



Get in care. Stay in care. Live well.



Encouraging People Living With HIV to *Get in Care. Stay in Care. Live Well.*

In September 2014, the Centers for Disease Control and Prevention (CDC) unveiled *HIV Treatment Works* (www.cdc.gov/HIVTreatmentWorks), a national communication campaign with the goal of encouraging people living with HIV to get in care, start taking HIV medications, remain in care, and adhere to treatment.

This integrated social marketing campaign, part of CDC's *Act Against AIDS* initiative (www.cdc.gov/actagainstaids), features people from across the United States who are living with HIV talking about how sticking with treatment helps them stay healthy; protect others; do what they love; and live a longer, healthier life. This campaign also focuses on how individuals have had to overcome barriers to get in care and stay on treatment. Campaign concepts and messages reflect input from more than 100 men and women from across the country who are living with HIV.

HIV Treatment Works provides access to information and resources to help increase the proportion of people living with HIV who enter and remain in care. Ensuring that people living with HIV are successfully treated is critical to improving their overall health and reducing the risk of transmitting HIV to their partners.

HIV Care and Treatment by the Numbers

In 2011, an estimated 1.2 million people were living with HIV infection in the United States. Of those, an estimated 86% were diagnosed with HIV, and 40% were engaged in HIV medical care. Of patients in HIV medical care, 92% are prescribed antiretroviral therapy (ART) and 76% achieve viral suppression, meaning the level of HIV in their bodies is low enough to stay healthy and dramatically reduce the chance of transmitting HIV to others. However, only approximately 3 in 10 people living with HIV currently have the virus under control.¹ This campaign supports the National HIV/AIDS Strategy and the White House's Continuum of Care Initiative (<http://www.whitehouse.gov/the-press-office/2013/07/15/executive-order-hiv-care-continuum-initiative>), which seek to identify people who are living with HIV, link them to care, and ultimately increase the proportion of people with a suppressed viral load.

Early linkage to and retention in HIV care are central to managing HIV and promoting health among all people living with HIV. ART reduces the amount of virus in blood and body fluids. It can keep people with HIV healthy for many years, and consistent and correct use greatly reduces the chance of transmitting HIV to sex partners.



cdc.gov/HIVTreatmentWorks

People living with HIV may not engage in care or drop out of care for many reasons, including stigma, shame, perceived or real concerns about taking HIV medications, and the cost of medical care. African Americans and young people living with HIV are the least likely to be in care, on HIV treatment, and virally suppressed. These populations have lower rates of engagement at each stage of care, due in part to a range of social and environmental conditions that make it more difficult to seek and stay in care. These conditions include poverty, poor access to health care, stigma, and a limited understanding of the benefits of treatment.

Overcoming Barriers to Care and Treatment

HIV Treatment Works reflects the reality that there are barriers to care and treatment. Campaign testimonials from people living with HIV demonstrate how they overcame personal barriers to care and treatment and how treatment improved their lives. The campaign website includes information encouraging people to get in care and stay on treatment, as well as resources on how to live well with HIV, including finding HIV and mental health providers and HIV support groups, and tips on adhering to treatment and maintaining good health.

HIV Treatment Works Campaign Components

Campaign promotional materials will be disseminated as follows:

- **National promotion**—Advertisements in targeted print, broadcast, and online outlets, including news media outreach, broadcast public service announcements, and digital/social media. Print and online ads targeted to health care providers and social service providers will alert them about campaign resources.
- **Local promotion**—On-the-ground campaign activities will take place in select cities most impacted by HIV and will include partnership development and community engagement.
- **Digital engagement**—Through Facebook (www.facebook.com/ActAgainstAIDS), Twitter (@TalkHIV), and YouTube (www.youtube.com/CDCstreaminghealth), the campaign prompts people living with HIV to Get in Care, Stay in Care, and Live Well using the hashtag **#HIVTreatmentWorks**.
- **Campaign website**—The *HIV Treatment Works* campaign website (www.cdc.gov/HIVTreatmentWorks) provides information and resources for people living with HIV, including digital video stories and campaign materials.
- **Promotional materials**—Posters and palm cards are available. Digital banner ads can be downloaded.

HIV Treatment Works is part of *Act Against AIDS* (AAA), CDC's national communication initiative to raise awareness about HIV/AIDS in the United States. The initiative includes multiple campaigns for different audiences, as well as tools and information for health care providers regarding HIV testing, prevention, and treatment. Visit www.cdc.gov/ActAgainstAIDS to learn more. To request campaign materials or additional information, contact ActAgainstAIDS@cdc.gov.

Reference

1. Vital Signs: HIV Diagnosis, Care, and Treatment Among Persons Living with HIV—United States, 2011. *Morbidity and Mortality Weekly Report (MMWR)*. November 28, 2014. Retrieved from http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6347a5.htm?s_cid=mm6347a5_w.

