



ACT against AIDS



First Year-End Report: April 2009–March 2010

Act Against AIDS (www.actagainstaids.org) is a 5-year, multifaceted communication campaign launched by the Centers for Disease Control and Prevention (CDC) and the White House in April 2009. The campaign is designed to combat complacency about the national HIV/AIDS epidemic and comprises multiple, concurrent campaign phases designed to reach specific populations at risk for HIV infection.

In the first year, *Act Against AIDS* (AAA) helped return HIV prevention to its central place as an issue for all Americans by working with partners to expand media activities, place public service announcements, secure donated advertising space, host HIV prevention education and testing events, and move people to seek information about HIV prevention online and in their community.

Campaign Highlights

Audience Impressions*	
IMPRESSIONS TO DATE: 430 MILLION	Television PSAs: 66 million impressions <i>Includes 9½ Minutes</i>
	Radio PSAs and On-Air Reads: 54.7 million impressions <i>Includes 9 ½ Minutes, Act Against AIDS Leadership Initiative (AAALI) activities</i>
	Print Advertising: 5.2 million impressions <i>Includes 9½ Minutes, Prevention IS Care, One Test. Two Lives, AAALI activities</i>
	Outdoor Advertising: 121.2 million impressions <i>Includes 9½ Minutes (transit, bus shelters, airport dioramas, and JumboTron), AAALI activities</i>
	Media Coverage: 112.3 million impressions <i>Includes AAA Launch, 9½ Minutes, i know, AAALI activities</i>
Online and Social Media	
AAA HOME PAGE VIEWS TO DATE: 183,816	Web Banners: 70.6 million impressions <i>Includes 9½ Minutes, Black men who have sex with men (MSM)</i>
	Click-Throughs from Banners, Buttons, and Badges: 49,552 click-throughs <i>Includes 9½ Minutes, Black MSM</i>
	Online Videos: More than 25,428 views <i>Includes 9½ Minutes, i know</i>
	AAA Listserv Subscribers: 42,650 individuals
	HIVTest.org: 28,212 visits to this testing site locator generated from the AAA campaign, including the Black MSM campaign phase Web banner ads
Community and Provider Events	
NUMBER OF ATTENDEES TO DATE: 183,854	Events, Workshops, Education Programs, Conferences, and Exhibits: 984
	Resources Distributed for Provider Campaigns (Events and Online): 121,780 <i>(includes physician resource kits and patient materials)</i>

*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 is not available for all AAA activities; actual numbers may be higher.

Donated Media Placements Expand Reach of AAA

By leveraging its public-private partnerships, CDC has expanded the reach of the AAA campaign and its phases through donated media support valued at an estimated **\$4 million** collectively. In addition to the *9½ Minutes* PSAs, some examples of donated media have been

- Clear Channel Communications, Inc., donated outdoor advertising space in 18 cities and 6 airports around the country with an estimated value of **\$1.9 million**, representing an estimated **1400% return** on CDC's investment (CDC paid for printing at a cost of \$140,000. Estimate excludes internal and contractor costs.) and a cost per impression of **less than \$0.01**.
- *Real Health* and *POZ* magazines donated placements for *9½ Minutes* print ads, totaling close to **\$50,000**.
- Act Against AIDS Leadership Initiative (AAALI) partners have leveraged their assets to secure more than **\$485,800** in donated ad placements for AAA.

Campaign Highlights

Partnerships Bring Key Supporters Together

AAA utilizes public-private partnerships to both extend the reach and inform the development of AAA and its campaign phases. Key collaborative partnerships include

ACT against AIDS LEADERSHIP INITIATIVE This initiative brings together highly influential organizations that are dedicated to increasing HIV-related awareness, knowledge, and action within communities nationwide. Currently AAALI consists of 16 national African American institutions. In 2010 AAALI is expanding to include membership of organizations that specifically reach men who have sex with men (MSM) and Latinos, resulting in an MSM Leadership Initiative and a Hispanic/Latino Leadership Initiative.

BLACK AIDS MEDIA PARTNERSHIP CDC supported the Kaiser Family Foundation (KFF) in convening private sector media partners to leverage their respective knowledge and resources to reach African Americans through the media. KFF and their media partners collaborated with BAMP members to develop and launch the *Greater Than AIDS* campaign (www.greatherthan.org) that targets at-risk African Americans.

Global Business Coalition on HIV/AIDS, Tuberculosis, and Malaria –

A coalition of more than 200 Fortune 100/500 individual companies acted as a media and social marketing “think tank” to assist CDC with market research, message development, channel strategy, and campaign development, including insight into the development of the *i know* phase.

Black MSM Work Group –

CDC convened an External Consultant Work Group, comprising 19 Black Gay/MSM community leaders, researchers, and key stakeholders to help inform the development of phases, including an HIV testing campaign for Black MSM, and provide ongoing technical input for AAA campaign planning, implementation, and evaluation.

Media Coverage Highlights

Media coverage of CDC’s AAA campaign totals **more than 112.3 million** impressions. Examples include

- **CNN:** “House Call with Dr. Sanjay Gupta”
- The **Tavis Smiley Radio Show**, PBS: “Kevin Fenton Interview”
- The **Bev Smith Show**, AAA highlighted: “Bev Smith Interviews President Barack Obama about National HIV Testing Day”
- **USA Today:** “*i know* AIDS initiative targets young blacks with social media”
- **CNN** Headline News: “New Social Media Effort Arms Young Adults in the Fight Against HIV”

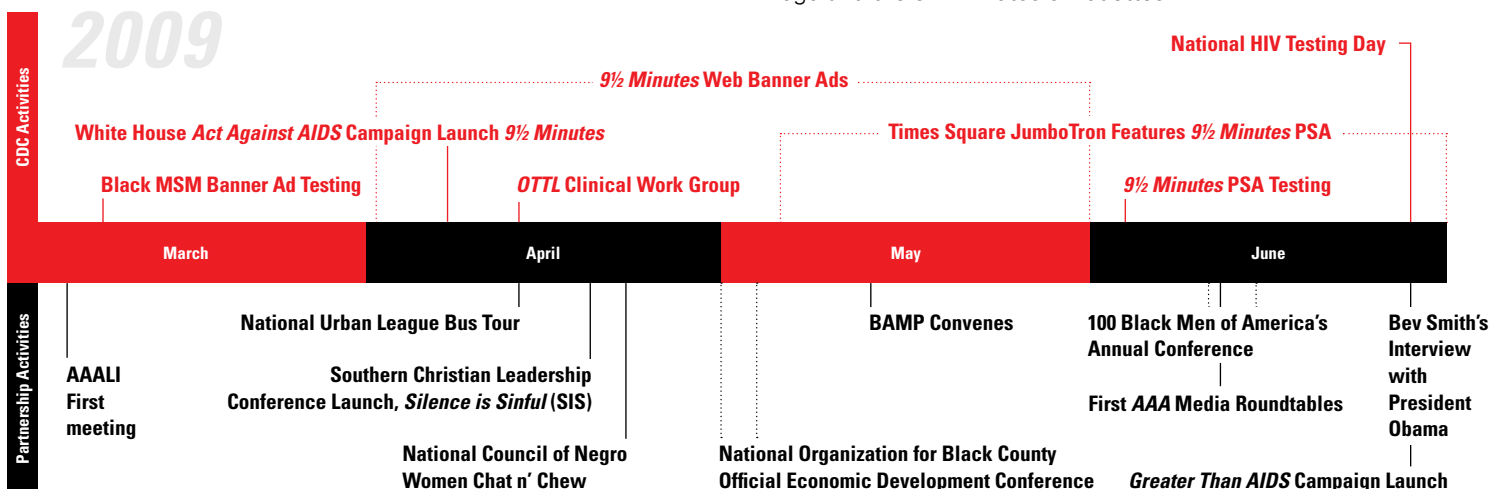
Research Informs Campaign Efforts

To inform campaign efforts, AAA utilizes epidemiological, behavioral, and market research, drawing on existing resources throughout CDC and those provided to AAA by partners. AAA also conducts original research when gaps exist or when campaign messages, concepts, or materials need to be tested. Examples include

Expert Consultations: including the Black MSM Work Group meeting (December 2009), the Global Business Coalition consultation for the *i know* campaign (October 2009), and the CDC consultations on HIV prevention messaging for MSM in Atlanta (December 2009, March 2010).

Analysis and Review of Secondary Data: including the National HIV Behavioral Surveillance System, Forrester marketing data, Pew Research Center Internet data, and the Kaiser Family Foundation Survey of Americans on HIV/AIDS.

Primary Research – Interviews and Focus Groups: including exploratory research among Black MSM to understand the psychosocial influences on routine HIV testing and the best channels to reach them; message testing of PSAs, banner ads, and other key AAA messages; and concept testing of the *i know* logo and the *9½ Minutes* silhouettes.



Television

CDC's *9½ Minutes* public service announcement (PSA) aired during **CBS's Super Bowl XLIV** pre-game broadcast on February 7, 2010, reaching approximately **9 million** people. CBS's donated ad space was valued at **\$250,000**.

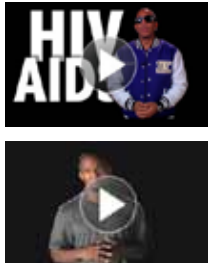
Radio

The AAALI partner, **American Urban Radio Networks**, began airing "live read" PSAs on May 4. These 15- to 30-second *9½ Minutes* scripts are read during all programming segments, with a focus on rush hour drive time, and are reaching an estimated **20 million** listeners each week.

i know Kicks Off Social Media Initiative

In March 2010, the *i know* phase of AAA began its social media effort. Highlights for the first month of the campaign include

- The kick off garnered approximately **45 million** media impressions.
- Web videos by Jamie Foxx and Ludacris were viewed **more than 3,000** times combined in the first month alone.
- More than **800** Facebook fans, **more than 550** followers on Twitter and **more than 1.9 million** exposures to *i know*-themed messages on Twitter. The phase Web page received nearly **1,500** hits in the first week following the launch event at Clark Atlanta University.
- Tweets and re-tweets about the phase by influential celebrities, including P. Diddy, Ludacris, Raheem DeVaughn, and Caressa Cameron (Miss America 2010), resulting in **more than 400** re-tweets.



Outdoor

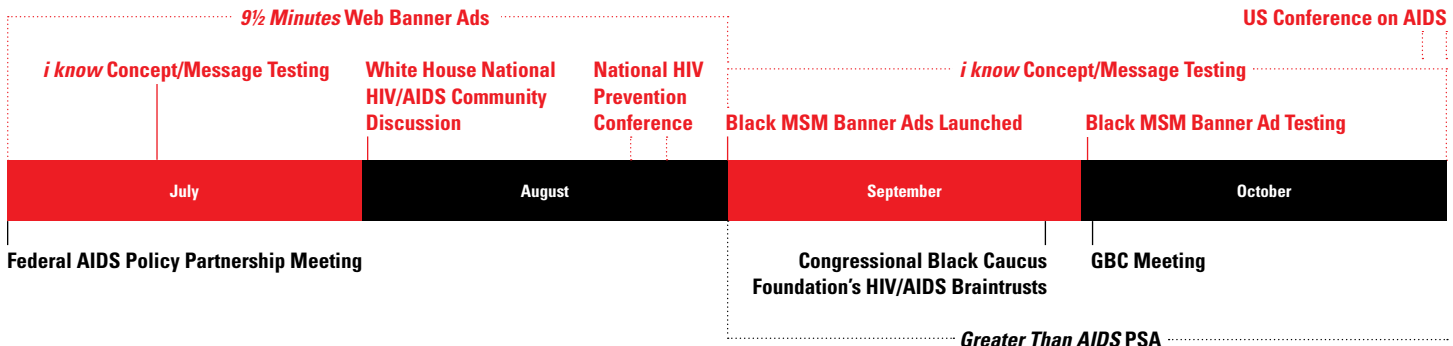
Working with the AAALI partner, the **National Medical Association**, CDC secured an advertising slot on a Times Square JumboTron. From May 12 until July 13, 2009, the *9½ Minutes* PSA ran every 20 minutes, 24 hours a day, in full motion and full color. This placement garnered at least **84 million** audience impressions and was valued at **\$78,000**.



Times Square JumboTron



Donated airport signage



Overview of Act Against AIDS Campaign Phases

Consumer Campaign Phases



9½ Minutes (www.actagainstaids.org)
 Target Audience: At-risk populations, stakeholders, opinion leaders, and general U.S. public

Black MSM Testing Campaign
 Target Audience: Black MSM aged 18–24 (also conducting exploratory research to expand through age 44)



i know (www.actagainstaids.org)
 Target Audience: African Americans aged 18–24



Take Charge. Take the Test. (TCTT)
 Target Audience: African American women aged 18–34

New MSM Phase
 Target Audience: MSM of all races

New Hispanic/Latino Phase
 Target Audience: Hispanics/Latinos

Provider Campaign Phases



Prevention Is Care (PIC) (www.cdc.gov/preventioniscare)
 Target Audience: Infectious Disease Specialists and Primary Care Physicians (PCPs) who treat HIV

HIV Screening. Standard Care. (HSSC) (release June 2010)
 Target Audience: Primary Care Providers, including Primary Care Physicians, ED Providers, and OB/GYNs who provide primary care



One Test. Two Lives. (OTTL) (www.cdc.gov/1test2lives)
 Target Audience: OB/GYNs, Certified Nurse Midwives

Prenatal HIV screening benefits mom and baby.

Collaborative Partner Campaigns



Greater Than AIDS (www.greaterthan.org)
 Target Audience: African Americans
 Note: CDC provided seed money for the formation of BAMP. BAMP collaborated with KFF and independently launched the Greater Than AIDS campaign in June 2009.

