



ACTING TOGETHER TO PREVENT HIV/AIDS

Volume 9 • March 2016    

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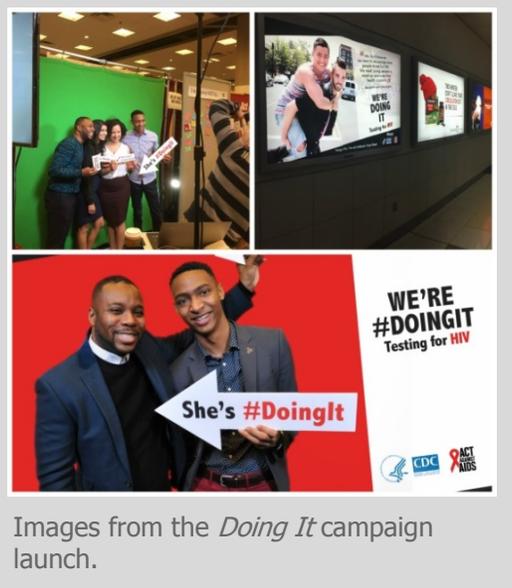
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New and Noteworthy

Doing It, the Newest Act Against AIDS Campaign

This past December, the Centers for Disease Control and Prevention (CDC) launched *Doing It*, a new national HIV testing and prevention campaign designed to motivate all adults to get tested for HIV and to know their status. *Doing It* delivers the message that HIV testing should be a part of everyone's regular health routine.

The campaign launched at the 2015 National HIV Prevention Conference at the conference's CBO/NGO (community-based organization/nongovernmental organization) Village. *Doing It* campaign participant and celebrity guest Daniel Franzese hosted a panel discussion about HIV testing with prominent HIV advocates and spokespeople, including:



Images from the *Doing It* campaign launch.

- Sharon Lettman-Hicks, [National Black Justice Coalition](#)
- Chandi Moore, [I am Cait](#)
- Tony Wafford, [I Choose Life Health and Wellness Center](#)
- DaShawn Usher, [Young Black Gay Men's Leadership Initiative](#)
- Tracey Alston, [First Ladies Health Initiative](#)

After the panel discussion, videos of *Doing It* campaign testimonials were shown, and a Tweet wall displayed real-time *Doing It* Twitter activity. Guests were also invited to visit the *Doing It* photo booth to have their pictures taken and learn more about the campaign.

Along with the launch event, *Doing It* ads were placed at Atlanta’s Hartsfield Jackson International Airport, on Atlanta billboards, and at the conference hotels. The campaign also began posting to the *Act Against AIDS* [Facebook](#), [Instagram](#), and [Twitter](#) pages. *Doing It* was rolled out nationally and in cities across the country in early 2016.

To view the [campaign PSA](#), get more information on *Doing It*, or find a testing center near you, please visit the [campaign website](#).

Act Against AIDS Has a New Look

This Spring, *Act Against AIDS* has a new look! The updated *Act Against AIDS* logo includes the universal symbol of support for people living with and affected by HIV—the red ribbon.



The new logo design will be featured on all campaign materials, websites, social media accounts, and anywhere else the *Act Against AIDS* logo is used. Look for it [online](#) and on your favorite *Act Against AIDS* campaign posters, palm cards, and brochures.

If you are interested in using *Act Against AIDS* campaign materials featuring the new logo in your work or community, please visit the [CDC-INFO on Demand ordering system website](#), call 800–CDC–INFO (800–232–4636), or send a request to CDC by emailing ActAgainstAIDS@cdc.gov.



Doing It ads in the community.

A New, Easy Way To Order Act Against AIDS Materials

Act Against AIDS has recently partnered with [CDC-INFO](#) to provide an easy and quick way to order all of your favorite *Act Against AIDS* campaign materials. To order materials free of charge, please visit the [CDC-INFO on Demand ordering system website](#). From there, you can search for *Act Against AIDS* materials by choosing the campaign from the “Programs” drop-down menu and then filtering results based on language and type of material.

For any questions or help with using the CDC-INFO on Demand ordering system, please call 800–CDC–INFO (800–232–4636).

In the Community

PACT Partner Profiles: National African American Tobacco Prevention Network and the National Black Justice Coalition



We are excited to continue showcasing the efforts of our [Partnering and Communicating Together to Act Against AIDS \(PACT\)](#) partners who are working to extend the reach of *Act Against AIDS* campaign materials, resources, and engagement efforts into the community. In honor of [National Black HIV/AIDS Awareness Day](#) last month, we are pleased to

highlight the [National African American Tobacco Prevention Network](#) (NAATPN) and the [National Black Justice Coalition](#) (NBJC).



NAATPN was founded in June 2000 in Raleigh, North Carolina, in response to tobacco-related health disparities that existed in national tobacco control efforts for African Americans. The organization will be integrating HIV/AIDS prevention messaging into its existing historically Black colleges and universities (HBCU) Initiative, its Disparities in Health in America Summer Workshop, and its Faith-Based Tobacco End-Game Health Summit. NAATPN recently partnered with Atlanta-based [National AIDS Education & Services for Minorities](#) (NAESM) to disseminate more than 1,000 *Start Talking. Stop HIV.* materials at the [National African American MSM Leadership Conference on HIV/AIDS and Other Health Disparities](#) in Los Angeles in January. The *Start Talking. Stop HIV.* campaign was featured in print materials and exhibit space.

NBJC is a civil rights organization dedicated to the empowerment of Black lesbian, gay, bisexual, transgender, queer, gender nonconforming, and same-gender-loving communities (LGBTQ/SGL). Since 2003, NBJC has provided leadership at the intersection of national civil rights groups and LGBTQ/SGL organizations. In January, the organization hosted *The Black Institute: Healing, Healthy and WHOLE* at the annual [Creating Change Conference](#). NBJC's preconference institute discussed some of the key aspects affecting the health and wellness of the Black LGBTQ/SGL population. We sat down with NBJC's Executive Director, [Sharon J. Lettman-Hicks](#), to learn more about NBJC and its pioneering work.



Q: What is most rewarding about your work with NBJC?

A: *When speaking directly to the lived experiences of Black LGBTQ/SGL people, our work is most rewarding because our community has lived under a self-imposed veil of "Don't Ask, Don't Tell" when it comes to the issue of human sexuality. NBJC's work is rooted in building space that affirms, celebrates, and empowers Black LGBTQ/SGL people to combat stigma and internalized oppression. We are focused on lifting up our community by changing the narrative in our nation, but more importantly, in our collective Black families in regards to the treatment of LGBTQ/SGL people.*

There is nothing more assuring than to know that our work is impacting the lives of so many. We strive to plant seeds daily that empower our community and ultimately ensure that the rich and resilient history of Black LGBTQ/SGL people is preserved for future generations.

Q: Although the focus of the organization is on Black LGBTQ/SGL communities, NBJC is also deeply focused on strengthening African-American communities as a whole. How important is fostering a collective effort toward the elimination of stigma around HIV/AIDS?

A: *NBJC has accepted the charge to lead a national effort to address and improve the health and wellness of Black LGBTQ/SGL people. Across the board, Black people represent the most impacted demographic when it comes to health disparities including diabetes, heart disease, cancer, asthma, obesity, and yes, HIV. When you bring HIV/AIDS into the conversation about health disparities in the Black community, it is essential that we treat*

and demand dignity to those living with this chronic condition. Politically and socially, we must stop making HIV/AIDS a "gay" issue and center it as a Black family issue most prevalent among Black gay/bi men and transgender women. We must talk about LGBT issues in a manner that recognizes the contributions of Black people who identify as LGBTQ/SGL, and we need to embrace this population with the same respect and acknowledgment as we do single Black mothers in our community. We must realize that segments of our community are dealing with multiple challenges—like poverty, homelessness, and depression—which have an impact on our community being most at risk for HIV. This is why it is so important for Black people to collectively see the HIV epidemic as a justice issue that we all have an obligation to end the bias and stigma that too often permeates our community.

Q. As a newly funded PACT member, what is one thing on your wish list for this year as it relates to addressing the HIV epidemic?

A: *We can only hope and wish that as a newly funded PACT member, NBJC can serve as a bridge to encourage Black LGBTQ/SGL people and the collective Black family to make ending HIV/AIDS a top priority again for our communities, churches, and civic organizations. Ending stigma, getting those living with HIV/AIDS into care, and educating Black people about innovative prevention measures like pre-exposure prophylaxis (PrEP) must be a part of the curriculum, but it all starts with everyone seeing the need to get tested for HIV as a normal occurrence during annual wellness checks. I'm #DoingIt, are you?*

Capacity-Building Assistance Provider Network

The Capacity-Building Assistance Provider Network (CPN) is CDC's flagship program for providing customized training, technical assistance, and consultation to the nation's HIV prevention workforce. The CPN provides FREE programming and services to health departments, health care organizations, and community-based organizations implementing high-impact HIV prevention. Learn more about how to access free, customized services at www.cbaproviders.org.

Act Against AIDS in Action at the Creating Change Conference

This year's [Creating Change Conference](#) in Chicago on January 20–24 gathered many activists from the LGBTQ community. *Act Against AIDS* was onsite at the conference with an exhibit booth and a *Doing It* photo booth where 1,250 visitors had their pictures taken.

Three organizations under the [PACT](#) initiative convened preconference learning institutes. In addition to disseminating *Act Against AIDS* campaign materials, PACT members facilitated onsite HIV testing and linkage to care services. More than 250 HIV tests and 56 Hepatitis C screenings were conducted. These services have become an important and expected opportunity for routine care for many conference attendees.



Doing It URL and hashtag on display at the Creating Change Conference in Chicago.

Through skills-building and group discussion, [AIDS United](#)'s institute, *We Shall Not Be Removed: Building a Pipeline of Young GBTQ Men of Color in the Fight Against HIV New This Year!* provided an opportunity for participants to form and strengthen networks of young gay, bisexual, and queer men of color in activism; create a strong intersectional framework to help understand what factors are driving inequities and poor health outcomes among young GBTQ men of color; and develop strategies for local responses to increase access to HIV care and prevention and eliminate health disparities.



Creating Change conference attendee standing in front of a Doing It campaign backdrop, featuring Gigi and Marilyn.

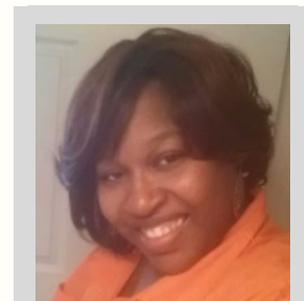
The Black Institute: Healing, Healthy, and WHOLE sponsored by [NBJC](#) offered intentional deliberation on the key drivers affecting the health and wellness of the Black LGBTQ/SQL population: physical health, emotional health, spirituality, economics, and social justice. The Black Institute provided many opportunities to lift, learn, and lead.

Cosponsored by the [League of United Latin American Citizens](#) (LULAC), [Unión=Fuerza: Latino/a Institute](#) gathered Latin@ LGBTQ people, allies, and organizations working toward collective liberation in the United States and the advancement of LGBTQ Latin@ power and activism. The institute included sessions focused on ending LGBTQ prejudice, increasing understanding about sexual and gender diversity in Latin@ communities, and improving the quality of life for LGBTQ Latin@s and their families.

HIV Treatment Works in Memphis: An Interview With Orisha Bowers

[HIV Treatment Works](#), CDC's campaign encouraging people living with HIV to get in care, stay in care, and live well, has mobilized cities across the country to raise awareness of the campaign. Across seven U.S. cities—Atlanta, GA; Baton Rouge, LA; Memphis, TN; Miami, FL; New York, NY; New Orleans, LA; and Washington, DC—*HIV Treatment Works* campaign coordinators are engaging communities to help people living with HIV to get in care and stay on treatment.

Meet the campaign Memphis coordinator, Orisha Bowers. She works with Memphis-area health and social service organizations to increase awareness of the campaign and its resources. She also uses her local know-how and a deep care for the communities she serves to plan engagement activities and to meet with local advocates, case managers, medical care teams, and other linkage-to-care professionals.



Orisha Bowers, *HIV Treatment Works* campaign coordinator in Memphis.

Q: Tell us about what you are doing in Memphis to help people get in care or stay on treatment.

A: *In Memphis, agencies employ early intervention service (EIS) workers and peer mentors who are assigned to newly diagnosed clients through their first care appointment*

to assist, answer questions, and even accompany them to other appointments. I work closely with the EIS workers to make sure they have materials that they can share with newly diagnosed persons to give them additional information about what it is like to live daily with HIV. I also work closely with [Free Condoms Memphis](#) (FCM), an organization which has partnered with more than 80 local businesses, nonprofit agencies, etc., to distribute free condoms and lubricant across Memphis, North Mississippi, and East Arkansas. I make sure that the FCM promoter has HIV Treatment Works materials to disseminate at all of the condom-distribution sites where they also provide HIV testing.

Q: What would be your message to someone who has found out that they are HIV positive?

A: My message to a newly diagnosed person is always, "You can live a healthy, fulfilling, vibrant life. There are things that you will need to learn and practice and integrate into your day-to-day routine. You will need to live differently, but YOU CAN LIVE. The bottom line is that you have to get in and stay in HIV treatment. Why? Because HIV Treatment Works."

Q: Do you have any recommendations for others who want to be supportive of people living with HIV in their communities?

A: To be supportive of people living with HIV, people can help end HIV stigma. Understand that people don't adhere to treatment because they are afraid that they will be mistreated by friends, family, and the community. Become educated about HIV facts. Treat people living with HIV with dignity and love and support. Simply be a friend.

Social and Digital Media Update

We Can Stop HIV One Conversation at a Time Gets Animated for Valentine's Day

In honor of Valentine's Day, [We Can Stop HIV One Conversation at a Time](#) launched three 60-second animated GIFs in February featuring Hispanics/Latinos having conversations around HIV prevention and safer sex. The animated GIFs—located on the [Act Against AIDS Facebook page](#)—are mini telenovelas, each dramatically building off the other. These playful GIFs were created to model and normalize important conversations around HIV and safer sex.

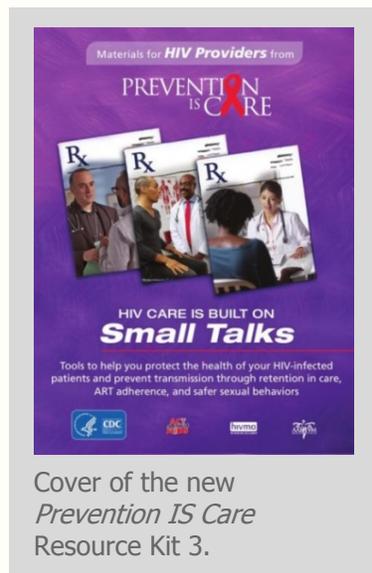


The GIFs highlight the conversations of a Hispanic/Latino family out to dinner together for Valentine's Day. In the first GIF, a gay couple discusses how getting tested together is one way to show the person you love that you care. In the second GIF, a mother and daughter discuss the daughter's new relationship, with the mother encouraging safer sex. In the final GIF, a serodiscordant couple discusses different options to keep each other healthy.

Clinician's Corner

Prevention IS Care Launches Third Resource Kit

The [Prevention IS Care](#) campaign launched its [third resource kit](#) in February 2016. The kit emphasizes retention in care, antiretroviral therapy (ART) adherence, and practicing safer sexual behaviors—all to help protect the health of people living with HIV and to help prevent



Cover of the new *Prevention IS Care* Resource Kit 3.

transmission. The content of each material was tested with HIV care providers and people living with HIV to make certain the content met the informational needs of the audience. The kits contain resources developed for HIV health care providers, resources for use during patient/HIV

care provider discussion, and patient-education materials. In addition, the kit includes revised materials that are frequently used by HIV care providers, such as the *Separating Fact From Fiction* brochure and the *Partner Services Brochure*. The resource kit can be ordered through the [CDC-INFO on Demand ordering system website](#) or by calling 800–CDC–INFO (800–232–4636). To learn more about the new *Prevention IS Care* toolkit, please email ActAgainstAIDS@cdc.gov.



On Social Media

October 2015 - January 2016



25,000+ followers



230,000+ fans



1,300+ followers

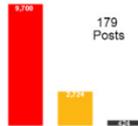
Facebook

facebook.com/ActAgainstAIDS

Ages of Page Fans



Page Engagement



179 Posts

15-17 (1%)

18-24 (20%)

25-34 (33%)

35-44 (28%)

45-54 (8%)

55+ (4%)

Likes

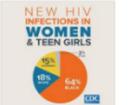
Shares

Comments

Top Posts

Act Against AIDS

1 in 4 people living with HIV are women, but some women are harder to get help. Take your HIVCV and #GETtested for HIV #strong!





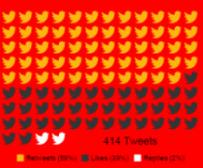
Twitter

@talkHIV

Top Tweet



Tweet Engagement



414 Tweets

Instagram

@actagainstaids

Top Post



Direct From the Division Director's Office

Looking Back at the National HIV Prevention Conference



The [National HIV Prevention Conference](#) held December 6–9, 2015, brought together more than 3,000 people from community-based organizations and federal agencies, researchers, clinicians, people living with HIV, and others to celebrate advances in HIV prevention and treatment and to set a course for future progress toward the goal of an AIDS-free generation. The conference theme, “Accelerating Progress: Prevent Infections. Strengthen Care. Reduce Disparities,” complemented the vision laid out by the White House in the new National HIV Strategy. Attendees shared ideas and discussed strategies during plenary sessions, research presentations, roundtable discussions, a social media lab, and two documentary film screenings that included Q&A sessions.

Highlights included:

- Welcoming remarks given by Dr. Jonathan Mermin, Director of CDC’s National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention; Douglas Brooks, Director of the [Office of National AIDS Policy](#) for the White House; Dr. Eugene McCray, Director of CDC’s Division of HIV/AIDS Prevention; Dr. Anthony Fauci, Director of the [National Institute of Allergy and Infectious Diseases](#) at the National Institutes of Health; and Dr. Mindy Fullilove, Professor of Clinical Psychiatry at the [Mailman School of Public Health](#), Columbia University.
- An interactive *Act Against AIDS* campaign presence at the conference exhibit hall, which featured a [Doing It](#) photo booth and materials from across the *Act Against AIDS* portfolio.
- The launch of the newest *Act Against AIDS* campaign, *Doing It*. The new national HIV testing and prevention campaign was designed to motivate all adults to get tested for HIV and know their status. Visit the [Doing It website](#) to learn more.
- The launch of CDC’s new [HIV Risk Reduction Tool](#), which helps people learn about their risk of getting HIV or transmitting HIV to someone else, and how to lower that risk.
- Closing message from Dr. Thomas Frieden, Director of CDC.



NHPC attendees with a *Doing It* pop-up banner featuring campaign participant Alfredo.

Awareness Days

Highlight of Past Awareness Day Activities

National Women and Girls HIV/AIDS Awareness Day

[National Women and Girls HIV/AIDS Awareness Day](#) (NWGHAAD), this year on March 10, is an annual observance to recognize the effect of HIV on women and girls.



For information and resources on NWGHAAD and ways that you can get involved, visit the [AIDS.gov NWGHAAD web page](#). In observance of NWGHAAD, CDC and the *Doing It* campaign:

- Provided *Doing It* campaign partners, thought leaders, celebrities and campaign ambassadors with a social media toolkit containing sample posts and graphics to expand the digital audience for key NWGHAAD messages.
- Hosted a blog hop with Charreah Jackson of [Essence Magazine](#), Rae Lewis-Thornton of [Diva Living with AIDS](#), Karyn Lee of [The Red Pump Project](#), and Dr. Hazel Dean, Deputy Director of the National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (NCHHSTP) at CDC, as participating bloggers. Each post featured a link allowing readers to “hop” from one blog post to the next, for a range of perspectives on the effect of HIV on women and girls. Dr. Dean’s blog post “[Our Girls Matter: Making Progress Against HIV Among Girls & Women](#)” can be viewed at [BlackDoctor.org](#) and includes links to the other NWGHAAD blog hop posts.
- Reached out through social media to share messages in recognition of the observance, including posts on Facebook, Twitter, and Instagram.

F E B R U A R Y 7, 2 0 1 6

National Black HIV/AIDS Awareness Day



Every year since it was first observed on February 7, 1999, [National Black HIV/AIDS Awareness Day](#) (NBHAAD) has recognized the national response to the HIV/AIDS epidemic in African-American communities. This year’s theme was “I Am My Brother’s and My Sister’s Keeper” and, in observance of NBHAAD, CDC:

- Published two [Morbidity and Mortality Weekly Reports](#) (MMWR), “[HIV Testing and Service Delivery Among Black Females—61 Health Department Jurisdictions, United States, 2012–2014](#)” and “[Disparities in Consistent Retention in HIV Care —11 States and the District of Columbia, 2011-2013.](#)”
- Highlighted the awareness day in “[Driving Down HIV Disparities Among African American Men](#),” a blog post on [AIDS.gov](#) from the Director of CDC’s Division of HIV/AIDS Prevention, Dr. Eugene McCray.
- Participated in various outreach and engagement activities through Facebook, Twitter, and Instagram, including a Twitter chat on February 4 with the [Office of National AIDS Policy](#), NBHAAD Strategic Leaderships Council and AIDS.gov.



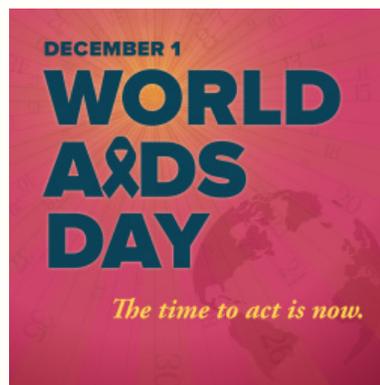
Behind the scenes with CDC for the National Black HIV/AIDS Awareness Day Twitter chat.

Check out *Act Against AIDS* on [Facebook](#) and [Instagram](#), as well as [@talkHIV](#) to see how the community came together online to help spread the word on the importance of HIV testing and treatment by searching #NBHAAD in posts and tweets!

World AIDS Day

In observance of [World AIDS Day](#) 2015, CDC:

- Joined a Twitter chat with [@SaludToday](#), [@AIDSgov](#), and [@LatinoCommAIDS](#) that reached more than 700,000 people and focused on improving HIV-prevention programs and solutions for Hispanics/Latinos in the United States.
- Released a [Vital Signs](#) report on pre-exposure prophylaxis (PrEP), the "[Daily Pill That Can Prevent HIV.](#)" Many people who could benefit aren't taking it, and more than one in three primary care doctors and nurses haven't heard about it. This article calls on health care providers to take a lead role in HIV prevention by screening for risky behaviors, recommending HIV testing, and delivering PrEP care when appropriate.
- Authored feature articles on CDC websites; developed posters, cover images, and infographics; and sent posts and tweets on Facebook, Instagram, and Twitter.



Upcoming Awareness Days

National Native HIV/AIDS Awareness Day (March 20)



National Native HIV/AIDS Awareness Day (NNHAAD) will take place on March 20, 2016, to promote HIV awareness and testing in Native communities. To learn more about NNHAAD and plans for

2016, visit the [AIDS.gov NNHAAD web page](#).

National Youth HIV & AIDS Awareness Day (April 10)

HIV among American youth and young adults is more common than you might think. April 10, National Youth HIV & AIDS Awareness Day (NYHAAD), is an opportunity to educate the public about the impact of HIV and AIDS on young people and to highlight the work that young people are doing to respond to the epidemic. To learn more or get involved, visit the [AIDS.gov NYHAAD web page](#).



National Asian & Pacific Islander HIV/AIDS Awareness Day (May 19)



On May 19, National Asian & Pacific Islander HIV/AIDS Awareness Day, CDC stands with [The Banyan Tree Project](#) to observe this awareness day and to help end HIV stigma in the Asian & Pacific Islander community. To learn more or get involved, visit the [AIDS.gov National Asian & Pacific Islander HIV/AIDS Awareness Day web page](#).

Act Against AIDS Contact Information

If you have any questions or comments about *Act Against AIDS* campaigns, or for information about campaign materials or cobranding, please send an email to ActAgainstAIDS@cdc.gov or call 404-639-6080. To order *Act Against AIDS* materials free of charge, please visit the [CDC-INFO on Demand ordering system website](#) or call 800-CDC-INFO (800-232-4636).

Learn More About Our Campaigns



Get the Facts. Get Tested. Get Involved.

<http://www.cdc.gov/actagainstaids>



Act Against AIDS (<http://www.cdc.gov/actagainstaids>) is a national initiative launched by the Centers for Disease Control and Prevention (CDC) and the White House to combat complacency about HIV and AIDS in the United States. Act Against AIDS focuses on raising awareness among all Americans and reducing the risk of infection among the hardest-hit populations—gay and bisexual men, African Americans, and Latinos.