

DOING IT

Preventing new HIV infections through testing



Doing It is the new national bilingual HIV testing campaign within the [Act Against AIDS](#) portfolio that encourages all adults to get tested for HIV. *Doing It* emphasizes the importance of testing for all people ages 18 to 64. HIV testing is the first vital step that links persons living with HIV to medical care and treatment that can prolong their lives and prevent transmission to others. In addition to encouraging testing for all Americans, the campaign focuses on populations who are most at risk for HIV in the United States.

Launched in December 2015, campaign advertisements feature a diverse group of participants, community leaders and celebrities, and highlight people from a spectrum of communities, including gay, bisexual, heterosexual, African American, Latino, white, youth, men, women, and transgender people. The campaign is being promoted through national online, print and broadcast advertisements, gay Pride events, social media, and community engagement. Overall, the campaign emphasizes that HIV testing is a normal and routine part of life.



Testing is Essential to Ending the HIV Epidemic

HIV remains an urgent public health concern and health care challenge in the United States. CDC estimates that 1.2 million people in the United States are living with HIV and about 40,000 infections are diagnosed each year.

When people know they have HIV, research shows that they take steps to protect their own health and prevent transmission to others. But nearly one in eight Americans currently living with HIV do not know they are infected and may be unknowingly transmitting the virus to others. Stigma, fear, misperceptions, and a lack of access to health care prevent many from getting tested. In a 2011 study of gay and bisexual men in 20 U.S. cities, one third of those with HIV were unaware of their infection.

Undiagnosed infection remains an important factor fueling the HIV epidemic – one analysis found that 30 percent of new HIV infections can be attributed to transmission from people who did not know they were infected. Testing is the only way to ensure that more people living with HIV are aware of their status.



First Key Step Toward Prevention and Care

Knowledge of HIV status is empowering. When people test negative, they can assess and modify their risk behaviors to help them stay uninfected. There are more tools available today to prevent HIV than ever before.

When they test positive, they can access life-saving medical care and treatment that allows them to stay healthy for many years, and also greatly reduces their risk of transmitting the virus.

CDC recommends that all Americans aged 13 to 64 get tested at least once for HIV as a routine part of medical care, and that those at high risk get tested at least once a year. Some sexually active gay and bisexual men may benefit from even more frequent testing, depending on their risk.

Doing It Components

The campaign is designed to reach consumers through multiple channels. Campaign elements include:

- **National Advertising:** Print and online advertising in media outlets
- **Local Advertising:** Print and online advertising in 14 cities with high HIV prevalence
- **Community Engagement:** Outreach to high-risk populations at events throughout the year
- **Partner Engagement:** 15 *Act Against AIDS* partner organizations will disseminate materials online and in print
- **Campaign Website (www.cdc.gov/doingit):** Provides visitors with basic information about HIV and AIDS, an overview of the campaign, campaign graphics and resources, and a tool to search for HIV testing sites by zip code
- **Promotion Materials:** *Doing It* campaign images are available for download on the campaign website for community-based organizations and health departments to use locally

Doing It is the latest campaign in CDC's [Act Against AIDS](#) national communications initiative, designed to combat complacency about HIV and AIDS in the United States. The campaign helps advance the goals of the National HIV/AIDS Strategy, updated to 2020, 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.

