

# LET'S STOP HIV TOGETHER



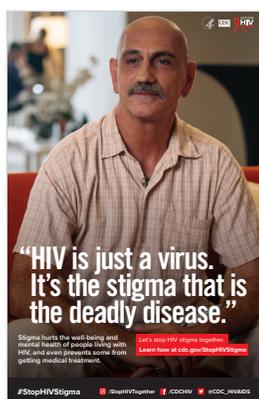
## CAMPAIGN AT A GLANCE

The *Let's Stop HIV Together* campaign (formerly known as *Act Against AIDS*) includes resources and partnerships aimed at stopping HIV stigma and promoting HIV testing, prevention, and treatment. *Let's Stop HIV Together* empowers communities, partners on the ground, and health care providers to reduce stigma among all Americans, prevent HIV among the hardest-hit populations, and help people with HIV stay healthy.

### CAMPAIGN RESOURCES FOR CONSUMERS

The *Let's Stop HIV Together* campaign resources are tailored to reach a wide range of audiences. The chart below shows the consumer resources and the audiences they were designed to reach.

Resources	Category	Audience										
		Black/ African American	Hispanic/ Latino	Asian	American Indian/ Alaska Native	White (non- Hispanic)	Female	Male	Trans- gender	Gay/ Bisexual	Hetero- sexual	Young Adult
Stop HIV Stigma	Anti-Stigma	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
Start Talking. Stop HIV.	Prevention	X	X	X	X	X		X	X	X		X
HIV Treatment Works	Care and Treatment	X	X	X	X	X	X	X	X	X	X	X



### STOP HIV STIGMA

*Stop HIV Stigma* highlights the role that each person plays in stopping HIV stigma and gives voice to people living with HIV, their friends, and family. Campaign participants share their stories and call on everyone to work together to stop HIV stigma.

#### WEBSITE:

[cdc.gov/StopHIVStigma](https://cdc.gov/StopHIVStigma)  
[cdc.gov/DeteneleEstigmadeIVIH](https://cdc.gov/DeteneleEstigmadeIVIH)

#### HASHTAGS:

#StopHIVStigma



### DOING IT

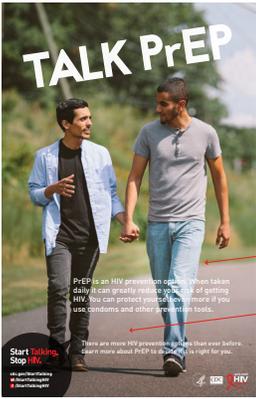
*Doing It* is designed to motivate all adults to get tested for HIV and know their status. *Doing It* delivers the message that HIV testing should be part of everyone's regular health routine.

#### WEBSITE:

[cdc.gov/DoingIt](https://cdc.gov/DoingIt)  
[cdc.gov/Haciendolo](https://cdc.gov/Haciendolo)

#### HASHTAGS:

#DoingIt  
 #Haciendolo



## START TALKING. STOP HIV.

*Start Talking. Stop HIV.* focuses on gay and bisexual men and 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:

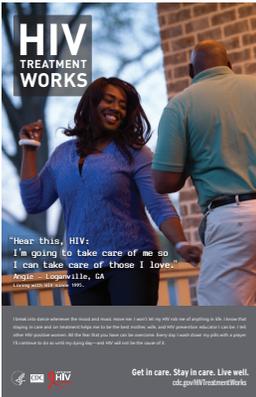
[cdc.gov/StartTalking](http://cdc.gov/StartTalking)  
[cdc.gov/Habla](http://cdc.gov/Habla)

### HASHTAGS:

#StartTalkingHIV  
 #StartTalkingTreatment  
 #StartTalkingCondoms  
 #StartTalkingPrEP  
 #StartTalkingTesting  
 #HablaVIH

### SOCIAL MEDIA:

 /StartTalkingHIV  
 /StartTalkingHIV



## HIV TREATMENT WORKS

*HIV Treatment Works* shows how people with HIV have been successful getting in care and staying on treatment. It focuses on helping people with HIV stay healthy and live longer, healthier lives.

### WEBSITE:

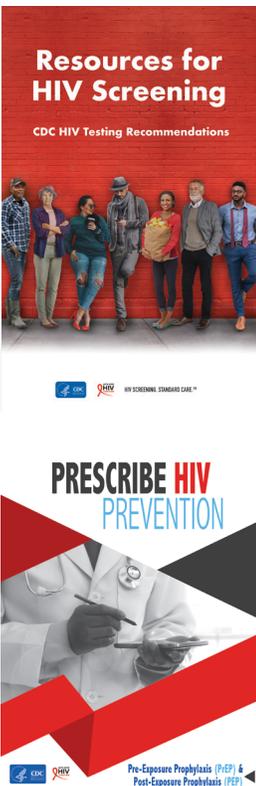
[cdc.gov/HIVTreatmentWorks](http://cdc.gov/HIVTreatmentWorks)  
[cdc.gov/Tratamiento](http://cdc.gov/Tratamiento)

### HASHTAG:

#HIVTreatmentWorks

## CAMPAIGN RESOURCES FOR HEALTH CARE PROVIDERS

The *Let's Stop HIV Together* campaign includes resources for health care providers and their patients. Tools and services range 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.

*HIV Screening. Standard Care.* encourages primary care providers to promote routine HIV screening during patient visits per the CDC HIV testing recommendations.

### WEBSITE:

[cdc.gov/screenforHIV](http://cdc.gov/screenforHIV)

### HASHTAG:

#ScreenForHIV

## PRESCRIBE HIV PREVENTION

*Prescribe HIV Prevention* encourages health care providers to prescribe pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP) to prevent new HIV infections.

### WEBSITE:

[cdc.gov/prescribeHIVprevention](http://cdc.gov/prescribeHIVprevention)

### HASHTAG:

#PrescribeHIVPrevention



## TRANSFORMING HEALTH

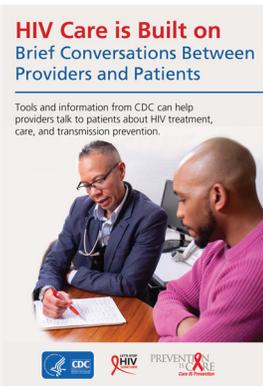
*Transforming Health* helps health care providers offer patient-centered care, reduce new HIV infections among transgender people, and improve the health of transgender people who have HIV.

### WEBSITE:

[cdc.gov/transforminghealth](https://cdc.gov/transforminghealth)

### HASHTAG:

#CDCTransHealth



## PREVENTION IS CARE

*Prevention IS Care* provides tools and information to help health care providers start the conversation with patients about HIV treatment, care, and transmission prevention.

### WEBSITE:

[cdc.gov/PreventionIsCare](https://cdc.gov/PreventionIsCare)

### HASHTAG:

#HIVCareCDC

# LET'S STOP HIV TOGETHER CAMPAIGN RESOURCES



Brochures, palm cards, and posters



Public service announcements



Web banners, buttons, and widgets

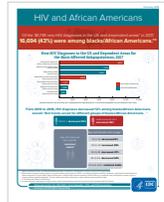


Pop-up banners and photo backdrops

## HOW TO USE THE LET'S STOP HIV TOGETHER CAMPAIGN RESOURCES

CDC's Division of HIV/AIDS Prevention, Prevention Communication Branch, can help you use the *Let's Stop HIV Together* campaign resources to reach specific audiences and communities. Co-branding opportunities are also available to health departments and organizations. For more information, please email [StopHIVTogether@cdc.gov](mailto:StopHIVTogether@cdc.gov). Your request will be routed to appropriate staff.

## OTHER CDC RESOURCES



### HIV RISK REDUCTION TOOL

The HIV Risk Reduction Tool is an interactive, online application designed to communicate accurate information about HIV, HIV risk, and ways to prevent both HIV acquisition and transmission. Find the recently updated site at [cdc.gov/hivrisk](https://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. Find more information at [cdc.gov/hiv/library/syndicated](https://cdc.gov/hiv/library/syndicated).

### HIV TESTING AND PREVENTION SERVICES LOCATOR WIDGETS

CDC can provide partners with HIV testing and prevention services (including PrEP) widgets to place on web pages. The widgets allow visitors to search for services by zip code.

### 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 for different populations. Fact sheets are in the CDC HIV Resource Library at [cdc.gov/hiv/library/factsheets](https://cdc.gov/hiv/library/factsheets).

## PARTNERING AND COMMUNICATING TOGETHER (PACT)

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 their organizational structures, networks, and communication platforms to disseminate *Let’s Stop HIV Together* campaign materials. They use a variety of channels, including publications, meetings, conferences, media (traditional, digital, and social), and other mechanisms. For more information visit [cdc.gov/PACT4HIV](https://cdc.gov/PACT4HIV).

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

The NCHHSTP AtlasPlus has more than 15 years of data on HIV, viral hepatitis, TB, and STD for a total of 15 disease variables. AtlasPlus gives users the ability to create customized tables, maps, and charts. AtlasPlus can be found at [cdc.gov/NCHHSTP/atlas](https://cdc.gov/NCHHSTP/atlas).

### NATIONAL PREVENTION INFORMATION NETWORK (NPIN)

NPIN aims to strengthen CDC’s capacity to prevent HIV/AIDS, viral hepatitis, STDs, and tuberculosis using communication and technology. Use NPIN to find materials, organizations, campaigns, funding, and more. Access the NPIN database at [npin.cdc.gov](https://npin.cdc.gov).

### HIV NEXUS CDC RESOURCES FOR CLINICIANS

CDC’s new *HIV Nexus* website for clinicians is a one-stop hub for up-to-date resources for communicating with patients and caregivers about HIV prevention, screening, and treatment. *HIV Nexus* is a source of practical and credible information that will help clinicians stay abreast of the latest HIV recommendations and research, diagnose and treat patients as early as possible, and prevent new HIV transmissions.

### SLIDE SETS

CDC provides HIV and AIDS data slide sets for public use. The content is in the public domain and no copyright restriction applies. We ask users to preserve the slides in their current format and cite CDC as the source. Slides sets are at [cdc.gov/hiv/library/slidesets](https://cdc.gov/hiv/library/slidesets).

### BUSINESS RESPONDS TO AIDS (BRTA)

BRTA is a public-private partnership initiative that provides 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](https://cdc.gov/BRTA).

 /stophivtogether

 /CDCHIV

 @CDC\_HIVAIDS