/conditions-and-diseases/herpes-hsv1-and-hsv2/herpes-meningoencephalitis>
5. Rizzo R. [Controversial role of herpesviruses in Alzheimer's disease](#). PLoS Pathog. 2020 June 18.
6. Abbot, Allison, Nature Magazine, November 4, 2020 [Are Infections seeding some cases of Alzheimer's?](#)



# HERPES AND HIV RELATED EPIDEMICS



## ➤ HERPES INFECTION INCREASES RATES OF HIV TRANSMISSION

Epidemiological studies have identified a strong and consistent synergistic relationship between HIV and HSV-2 infections (1, 2).

The risk of HIV acquisition is approximately tripled in the presence of prevalent HSV-2 infection, and five times higher for those with incident HSV-2 infection (3).



“Understanding that even treated HSV-2 infections provide a cellular environment conducive to HIV infection suggests new directions for HIV prevention research, including more powerful anti-HSV therapies and ideally an HSV-2 vaccine,”

- Former NIAID Director  
Dr. Anthony S. Fauci.



NEW CASES OF HIV ANNUALLY

1.2 MILLION

CASES OF HIV ANNUALLY DIRECTLY ATTRIBUTABLE TO HERPES INFECTION

360,000

RISK OF HIV ACQUISITION INCREASED BY

2-3 X

CASES OF HIV DIRECTLY ATTRIBUTABLE TO HERPES

30%

## ➤ 30% OF NEW HIV CASES ARE DIRECTLY ATTRIBUTABLE TO GENITAL HERPES

It is challenging to estimate precisely how HSV-2- associated increased HIV acquisition risk translates into the number of HIV infections that could be averted if HSV-2 infections were prevented; however, according to existing modelling studies, HSV-2 infection might account for 30-50% of new HIV infections in some populations that have high HIV prevalence (4,5).

### REFERENCES:

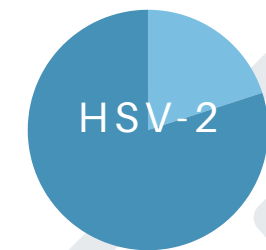
1. Barnabas RV, Celum C. Infectious co-factors in HIV-1 transmission. [Herpes simplex virus type-2 and HIV-1: new insights and interventions](#). Curr HIV Res. 2012;10:228-37.
2. Bradley J, Floyd S, Piwovar-Manning E, Laeyendecker O, Young A, Bell-Mandla N et al. [Sexually transmitted bedfellows: exquisite association between HIV and herpes simplex virus type 2 in 21 communities in southern Africa in the HIV Prevention Trials Network 071 \(PopART\) study](#). J Infect Dis. 2018;218:443-52. doi:10.1093/infdis/jiy178.
3. Looker KJ, Elmes JAR, Gottlieb SL, Schiffer JT, Vickerman P, Turner KME et al. [Effect of HSV-2 infection on subsequent HIV acquisition: an updated systematic review and meta-analysis](#). Lancet Infect Dis. 2017. doi:10.1016/S1473-3099(17)30405-X.
4. Freeman EE, Orroth KK, White RG, Glynn JR, Bakker R, Boily M-C et al. [Proportion of new HIV infections attributable to herpes simplex 2 increases over time: simulations of the changing role of sexually transmitted infections in sub-Saharan African HIV epidemics](#). Sex Transm Infect. 2007;83 Suppl 1:i17-24. doi:10.1136/sti.2006.023549.
5. Masese L, Baeten JM, Richardson BA, Bukusi E, John-Stewart G, Graham SM et al. [Changes in the contribution of genital tract infections to HIV acquisition among Kenyan high-risk women from 1993 to 2012](#). AIDS. 2015;29:1077-85. doi:10.1097/QAD.0000000000000646.



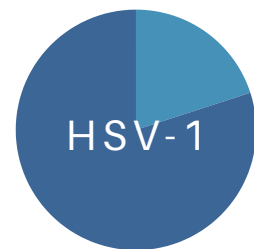
# ECONOMIC IMPACT

## TOTAL ADDRESSABLE MARKET

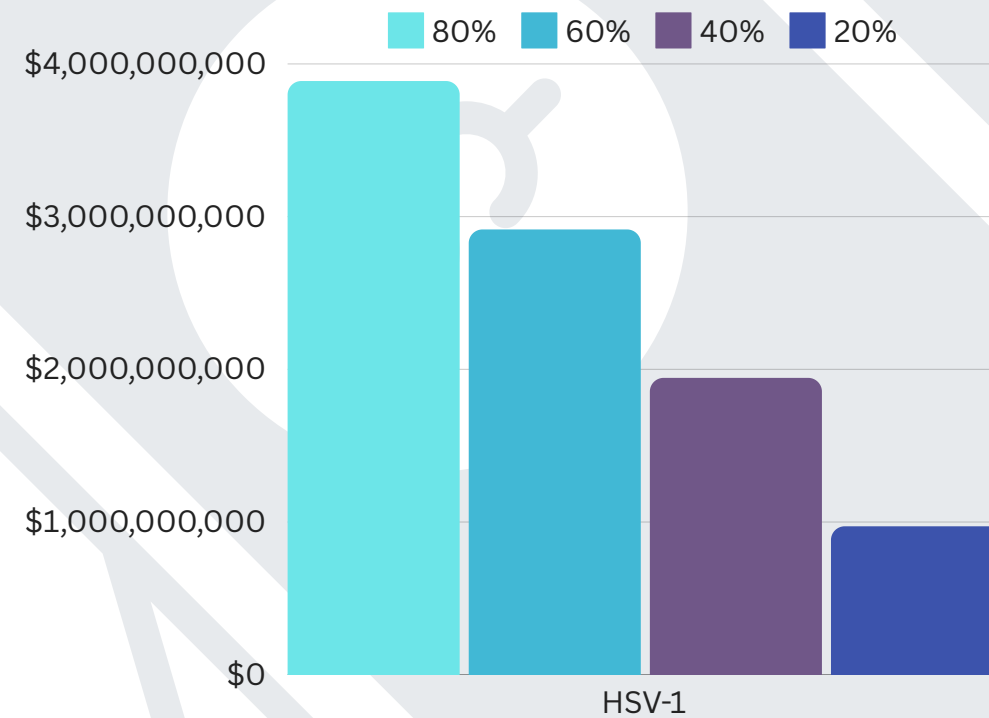
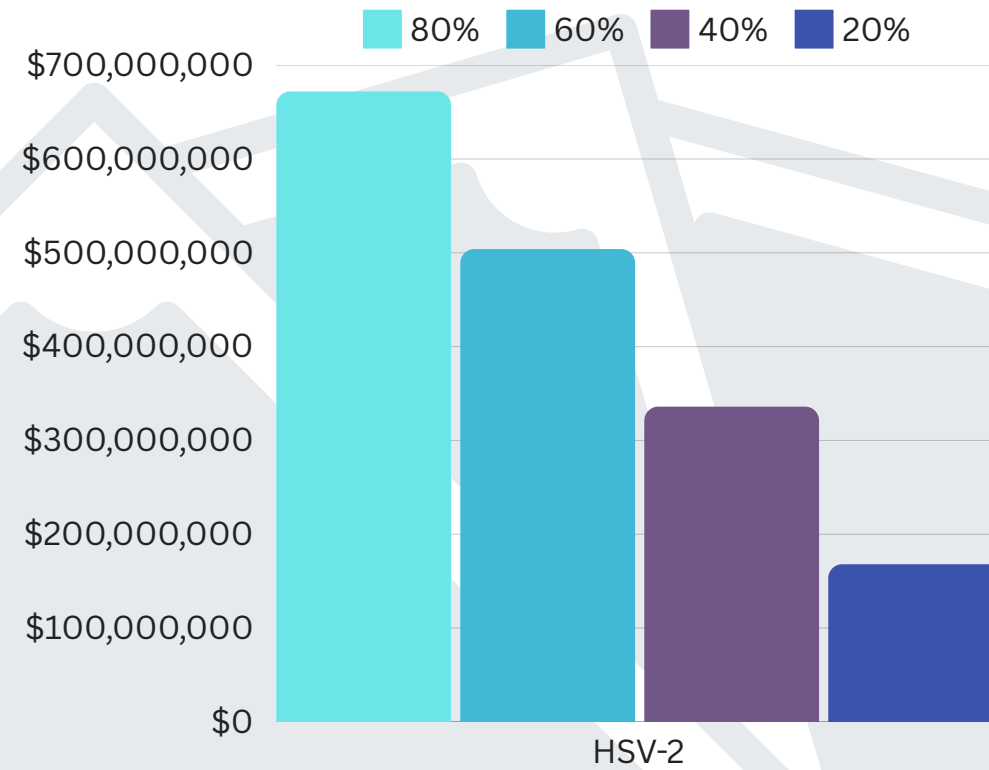
80% VACCINATED  
\$30 / PP



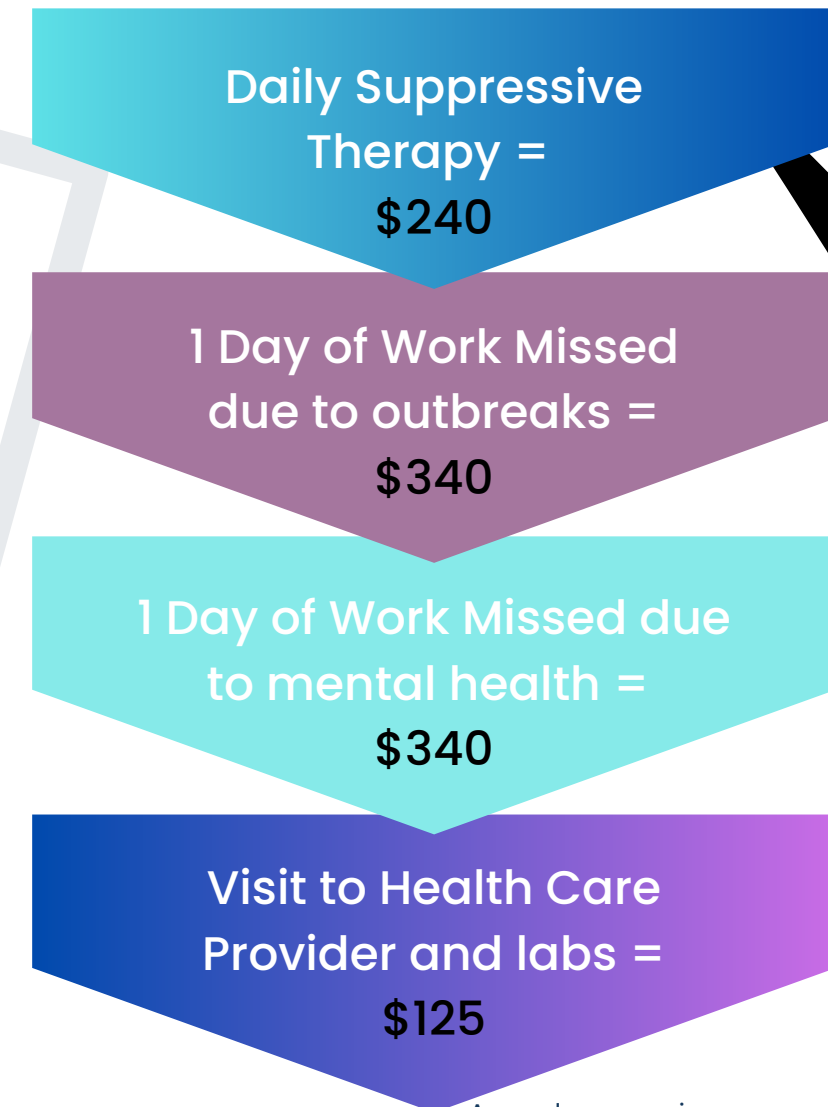
672 M



3.8 B



## ANNUAL MEDICAL COST PER PATIENT



Annual economic burden from new Herpes infections in America.

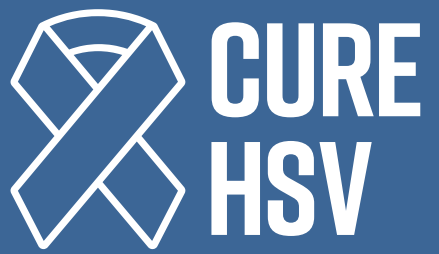
\$1000



\$600 M



## CALL TO ACTION



To whom it may concern,

Herpes Simplex Virus is common - yet its public health impact is quite broadly misunderstood. Despite its prevalence, there are many misconceptions as to the long-term impact of this chronic neuropathic infection. Forty years ago, in 1982, Times Magazine featured a story on Herpes with a scarlet H on the cover. At the same time, the HIV/AIDS epidemic was breaking, and with the fear of HIV sweeping the nation, most stopped talking about Herpes, a seemingly benign condition. Today patients live in silence, led to believe the virus is innocuous, and because of intense stigma, few have historically spoken out. Now four decades later, since the first treatment for HSV was approved in 1982, there has been no medical innovation for herpes treatment or diagnostics.

Our message is that Herpes is medically not benign and deserves an adequate public health response. Today, Herpes Cure Advocacy is the only patient advocacy organization globally advocating for change in this field - and we are looking for partners. Please consider supporting our work; we need resources, we need public health champions, and we need to bring this critical public health issue out of the shadows. What is noteworthy for Herpes currently:

- OASH/OIDP is currently working on the [first national strategy to address HSV](#) - *a result of our advocacy!*
- Herpes is not reportable - meaning available data is minimal and medical records incomplete.
- Because data is lacking, the public health impact is difficult to assess. Medical research is slow and lacks strategic focus.
- Herpes is neurological, and can cause (in some cases severe or fatal) neurological complications such as Encephalitis.
- Herpes is strongly suspected as a contributing factor to Alzheimer's Disease and related neuro degenerative diseases.
- Herpes is a driver of HIV with nearly 30% of new HIV cases directly attributable to genital herpes.
- There is no public health intervention to stop transmission, and no accurate test for asymptomatic infection.

When I was diagnosed two years ago, I really didn't set out to start an organization - I just wanted to be cured. I remember waiting in line for my COVID vaccine - mere weeks after my diagnosis, and I knew that change was possible. Can you imagine a vaccine that slows the spread of Alzheimer's and HIV? This is possible with the treatment and prevention of Herpes.

Please join me in saying, enough, and that the time for action is now. We will be silent no more.

With hope and gratitude,  
*Herpes Cure Advocacy*

