

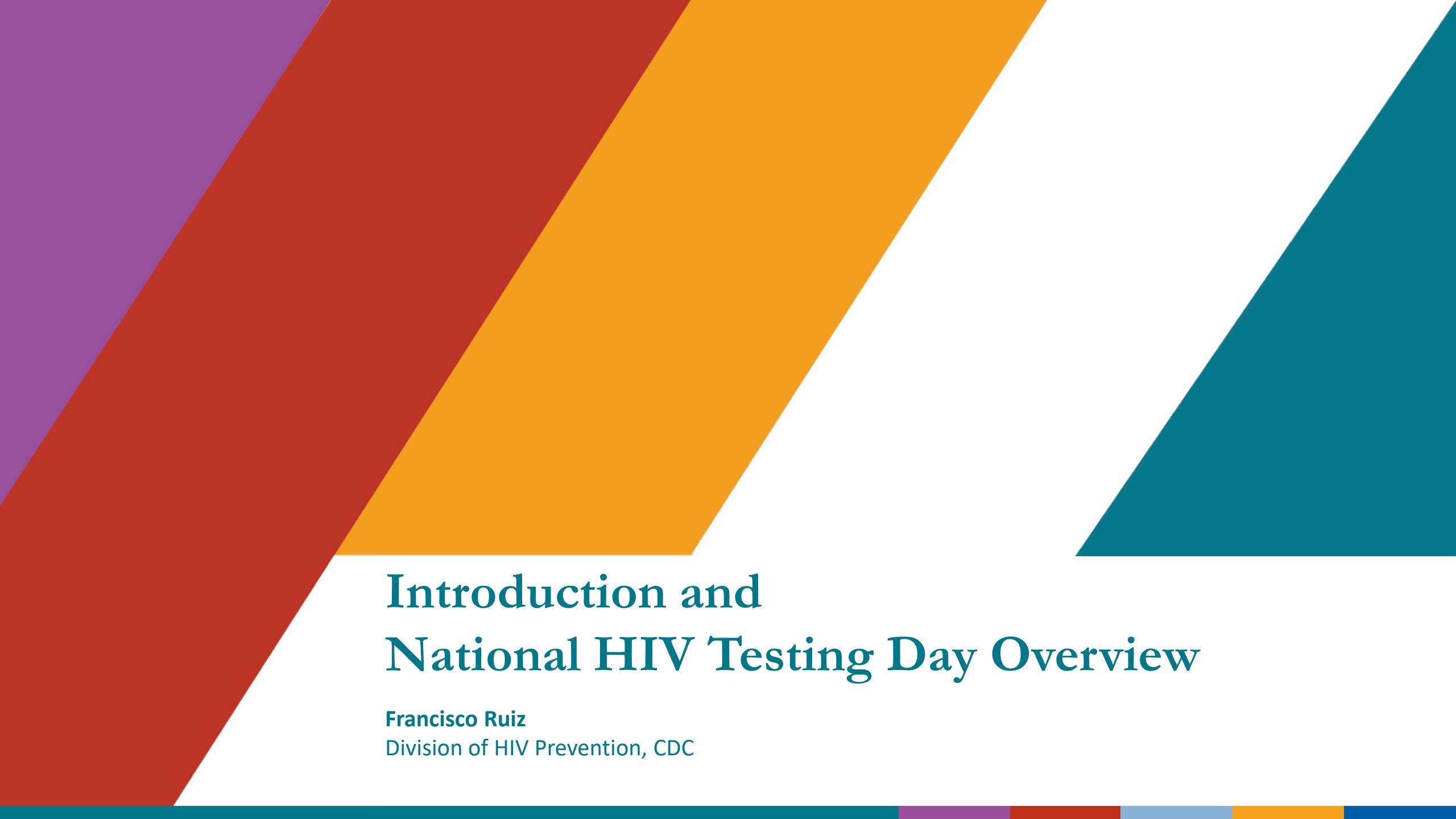
Self-Care Health Check: National HIV Testing Day Webinar

National Partnerships Team
Prevention Communication Branch, Division of HIV Prevention
Centers for Disease Control and Prevention

June 8, 2022



Ending
the
HIV
Epidemic



Introduction and National HIV Testing Day Overview

Francisco Ruiz
Division of HIV Prevention, CDC

Housekeeping

- This presentation is being recorded.
- All lines are muted. You may ask a question by submitting it through the chat box.
- We will share a copy of the slides and answers to all questions within the next few days.
- If you have any technical difficulties during the webinar, please use the chat box.

Agenda

- Overview of National HIV Testing Day
- Panel Discussion
- New Resources for National HIV Testing Day
- Partner Events
- Questions & Answers

2022 National HIV Testing Day Theme



“HIV Testing is Self-care”



Panel Discussion



DaShawn Usher, *Moderator*

Director, Communities of Color and Media, GLAAD

Executive Director, Mobilizing Our Brothers Initiative (MOBI)

Panelists



Ashley M. Tarrant, MPH
Interim CEO
Medical Advocacy and
Outreach (MAO)



Robbyn Kistler
Social Impact Media
Partnerships Consultant
Kaiser Family Foundation /
Greater Than AIDS



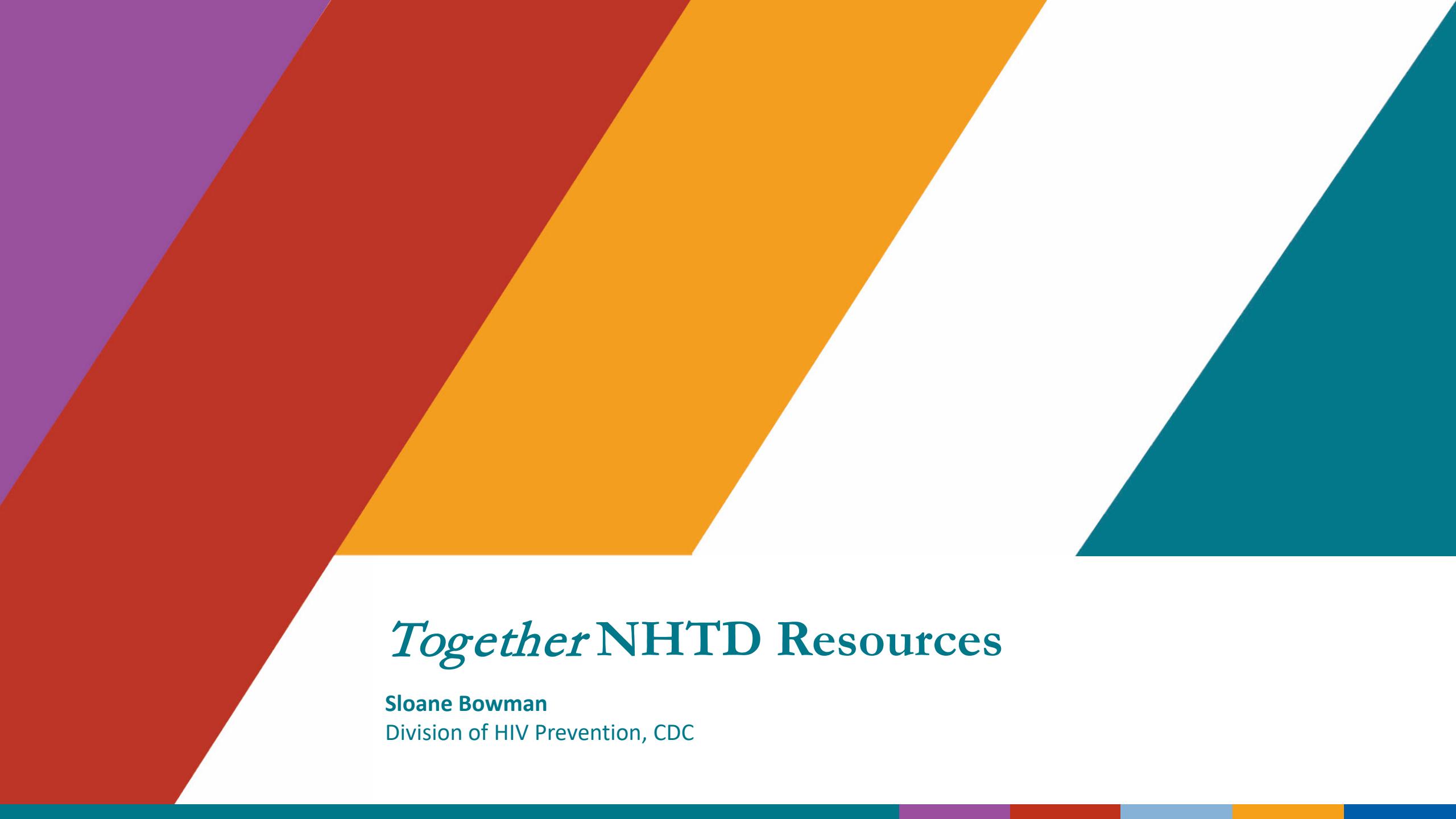
Kristin Roha, MS, MPH
Public Health Advisor for HIV
SAMHSA



Elizabeth DiNenno, PhD
Senior Advisor
Division of HIV Prevention
CDC

Panel Discussion

Q&A



Together NHTD Resources

Sloane Bowman
Division of HIV Prevention, CDC

Together NHTD Resources

- Awareness Day [toolkit](#)
- 1 HIV [testing](#) and 1 HIV [self-testing](#) social media toolkit
- Testing/self-testing palm cards, posters, web banners
- Giphy virtual stickers and frames (available in Giphy store for FB and IG) and a SnapChat filter (coming soon)
- Print stickers for stigma and testing



Pride 2022 Resources

- Pride-in-a-Box for running *Together* Pride events (including promoting testing at Pride events)
- Pride social media [toolkit](#)
- Anti-stigma Giphy stickers (available in Giphy store for FB and IG)



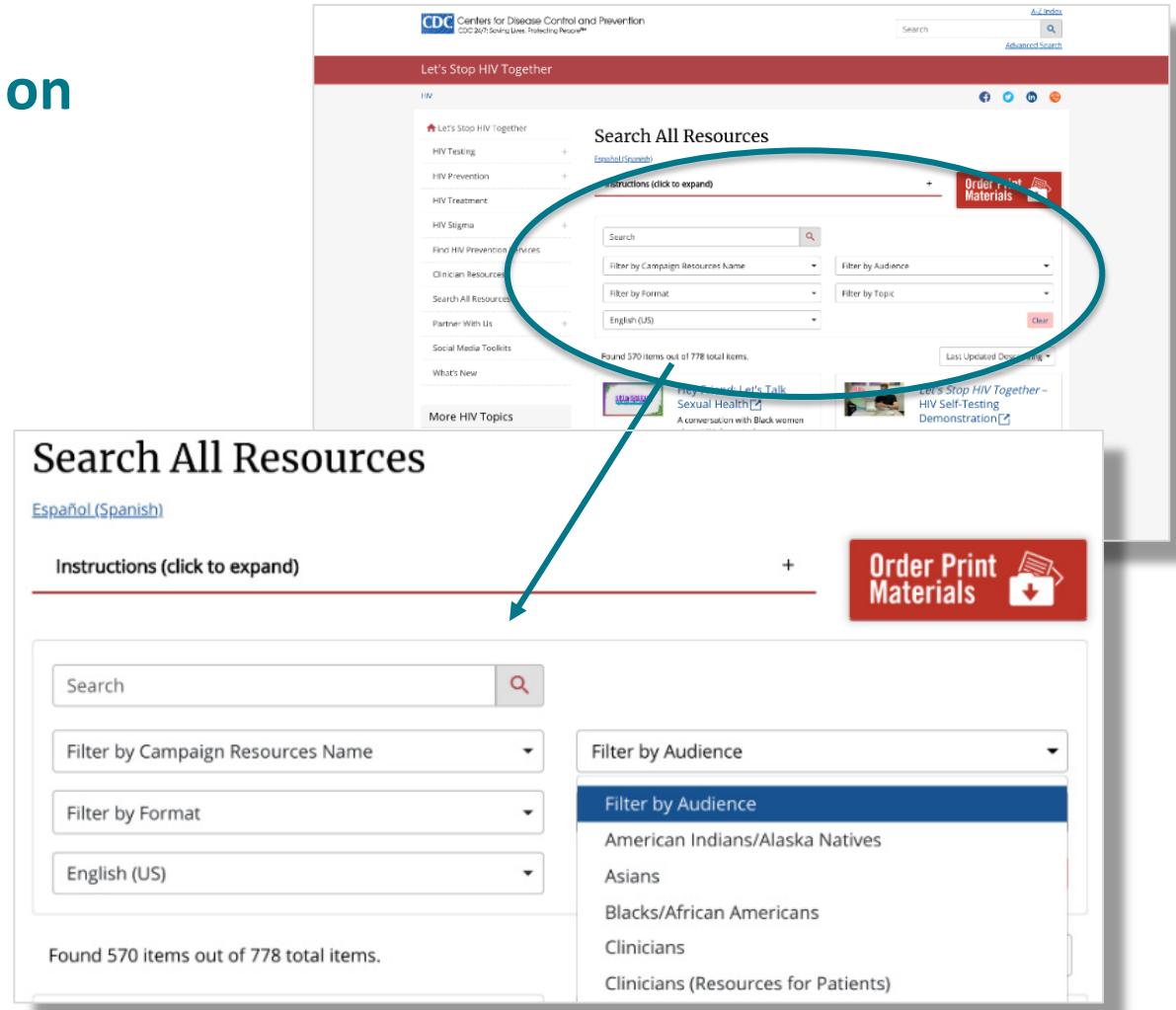
Free Digital & Print *Together* Resources

■ Dynamic sort capability to search based on

- Topic, e.g., Testing
- Format
- Language (English & Spanish)
- Audience

■ Formats for digital and print

— Banner	— Palm card
— Brochure	— Pledge card
— Fact sheet	— Poster
— Flyer	— Video
— Graphic	



The screenshot displays the 'Search All Resources' page for the 'Let's Stop HIV Together' campaign. At the top, there's a navigation bar with the CDC logo and links for 'Search' and 'Advanced Search'. Below the navigation is a sidebar with campaign categories: HIV, Let's Stop HIV Together, HIV Testing, HIV Prevention, HIV Treatment, HIV Stigma, Find HIV Prevention Services, Clinician Resources, Search All Resources, Partner With Us, Social Media Toolkits, and What's New. A 'More HIV Topics' link is also present. The main content area is titled 'Search All Resources' and includes a 'Search' input field and dropdown filters for 'Filter by Campaign Resources Name', 'Filter by Format', and 'Filter by Topic'. The 'Filter by Topic' dropdown is currently set to 'English (US)'. A message indicates 'Found 570 items out of 778 total items.' Below the filters, there's a grid of resource thumbnails, with one titled 'Let's Stop HIV Together - HIV Self-Testing Demonstration' highlighted. A large red 'Order Print Materials' button is located in the top right corner of the main search area. A callout arrow points from the 'Filter by Audience' dropdown in the bottom right to a detailed view of the audience filter sidebar. This sidebar lists 'Filter by Audience' and specific categories: 'American Indians/Alaska Natives', 'Asians', 'Blacks/African Americans', 'Clinicians', and 'Clinicians (Resources for Patients)'. The audience filter for 'American Indians/Alaska Natives' is highlighted with a blue background.

Together Resources
Q&A



National HIV Testing Day Partner Events

NHTD Partner Activities

- Division of HIV Prevention, Dr. Demetre Daskalakis + Greater Than AIDS + *Together* Community Ambassador Morris Singletary Instagram Live: June 27 at 11:30 a.m. ET on [@stophivtogether](https://www.instagram.com/stophivtogether)



NHTD Partner Activities

- The [NHTD News and Events page](#) includes information about additional partner events including webinars, social media events, and links to other NHTD-specific events.

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

LET'S STOP HIV TOGETHER™ June 27 NATIONAL HIV TESTING DAY



News and Updates

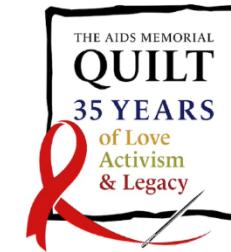
April 20, 2022
CDC announces the [NHTD theme for 2022](#) is *HIV Testing is Self-care*



June 8, 2022 at 1 p.m.
Save the date for CDC's NHTD partner webinar!



June 11 & 12, 2022
Two-day event for [the largest display of the AIDS Memorial Quilt](#) ever in San Francisco.



About NHTD

On June 27th each year, we observe National HIV Testing Day (NHTD), a day to emphasize and encourage HIV testing.

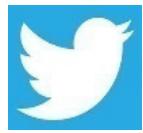
[HIV testing](#) can be free, easy, fast, and confidential. [HIV self-tests](#) can be done when and where an individual chooses.

- Everyone between the ages of 13 and 64 should get tested for HIV at least once as part of routine health care.
- Those with certain ongoing [risk factors](#)—such as having more than one sex partner since their last HIV test or having sex with someone whose sexual history they don't know—should get tested annually. Some sexually active gay and bisexual men may benefit from more frequent testing (e.g., every 3 to 6 months).
- As part of proactive prenatal care, [all pregnant women](#) should receive certain blood tests to detect infections and other illnesses, such as HIV, syphilis, and Hepatitis B.

As required under the Affordable Care Act, HIV screening is covered by health insurance. For the uninsured, free testing is available – use [Get Tested](#) to search for free testing resources.



Facebook: [@cdcHIV](#)



Twitter: [@cdc_HIV](#)



Instagram: [@stopHIVtogether](#)



Email us at: StopHIVTogether@cdc.gov



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