

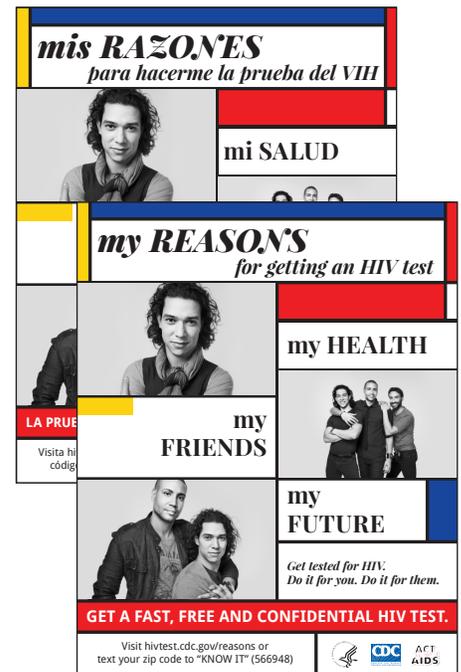
Reasons/Razones

Increasing HIV Testing among Latino Gay and Bisexual Men

CDC has launched *Reasons/Razones*, a national, bilingual communications campaign to promote HIV testing among Latino gay and bisexual men, who are among the groups hardest hit by the disease in the United States.

The campaign — with the tagline “*What’s your reason? / ¿Cuál es tu razón?*” — asks gay and bisexual Latinos to consider the reasons for getting tested through a compelling series of campaign ads that feature men sharing their reasons for getting tested, while encouraging others to get tested as well. *Reasons/Razones* uses images of family, friends, and partners to emphasize a strong sense of self, family, and community.

The tagline, images, and messages all reflect input from more than 150 Latino gay and bisexual men who helped shape the campaign by participating in interviews and surveys. The campaign also was developed in consultation with leaders from the Latino community, and messages were developed through research with Latino gay and bisexual men.



HIV Crisis among Latino Gay and Bisexual Men

Latino gay and bisexual men account for nearly 8 out of 10 new HIV infections among Latinos in the United States, and almost one out of four new infections among gay and bisexual men of all races.

Yet, too many Latino gay and bisexual men with HIV don’t know they are infected. A recent study in 20 American cities found that more than a third (37 percent) of Latino gay and bisexual men living with HIV were unaware of their infection. The need for more testing is particularly urgent among young men. CDC data show that 70 percent of HIV-positive Latino gay and bisexual men between the ages of 18 and 24 do not know their status.

Many Latino gay and bisexual men are at elevated risk for HIV due to a range of underlying social and environmental challenges. For example, a substantial proportion of Latinos face economic hardship, language barriers, and lack of access to health care, which can limit their ability to use HIV prevention services, testing, and treatment. In addition, cultural norms can perpetuate stigma around homosexuality and HIV.

HIV Testing: Breaking the Cycle of Infection

Latino gay and bisexual men can help break the cycle of HIV in their communities by getting tested and knowing their status. Increasing HIV testing is critical to reducing new infections, since people who know they are infected can access life-saving treatment and take steps to decrease the risk that they will transmit HIV to others. HIV treatment not only protects the health of those living with HIV, but also greatly reduces the likelihood of transmitting the virus to others.

CDC recommends that all sexually active men who have sex with men get tested for HIV at least annually and may benefit from more frequent testing (e.g. every three to six months).



Reasons/Razones Components

The campaign is designed to reach Latino gay and bisexual men in their everyday lives with information about accessing fast, free, and confidential testing. Campaign components include:

- **National advertising** — Online ads in media outlets that reach Latino gay and bisexual men.
- **Local advertising** — Billboard and transit advertising in cities where Latino gay and bisexual men are heavily affected by HIV, including Los Angeles and Miami.
- **Pride events** — Outreach to gay and bisexual Latinos at Gay Pride events in several cities, including those targeted for local advertising. Gay Pride activities will include on-site outreach to attendees, promotional material distribution, and advertising in event programs and on event websites.
- **Campaign website (HIVtest.cdc.gov/reasons)** — Online information about HIV transmission, testing, and prevention, and resources such as campaign ads, web banners, badges and buttons.
- **Social media** — Outreach to encourage gay and bisexual Latinos to share their reasons for HIV testing through Facebook (www.facebook.com/ActAgainstAIDS) and Twitter (@TalkHIV).
- **Promotional materials** — Posters, postcards, and brochures for distribution in cities throughout the nation by local public health agencies, businesses, and community-based organizations.

Reasons/Razones is the latest campaign of the CDC's Act Against AIDS initiative, a five-year, \$45 million national communication campaign to combat complacency about the HIV/AIDS crisis in the United States. The campaign helps advance the goals of the National HIV/AIDS Strategy, which calls for reducing new infections, reducing stigma and discrimination against people living with HIV, and educating Americans about the threat of HIV and how to prevent it.

Other elements of the Act Against AIDS initiative include:

- *Let's Stop HIV Together*, a national campaign for all Americans
- *Take Charge. Take the Test.*, a targeted campaign for African American women
- *Testing Makes Us Stronger*, a targeted campaign for African American gay and bisexual men
- Targeted campaigns to reach health care providers

For more information about *Reasons/Razones*, visit HIVtest.cdc.gov/reasons.

**Fast, free, confidential testing is available in almost every community.
To find a nearby testing site, visit HIVtest.cdc.gov.**

**ACT
against
AIDS**

