

Act Against AIDS

Refocusing National Attention on the HIV Crisis in the United States



Act Against AIDS is a five-year, \$45 million communications campaign designed to refocus national attention on the HIV crisis in America. Launched in 2009, CDC's *Act Against AIDS* campaign uses TV and radio public service announcements; print, online, airport, and transit ads; physician communications; and partnerships with leading non-profit and private sector organizations to reach the general public and populations most at risk with HIV prevention and testing messages.

After three decades of AIDS, there is still an urgent need to increase awareness of HIV and the importance of prevention and testing. According to the most recent CDC data, approximately 50,000 Americans become newly infected with HIV each year, and more than 16,000 people with AIDS still die annually. Yet research has shown declining awareness and concern about AIDS among the American public, and many individuals at highest risk of infection either do not recognize their risk or believe that HIV is no longer a serious health threat. Studies indicate that those who are complacent about the threat of HIV are more likely to practice risky behaviors.

Act Against AIDS features multiple communication campaigns designed to serve specific at-risk populations. Each targeted campaign, with its own unique objectives and audiences, uses an effective mix of channels and strategies to deliver HIV prevention messages that are compelling, credible, and relevant. These campaigns address basic education and awareness needs, or address the specific risk reduction needs of the populations at greatest risk for HIV infection, or focus on educating health care providers about their role in HIV prevention.

To maximize the reach of the *Act Against AIDS* campaign, CDC works closely with a number of public health, media, and other partners who distribute campaign messages and materials, broadcast public service announcements, and donate advertising space.

Results to Date

- Total impressions (approximate number of times campaign messages have been viewed/heard) to date – 2.1 billion
- Outdoor advertising – 413.4 million impressions
- News media impressions – 797 million
- Donated media value – \$10,326,000
- Black MSM testing campaign drove more than 47,000 users to www.HIVTest.org

General Campaign

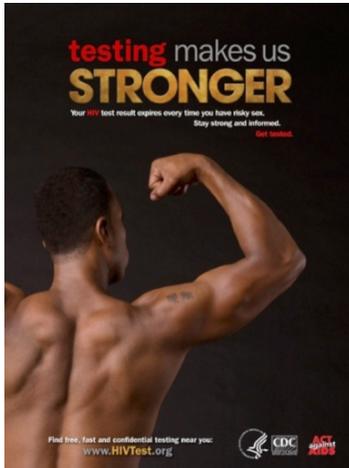
The *Act Against AIDS* national campaign works to combat complacency by reminding all Americans of the significant health threat of HIV here at home. Launched in April 2009 with the initial theme “9 ½ minutes,” the national campaign highlighted the frequency of new HIV infections in the United States by reminding Americans that — based on data available at the time — every 9 ½ minutes someone’s brother, mother, sister, father, or neighbor is infected with HIV. In English and Spanish, online banner ads, transit ads, television and radio ads, airport dioramas, and online videos spread this message along with steps that individuals can take to help protect themselves, their partners, and their communities. “9 ½ minutes” television PSAs alone generated an estimated 655 million media impressions. The “9 ½ minutes” theme has been retired and the umbrella *Act Against AIDS* campaign and website (www.ActAgainstAIDS.org) continue to encourage all Americans to get the facts, get tested, and get involved in the fight against HIV. A new wave of national campaign messages will launch in 2012.



Targeted Campaigns

Targeted campaigns under *Act Against AIDS* are designed to reach the populations at greatest risk of HIV infection with life-saving information tailored to their unique needs. Current targeted campaigns focus primarily on African Americans and gay and bisexual men. African Americans by far bear the greatest burden of HIV of any racial/ethnic group in the United States. While accounting for just 14 percent of the U.S. population, blacks represent close to half of all new HIV infections and AIDS deaths every year. By risk group, gay and bisexual men continue to be at greatest risk for HIV — accounting for the majority of all new HIV infections annually from 2006 to 2009.

Targeted *Act Against AIDS* campaigns for at-risk populations include:



***Testing Makes Us Stronger* — Encouraging Black Gay and Bisexual Men to Take a Stand Against HIV**

Black gay and bisexual men are among those hardest hit by HIV, accounting for almost a quarter (22 percent) of all new infections in the United States. Young, black men who have sex with men (MSM) are the only group in the United States among whom new infections are increasing — between 2006 and 2009, new HIV infections increased by almost half (48 percent) among those aged 13 to 29.

Testing Makes Us Stronger is a public awareness and education campaign, designed by black gay men for black gay men, addressing the urgent need to reduce HIV infections in this population. The campaign encourages HIV testing among black gay and bisexual men aged 18 to 44 using positive, empowering messages that emphasize HIV testing as a source of strength.

The campaign is designed to reach black gay and bisexual men in their everyday lives through national online and magazine ads, and transit and billboard ads, starting with six cities where black MSM are heavily affected by HIV (Atlanta, Baltimore, Houston, New York, Oakland, and Washington, DC). The campaign includes social media outreach through Facebook, Twitter, and blogs that reach black gay and bisexual men. The campaign also has a dedicated web site, materials for local communities and health departments to use, with materials to be strongly fielded at Black Pride events around the country, including city-specific advertising and on-the-ground outreach.

Testing Makes Us Stronger is the second phase of *Act Against AIDS*'s campaign to increase HIV testing in this hard hit population.



***Take Charge. Take the Test.* — Increasing HIV Testing among Black Women**

Black women are far more affected by HIV than women of other races. The rate of new HIV infections among black women is nearly 15 times higher than that of white women, and the most recent data show that AIDS is the third-leading cause of death among black women aged 35 to 44.

Take Charge. Take the Test. aims to increase HIV testing among African American women by empowering them to recognize their risk and get tested. The campaign has been pilot tested in two cities with positive results. CDC is working with local health departments to roll out the campaign in 10 initial cities across the country in early 2012. Campaign materials are available online for local communities, organizations, and other health departments to access at www.ActAgainstAIDS.org.



Greater Than AIDS — Confronting Stigma and Mobilizing Communities

Led by the Kaiser Family Foundation and the Black AIDS Media Partnership, the *Greater Than AIDS* campaign works to confront stigma and engage communities heavily affected by the disease. Initially focusing on African Americans, established in support of *Act Against AIDS*, *Greater Than AIDS* has expanded to reach gay and bisexual men of all races. The campaign includes targeted public service ads across an array of media platforms, special programming and editorial content, dedicated web sites, including partner web sites, and a mobile component. These channels all work to integrate HIV prevention messages into news and entertainment programming.

Upcoming

Additional campaigns serving Latinos and gay and bisexual men of all races, who are at increased risk for HIV infection, are scheduled to launch in the coming year.

Provider Campaigns

Several *Act Against AIDS* campaigns are for use by health care providers, who play a critical role in HIV testing rates and helping their patients reduce HIV risk behavior.

Current provider campaigns include:



**HIV Screening.
Standard Care.™**

HIV Screening. Standard Care. — Increasing Routine HIV Testing

Today, about 240,000 people in the United States — 1 in 5 of those infected — are living with HIV and don't know that they are infected. Moreover, the majority of new HIV infections are transmitted by those who are unaware of their infection.

Testing is critical to reducing new infections by ensuring that every American knows their HIV status and can take steps to protect themselves and their partners.

CDC recommends that all adolescents and adults get tested for HIV as a routine part of medical care. The *HIV Screening. Standard Care.* campaign delivers guides, posters, and other materials to help health care providers provide HIV testing to all of their patients.



Prevention IS Care — Reducing Risk Behavior

Research has shown that one of the best ways to reduce the spread of HIV is by helping HIV-infected persons prevent transmission of the virus to their partners. The *Prevention IS Care* campaign gives providers tools to help individuals who are living with HIV adopt healthy behaviors after their HIV diagnosis.

Campaign materials help providers increase patient knowledge about HIV, facilitate open dialogue and information exchange, and strengthen patients' ability to make healthy choices. In addition, the campaign offers continuing education opportunities for providers to update and add depth to their HIV prevention knowledge and skills.



One Test. Two Lives. — Preventing Mother-to-Child HIV Transmission

HIV transmission from mother to child during pregnancy or childbirth accounts for 91% of all AIDS cases among children in the United States. Antiretroviral therapy during pregnancy can reduce the transmission rate to 2% or less —without treatment the transmission rate is 25%. The *One Test. Two Lives.* campaign focuses on ensuring that all women are tested for HIV early in their pregnancy. Tools developed by the campaign, including posters, facts sheets, and brochures, help obstetric providers encourage all their patients receive prenatal testing for HIV.

Act Against AIDS Leadership Initiative



One of the most exciting aspects of *Act Against AIDS* is the leadership role prominent national non-profits are taking in reaching their communities with life-saving messages. To foster community leadership and engagement, CDC supports the Act Against AIDS

Leadership Initiative (AAALI), a six-year partnership of 19 leading national organizations with the credibility and influence at national and level levels; these partners represent a broad spectrum of organizations working to fight HIV among African Americans, Latinos, and gay and bisexual men.

While many of the partner organizations have longstanding commitments to fighting HIV in their communities, AAALI provides critical funding to allow each group to make HIV prevention a core component of its day-to-day activities. Each organization uses AAALI funds to support an HIV coordinator who works through the organization's membership networks to disseminate *Act Against AIDS* and other campaign materials and sponsor other HIV prevention activities.

As of December 2010, AAALI partners have coordinated more than 1,300 outreach events that have been attended by more than 480,000 people; facilitated testing for more than 13,900 people; and engaged nearly 400 local affiliates across the country in HIV prevention activities. Their efforts have reached millions in at-risk communities with HIV prevention messages.

AAALI Partners

- 100 Black Men of America
- American Urban Radio Network
- Aspira Association
- Black Men's Xchange-National
- Black Women's Health Imperative
- Congressional Black Caucus Foundation
- Farmworker Justice
- International Federation of Black Prides
- National Action Network
- National Association for the Advancement of Colored People (NAACP)
- National Council of Negro Women
- National Hispanic Council on Aging
- National Medical Association
- National Newspaper Publishers Association Foundation
- National Organization of Black County Officials
- National Organization of Black Law Enforcement Executives
- National Urban League
- Sigma Gamma Rho Sorority
- Southern Christian Leadership Foundation

Campaigns: Part of CDC's High-Impact Prevention Portfolio

The multi-faceted *Act Against AIDS* campaign is a critical component of CDC's comprehensive HIV prevention efforts.

CDC is committed to *High-Impact Prevention*—using combinations of scientifically proven, cost-effective, and scalable interventions directed to the right populations in the right geographic areas to greatly increase the impact of HIV prevention efforts. *High-Impact Prevention* is essential to achieving the ambitious HIV prevention goals of the National HIV/AIDS Strategy, announced by President Obama in 2010, which calls on the nation to reduce HIV incidence and HIV-related health disparities.

Act Against AIDS helps make *High-Impact Prevention* possible by increasing awareness of the HIV epidemic among all Americans, and especially among those at greatest risk. While communication campaigns alone can't change complex behaviors, they can help increase awareness and knowledge of HIV/AIDS, and increase the impact of CDC-funded prevention programs nationwide.

At an individual level, *Act Against AIDS* campaigns help people recognize their own risk and take action. At a community level, HIV/AIDS communication works to create and sustain norms that are supportive of successful HIV prevention. And at a national level, *Act Against AIDS* sustains awareness of the costly toll of HIV in our nation and the need for collaborative action.

Each year, CDC devotes more than \$700 million to HIV prevention activities nationwide. These include designing and implementing systems to track the course of the HIV epidemic, conducting research to develop new HIV prevention strategies, working through public health partners and health care providers to expand access to HIV testing, and delivering proven prevention programs through nationwide partnerships with state and local health departments and community-based organizations.

For more information on *Act Against AIDS*, please visit www.actagainstaids.org.