



Let's Stop HIV Together

Communication Tools and Resources for HIV Prevention

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Ending
the
HIV
Epidemic



Outline

- ***Let's Stop HIV Together Campaign***
 - Background & Overview
- **Implementing the *Together Campaign***
 - Resources & Support
- **Examples of Collaborations**
- **Questions & Answers**

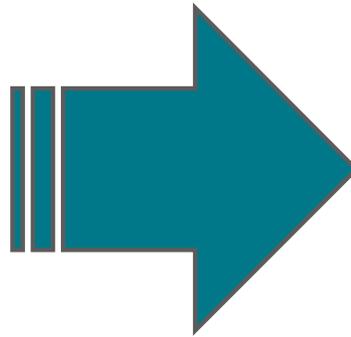




Let's Stop HIV Together Campaign
– Background & Overview

 **ACT
AGAINST
AIDS**

 **ACTÚA
CONTRA EL
SIDA**



 **LET'S STOP
HIV
TOGETHER**

 **DETENGAMOS
JUNTOS
EL VIH**





<https://youtu.be/lenIrhEWY0>

Together Content Areas

- Stigma/Patient Centered Care
- Testing
- Prevention
- Treatment and Care



Consumers

Clinicians

Together Community Resources



Posters



Videos



Web banners



Brochures



Social media assets



Palm cards



Radio



Out of home

Free Digital & Print *Together* HIV Resources

■ Filter by

- Campaign
- Format
- Language (English & Spanish)
- Audience
- Topic

■ Formats for digital and print

- Banner
- Brochure
- Fact sheet
- Flyer
- Graphic
- Palm card
- Pledge card
- Poster
- Video

Search All Resources

Instructions (click to expand)

Search

Filter by Campaign Resources Name

Filter by Audience

Filter by Format

Filter by Topic

English (US)

Found 370 items out of 778 total items.

Less Updated Descending

Hey Friend! Let's Talk Sexual Health

A conversation on with Black women about HIV. As part of an ongoing series, we invited four women to discuss HIV in their communities. They had a lot to say about prevention, empowerment, faith.

Let's Stop HIV Together - HIV Self-Testing Demonstration

Knowing your HIV status helps you choose options to stay healthy and the only way to know for sure whether you have HIV is to get tested. HIV self-testing is quick, easy, and can be done privately at home or in a private location and can produce results within 20 minutes. Some of our Let's Stop HIV

Search All Resources

Instructions (click to expand)

Order Print Materials

Search

Filter by Campaign Resources Name

Filter by Audience

Filter by Format

English (US)

Filter by Audience

American Indians/Alaska Natives

Asians

Blacks/African Americans

Clinicians

Clinicians (Resources for Patients)

Found 570 items out of 778 total items.

www.cdc.gov/stophivtogether



HIV Stigma

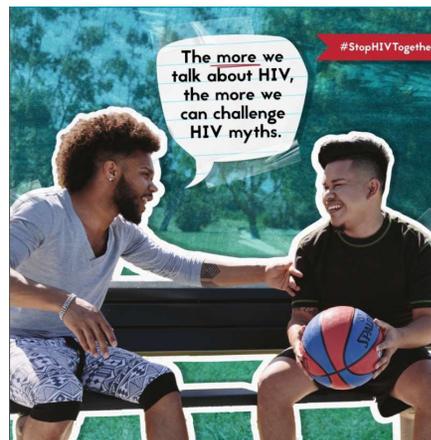


- **Together's anti-stigma component** shares campaign participant's stories and calls on everyone to work together to stop HIV stigma.
- **Goal**
 - Highlight the role that each person plays in stopping HIV stigma
 - Give voice to people with HIV and their friends and families
 - Address other stigmas that impact HIV such as homophobia, transphobia and racism
- **New**
 - Stigma-focused LGBT Pride resources
- **Hashtags**
 - #StopHIVStigma
 - #DeteneleEstigmadelVIH

cdc.gov/StopHIVTogether/Stigma

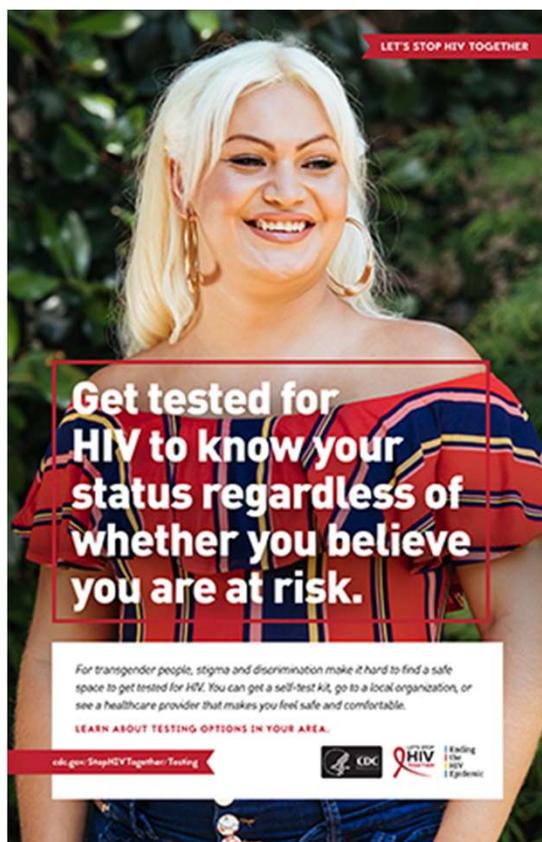


HIV Stigma Resources



<https://youtu.be/4COM9idz8h0>

HIV Testing



- **Together's testing component** highlights the importance of everyone knowing their HIV status and knowing what their next steps should be depending on their status.
- **Goal**
 - Motivate all adults to get tested for HIV
 - Make HIV testing part of everyone's regular routine
 - To reduce stigma around getting tested
- **New**
 - Self-testing resources
- **Hashtags**
 - #DoingItTogether
 - #HaciéndoloJuntos

cdc.gov/StopHIVTogether/Testing



HIV Testing Resources



"I get tested because it's part of my sexual health."

- Alexander from Puerto Rico

startalkingha • Following

startalkingha @ Get a test. Share a test. Visit our website to order this free self-test: cdc.gov/HIVSelfTesting #StopHIVTogether

dr_otuka: Hello everyone my name is DR. OTUKI I am a traditional doctor who cure any manners of sickness or disease, like HERPES, VIRUS/HIV/AIDS/SARTES, CANCER, HEPATITIS A,B and C, ALITEMA, PENIS ENLARGEMENT, FIBROSIS, BACTERIA VAGINOSIS, IMPOTENCE, ASTHMA, URINARY TRACT INFECTION, HIGH BLOOD PRESSURE, BARENESS/INFERTILITY.

ARE YOU HOSTING? I'LL COME TO YOUR DOOR

Free HIV self-tests delivered to you.

34 likes

LET'S STOP HIV TOGETHER

Testing makes us stronger.

HIV testing is fast, free, and confidential and can also be done at home.

LEARN ABOUT YOUR HIV TESTING OPTIONS AND GET TESTED TODAY.

cdc.gov/StopHIVTogether/Testing

CDK HIV Finding Your Options

TAKE CHARGE OF YOUR HEALTH

Do you know your HIV status?

FREE HIV SELF-TESTS →

LET'S STOP HIV TOGETHER

EXPLORE HIV TESTING OPTIONS →

Let's get tested so we can stop HIV together.

LET'S STOP HIV TOGETHER

Where can I get an HIV self-test?

► Many health departments and organizations offer free self-tests online, or you can purchase one at a pharmacy.

FREE HIV SELF-TEST!

Get your FREE HIV self-test

Learn more about self-testing and how to get free HIV self-tests at cdc.gov/HIVSelfTesting

HIV self-tests give you the power to decide when and where to test.

LET'S STOP HIV TOGETHER

<https://youtu.be/VheITAWTYko>

HIV Prevention

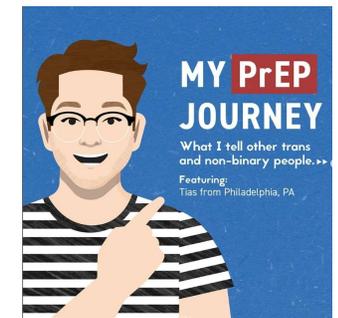
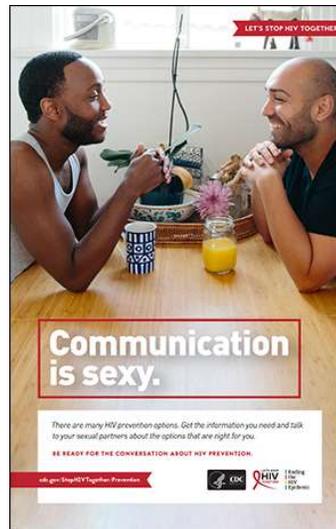


- **Together's prevention component** includes resources that promote and provide information on abstinence, condoms, and medicines that prevent and treat HIV.
- **Goal**
 - Motivate adults to know their prevention options, communicate effectively about those options, and choose the ones that are right for them
- **New**
 - Prevention messaging for all priority audiences
 - Updated PrEP and U=U language
- **Hashtags**
 - #StartTalkingHIV
 - #IniciaHablandoVIH

cdc.gov/StopHIVTogether/Prevention

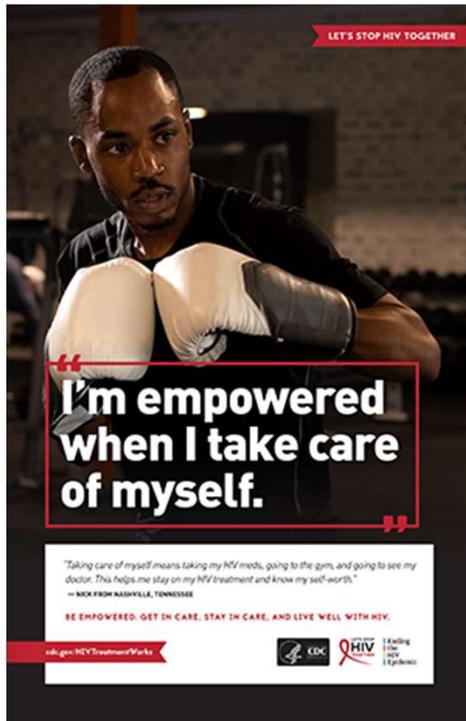


HIV Prevention Resources



<https://youtu.be/ilfRcFZ6DZA>

HIV Treatment



- **Together's treatment component** shows how people with HIV have been successful getting in care and staying on treatment and encourages those around them to provide social support.

- **Goal**

- Help people with HIV stay healthy and live longer, healthier lives

- **New**

- Completely refreshed Treatment Works, including expanding representation, and resources in Spanish
- Expanded resources and messaging for PWID
- Updated TasP language

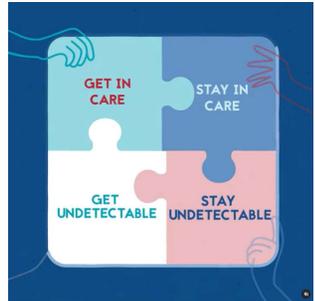
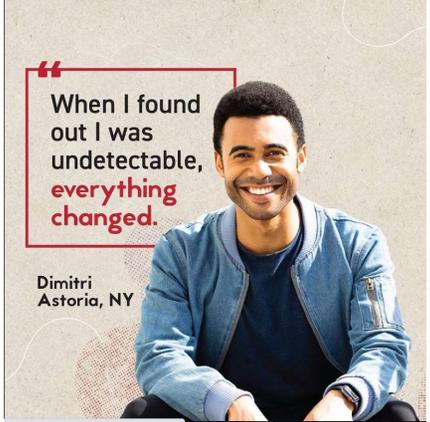
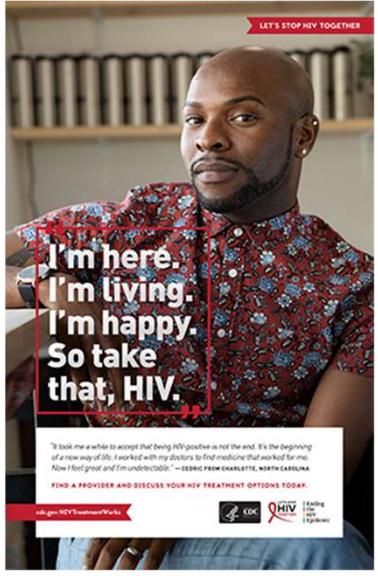
- **Hashtags**

- #HIVTreatmentWorks
- #TratamientodelVIHFunciona

cdc.gov/StopHIVTogether/Treatment



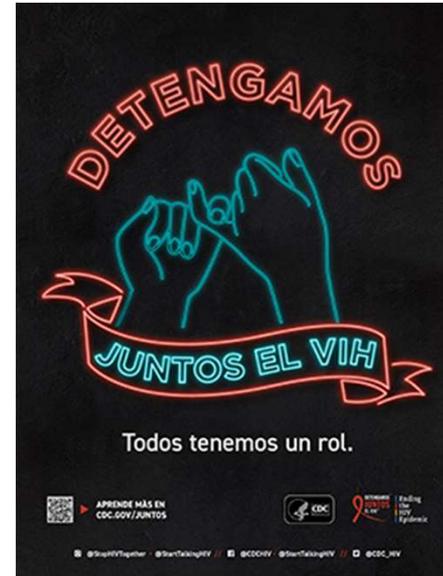
HIV Treatment Resources



<https://youtu.be/sy56L5QeMT0>

En Español

- We have materials and resources across all topics and asset types in Spanish as well



Together Resources for Clinicians

- Clinicians are the frontline for preventing new HIV infections and inspiring healthier outcomes for all patients.
- The *Together* campaign offers
 - Free resources and tools for health care providers and their patients, including provider toolkits.
- Content Areas
 - Screening
 - Prevention
 - Treatment and Care
 - Patient-Centered Care for Transgender People



www.cdc.gov/HIVNexus



HIV Nexus: A Clinical Resource

- Serves as a one-stop hub designed to support clinicians
- Contains latest CDC research, guidelines and recommendations on:
 - Screening for HIV;
 - Preventing new HIV infections by prescribing pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP); and
 - Providing treatment to people with HIV to help improve health outcomes and stop HIV transmission.
- Provides access to free continuing medical education programs



www.cdc.gov/HIVNexus



Social Media Toolkits

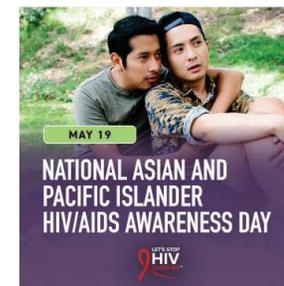
- We have digital and social media toolkits ready for both clinicians and the public.
- They are pre-prepared with graphics optimized for social media use, and with text that fits in the character limits by site.
- For the clinician side we have social media and other digital assets such as pre-drafted email blasts, infographics and more.
- HIV Awareness Day specific toolkits as well



www.cdc.gov/stophivtogether



Awareness Day Resources



www.cdc.gov/hiv/library/awareness



Additional CDC Resources



Infographics

Find HIV Prevention Services Near You

Select the services you would like to filter by:

- HIV Testing
- PrEP
- PeP
- Condoms

Search within [25] miles of [Zip Code]

Embed Disclaimer Info

POWERED BY: NPIN CDC

HIV Services Locator

Información básica sobre el VIH

Si no tratamos, el VIH puede dañar el sistema inmunológico humano y puede hacer que una persona esté muy enferma, e incluso causarle la muerte. Aprender lo básico sobre el VIH puede mantenerte saludable y prevenir la transmisión de este virus.

EL VIH PUEDE SER TRANSMITIDO

- Medicina de contacto sexual
- Al compartir los agujeros para inyectarse drogas
- De madre a hijo durante el embarazo, al dar a luz o durante la lactancia materna

EL VIH NO SE TRANSMITE

- Al toser o al estar en el mismo espacio
- Al compartir el baño, los alimentos o los bebidas
- Al compartir el agua
- Al compartir la saliva, el sudor, los lágrimas o los besos con un amigo cercano
- Por los insectos o por las mascotas
- Al compartir el baño, los alimentos o las bebidas

Protección del VIH

- Hagase la prueba al menos una vez o más veces si está en riesgo.
- Use condones de la manera correcta cada vez que tenga relaciones sexuales con alguien.
- Use preservativo que empalme para el modo de usage, como las relaciones sexuales casuales.
- Levante el número de páginas sexuales.
- No se inyecte drogas, pero si lo hace, no comparta los agujeros o los implementos de inyección.
- Si existe un alto riesgo de contraer el VIH, pídalele a su proveedor de atención médica o a su proveedor de atención primaria (PCP) que le ayude a obtener el medicamento para el VIH.
- Si cree que ha estado en alto riesgo de los últimos 3 días, pídalele al médico o al proveedor de atención médica o al proveedor de atención primaria (PCP) que le ayude a obtener el medicamento para el VIH.
- Si cree que ha estado en alto riesgo de los últimos 3 días, pídalele al médico o al proveedor de atención médica o al proveedor de atención primaria (PCP) que le ayude a obtener el medicamento para el VIH.
- Si cree que ha estado en alto riesgo de los últimos 3 días, pídalele al médico o al proveedor de atención médica o al proveedor de atención primaria (PCP) que le ayude a obtener el medicamento para el VIH.
- Si cree que ha estado en alto riesgo de los últimos 3 días, pídalele al médico o al proveedor de atención médica o al proveedor de atención primaria (PCP) que le ayude a obtener el medicamento para el VIH.

Si tiene el VIH, manténgase saludable y proteja a los demás

- Busque atención médica para el VIH. Esto le ayudará a mantenerse saludable y reducirá el riesgo de que se transmita el VIH.
- Use los medicamentos de la manera correcta cada vez que tenga relaciones sexuales con alguien.
- Hagase la prueba de detección de virus HTLV y reciba el tratamiento necesario.
- No deje de recibir la atención médica para el VIH.
- Evite el uso de drogas que afecten al VIH. Use condones de la manera correcta cada vez que tenga relaciones sexuales con alguien.
- Hagase la prueba de detección de virus HTLV y reciba el tratamiento necesario.

Para obtener más información visite la página www.cdc.gov/hiv/espanol

Tratamiento Letado En Español: Virus Hepatitis, VIH y VIH 11 (revisión)

Division of HIV/AIDS Prevention

Fact Sheets

HIV Risk Reduction Tool

Welcome to the HIV Risk Reduction Tool

Use this tool to access tailored information about your risk of getting or transmitting HIV, and how you can reduce your risk.

Find Answers to Your Questions

Calculate the HIV Risk from Sex

Risk Reduction Tool

Explore CDC's **AtlasPlus** • HIV • Hepatitis • STD • TB • Social Determinants of Health Data

GET STARTED! Please select from both 1 and 2 to use HIV, Viral Hepatitis, STD, TB, and Social Determinants of Health data to create maps, charts, and tables, or to download data.

Step 1: What data do you want to see?

HIV Viral Hepatitis STD TB

Social Determinants of Health

and

Step 2: How do you want to see them?

Charts Maps Tables

Disease	Reported cases	Change from previous year
HIV diagnoses (2016)	37,236	↓
Acute Viral hepatitis C (2017)	3,196	↑
Acute Viral hepatitis B (2017)	3,407	↑
Hepatitis A (2017)	3,356	↑
Primary and Secondary Syphilis (2017)	30,644	↑
Chlamydia (2017)	1,708,569	↑
Gonorrhea (2017)	555,608	↑
Tuberculosis (2016)	9,025	↓

AtlasPlus



Content Syndication





Why Let's Stop HIV Together?

Advantages of the *Together* Campaign

- **Science-Based**
 - Uses a systematic health communication approach
- **Comprehensive HIV Portfolio**
 - Spans the HIV continuum of testing, prevention and treatment
- **User-Friendly Digital Resources**
 - Takes into consideration character limits and size requirements for easy online dissemination
- **Diverse and Inclusive Representation**
 - Features a diverse range of participants sharing their personal stories



Advantages of the *Together* Campaign (cont.)

- **Culturally-Informed Spanish Content**

- Includes content developed in Spanish or transcreated*

- **Tailorable**

- Allows for adaptation of resources to best suit needs (e.g., sizing, co-branding, inclusion of local participants)

- **Cost-Efficient**

- Provides cost-savings on formative research and development and allows partners to focus limited resources on dissemination



Resources to Enhance Implementation

- **Formative research across populations**
- **Bilingual resources (digital and print)**
 - Posters, palm cards, brochures, booth pop-ups, and ads
 - Memes, GIFs, and social media toolkits
 - Web banners and widgets
 - Public service announcements (video and audio)
 - Continuing Medical Education offerings
 - Slide decks and talking points
- **Campaign ambassadors (consumers and providers)**
- **Monitoring and evaluation tools and templates**
- **Technical assistance across campaign implementation stages**



Support for Materials

Utilize

- Download or request digital and print materials
- Place across web, social and digital media platforms
- Distribute at local conferences and events

Least Complex

Localize

- Include text with local information (e.g., hotline number, website)
- Host campaign-centered events

Adapt

- Conduct photo shoot using local participants
- Create campaign-specific web, social and digital media platforms

Most Complex



Support for Implementation

Self-Implementation

- Obtain resources
- Implementation (ad placements, materials distribution, etc.) decided independently by HDs
- No evaluation support

Supported Implementation

- Obtain resources
- TA provided for Implementation (ad placements, materials distribution, etc.)
- Support for evaluation

Co-Implementation

- Obtain resources
- TA provided for Implementation (ad placements, materials distribution, etc.)
- CDC adds implementation to jurisdiction
- Support for evaluation

Least Support



Most Support





Examples of Past Collaborations

Utilizing Awareness Day Social Media Content

Mo Health & Sr Svcs
@HealthyLivingMo

We're joining together to #StopHIVStigma to empower people to get tested and seek treatment.
cdc.gov/stophivtogether... #NBHAAD



11:55 AM · Feb 10, 2020 · Hootsuite Inc.

New Mexico Department of Health
Oct 15 ·

October 15 is National Latinx AIDS Awareness Day, a day to help #StopHIVStigma and promote strategies and tools to address the disproportionate impact of #HIV on Latinx communities. Find the facts! #NLAAD #StopHIVTogether bit.ly/3kuYMdV



Like Comment Share

The LOFT LGBT Community Center
February 6 at 3:00 PM ·

HIV stigma can keep people from getting tested and treated for HIV. Help stop HIV stigma in your community by offering support and encouragement to people with HIV. We're in this together for National Black HIV/AIDS Awareness Day, SUNDAY FEBRUARY 7.
<http://bit.ly/3pr6uYQ> #NBHAAD #StopHIVTogether #StopHIVStigma

For local resources visit:
https://www.lgbtlifewestchester.org/sexual_health



7

4 Shares

Heart To Hand, Inc.
February 4 at 6:30 PM ·

National Black HIV/AIDS Awareness Day aims to empower communities, partners, and healthcare providers to reduce HIV stigma and promote prevention, testing, and treatment among African Americans in the United States. Check out Marissa Miller's story of resiliency as a person living and thriving with HIV!

#NBHAAD #StopHIVTogether #PLwHIV! #stophivstigma #fighthivstigma #youarenotalone #hivawareness



83 24 Comments 68 Shares

Like Comment Share



Localized Treatment Banners – Foothills AIDS Project



Find a provider and discuss HIV treatment options. Get in care today.

FIND OUT MORE >

Let's Stop HIV Together™ and its design mark are trademarks of HHS. Use of these marks does not imply endorsement by HHS/CDC.



Fallen out of HIV care? You can start again today.

FIND OUT MORE >

Let's Stop HIV Together™ and its design mark are trademarks of HHS. Use of these marks does not imply endorsement by HHS/CDC.



Get and stay in care to live well with HIV.

FIND OUT MORE >

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Fallen out of HIV care? Start again today.

FIND OUT MORE >

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Being undetectable means freedom.

FIND OUT MORE >

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Adapted Testing Resources - Detroit Health Department



// Let's talk about it - take control and care about yourself! Knowing my status is important to me, so I get tested. Do it today, get tested for HIV. //

- Ka'Juan Hill, YouTube personality and HIV activist

I'M DOING IT

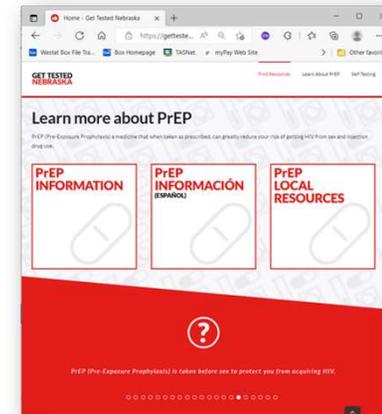
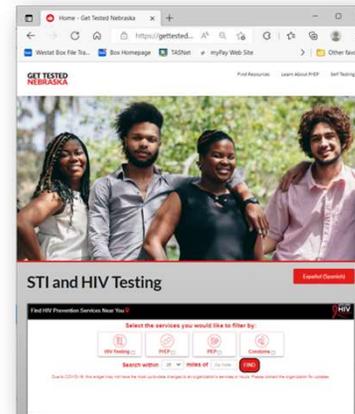
Testing for **HIV**

#DoingIt

Testing is Fast, Free, and Confidential | cdc.gov/DoingIt



Adapted Resources – Nebraska DHHS



Collaborating on Onsite Events



Organizing Virtual Events

HOSTED BY @SOUTHERNAIDSCO
LIVE ON FACEBOOK, JUNE 25TH 2:00 - 3:30 PM ET



Moderator
Derick B. Wilson, MHA
Executive Director,
Southern AIDS Coalition



Dr. Pernessa Seele
Founder & CEO,
The Balm in Gilead



Venton C. Hill-Jones
Founder & CEO,
The Southern Black
and Advocacy Netw



Ian Haddock
Executive Director,
The Normal Anomaly



Shyla Fields
HIV District Manager,
Jefferson County, AL

JOIN US FOR
A COMMUNITY CONVERSATION ABOUT HIV

#NHMAHIV
TWITTER
CHAT

HOST:
NHMA

HIV TESTING IN MIN
COMMUN
CELEBRATING NATION
TESTI
FRIDAY, JUNE 26
1-2

#NHMAHIVCHAT
#HIVTESTINGDAY



LET'S STOP HIV TOGETHER

THE LARGEST
VIRTUAL HIV TESTING
DAY PARTY
#HIVTESTINGDAYPARTY

Hosted by @TheCutLife
feat @BoWeezy305 aka
The Crowd Pleaser

Live on Instagram
June 27th 3PM EST/12PM PST
via @TheCutLife

THE OUT LIFE

REAL TALK WITH
BEA DIXON

Join Bea Dixon for an IG Live as she discusses ways to #StopHIVStigma for National HIV Testing Day.

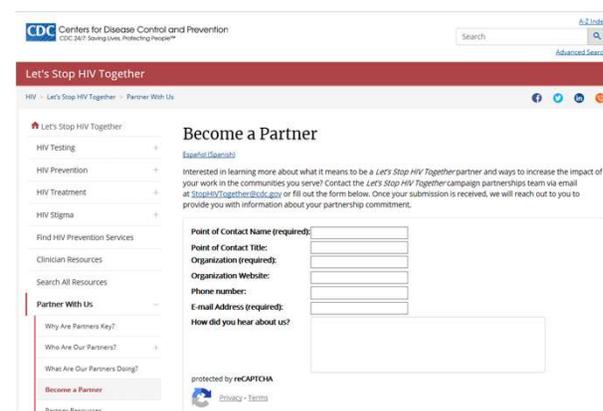
Joined by Let's Stop HIV Together Ambassador Shelita Dillon.

June 27th
from 6-7 PM EST
on @thehoneypotco IG Live



Requesting Support and Resources from *Together*

- Email KChery@cdc.gov or StopHIVTogether@cdc.gov
- Request materials at CDC-Info
 - www.cdc.gov/cdc-info/
 - 800-CDC-INFO
- Submit request on *Together* website
 - www.cdc.gov/stophivtogether/partnerships/become-a-partner.html



The screenshot shows the CDC website's 'Let's Stop HIV Together' page. The main heading is 'Become a Partner'. Below the heading, there is a paragraph of text: 'Interested in learning more about what it means to be a Let's Stop HIV Together partner and ways to increase the impact of your work in the communities you serve? Contact the Let's Stop HIV Together campaign partnerships team via email at StopHIVTogether@cdc.gov or fill out the form below. Once your submission is received, we will reach out to you to provide you with information about your partnership commitment.'

The form contains the following fields:

- Point of Contact Name (required):
- Point of Contact Title:
- Organization (required):
- Organization Website:
- Phone number:
- E-mail Address (required):
- How did you hear about us?

At the bottom of the form, it says 'protected by reCAPTCHA' and includes the reCAPTCHA logo and 'Privacy - Terms' links.





Questions & Answers

Your Turn

- **Do you currently use communication resources? If so, which ones?**
 - For those of you who have heard of us or ever used our materials, can you tell us a bit more?
 - **Are there materials or resource you don't have currently that you wish you did?**
 - **How can we be most helpful in the work you do?**
 - **How can we involve you more in the content creation stages?**
 - **Anything else you would like us to know or consider?**
- 



Facebook: [@cdcHIV](#)



Twitter: [@cdc_HIVAIDS](#)



Instagram: [@stopHIVtogether](#)



Email us at: StopHIVTogether@cdc.gov

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
Division of HIV/AIDS Prevention

