



## Introducing the First *Act Against AIDS* Newsletter

"*Act Against AIDS* News: Acting Together to Prevent HIV/AIDS" is the quarterly e-newsletter of CDC's *Act Against AIDS* (<http://www.cdc.gov/actagainstaids/index.html>) initiative. The newsletter is designed to keep you informed about *Act Against AIDS* activities and help you identify opportunities to incorporate our campaigns, messages, and materials into your programs. Please feel free to share the information in this newsletter with your partners and others through relevant e-mail distribution lists, social media, blogs, and other appropriate channels.

## New & Noteworthy

### What's your reason?

On June 6, *Act Against AIDS* announced its newest HIV communications campaign—REASONS/RAZONES (<http://hivtest.cdc.gov/reasons>). The campaign represents CDC's first national effort to encourage HIV testing among Latino/Hispanic gay and bisexual men. The campaign asks gay and bisexual Latinos "What's your reason?/¿Cuál es tu razón?" for getting an HIV test.

REASONS/RAZONES initially launched in Los Angeles (June 6) during LA Pride. A launch event is scheduled in Miami on June 26 to coincide with National HIV Testing Day. The campaign also had a presence in Washington, DC, at Capital Pride events (May 29–June 9). Roll-out in other cities will follow throughout the summer months. Visit <http://hivtest.cdc.gov/reasons> to learn more.



Help us spread the word about REASONS/RAZONES by forwarding this newsletter, downloading our materials, joining the conversation on Facebook (<http://www.facebook.com/ShareReasons>) and Twitter (<http://twitter.com/talkhiv>), and sharing your REASONS/RAZONES about how you or your organization is working to fight HIV at <http://hivtest.cdc.gov/reasons>.





Reasons campaign ambassadors show their support in the LA Pride parade



Richard Zaldivar, Wall-Las Memorias - Victor Martinez, Director of Programs and Policy, Bienestar Human Services; Ricky Rosales, City of Los Angeles; Alberto Santana and Nick DeLuca from CDC; and Mario Perez, Los Angeles Department of Public Health



Reasons campaign materials and a view of the Capitol in Washington, DC

## Let's Stop HIV Together, Ahora en Español!

Let's Stop HIV Together (<http://www.cdc.gov/actagainstaids/together/index.html>), CDC's national HIV awareness and anti-stigma campaign, is expanding its outreach into Latino communities with new Spanish-language outreach, materials, and community events. *Detengamos Juntos el VIH* features new video stories (<http://www.cdc.gov/actagainstaids/spanish/together/stories.html>), public service announcements (PSAs) ([http://www.youtube.com/embed/DOq0Ey\\_edwE](http://www.youtube.com/embed/DOq0Ey_edwE)) (PSAs) for television and radio, campaign posters (<http://www.cdc.gov/actagainstaids/spanish/together/materials.html>), a brochure, and a range of online, outdoor, and transit promotion.

Visit the new *Act Against AIDS* Spanish-language website (<http://www.cdc.gov/actagainstaids/spanish>) to find facts about HIV prevention, testing, and treatment, as well as links to campaign materials and other resources.

Help us spread the word about these new materials by sharing this newsletter, watching the videos, visiting our website, and joining the conversation on Facebook (<http://www.facebook.com/ActAgainstAIDS>) and Twitter (<http://twitter.com/talkhiv>). Estamos muy entusiasmado de saber de usted!



Mario Perez (Los Angeles County, Department of Public Health), Fredy Ceja (Office of Senator Darrell Steinberg), Damaris Cruz (Together participant), Jackie Rosenthal (CDC), and Jamar Rogers (Together participant)

Are you a fan of the *Act Against AIDS* campaign materials? Download materials here (<http://www.cdc.gov/actagainstaids/resources/>) and tell us how you're incorporating the campaign in your community. Join the conversation on Facebook (<http://www.facebook.com/ActAgainstAIDS>).

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## In the Community

### AAALI Partners Shine Spotlight on HIV Prevention for Women and Girls



On Wednesday, March 20, at the Library of Congress in Washington DC, the *Act Against AIDS Leadership Initiative* (AAALI) (<http://www.cdc.gov/actagainstaids/partnerships/organizations.html>) member organizations hosted an event in recognition of National Women and Girls HIV/AIDS Awareness Day (NWGHAAD) (<http://www.cdc.gov/features/womengirlshivaid/>).



Attendees and speakers at the National Women and Girls HIV/AIDS Awareness Day event hosted by AAALI

The *Act Against AIDS Leadership Initiative* (AAALI) (<http://www.cdc.gov/actagainstaids/partnerships/organizations.html>) is a partnership between CDC and leading national organizations representing the populations hardest hit by HIV and AIDS to increase awareness, prevention, and testing. Together with the CDC, AAALI partners communicate, mobilize, and engage their communities to *Act Against AIDS*.

Speakers included Congresswoman Barbara Lee (<http://lee.house.gov/>); Mayra Alvarez of the U.S. Department of Health and Human Services (<http://www.whitehouse.gov/blog/2011/04/08/meet-mayra-alvarez>); Amy Killelea of National Alliance of State and Territorial AIDS Directors (NASTAD) (<http://www.nastad.org/>); and Janet Cleveland, Deputy Director of Prevention Programs from CDC's Division of HIV/AIDS Prevention (DHAP) (<http://www.cdc.gov/media/subtopic/sme/cleveland.htm>), and others.

### Celebrate Black Gay Pride with *Testing Makes Us Stronger*

*Testing Makes Us Stronger* (<http://hivtest.cdc.gov/stronger/>) is a national campaign promoting HIV testing among black gay and bisexual men. Campaign messages and materials demonstrate that knowing one's HIV status is empowering. Since the launch in 2011, in addition to national media presence, we've worked closely with six communities where black gay and bisexual men are heavily affected by HIV: Atlanta, Baltimore, Houston, New York, Oakland, and Washington, DC, planning outreach activities and events in each city.

*Testing Makes Us Stronger* recently participated in Black Gay Pride events in Philadelphia, Miami, Houston, and Washington, DC. Campaign logos and promotional materials were prominently displayed and distributed throughout the events, reaching thousands of attendees. Our attendance at Pride events gives us the opportunity to relay important life-saving information to our target audience, spark conversations, and strengthen relationships with our community partners.

If you missed us in these cities, there's no need to worry, the campaign will visit Black Pride events across the country throughout the summer. Look for us in New York June 28–30 at the Harlem and NYC Pride events.



Black Gay Pride attendees show their pride at the Testing Makes Us Stronger display

Check out these HIV prevention videos featuring Ludacris (<http://www.youtube.com/embed/dTIWRItD7FU>) and Jamie Foxx ([http://www.youtube.com/embed/vPCf\\_36bc8I](http://www.youtube.com/embed/vPCf_36bc8I))!

## Clinicians' Corner

### Building Momentum for Routine Testing



**HIV Screening.  
Standard Care.™**

More than six years ago, CDC released *Revised Recommendations for HIV Testing of Adults, Adolescents, and Pregnant Women in Health Care Settings* (<http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5514a1.htm>), advising routine HIV screening over

risk-based screening in health care settings in the United States. Earlier this year, the U.S. Preventive Services Task Force (USPSTF) released its recommendation that clinicians screen all adolescents and adults aged 15 to 65 years for HIV infection. Despite these recommendations, we know that countless opportunities to identify HIV-positive patients are still missed. We have an opportunity to capitalize on this momentum. CDC's *HIV Screening. Standard Care* (<http://www.cdc.gov/actagainstaids/hssc/>). (HSSC) campaign provides clinicians the necessary resources and tools they need to help promote routine HIV testing during patient visits.

To address specific population disparities, a new segment of the HSSC campaign *Testing and Linking African Americans and Hispanic/Latino Patients to Care (TLC)* has been developed that focuses on improving HIV outcomes among African Americans and Hispanics/Latinos. This campaign segment will help make HIV screening and linkage to care the clinical standard among health care providers who care for these patients. This campaign segment was developed in collaboration with the National Medical Association, National Hispanic Medical Association, and the National Black Nurses Association.

For more information, and to obtain campaign resources for your practice, visit the HSSC (<http://www.cdc.gov/actagainstaids/hssc/index.html>) and TLC (<http://www.cdc.gov/actagainstaids/tlc/index.html>) websites today.

## Direct from the Division of HIV/AIDS Prevention

### HIV Surveillance Report

Earlier this year, CDC released its 2011 HIV Surveillance Report (<http://www.cdc.gov/hiv/surveillance/resources/reports/2011report/index.htm>). This report presents data on diagnoses of HIV infection through 2011 and reported to CDC through June 2012. For the first time, CDC is able to present data on diagnosed HIV infection from all 50 states, Washington, DC, and 6 territories. This gives us a more complete picture of diagnosed HIV infection in the United States, and helps us examine potential trends in HIV diagnoses. And the data show that HIV remains a significant threat. From 2008–2011, the annual estimated number and rate of diagnoses of HIV infection among Americans has remained the same. In 2011, approximately 49,273 Americans were diagnosed with HIV—a number that can and should be reduced with the tools we have for prevention and treatment.



To put the surveillance report's findings in context, CDC released a fact sheet, *HIV in the United States: At a Glance* (<http://www.cdc.gov/hiv/resources/factsheets/us.htm>), which draws on multiple sources to provide an overall picture of the HIV epidemic in the United States. You'll find this fact sheet on the newly redesigned DHAP website (<http://www.cdc.gov/hiv/default.html>): the primary access point for HIV science and public health information from CDC. Thanks for making our site one of the most visited HIV sites on the Internet!

## Coming Soon...

### National HIV Testing Day

National HIV Testing Day, June 27, is an annual campaign to encourage people of all ages to "Take the Test, Take Control."



Too many people don't know they have HIV. In the United States, nearly 1.1 million people are living with HIV, and almost 1 in 5 doesn't know they are infected. Getting tested is the first step to finding out if you have HIV. If you have HIV, receiving medical care and taking medicines regularly helps you live a longer, healthier life and also lowers the chances of passing HIV on to others.

Visit the National HIV Testing Day website ([http://hivtest.cdc.gov/press\\_files/default.aspx](http://hivtest.cdc.gov/press_files/default.aspx)) to find an HIV testing event in your area or to register

### Save the Date: Upcoming HIV/AIDS Awareness Days

#### September 18

National HIV/AIDS and Aging Awareness Day

#### September 27

National Gay Men's HIV/AIDS Awareness Day

#### October 15

National Latino AIDS Awareness Day

#### December 1

World AIDS Day

You can also access additional HIV prevention and testing campaign information on the *Act Against AIDS* (<http://www.cdc.gov/actagainstaids>) website.



Planning a HIV Awareness Day event? Tell us about it on Facebook (<http://www.facebook.com/ActAgainstAIDS>).



BUILDING COMMUNITY

87,000+ Page likes **80%** Aged 18 - 34

DAILY AVERAGE REACH

Interactions **1,239** Views **127,861**

COMMUNITY COMMENTS

"This is awesome, I have also started a foundation to help break the stigma of HIV in the GAY Community and start a conversation again with a generation that is now on the verge of erasing HIV if they just are smarter in the choices they make."

Mitchell Esmond 12.22.12



VIEWS

**1.2 Million**

VIDEOS AVAILABLE

**16**

In English & Spanish



ENGAGEMENT

"Thank you for sharing your story. You give me courage!"

MrMonkeyRover 9 months ago

## Act Against AIDS Contact Information

If you have any questions or comments about *Act Against AIDS* campaigns or for information about campaign materials or co-branding, please send an email to [ActAgainstAIDS@cdc.gov](mailto:ActAgainstAIDS@cdc.gov) or call 404-639-3239.

### Learn More About Our Campaigns



Get the Facts. Get Tested. Get Involved.

<http://www.cdc.gov/actagainstaids>



**ACT  
against  
AIDS™**

*Act Against AIDS (<http://www.cdc.gov/actagainstaids/index.html>) is a national initiative launched by the Centers for Disease Control and Prevention (CDC) and the White House to combat complacency about HIV and AIDS in the United States. Act Against AIDS (<http://www.cdc.gov/actagainstaids/index.html>) focuses on raising awareness among all Americans and reducing the risk of infection among the hardest-hit populations – gay and bisexual men, African Americans, and Latinos.*