

CONTENTS

New and Noteworthy..... 1
 In the Community 4
 Clinician's Corner 6
 Direct from the Division
 Director's Office 7
 Awareness Days..... 8
 Act Against AIDS Contact
 Information..... 9
 Learn More About Our
 Campaigns..... 9

New and Noteworthy

HIV Treatment Works. Get in Care. Stay in Care. Live Well.

On September 17, the Centers for Disease Control and Prevention (CDC) announced the launch of *HIV Treatment Works* (<http://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.

HIV Treatment Works features people from across the United States who are living with HIV talking about how sticking to 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 overcome barriers to get in care and stay on treatment.

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

The comprehensive 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. Specific resources include:

- Finding an HIV care provider
- Finding a local HIV support group
- Finding a mental health provider
- Information for specific populations living with HIV



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 to increase the proportion of people with a suppressed viral load.

The *HIV Treatment Works* campaign will initially roll out in select cities across the country that are most impacted by HIV via on-the-ground campaign activities, including partnership development and community engagement. National promotion will include advertisements in targeted print, broadcast, and online outlets. All materials and advertising will direct people living with HIV to the campaign website (<http://www.cdc.gov/HIVTreatmentWorks>). *HIV Treatment Works* is part of CDC's *Act Against AIDS* (AAA) initiative (<http://www.cdc.gov/ActAgainstAIDS>).

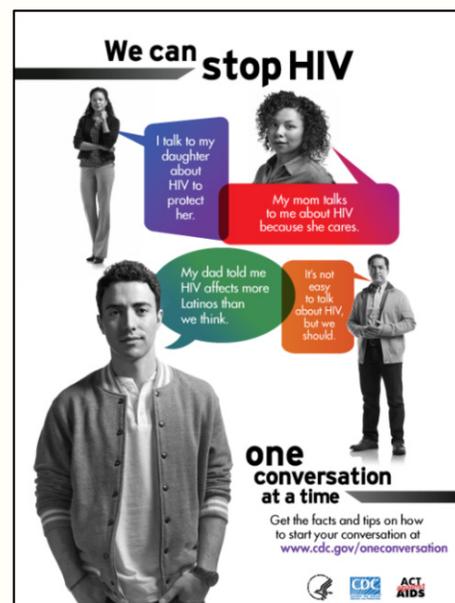
- To download campaign materials, go to <http://www.cdc.gov/HIVTreatmentWorks>.
- To submit a request for co-branding materials, contact us at ActAgainstAIDS@cdc.gov.

We Can Stop HIV One Conversation at a Time/Una Conversación a la Vez

On August 27, CDC launched a new bilingual HIV prevention campaign, *We Can Stop HIV One Conversation at a Time/Una Conversación a la Vez* (<http://www.cdc.gov/oneconversation>), which encourages Hispanics/Latinos to talk openly about HIV and AIDS prevention with their family, friends, partners, and community. *We Can Stop HIV One Conversation at a Time* is part of the CDC's AAA initiative and was developed as part of CDC's national effort to raise awareness about HIV and reduce new infections among Hispanics/Latinos, a population that has been disproportionately affected by the epidemic.

In an effort to help reduce HIV-associated stigma, which might prevent people from having open conversations about HIV and AIDS, the campaign features Hispanics/Latinos from diverse backgrounds and highlights important facts and messages to prompt open conversations about HIV and AIDS. *We Can Stop HIV One Conversation at a Time* is designed to reach and influence Hispanics/Latinos in communities across the country—particularly communities that are most impacted by HIV. Campaign resources and a dedicated campaign website (<http://www.cdc.gov/unaconversacion>) provide facts, tips, and tools to help families, friends, and communities begin or continue conversations about HIV prevention, testing, and treatment.

CDC has partnered with MTV Tr3s, People en Español, and other leading national Hispanic/Latino-serving organizations and media partners, to help launch this exciting campaign. The campaign will be featured in the October 2014 issue of People en Español. MTV Tr3s will co-host local community engagement programs in Miami and New York City to generate discussions about HIV and AIDS with young Hispanics/Latinos.



How can you start a conversation about HIV prevention in your community and with family and friends?

- Share this newsletter with family, friends, and colleagues.
- Like the campaign on Facebook (<http://www.facebook.com/ActAgainstAIDS>) and follow us on Twitter (<https://twitter.com/talkhiv>). Then you can start a conversation about HIV prevention with your own social network.
- Visit the campaign website at <http://www.cdc.gov/oneconversation> to watch our public service announcement (PSA) and download FREE campaign materials.

National Gay Men's HIV/AIDS Awareness Day



September 27, 2014 is the 7th Annual National Gay Men's HIV/AIDS Awareness Day (NGMHAAD). This observance not only promotes HIV testing and knowing your HIV status but also serves as a reminder of the important role gay and bisexual men have played in the fight against HIV and AIDS.

Gay and bisexual men represent about 2% of the U.S. population, yet in 2010 they accounted for 65% of the estimated new HIV infections in the United States. In response to the disproportionate impact of HIV on gay and bisexual men, the CDC has launched several campaigns under the *Act Against AIDS* initiative aimed towards gay and bisexual men. *Start Talking. Stop HIV.* encourages all gay and bisexual men to talk about HIV prevention and safer sex practices. The campaign features tips and tools to help start these important discussions.

- Learn more about *Start Talking. Stop HIV.* at <http://www.cdc.gov/actagainstaids/campaigns/starttalking>.
- Follow the campaign on Facebook at www.facebook.com/StartTalkingHIV.

Reasons/Razones, a bilingual prevention campaign, encourages HIV testing among Hispanic/Latino gay and bisexual men, a group that has been heavily impacted by HIV. This campaign stresses the importance of knowing one's HIV status and asks, "What's your reason?/¿Cuál es tu razón?" for getting tested.

- Get the facts about HIV among Hispanic/Latino gay and bisexual men at <http://hivtest.cdc.gov/reasons>.
- Follow *Reasons* on Facebook at www.facebook.com/ShareReasons.

Testing Makes Us Stronger encourages Black gay and bisexual men to get tested for HIV and emphasizes the importance of knowing your status. The campaign aims to demonstrate that knowing your HIV status is a powerful tool that can help you take better care of yourself and your loved ones.

- Learn more about *Testing Makes Us Stronger* and download campaign resources at <http://hivtest.cdc.gov/stronger>.
- Follow the campaign on Facebook at <https://www.facebook.com/TestingMakesUsStronger>.

For more information about NGMHAAD, visit CDC's HIV Awareness Day Resource Library at <http://www.cdc.gov/hiv/library/socialmedia/awarenessdays.html>. Use #NGMHAAD on social media to encourage your social network to *Get the facts. Get tested. Get involved.*

In the Community

Look for *Act Against AIDS* at the 2014 United States Conference on AIDS

The 18th Annual U.S. Conference on AIDS (USCA), to be held October 2–5 in San Diego, CA, will bring together a diverse group of public health officials, researchers, community activists, health care providers, policymakers, and people living with HIV to exchange the latest in HIV and AIDS research and prevention, discuss HIV and AIDS challenges, and build support networks.



This year, the AAA campaigns and the *Act Against AIDS Leadership Initiative* (AAALI) will be featured in several workshop abstract sessions.

- Learn more about the research behind the development of our newest campaign, *We Can Stop HIV One Conversation at a Time*, at the workshop, “*We can stop HIV...una conversación a la vez*. Implementation of a national social marketing campaign to increase HIV awareness and encourage communication about HIV among Hispanics/Latinos.”
- Get an overview of the *Start Talking. Stop HIV* campaign—from inception to implementation to evaluation—at the workshop, “*Start Talking. Stop HIV*. A social marketing campaign encouraging gay and bisexual men to talk openly about HIV.”
- Learn about the successes of AAALI partners and future partnership opportunities during the workshop, “*Harnessing the Power of Partnerships With National Organizations to Disseminate HIV Prevention Messages*.”

Stop by the *Act Against AIDS* booth to learn more about the AAA initiative and to get FREE campaign materials.

Act Against AIDS Observes National HIV Testing Day With Lifebeat

AAA partner, Lifebeat (<http://lifebeat.org/>), hosted a Know Your Status Stage (KYSS) concert on June 27, National HIV Testing Day (NHTD). The KYSS concert was a free music event to promote HIV testing, featuring artists with wide appeal among young adults. Attendees who got tested at sites around New York City were rewarded with tickets to an exclusive VIP concert experience. In addition, through Lifebeat, an HIV testing-focused, AAA-branded PSA aired in New York City’s Times Square from June 20–27.

AAA Goes Overseas!



Act Against AIDS travels to Melbourne, Australia, for the 2014 International AIDS Conference

Lifebest NHTD partnership by the numbers:

- More than 500 people were tested
- Artists posted more than 60 messages about the event on social media, generating more than 3.3 million impressions.
- More than 30 media outlets posted on their websites and social media platforms, generating more than 205 million impressions.



100 Black Men of America Conference

The 28th Annual Conference of 100 Black Men of America was held in June. The AAA campaigns *Let's Stop HIV Together*, *Take Charge. Take the Test.*, and *Testing Makes Us Stronger* were featured during the conference.

CDC staff in attendance offered tips on how students can get involved to help prevent HIV on college campuses. Tips included:

- Working with campus health clinics to host testing events on campus.
- Promoting HIV testing on campus using AAA testing campaigns.
- Posting AAA PSAs to social media accounts.
- Distributing AAA materials at campus events.
- Hosting events on HIV awareness days.

The 100 Black Men of America also collaborated with a local health department to provide HIV testing at the conference, and numerous attendees posed for the AAA photo booth and shared their images and prevention messages via social media.

NAACP's Day of Unity National Twitter Townhall: Boosting Church Involvement in Preventing HIV

The NAACP, along with CDC, National Institutes of Health (NIH), Office of National AIDS Policy (ONAP), and clergy from around the country, hosted a Twitter Town Hall on July 16 for NAACP's Day of Unity (<http://www.theblackchurchandhiv.org/pages/day-of-unity>). Joined by CDC's National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention's Drs. Jonathan Mermin and Hazel Dean, the Town Hall focused on what the church can do to provide greater awareness and help prevent HIV. The organization also hosted its 105th Annual Convention in Las Vegas, NV, in July.

Thunderclap Gets the Word Out on National HIV Testing Day



The 19 *Act Against AIDS Leadership Initiative* (AAALI) partner organizations organized a Thunderclap in support of National HIV Testing Day. Thunderclap is a crowd-speaking platform that helps people be heard by saying something together.

Their unified message, which was released on June 27 at 11 a.m. EDT, created a wave of attention on Twitter and Facebook from their supporters, and reached more than 100,000 people with a testing and awareness message.

The Spotlight Continues to Shine on the Together Network

With the help and support of the *Together Network*, CDC's *Let's Stop HIV Together* campaign continues its reach on TV, the Web, social media, at national events, and into local communities. *Together Network* members serve as ambassadors in the fight against HIV by telling their story and encouraging others to learn more about HIV prevention, testing, and treatment. Here are a few highlights from *Network* members:

- Mark King won the National Lesbian & Gay Journalists Association Excellence in Journalism Award for his "My Fabulous Disease" blog (<http://www.myfabulousdisease.com>).
- Venita Ray was interviewed by the *Houston Forward Times* and featured in the article, "More than a Victim—Venita Ray...The Voice of a Victor" (<http://forwardtimesonline.com/2013/index.php/state-local/item/1483-more-than-a-victim-venita-raythe-voice-of-a-victor>). Venita also appeared on the writer's radio show.
- Robin Barkins recently received the Los Angeles Women's HIV/AIDS Taskforce Peer Advocate Award.
- Nina Martinez was featured in the article, "When Doctors and Patients Become Colleagues." In the article, Nina talks about her fight against HIV, which began as an infant, her career at CDC, and her participation in the *Together* Spanish-language campaign.
- *Let's Stop HIV Together* participant Antron Olukayode took AAA prevention messages to the masses when he was a featured guest on BET's newest talk show, "Just Keke." The show, hosted by actress Keke Palmer, featured Antron in a segment about HIV among young people. He had an opportunity to share his story with the audience and viewers. In addition, BET and its sister network, Centric TV, aired *Together* campaign PSAs on their broadcast networks, websites, and via social media during the month of June.
- Masonia Traylor and Margot Kirkland-Isaac will attend the Positive Women's Network summit in Florida in September on behalf of the *Together* campaign. They will be joined by Venita Ray and CDC staff during a workshop about HIV prevention and fighting HIV stigma through advocacy and storytelling.



Antron Olukayode talks to Keke Palmer on "Just Keke"

Clinician's Corner

New Resource Center for HIV Care Providers Launching September 2014



The AAA *HIV Screening. Standard Care.*™ campaign will launch a new resource center for HIV care providers in September. The center will provide campaign materials and interactive videos while also highlighting relevant continuing medical education (CME) opportunities for providers. The center will also house updated screening recommendations, host future CME events for providers, and feature nationally recognized HIV providers. More information will be available in late September, following the official launch of the center.

New CME Program Addresses HIV in Health Care Settings

The AAA *HIV Screening. Standard Care.™* campaign is pleased to announce the availability of a new 23-minute, CME-certified program, *HIV Screening. Standard Care in Healthcare Settings*. Produced in partnership with Medscape Education, the program encourages primary care clinicians to make HIV screening routine.

The program includes four nationally recognized HIV providers in an expert roundtable discussion. Drs. Valerie Stone, Harvard Medical School; Ronald Goldschmidt, University of California, San Francisco; Margaret Hoffman-Terry, Pennsylvania State University; and Jeffery T. Kirchner, Temple University School of Medicine, discuss updated screening recommendations, appropriate recommendations for patients who test negative or positive for HIV, and how to best implement the pre-exposure prophylaxis (PrEP) guidelines.

The *HIV Screening. Standard Care in Healthcare Settings* program is available at <http://www.medscape.org/viewarticle/823914> until May 2015.

Direct from the Division Director's Office

Dr. Eugene McCray is CDC's new Director of the Division of HIV/AIDS Prevention



On August 11, 2014, Dr. Eugene McCray began his appointment as the new Director of the Division of HIV/AIDS Prevention. Dr. McCray brings many years of domestic and global experience in HIV and tuberculosis prevention and control.

Dr. McCray has been instrumental to CDC's HIV efforts since the early years of the epidemic. He began his career at CDC in 1983 as an Epidemic Intelligence Service Officer. Since that time, he has held many positions directing and developing program and research activities. Dr. McCray has collaborated across CDC divisions and with other federal agencies, multilateral and international agencies, and Ministries of Health. He was Director of the Global AIDS Program (2000–2004), Acting Deputy Director in the Coordinating Office for Global Health at CDC (2004–2007), and most recently Chief of the International Research and Programs Branch in the Division of Tuberculosis Elimination, CDC.

Dr. McCray completed his clinical training in internal medicine at North Carolina Memorial Hospital, University of North Carolina–Chapel Hill in 1983 and completed an Infectious Diseases Fellowship in 1992 at the University of Washington Medical Center–Seattle. He earned his bachelor of science degree in biology from Morehouse College and his medical degree from the Bowman Gray School of Medicine at Wake Forest University. He has published numerous scholarly articles and has received many awards for his scientific and public health contributions, including the U.S. Public Health Service's (PHS) highest honor award, the PHS Distinguished Service Medal, and CDC's William C. Watson Medal of Excellence.

Awareness Days



National Latino AIDS Awareness Day

October 15 is National Latino AIDS Awareness Day (NLAAD). NLAAD, organized by the Latino Commission on AIDS

(<http://www.latinoaids.org/>), draws national attention to the disproportionate impact of HIV and AIDS on the Hispanic/Latino community. NLAAD encourages Hispanics/Latinos to unite in an effort to raise HIV and AIDS awareness and promote HIV prevention.

CDC has long recognized the impact of HIV on the Hispanic/Latino community (<http://www.cdc.gov/hiv/risk/raciaethnic/hispaniclatinos/index.html>) and recently launched *One Conversation at a Time*, a national HIV prevention campaign designed to encourage Hispanics/Latinos to talk openly about HIV with their family, friends, partners, and community. Learn more about *One Conversation at a Time* in the New and Noteworthy section of this newsletter and at <http://www.cdc.gov/oneconversation>.

Find resources and materials about NLAAD at <http://www.cdc.gov/hiv/library/socialmedia/awarenessdays.html> and encourage your social network to get the facts about HIV and AIDS among Hispanics/Latinos by using #NLAAD on Twitter and Facebook.

ACT against AIDS
We Are Stopping HIV Together on Social Media

f
facebook.com/ActAgainstAIDS

BUILDING COMMUNITY

117,000+ Page Likes

73% Aged 18-34

DAILY AVERAGE REACH

Interactions **584**

11,184 Views

You Tube
youtube.com/ActAgainstAIDS

VIEWS

Nearly 4 Million

VIDEOS AVAILABLE

30+ In English and Spanish

t
twitter.com/talkhiv

TWEETS

9,155

RSS
Blogger Outreach

BLOG POST IMPRESSIONS

65,000+

Act Against AIDS Contact Information

If you have any questions or comments about *Act Against AIDS* campaigns, or for information about campaign materials or co-branding, please send an email to ActAgainstAIDS@cdc.gov or call 404-639-6080.

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.