



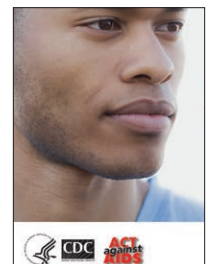
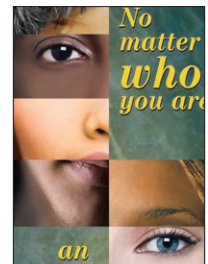
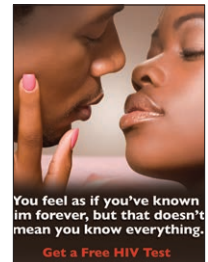
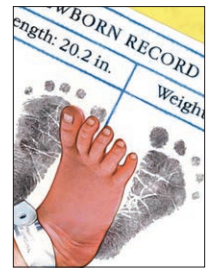
ACT against AIDS



Second Year-End Report: April 2010–March 2011

The five-year *Act Against AIDS* (AAA) campaign is playing an important role in addressing complacency about and increasing the awareness of the national HIV epidemic. Launched in 2009 by the Centers for Disease Control and Prevention (CDC) and the White House, the umbrella campaign (<http://www.actagainstaids.org>) comprises four CDC campaigns, complemented by key partner campaigns and the *Act Against AIDS* Leadership Initiative (AAALI). All campaigns support the prevention-focused goals of the National HIV/AIDS Strategy (NHAS). The second year of the AAA campaign brought a total of 1.6 billion media impressions, a three-fold increase over the nearly 500 million impressions in the first year. These impressions, now totaling more than 2.1 billion since the launch of the campaign, were secured through public service advertisements, media placements, Internet advertising, and donated billboard and out-of-home advertising.

The campaign continues to expand its outreach, and this report highlights the many partners, events, and media placements that make this continued growth possible as the campaign enters its third year. National organizations that are members of the *Act Against AIDS* Leadership Initiative (AAALI) and other key partners have been critical to this success.



Through *Act Against AIDS*, CDC and its partners are refocusing national attention on the HIV crisis in America, and reaching those at greatest risk of infection with life-saving information. The *Act Against AIDS* campaigns are a critical part of CDC's response to the HIV epidemic, breaking through complacency about HIV, helping people to recognize their own risk, and supporting HIV prevention work nationwide.

—Jonathan Mermin, Director, Division of HIV/AIDS Prevention, Centers for Disease Control and Prevention

INSIDE

- The Campaigns of *Act Against AIDS*
- *Act Against AIDS* Campaign Highlights and Key Partnerships
- Research Shapes *Act Against AIDS* Campaigns
- Facts and Figures

The Campaigns of Act Against AIDS

AAA is a national umbrella campaign comprising multiple, concurrent campaigns designed to reach specific populations. The AAA campaigns support the goals of the NHAS.

| | | |
|---|--|---|
|  <p>9½ Minutes™</p> | <p>Target Audiences: At-risk populations, stakeholders, opinion leaders, and general U.S. public</p> | <p>Goal: Combat complacency, increase information-seeking behaviors, and raise awareness of the continued severity and toll of the domestic HIV epidemic, supporting NHAS goal of reducing the number of new infections.</p> <p><i>Note: The 9½ Minutes campaign is retired.</i></p> |
|  <p>Know Where You Stand™ (KWYS) and Coming Soon: Testing Makes Us Stronger™ (TMUS)</p> | <p>Target Audience: Black gay and bisexual men aged 18–44</p> | <p>Goal: Increase testing among black gay and bisexual men 18–44 years of age, supporting NHAS goals of reducing the number of new infections and reducing health disparities.</p> |
|  <p>Take Charge. Take the Test.™ (TCTT)</p> | <p>Target Audience: African American women aged 18–34</p> | <p>Goal: Increase HIV testing and linkage to care, supporting NHAS goals of reducing the number of new infections and reducing health disparities.</p> |
| <p>New MSM Phase (in development)</p> | <p>Target Audience: MSM aged 18 years and older</p> | <p>Goal: Increase HIV awareness and risk reduction, supporting NHAS goals of reducing the number of new infections and reducing health disparities.</p> |
| <p>New Hispanic/Latino Phase (in development)</p> | <p>Target Audience: Hispanics/Latinos</p> | <p>Goal: Increase HIV awareness and risk reduction, supporting NHAS goals of reducing the number of new infections and reducing health disparities.</p> |
| <p>New Hispanic/Latino MSM Testing Campaign (in development)</p> | <p>Target Audience: Hispanic/Latino MSM</p> | <p>Goal: Increase testing among Hispanic/Latino MSM, supporting NHAS goals of reducing the number of new infections and reducing health disparities.</p> |
| Provider Campaign Phases | | |
|  <p>HIV Screening. Standard Care.™ (HSSC)</p> | <p>Target Audience: Primary care providers (PCPs)</p> | <p>Goal: Reduce transmission and increase patients in care by making screening routine care, supporting NHAS goals of reducing the number of new infections.</p> |
|  <p>Prevention IS Care™ (PIC)</p> | <p>Target Audiences: Infectious disease specialists and PCPs who treat people with HIV</p> | <p>Goal: Help protect health of those with HIV and prevent transmission through prevention counseling, supporting NHAS goals of reducing the number of new infections, increasing access to care, and reducing health disparities.</p> |
|  <p>One Test. Two Lives.™ (OTTL)</p> | <p>Target Audiences: OB/GYNs, certified nurse midwives</p> | <p>Goal: Increase HIV testing among pregnant women, supporting NHAS goal of reducing the number of new infections.</p> |
| Collaborative Partner Campaigns | | |
|  <p>Greater Than AIDS (http://www.greatertan.org)</p> <p><i>Note: CDC provided seed money for the formation of the Black AIDS Media Partnership (BAMP). BAMP and Kaiser Family Foundation (KFF) launched the Greater Than AIDS campaign in June 2009.</i></p> | <p>Target Audiences: African Americans, MSM of all races</p> | <p>Goal: Elevate the public's knowledge and understanding of HIV/AIDS and confront the stigma surrounding the disease, supporting NHAS goals of reducing the number of new infections and reducing health disparities.</p> |
|  <p>GBC Health http://www.gbcpact.org</p> <p><i>Note: CDC collaborates with GBC Health (formerly known as the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria), which supports a number of local-level HIV prevention campaigns.</i></p> | <p>Target Audiences: General public, at-risk populations (e.g., MSM and African Americans), physicians, employers, and residents of targeted regional areas</p> | <p>Goal: Various campaigns with goals including: increasing awareness, testing, and HIV prevention behaviors; reducing stigma associated with HIV; supporting NHAS goals of reducing the number of new infections and reducing health disparities.</p> |

Act Against AIDS Campaign Highlights and Key Partnerships

In the AAA campaign's second year, established campaigns continued to gain momentum, while new campaign efforts increased CDC's ability to reach priority populations. Below are a few highlights.

Campaign Highlights



9 1/2 Minutes bus shelter advertisement, Detroit

9 1/2 Minutes

Through its partnership with media organizations like Clear Channel Communications, Inc., CDC's \$295,000 investment in the production of *9 1/2 Minutes* campaign public service advertisements returned \$7,376,000 in donated media. This represents an approximate 2,400% return on investment.

Quick Fact: The *9 1/2 Minutes* campaign alone garnered more than 850 million media impressions.

Know Where You Stand

Know Where You Stand (KWYS) was the first AAA testing campaign implemented by the Division of HIV/AIDS Prevention (DHAP) with a heavy emphasis on targeting social media sites utilized by black gay and bisexual men. The campaign was developed in collaboration with 19 prominent national HIV/AIDS leaders in the black community.

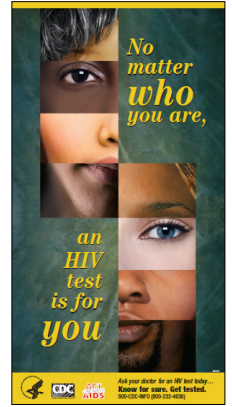
Quick Fact: On-line campaign efforts resulted in approximately 47,000 visits to <http://HIVTest.org>.



KWYS on-line banner advertisement

HIV Screening. Standard Care.

Peer-to-peer medical education is a core component of this campaign's objective to provide clinical updates and encourage providers to make HIV screening part of routine care. Medical education outreach activities conducted at Pri-Med, American College of Physicians, and National Medical Association events have resulted in campaign exposure to 13,944 attendees.



HSSC patient education poster

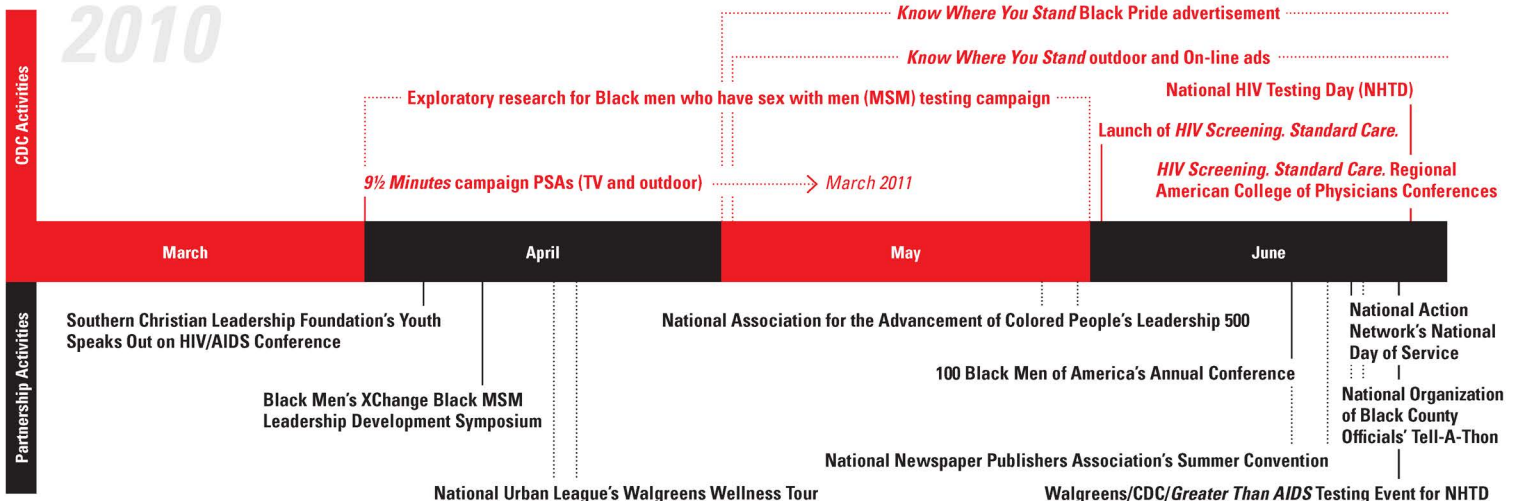
Quick Fact: A pre-post measure of physicians' intentions to screen patients rose from 47% to 93% as a result of an HSSC presentation at a recent American College of Physicians regional meeting.

TalkHIV

In 2010, CDC released *TalkHIV* (formerly known as *iknow*). This pilot initiative, leveraging the power of social and digital media (e.g., Facebook, Twitter, SMS text messages) to reach and engage young adults, was designed to increase dialogue about HIV prevention, testing, condom use, and myths and misperceptions among African American men and women between the ages of 18 and 24 and their peers, partners, and families.

In the two weeks following the launch, the project was covered by various media outlets, including CNN, *USA Today*, the *Washington Post*, and *Vibe Magazine*, generating more than 42 million news media impressions. *TalkHIV* currently functions as a Twitter feed that has grown to more than 4,400 followers.

Quick Fact: You can visit *TalkHIV* on <http://Twitter.com> at @talkHIV.



Campaign Highlights and Key Partnerships—*continued*



PIC advertisement, 2010 HIVMA Scientific Compendium

Prevention IS Care

The *Prevention IS Care* (PIC) campaign provides resources for clinicians who treat people living with HIV and encourages these providers to incorporate prevention counseling into care. PIC works closely with medical organizations to distribute important messages, campaign toolkits, and peer-reviewed medical information. For example, CDC has distributed thousands of PIC Resource Kits (<http://www.cdc.gov/preventioniscare>) and worked with the HIV Medical Association (HIVMA) to provide its first-ever Editorial Compendium to accompany HIVMA's Scientific Compendium in 2010. The Compendium also included a PIC advertisement and the campaign's Risk Screening tool from the PIC Resource Kit.

Quick Fact: Last year, PIC distributed more than 90,000 materials through CDC INFO, conferences, and downloads from the Web.

One Test. Two Lives.

The *One Test. Two Lives.* (OTTL) campaign, designed to reach OB/GYNs and certified nurse midwives to encourage universal, voluntary HIV testing for all pregnant patients, launched a new curriculum in October 2010, *Eliminating Perinatal HIV Transmission: A Curriculum for OB/GYN Residents and Midwifery Programs*. The curriculum is available on-line at <http://www.cdc.gov/1Test2Lives/>.



Materials distribution, OTTL campaign event

Key Partnerships

Public-private partnerships continue to be an essential component of *Act Against AIDS*. CDC has worked with other federal partners like those within the Department of Health and Human Services (HHS) to promote the campaign and activities of *Act Against AIDS*. Partners including the Office on Women's Health, <http://www.AIDS.gov>, and the Health Resources and Services Administration (HRSA) AIDS Education and Training Centers (AETC) have helped to distribute campaign messages, materials, and information. CDC also works with other partners such as Henry J. Kaiser Family Foundation and GBC Health to further extend the reach of the *Act Against AIDS* umbrella and its campaigns.

Act Against AIDS Leadership Initiative

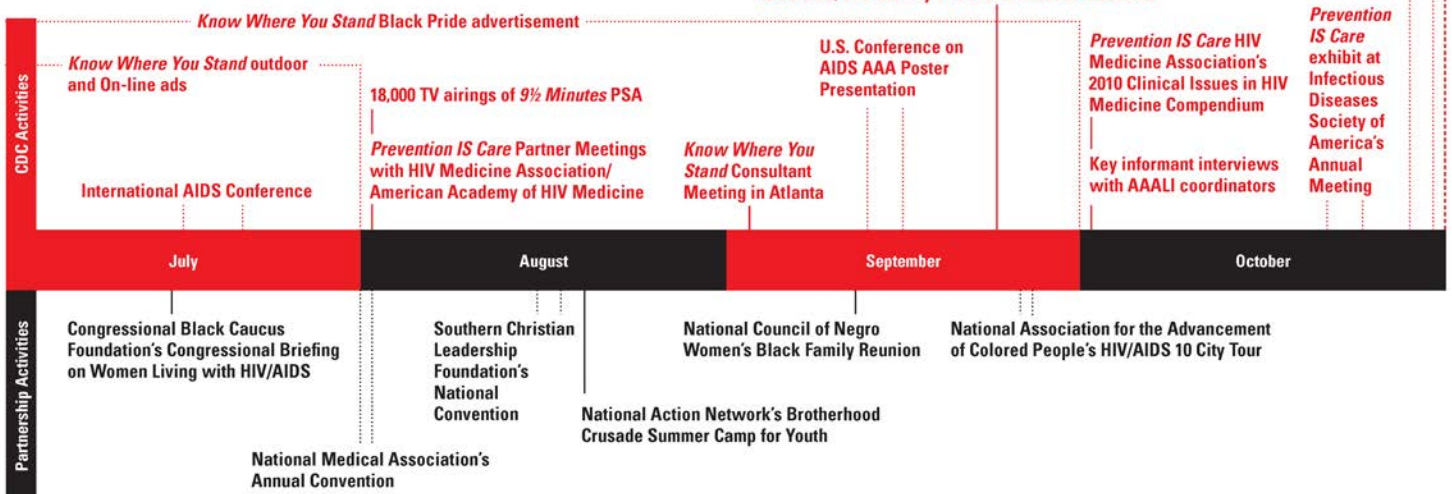
The *Act Against AIDS* Leadership Initiative (AAALI), a six-year partnership between CDC and leading national organizations representing the populations hardest hit by HIV. Launched in 2009, AAALI initially brought together some of the nation's foremost African American organizations to intensify HIV prevention efforts in black communities. In 2010, CDC expanded AAALI to include organizations that focus specifically on black men who have sex with men (MSM) and the Latino community. AAALI partners include:

- 100 Black Men of America (100BMOA)
- American Urban Radio Networks (AURN)
- ASPIRA Association
- Black Men's Xchange (BMX)
- Black Women's Health Imperative (BWHI)

One Test. Two Lives. curriculum release at American Congress of Obstetricians and Gynecologists District II, New York

HIV Screening, Standard Care. National Stakeholder Meeting with American College of Physicians, National Medical Association, National HIV/AIDS Clinicians' Consultation Center, HIV Medicine Association, American Academy of HIV Medicine, and Society of General Internal Medicine

HIV Screening, Standard Care. Pri-Med Mid-Atlantic workshop and exhibit



Campaign Highlights and Key Partnerships—continued

- Congressional Black Caucus Foundation (CBCF)
- Farmworker Justice
- International Federation of Black Prides (IFBP)
- National Action Network (NAN)
- National Association for the Advancement of Colored People (NAACP)
- National Council of Negro Women (NCNW)
- National Hispanic Council on Aging (NHCOA)
- National Medical Association (NMA)
- National Newspaper Publishers Association (NNPA) Foundation
- National Organization of Black County Officials (NOBCO)
- National Organization of Black Law Enforcement Executives (NOBLE)
- National Urban League (NUL)
- Sigma Gamma Rho Sorority (SGR)
- Southern Christian Leadership Foundation (SCLF)

- Nearly **400** chapters and affiliates of AAALI organizations have participated in AAALI efforts.

For more information about AAALI, please visit http://www.cdc.gov/hiv/aaa/leadership_initiative.htm.

Other Partnership Activity Highlights

Greater Than AIDS

Greater Than AIDS (<http://www.greatherthan.org/>), a national movement to respond to AIDS in America, is supported by a broad coalition of public and private sector partners, including leading media and corporate brands, state and local health departments, and community and AIDS service organizations. Developed in support of *Act Against AIDS*, *Greater Than AIDS* aims to increase knowledge and understanding about HIV/AIDS and confront the stigma surrounding the disease, in particular among black Americans and gay and bisexual men.



Greater Than AIDS on-line banner advertisement

Quick Fact: As of June 2011, more than 127,000 Facebook users have “liked” the *Greater Than AIDS* page (<http://www.facebook.com/greatherthanids>). It has become one of the largest Facebook communities devoted exclusively to the domestic HIV/AIDS epidemic.

GBC Health

CDC works with partners like the GBC Health (formerly known as the Global Business Coalition on HIV/AIDS, Tuberculosis, and Malaria), a coalition of more than 200 Fortune 500 companies, to extend the reach and inform the development of AAA campaigns, and to support various GBC social marketing efforts designed with an eye toward national scaling and replication, as well as on-the-ground coaching and capacity building. Examples include the Washington, DC campaign *Ask for the Test/Offer the Test*, and *Get Screened Oakland* in Oakland, California. Visit GBC at <http://www.gbcimpact.org>.

AAALI Activity Highlights

- AAALI organizations have conducted nearly **1,300** HIV-related activities, including briefings, chapter trainings, workshops, and outreach events.
- AAALI events have been attended by more than **482,000** people.
- Last year, **13,902** attendees received HIV tests at an AAALI event.

This is a phenomenal opportunity that has been given to Sigma Gamma Rho. As an Act Against AIDS Leadership Initiative partner, it's a great opportunity for us to significantly impact the community and try to turn the tide in decreasing the rate of new cases of HIV.

—Deborah Catchings-Smith, Project Coordinator,
Sigma Gamma Rho

2011



Campaign Highlights and Key Partnerships—*continued*



E.R.A.S.E. Youth Summit event poster

E.R.A.S.E. HIV Youth Summit Hosted by Magic Johnson Foundation, CDC, and Black Entertainment Television

CDC joined the Magic Johnson Foundation and Black Entertainment Television (BET) on February 18, 2011, in conducting the first-ever *E.R.A.S.E. (Empowering and Reinforcing Awareness of Students Through Education) HIV Youth Summit* at Centennial High School in Compton, California. More than 1,000

students attended the summit, which included a Q&A session with peer leaders and entertainers like Isaac Keys, Lamman Rucker, and Shauna Chin. The event, which focused on HIV prevention among youth, was moderated by comedian Joe Clair of BET. The students were provided basic HIV/AIDS information, prevention messages, and an opportunity to get tested for HIV and STDs by the Magic Johnson mobile (provided by AIDS Healthcare Foundation) and the LA County Health Department.

CDC Partners with Upscale Magazine/Bronner Bros. International Hair Show

CDC partnered for a second year with the Bronner Bros. Enterprise to promote HIV/AIDS education and prevention. HIV/AIDS awareness messages were integrated throughout the Bronner Bros. International Hair Show Expo held in Atlanta, and reached more than 55,000 industry members from around the world. Mass media and event videos promoted AAA and the *Business Responds to AIDS/Labor Responds to AIDS* program's

“Shop Talk” workshops. Workshops trained more than 200 stylists and barbers in how to engage in peer-to-peer discussions to promote general HIV/AIDS awareness, prevention, testing, and linkages to care and referrals.

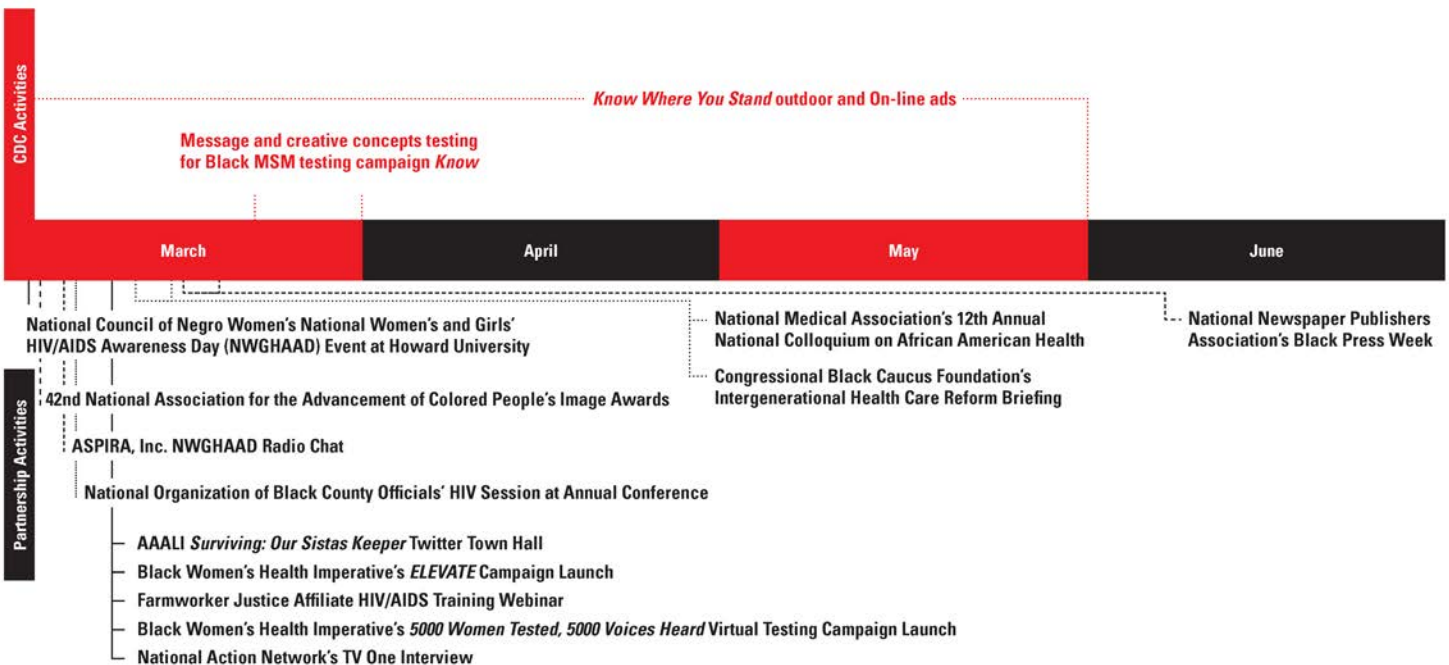
Celebrity Spokespersons

AAA and its partners have had the strong voices of celebrity spokespersons to carry HIV prevention messages to communities across the nation. These celebrities, like Jamie Foxx, Angela Bassett, Laila Ali, Raheem DeVaughn, Sheryl Lee Ralph, and astronaut Jose Hernandez, have done public service announcements, hosted events and concerts, promoted AAA and HIV prevention through their social media channels, and made appearances in support of AAA and AAALI partners.

Pictured below, AAA partner and recording artist Raheem DeVaughn appears on Fox 5 in Washington, DC. DeVaughn was interviewed about his work in HIV/AIDS prevention in the DC area, for which he received a key to the city.



Raheem DeVaughn appearance on Fox 5, Washington, DC



Research Shapes *Act Against AIDS* Campaigns

CDC's formative research and materials testing process helps to produce *Act Against AIDS* campaigns that are evidence based and scientifically robust. The current campaign for black/African American gay and bisexual men, *Know Where You Stand*, provides an excellent example of the formative research that has been conducted as part of the development process for the campaigns under the AAA umbrella.

In spring 2010, CDC conducted research to help determine the messages and channels to use for the campaign. CDC interviewed 221 men between the ages of 18 and 44 who reported being gay or bisexual and being HIV negative or of unknown serostatus. Interviews took place in five cities: Charlotte, North Carolina; Detroit; Miami; Newark, New Jersey; and Oakland, California. Key findings included the following: recognition was low for <http://HIVTest.org>, the primary Web site to be used for the campaign; there was a need to emphasize that HIV testing could be free, fast, and confidential; and there was a general preference for uplifting messages.

CDC also hired a contractor to convene a group of prominent researchers, key stakeholders, and leaders from the black men who have sex with men community to serve as a panel of external consultants. These consultants provided crucial expert insight and recommendations on messaging and materials.



KWYS bus advertisement

Upcoming: Campaigns for Hispanics/Latinos and for Men Who Have Sex with Men (MSM) of All Races

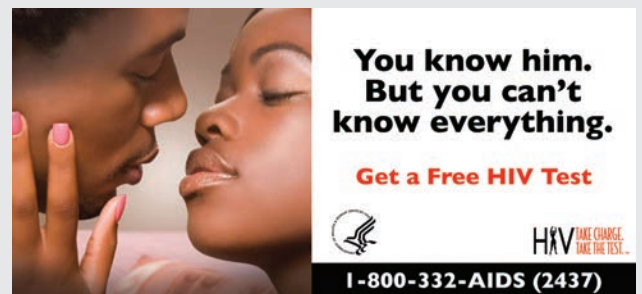
CDC is developing three new campaigns: one for MSM of all races, one for Hispanic/Latino MSM, and a more broad campaign for Hispanics/Latinos. MSM continue to be the risk group most severely affected by HIV, and the one group in the United States in which the annual number of new HIV infections is increasing. Thus, this target audience is emphasized in the National HIV/AIDS Strategy as a focus area. While Hispanics/Latinos represented approximately 15% of the U.S. population in 2006, they accounted for 17% of new HIV infections in the United States. The National HIV/AIDS Strategy calls for an evidence-based social marketing campaign targeting the Latino community. These campaigns will be informed by formative research activities that are currently under way.

Consultant A. Cornelius Baker, senior communications advisor and project director of the National Institute of Allergy and Infectious Diseases' (NIAID's) HIV Vaccine Research Education Initiative, said:

Promoting HIV testing among black gay men is a critical element in our nation's effort to defeat this epidemic. It is a goal that cannot be achieved without community partnership. The CDC black gay men's HIV testing campaign workgroup demonstrates the essential collaboration between government and leaders that is needed to work toward the common goal of improving community health and ending HIV.

Ten concepts were developed on the basis of exploratory research and consultant input, and were tested in March 2011 with 92 individuals in Atlanta, Los Angeles, and New York. The results from the message and concept testing were used to develop campaign materials, which were further tested with the campaign audience in May 2011. The new campaign materials will officially launch this fall, and will be available at <http://www.actagainstaids.org>.

Expansion: *Take Charge. Take the Test.*



TCTT billboard advertisement

CDC launched a pilot social marketing campaign in Philadelphia and Cleveland to encourage HIV testing among African American women. The campaign, *Take Charge. Take the Test.* (TCTT), was informed by research with African American women throughout the United States, as well as by nationally renowned social marketing consultants, target audience experts, and leaders in HIV/AIDS prevention. The campaign materials are available to interested HIV/AIDS organizations, CBOs, and health departments on the *Act Against AIDS* Web page at <http://www.actagainstaids.org>. In 2011, CDC will extend the reach of the campaign by providing trainings and comprehensive resources to select state and local health departments. The resources include an implementation toolkit that can be used to help local health departments incorporate TCTT into their outreach efforts to educate and empower black women to get tested for HIV.

Facts and Figures

The AAA campaign uses many measures to evaluate and track the progress of the campaign. The following facts and figures outline some of the activities CDC routinely tracks, including media impressions, Web activity, events, number of attendees, and numbers of materials distributed.

| Audience Impressions* | | | | |
|---|--|-----------------------------------|-----------------------------------|---------------|
| TOTAL MEDIA IMPRESSIONS (through March 2011) 2.1 billion | TYPE | YEAR ONE APRIL 2009–MARCH 2010 | YEAR TWO APRIL 2010–MARCH 2011 | TOTAL |
| | Television PSAs | 203.9 million | 461.9 million | 665.8 million |
| | Radio PSAs and On-Air Reads | 6.5 million | 93.2 million | 99.7 million |
| | Print Advertising | 162 thousand | 207 thousand | 409 thousand |
| | Outdoor Advertising | 48.7 million | 364.6 million | 413.4 million |
| | Media Coverage | 114.7 million | 679.3 million | 794 million |
| | Web Banner Impressions | 70.6 million | 53.4 million | 124 million |
| On-Line and Social Media | | | | |
| REFERRALS TO HIVTEST.ORG (through March 2011) 50,357 | TYPE | YEAR ONE APRIL 2009–MARCH 2010 | YEAR TWO APRIL 2010–MARCH 2011 | TOTAL |
| | Click-Throughs from Banners, Buttons, and Badges | 49,552 | 24,705 | 74,257 |
| | On-Line Video Views | 25,428 | 19,597 | 45,025 |
| AAA Home Page Views | 194,326 | 142,893 | 337,219 | |
| Community and Provider Events | | | | |
| NUMBER OF ATTENDEES AT AAA EVENTS (through March 2011) 571,035 | TYPE | YEAR ONE APRIL 2009–MARCH 2010 | YEAR TWO APRIL 2010–MARCH 2011 | TOTAL |
| | Events, Workshops, Education Programs, Conferences, and Exhibits | 484 | 828 | 1,312 |
| Resources Distributed—Consumer and Provider (Events and On-Line) | 158,530 | 286,486 | 445,016 | |

*An audience impression is an industry standard that estimates the number of times a message has been seen or heard. (Note: the same person may have been exposed to the message more than once.) Data are not available for all AAA activities. Data may differ from previous reports due to changes in data classification.

Visit [http://www.
ActAgainstAIDS.org](http://www.ActAgainstAIDS.org)
To Download Materials

Many of the materials developed for the Act Against AIDS campaigns are available on-line for individuals and organizations to use in local HIV/AIDS outreach activities. To view the resources available, visit the "About Act Against AIDS" tab. The majority of these materials can be downloaded or ordered free of charge.

The screenshot shows the Act Against AIDS website interface. At the top, there are two main navigation tabs: "ACT AGAINST AIDS HOME" and "ACT AGAINST AIDS FOR PROFESSIONALS". Below these, there are four sub-tabs: "HOME", "LEARN HIV / AIDS BASICS", "VIEW ALL THE CAMPAIGNS", and "ABOUT ACT AGAINST AIDS". The main content area features a large image of two men, with text overlays: "Know Where You Stand", "Take Charge. Take the Test.", and "HIV Screening. Standard Care." Below this, there is a section titled "Prevention Is Care" with a sub-heading "Materials for medical professionals caring for patients living with HIV". To the right, there is a search bar labeled "Find an HIV Test Site Near You" with fields for ZIP Code, Radius (set to 10 miles), and a GO button. Below the search bar, there are sections for "Stories from the Community", "Join the Network", and "CDC HIV/AIDS Prevention News". The bottom section includes a "Learn the Basics of HIV/AIDS" link and a "HIV/AIDS 101" section with sub-points: PREVENTION, TRANSMISSION, TESTING, and LIVING WITH HIV. A small image shows a group of people, and text below it says "Start here to learn the basics of HIV and AIDS and learn how to take steps to prevent transmission and protect yourself from HIV."