

CONTENTS

New and Noteworthy.....	1
In the Community.....	2
Clinician's Corner	4
Direct From the Division Director's Office	4
Awareness Days.....	5
Act Against AIDS Contact Information.....	6
Learn More About Our Campaigns.....	7

New and Noteworthy

And the Award Goes to...

The Centers for Disease Control and Prevention (CDC) recently took home two 2013 Videographer Awards for the *Let's Stop HIV Together* campaign. Amid tough competition, the *Together* public service announcement (PSA) won the Award of Excellence, while Kelly's digital story captured the top spot in the Award of Distinction category.



All of the *Together* videos have racked up more than 3 million views! Check out the *Together* PSA and our collection of digital stories on YouTube at <http://bit.ly/1dM9ftu>.

HHS Secretary Kathleen Sebelius Stresses the Importance of HIV Testing

The *Act Against AIDS Leadership Initiative* coordinated an American Urban Radio Networks (AURN) interview with U.S. Department of Health and Human Services (HHS) Secretary Kathleen Sebelius about the importance of HIV testing as part of its activities for National HIV Testing Day. Watch the interview, available on the AURN website at <http://www.aurn.com/webex.php?itemID=2863>.



Kathleen Sebelius is interviewed by April Ryan of AURN.

In the Community

CDC Steps Out for AIDS Walk Atlanta 2013

CDC staff, friends, and family members walked under the *Act Against AIDS* (AAA) *Let's Stop HIV Together* banner in support of people living with HIV on Sunday, October 20, for the 23rd AIDS Walk Atlanta. AIDS Walks are walkathon fundraisers that raise money to combat the AIDS epidemic. They usually benefit AIDS service organizations that provide services and advocacy for community residents living with HIV. They can also be important tools of public outreach, community empowerment, and education for issues surrounding HIV/AIDS, including prevention and care. Find an AIDS Walk in your community at <http://www.aidswalk.org>.



CDC staff, friends, and family walk to support people living with HIV/AIDS in Atlanta.

Act Against AIDS Makes an Impression at the 2013 U.S. Conference on AIDS

Did you attend the National Minority AIDS Council's 2013 U.S. Conference on AIDS (USCA)? AAA was prominent at conference presentations, workshops, in the exhibit hall, and even in outdoor advertising in the New Orleans, Atlanta, and Washington, DC airports! The conference drew more than 1,700 stakeholders from all fronts of the HIV/AIDS epidemic, including CDC representatives.



Together airport ad featuring Justin

Prevention Communication Branch leaders held a workshop session highlighting “CDC’s *Let’s Stop HIV Together* National Communication Campaign.” Six campaign participants were in attendance! Justin, Antron, Mark, Raquel, Tiaja, and Venita shared their personal stories of being diagnosed and living with HIV and information on how they have integrated the *Together* campaign into their community advocacy work and social networks. Workshop attendees learned about the most recent campaign outreach efforts and how to personalize and leverage the *Together* campaign on a local level to support program goals.

Throughout the conference, several “pop-up” conference banners featuring many of the AAA campaigns were placed in strategic locations. *Let’s Stop HIV Together* videos played during the plenary session each day for all conference attendees to see, including a new video by four-time Olympic Gold medalist Greg Louganis, who recently joined the *Together* effort.



Plenary session attendees watched Gold medalist Greg Louganis’ *Let’s Stop HIV Together* personal story video.

In the exhibition hall, two AAA exhibit booths offered the latest AAA campaign materials for distribution and gave attendees the opportunity to have their photos taken with members of the *Together Network*—a coalition of *Let’s Stop HIV Together* participants who have united to extend the reach of the campaign. Check out our Facebook page—<https://www.facebook.com/ActAgainstAIDS>—for more photos. You can also view the latest videos on the *Let’s Stop HIV Together* website at <http://www.cdc.gov/actagainstaids/together>.



Together participants Mark and Phill at the *Together* photo booth (left) and CDC's Jackie Rosenthal speaks with *Together* participants at a conference workshop (right).

Mission Possible: Hair, Hope, and Health—HIV Testing and Education at Atlanta's Bronner Bros. International Hair Show

CDC's Division of HIV/AIDS Prevention (DHAP) National Partnerships Team (NPT) participated in the 66th Annual Bronner Bros. International Hair Show at the Georgia World Congress Center August 17–19 in Atlanta.

Over this 3-day period, CDC's NPT joined the Fulton County Department of Health and Wellness and AID Atlanta for onsite testing of more than 130 hairstylists, barbers, students, and other hair care professionals.

CDC also sponsored a Shop Talk Workshop titled *Mission Possible: Hair, Hope, and Health*, where hair show attendees interacted with celebrity stylists Dwight Eubanks and Kaye Flewellen, CDC staff, and other CDC partners during a panel discussion.

Workshop attendees also participated in HIV 101 training and role-play exercises on engaging clients about HIV and risk factors. CDC NPT members and other volunteers recruited more than 150 hairstylists and barbers to join CDC's Hairstylist/Barber HIV Prevention Initiative (HSBI). The hairstylists and barbers vowed to help CDC promote conversations about HIV awareness and prevention in their communities and to support other public health initiatives and campaigns in partnership with CDC.

To learn more about the HSBI, visit <http://www.cdc.gov/hiv/risk/other/sbr.html>, or email Keisha Simmons at npt@cdc.gov.



Celebrity Stylists Dwight Eubanks and Kaye Flewellen



CDC partners at the Shop Talk HIV Workshop



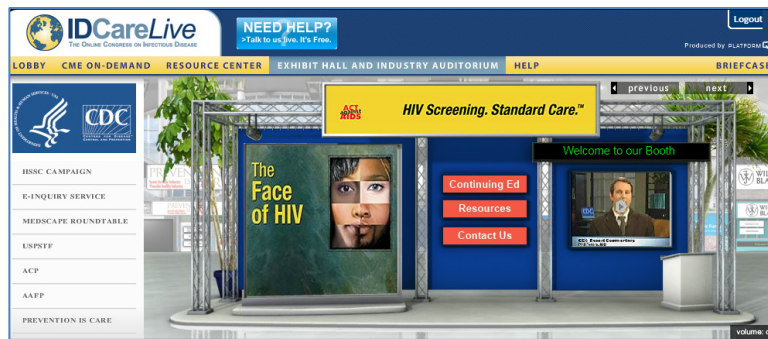
NPT members, hairstylists, and barbers come together to promote HIV awareness and prevention.

Clinician's Corner

Challenges in the Management of HIV and Hepatitis: A Virtual Summit Series

CDC's *Act Against AIDS HIV Screening. Standard Care.*TM

(<http://www.cdc.gov/actagainstaids/hssc>) campaign is part of a virtual summit series to increase awareness of HIV testing and combat the stigma often associated with HIV and AIDS. These new continuing medical education opportunities debuted on June 25, 2013, as part of the *Clinical Challenges in the Management of HIV & Hepatitis Virtual Summit Series*, a component of the ongoing *IDCareLive* series coordinated by Platform Q. The Johns



HIV Screening. Standard Care.™ interactive booth

Hopkins University School of Medicine accredited all summit education sessions, which were accessible online via live streaming broadcast and provided free to clinicians. The entire program series—certified for 1.0 AMA PRA CreditTM—is available on demand now through January 2014 at <http://www.idcarelive.com>.

Direct from the Division Director's Office



DHAP Welcomes Dr. Kenneth Castro as Acting Director of the Division of HIV/AIDS Prevention

Rear Admiral and Assistant Surgeon General Kenneth G. Castro, M.D., joined DHAP as acting director on August 19, 2013. Before coming to DHAP, Dr. Castro served as director of the Division of Tuberculosis Elimination, where he has led CDC's efforts to prevent and control tuberculosis in the United States and other parts of the world since 1993.

Dr. Castro has been a leader in HIV prevention and care since the early 1980s. In 1983, he was one of the first Epidemic Intelligence Service officers assigned to CDC's AIDS activity. He served as a staff medical epidemiologist working on HIV, special assistant to the director for science, and assistant chief of the Epidemiology Branch in the Division of HIV/AIDS in the National Center for Infectious Diseases. Dr. Castro also worked as assistant director for tuberculosis and HIV, followed by an appointment to the office of the associate director of HIV/AIDS to coordinate CDC-wide HIV-associated tuberculosis activities. One of his contributions included the development and publication of the 1993 HIV classification system.

Awareness Days

National Latino AIDS Awareness Day

Each year, National Latino AIDS Awareness Day (NLAAD) (<http://www.nlaad.org>), coordinated by the Latino Commission on AIDS (<http://www.latinoaids.org>), draws the nation's attention to the impact of HIV in Hispanic and Latino communities, where it remains a substantial public health issue. On October 15, communities across the United States observed this day. The theme, "*Commit to Speak*," reflects the urgent need for Hispanics, Latinos, and all Americans to speak openly about HIV, to get tested, and to encourage testing among their friends, family, and neighbors.



CDC would like to acknowledge those of you who held events, participated in activities, and undertook critical prevention work for this 2013 observance. Your support and events for NLAAD within Hispanic and Latino communities helped open dialogue on HIV, both in communities and between service providers; increase testing initiatives to ensure that individuals know their HIV status; and improve access to care and life-extending treatment for those who test positive. For more information about HIV among Hispanics/Latinos, please visit <http://www.cdc.gov/hiv/risk/raciaethnic/hispaniclatinos>.

National Gay Men's HIV/AIDS Awareness Day

September 27 was National Gay Men's HIV/AIDS Awareness Day, a time to reflect on the heavy toll that HIV has taken on gay and bisexual men despite progress in domestic prevention and treatment. Gay and bisexual men are disproportionately affected by HIV, accounting for 63% of all new infections in 2010, while representing only 2% of the U.S. population.

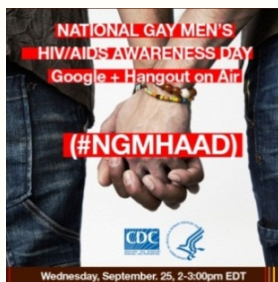


This year, CDC hosted a Google+ Hangout On Air with HIV experts around the country to share innovative strategies for HIV prevention, featuring:

- High-impact HIV prevention
- HIV testing options—including a new couples testing strategy
- CDC's newest communications campaign, *Reasons/Razones*, which encourages HIV testing among Hispanic/Latino gay and bisexual men



HIV experts taking part in the

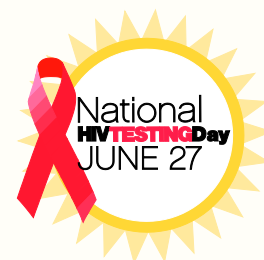


For more information on what CDC, the HIV community, and individuals are doing to prevent HIV among gay and bisexual men, check out CDC's Gay Men's HIV/AIDS Awareness Day feature at <http://www.cdc.gov/features/ngmhaad>.

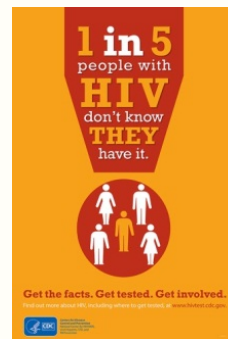
National HIV Testing Day

June 27 was National HIV Testing Day, a chance to promote HIV testing throughout the country. Check out some of this year's highlights:

- President Obama issued a statement (<http://go.usa.gov/DwvG>) promoting testing as “easier and faster than ever” and noting that, according to the U.S. Preventive Services Task Force’s new screening recommendations, “under the Affordable Care Act, new health care plans will be required to cover HIV testing without any additional out-of-pocket costs.”
- Thanks to Lifebeat/MTV, who donated space on two Times Square video billboards in New York, an *Act Against AIDS* 30-second HIV testing PSA was featured from June 26–27. Watch the PSA at <http://youtu.be/vg9AgGJfsNE>.
- AmfAR, the Foundation for AIDS Research, posted an interview with Dr. Jonathan Mermin (<http://www.amfar.org/Take-The-Test-Take-Control-CDC-Dr-Jonathan-Mermin-Talks-HIV-Testing>) on its website. Dr. Mermin discusses the potential benefits of routine testing, the effect of the Affordable Care Act on testing behaviors, and the use of rapid testing for hard-to-reach populations.



Times Square jumbotron



1 in 5 Infographic

Be part of the conversation! Join more than 87,000 others on Facebook to talk about HIV prevention and testing and help us raise awareness about HIV. Like us on Facebook at <https://www.facebook.com/ActAgainstAIDS>.

Coming Soon...

World AIDS Day

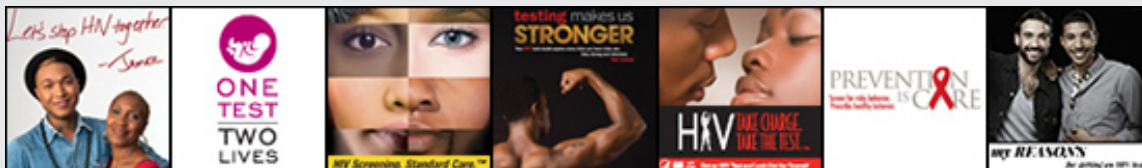
On December 1, CDC and partners worldwide will observe World AIDS Day. Learn ways that you and your community can take action around World AIDS Day at <http://www.aids.gov/news-and-events/awareness-days/world-aids-day>.



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 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** | LEADERSHIP
INITIATIVE

Act Against AIDS (<http://www.cdc.gov/actagainstaids>) 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 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.