

THE ACT AGAINST AIDS

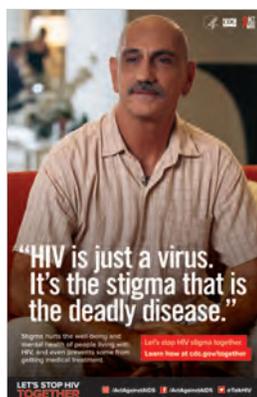
INITIATIVE AT A GLANCE

CDC's Act Against AIDS (AAA) initiative consists of concurrent HIV prevention campaigns and projects that use mass media (TV, radio, newspapers, magazines, and the Internet) to deliver important HIV prevention messages to a variety of consumer and health care provider audiences in the United States. AAA resources can be found at cdc.gov/ActAgainstAIDS.

CONSUMER CAMPAIGNS

The AAA campaigns are tailored to reach a wide range of audiences. The matrix below illustrates the consumer campaigns and the audiences they aim to reach.

Campaign	Category	Audience											
		African American	Hispanic/Latino	Asian/Pacific Islander	Native American	White (non-Hispanic)	Female	Male	Trans-gender	Gay/Bisexual	Hetero-sexual	Young People	Older Adults
Let's Stop HIV Together	Awareness	X	X	X	X	X	X	X	X	X	X	X	X
Doing It	Testing	X	X	X	X	X	X	X	X	X	X	X	X
Start Talking. Stop HIV.	Prevention	X	X	X	X	X		X	X	X		X	X
HIV Treatment Works	Care & Treatment	X	X	X	X	X	X	X	X	X	X	X	X



LET'S STOP HIV TOGETHER

Let's Stop HIV Together is a national campaign that raises awareness about how HIV affects every corner of American society and fights stigma by giving a voice to people living with HIV, as well as their friends and family. Campaign participants share their stories and call on everyone to work together to stop HIV.

WEBSITE:

cdc.gov/Together
cdc.gov/Juntos

HASHTAGS:

#StopHIVStigma
 #StopHIVTogether
 #LetsStopHIV
 #DetengamosjuntoselVIH
 #DetengamoselEstigmadelVIH



DOING IT

The *Doing It* campaign encourages all adults to get tested for HIV. For people living with HIV, testing is the gateway to HIV treatment, which can help them live longer, healthier lives and reduce their chance of transmitting the virus. Campaign materials feature community leaders, influencers, and celebrities who represent diverse communities, including some of the hardest-hit populations.

WEBSITE:

cdc.gov/DoingIt
cdc.gov/Haciendolo

HASHTAGS:

#DoingIt
 #Haciendolo



START TALKING. STOP HIV.

Start Talking. Stop HIV., a campaign for gay and bisexual men, encourages open communication between sex partners and friends about HIV prevention strategies. It provides practical tools and tips to help gay and bisexual men share their HIV status and talk about condom use, medicines that prevent and treat HIV, and other prevention topics.

WEBSITE:

cdc.gov/StartTalking
cdc.gov/Habla

HASHTAGS:

#StartTalkingHIV
 #StartTalkingTreatment
 #StartTalkingCondoms
 #StartTalkingPrEP
 #StartTalkingTesting

SOCIAL MEDIA:

 /StartTalkingHIV
 /StartTalkingHIV



HIV TREATMENT WORKS

HIV Treatment Works encourages people living with HIV to get in care and stay on treatment. The campaign features people talking about how they overcame barriers to get and stay in care and how treatment helps them stay healthy and protect others. Campaign resources also help people find HIV care providers and support groups and live well with HIV.

WEBSITE:

cdc.gov/HIVTreatmentWorks
cdc.gov/Tratamiento

HASHTAG:

#HIVTreatmentWorks

HEALTH CARE PROVIDER CAMPAIGNS

The Act Against AIDS Initiative includes campaigns for health care providers and their patients. Each campaign offers a range of tools and services from patient education materials to continuing education programs for primary care providers, nurse practitioners, physician assistants, infectious disease specialists, and others.



HIV SCREENING. STANDARD CARE.

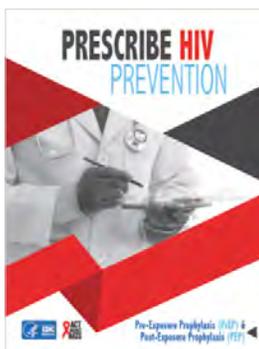
CDC's *HIV Screening. Standard Care.* campaign offers resources for health care providers and patients to promote universal testing for HIV. Resources for providers include a kit to help them implement HIV screening, a continuing education program, and materials to use with patients. By encouraging testing, providers can play a crucial role in fighting the HIV epidemic.

WEBSITE:

cdc.gov/ActAgainstAIDS/HSSC

HASHTAG:

#ScreenForHIV



PRESCRIBE HIV PREVENTION

Prescribe HIV Prevention aims to help reduce new HIV infections and improve health outcomes by creating increased understanding and appropriate usage of the biomedical interventions of PrEP and PEP by health care providers for their patients at high risk for acquiring HIV infection.

WEBSITE:

cdc.gov/prescribeHIVprevention

HASHTAG:

#PrescribeHIVPrevention



TRANSFORMING HEALTH

Transforming health aims to reach health care providers to help them deliver patient-centered HIV care to transgender people. Health care providers can find information on key topics such as how to make your practice welcoming for transgender patients, HIV prevention, collecting sexual orientation and gender identity data, taking a sexual history, HIV testing, risk reduction strategies and the HIV care continuum.

WEBSITE:

cdc.gov/transforminghealth

HASHTAG:

#CDCTransHealth



PREVENTION IS CARE

Prevention IS Care encourages medical care providers to follow CDC's HIV prevention recommendations for people living with HIV. Campaign resources help providers talk to their HIV-positive patients about making healthy choices and preventing HIV transmission. The campaign also offers continuing education opportunities for providers to increase their HIV prevention knowledge and skills.

WEBSITE:

cdc.gov/PreventionIsCare

HASHTAG:

#HIVCareCDC

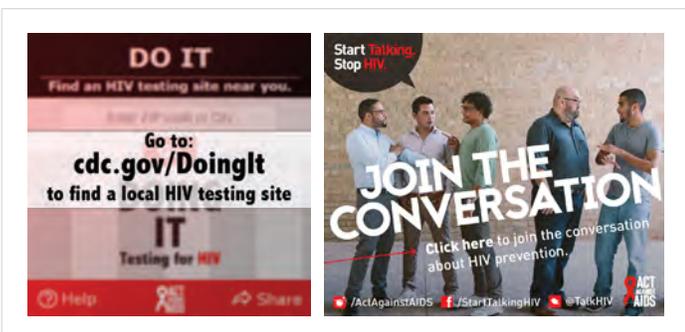
ACT AGAINST AIDS CAMPAIGN MATERIALS



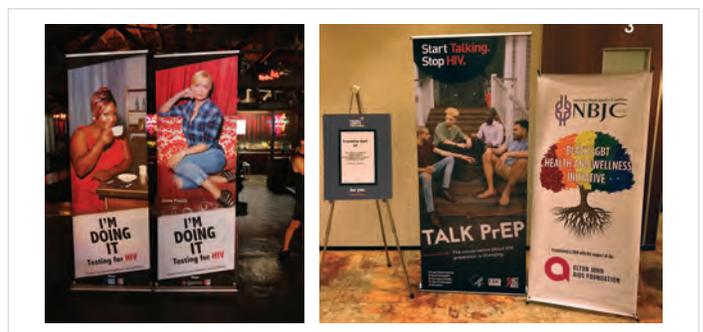
Brochures, palm cards, and posters



Public service announcements



Web banners, buttons, and widgets



Pop-up banners and photo backdrops

HOW TO USE THE AAA CAMPAIGNS AND RESOURCES

CDC's Division of HIV/AIDS Prevention, Prevention Communication Branch, offers technical assistance on how to use the AAA campaigns to reach specific target audiences and communities. Co-branding opportunities are also available to health departments and organizations. For information on how to use the campaigns or information on co-branding opportunities, please email the AAA Initiative at ActAgainstAIDS@cdc.gov and your request will be routed to appropriate campaign staff.

OTHER CDC RESOURCES



HIV RISK REDUCTION TOOL (BETA)

The HIV Risk Reduction Tool is a new, interactive, online application designed to communicate accurate information about HIV, HIV risk, and ways to prevent both HIV acquisition and transmission. The beta version of the site can be accessed at cdc.gov/HIVRisk.

CONTENT SYNDICATION

CDC offers a free web content syndication service for public health partners. Syndicated content allows you to add CDC.gov content about HIV to your own website without having to maintain or update it. More information can be found at cdc.gov/hiv/library/syndicated.

HIV TESTING SITE LOCATOR WIDGETS

CDC can provide partners with widgets to place on web pages that allow visitors to search for HIV testing sites by zip code. The widget is present on all AAA campaign websites and can be accessed at cdc.gov/actagainstaids/campaigns/aaa.

KNOWIT TEXT MESSAGE TESTING SITE LOCATOR

Cell phone users can send a text message with their zip code to "KnowIt" (566948). Within seconds, they will receive a text message containing an HIV testing site near them.

FACT SHEETS AND INFOGRAPHICS

Available for web and print use, fact sheets and infographics provide information on HIV prevention, care, and treatment among different populations. Fact sheets can be found in the CDC HIV Resource Library at cdc.gov/hiv/library/factsheets.

THE NATIONAL CENTER FOR HIV/AIDS, VIRAL HEPATITIS, STD, AND TUBERCULOSIS PREVENTION (NCHHSTP) ATLASPLUS

The NCHHSTP AtlasPlus has 10+ years of data on HIV, hepatitis, TB, and STD data for a total of 15 disease variables. NCHHSTP AtlasPlus can be found at cdc.gov/NCHHSTP/atlas.

NATIONAL PREVENTION INFORMATION NETWORK (NPIN) (BETA)

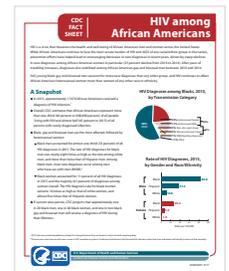
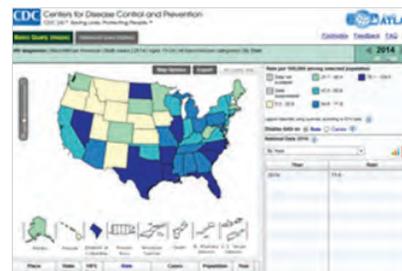
NPIN aims to strengthen CDC's capacity to prevent HIV/AIDS, viral hepatitis, STDs, and tuberculosis using communication and technology. NPIN can be used to find materials, organizations, campaigns, funding, and more. Access the NPIN database at npin.cdc.gov.

SLIDE SETS

CDC provides HIV and AIDS data slide sets for public use. While the content is in the public domain and no copyright restriction applies, we do ask that users preserve the slides in their current format and cite CDC as the source. Slides sets can be found at cdc.gov/hiv/library/slidesets.

BUSINESS RESPONDS TO AIDS (BRTA)

BRTA is a public-private partnership initiative that supports businesses with tailored resources and tools to increase HIV awareness among the nation's workforce, strengthen workplace-based testing, prevention and treatment services, and elevate corporate social responsibility focusing on domestic HIV efforts. To learn more about BRTA, visit cdc.gov/BRTA.



PARTNERING AND COMMUNICATING TOGETHER (PACT) TO ACT AGAINST AIDS

PACT is a funded partnership between CDC and some of the nation's leading organizations representing the populations hardest hit by HIV. PACT members leverage existing organizational structures, networks and communication platforms to disseminate Act Against AIDS campaign materials using a variety of channels including publications, meetings, conferences, media (traditional, digital and social) and other mechanisms. For more information visit cdc.gov/PACT4HIV.

 /ActAgainstAIDS

 /ActAgainstAIDS /CDCHIV

 @TalkHIV @CDC_HIVAIDS