

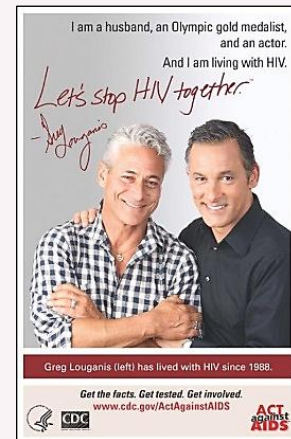
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## New and Noteworthy

### Olympic Gold Medalist Greg Louganis Joins *Let's Stop HIV Together*

We are excited to announce that four-time Olympic gold medalist Greg Louganis recently joined the *Let's Stop HIV Together* campaign. Greg has lived with HIV since 1988 and is a passionate advocate and spokesperson for HIV/AIDS testing.



Greg has been an active participant in the campaign and has promoted our materials, including his newly released video (<http://bit.ly/1b6eFqd>) and poster ([http://www.cdc.gov/actagainstaids/pdf/lsht\\_Poster\\_Greg.pdf](http://www.cdc.gov/actagainstaids/pdf/lsht_Poster_Greg.pdf)), through his extensive social networks. Greg



Greg Louganis shares his story with support from his husband, Johnny Chailiot.

submitted a personal photo for the campaign's recent traveling photo exhibit, "A Day With HIV," which showcased the daily trials and triumphs of people living with HIV and those who care for them. We are extremely grateful for Greg's participation and involvement in the campaign and are honored and humbled to have him as one of our featured participants. We look forward to continued collaboration as we jointly seek to raise awareness of and decrease stigma about HIV.

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## National Black HIV/AIDS Awareness Day

**February 7, 2014, marks the 14th year for National Black HIV/AIDS Awareness Day (NBHAAD).** NBHAAD is a national HIV testing and treatment community mobilization initiative designed to encourage blacks and African Americans across the United States and Territorial Areas to **get educated, get tested, get treated** (if necessary), and **get involved** because HIV continues to devastate black communities. Currently, NBHAAD is directed, planned, and organized by the Strategic Leadership Committee who partners with the Centers for Disease Control and Prevention (CDC) to mobilize communities to address specific issues regarding local epidemics and to help influence the course of HIV in black communities across the country.



Visit the **NBHAAD website** (<http://nationalblackaidsday.org/>) for information about this year's awareness day. The website provides materials you can download and use year-round for your HIV prevention and testing efforts, including a **toolkit** (<http://nationalblackaidsday.org/toolkits/>) with fact sheets, sample letters, and public service announcements. Follow #NBHAAD on Facebook (<https://www.facebook.com/pages/National-Black-AIDS-Day/355524207798154>) and Twitter (<https://twitter.com/NatBlackAIDSDay>). Share/retweet awareness day messages, and don't forget to use the #NBHAAD hashtag in your messages!



Create an HIV/STD prevention game app to teach prevention strategies for the @GameOnChallenge contest and you could win \$20k! Follow #CDCGameOn, and learn more about the app contest at <http://cpo.st/1hDd2ik>.

## Act Against AIDS Social Media

### Providing Up-to-Date HIV Prevention, Testing, and Treatment Information

The CDC hosts three Facebook pages under the *Act Against AIDS* initiative and the *Act Against AIDS* Twitter channel, @TalkHIV (<https://twitter.com/talkhiv>), which provide current HIV-related information and *Act Against AIDS* campaign-related information for the general public and people at risk for HIV.

The **Act Against AIDS** Facebook page <http://www.facebook.com/ActAgainstAIDS> shares HIV information with an audience of more than 115,000 followers. Join the conversation!



The **Testing Makes Us Stronger** Facebook page <http://www.facebook.com/TestingMakesUsStronger> engages black gay and bisexual men in conversations about HIV awareness, prevention, testing, and treatment.

The **Reasons/Razones** Facebook page <http://www.facebook.com/ShareReasons> encourages dialogue with Hispanic/Latino gay and bisexual men about HIV.



Here's how you can support our Facebook pages:

- "Like" the Facebook pages you want to follow.
- Share or respond to our posts.
- Ask your followers to check out the pages.
- Post about the pages. Here are sample posts your organization can use:
  - Join the *Act Against AIDS* conversation on Facebook at <http://www.facebook.com/ActAgainstAIDS>.
  - Check out CDC's *Testing Makes Us Stronger* Facebook page for black gay and bisexual men at <https://www.facebook.com/TestingMakesUsStronger> #CDCStronger.
  - Hispanic/Latino gay and bisexual men talk about #HIV/AIDS within their communities on Facebook at <http://www.facebook.com/ShareReasons> #ShareReasons.
- Click on the links and check out our campaign materials, new studies, and surveillance data.
- Visit the pages often and let us know what content you'd like to see shared there.

## CDC Launches a New HIV Facebook Page for Public Health Professionals, Partners, and Health Care Providers



CDC is pleased to announce the launch of our new Facebook page—CDC HIV—featuring HIV information for public health professionals, partners, and health care providers. This page (<https://www.facebook.com/CDCHIV>) offers information and links to CDC research and resources and provides the opportunity for professional conversations around HIV-related topics.

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## ***New on CDC's HIV Website***

### **Question-and-Answer Documents**

- HIV Prevention Basics (<http://www.cdc.gov/hiv/basics/prevention.html>)
- HIV/AIDS Basic Statistics (<http://www.cdc.gov/hiv/basics/statistics.html>)
- Post-Exposure Prophylaxis (PEP) 101 (<http://www.cdc.gov/hiv/basics/pep.html>)

### **New Fact Sheets**

- HIV Among Men in the United States (<http://www.cdc.gov/hiv/risk/gender/men/index.html>)
- HIV Among Transgender People (<http://www.cdc.gov/hiv/risk/transgender/index.html>)
- Oral Sex and HIV Risk (<http://www.cdc.gov/hiv/risk/behavior/oralsex.html>)

### **Updated Fact Sheets**

- HIV Among Older Americans (<http://www.cdc.gov/hiv/risk/age/olderamericans/index.html>)
- HIV Among Latinos (<http://www.cdc.gov/hiv/risk/raciaethnic/hispaniclatinos/facts/index.html>)
- HIV in the United States ([http://www.cdc.gov/hiv/pdf/statistics\\_basics\\_factsheet.pdf](http://www.cdc.gov/hiv/pdf/statistics_basics_factsheet.pdf));  
(en Español, [http://www.cdc.gov/hiv/spanish/pdf/spanish\\_library\\_hiv\\_at\\_Glance\\_US.pdf](http://www.cdc.gov/hiv/spanish/pdf/spanish_library_hiv_at_Glance_US.pdf))

### **Slide Set**

- HIV Mortality Slide Series (data through 2010)  
([http://www.cdc.gov/hiv/pdf/statistics\\_surveillance\\_HIV\\_mortality.pdf](http://www.cdc.gov/hiv/pdf/statistics_surveillance_HIV_mortality.pdf))

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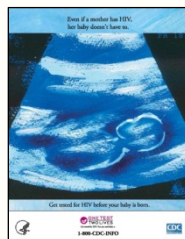
## **Syndicate CDC HIV Content to Your Website—at No Cost CDC Updates Your HIV Web Content So You Don't Have To!**

CDC offers a free content syndication service that allows you to add content from our web page directly to your organization's website in just a few easy steps. Because we publish the content, public health partners, nonprofit organizations, and commercial entities can gain direct access to up-to-date content without having to update or maintain it. View the list of HIV/AIDS content available for syndication at

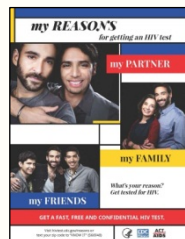
<http://www.cdc.gov/hiv/library/syndicated/index.html> or watch a short video (<http://bit.ly/1hY9UdC>) that demonstrates how to add syndicated content to your website. To request syndication of other content, email [IMTech@cdc.gov](mailto:IMTech@cdc.gov).

## Act Against AIDS Campaign Materials at Your Fingertips

CDC's *Act Against AIDS* campaigns offer an array of free materials for individuals, health care providers, and organizations to use in their HIV prevention and testing efforts. The materials, developed through audience research, can be viewed and downloaded from the *Act Against AIDS* website at <http://www.cdc.gov/actagainstaids/campaigns/index.html>. If your organization is interested in ordering or co-branding campaign materials, please contact [ActAgainstAIDS@cdc.gov](mailto:ActAgainstAIDS@cdc.gov). Above are a few examples of our campaign posters.



*One Test.  
Two Lives.*



*Reasons/Razones*



*Take Charge.  
Take the Test.*

## In the Community



### Sigma Gamma Rho Receives an Association of Fraternity/Sorority Advisors Award

Kudos to *Act Against AIDS Leadership Initiative* (AAALI) partner Sigma Gamma Rho Sorority, Inc. (<http://www.sgrho1922.org>)! The organization received the Excellence in Education Programming Award for its HIV/AIDS initiative, A34Life, at the Association of Fraternity/Sorority Advisors (AFA) Annual Meeting on December 6, 2013.

The AFA (<http://www.afa1976.org>) is an organization dedicated to aligning the fraternity/sorority and higher education experiences through its programs and meetings, publications, networking opportunities, and other resources.



International First Grand Anti-Basileus ("Vice President") Deborah Catchings-Smith (left) and 23rd International Grand Basileus ("President") Bonita Herring (right) accepting the AFA Award during the AFA luncheon in December.



Students at North Carolina A&T State University and Jackson State University "Get HYPE" at the NAACP's annual health events.

### College Students 'Get HYPE' at NAACP-Sponsored Annual Health Events

The North Carolina A&T State University's Organizational Fair Get HYPE (Healthy Young People Everywhere) event took place on Thursday, August 29, 2013, in Greensboro, NC. More than 500 students were in attendance and at least 28 students were tested for HIV through the university's Sexual Health Action Group (SHAG).

Alcorn State University, Jackson State University, Mississippi State University, and the Tougaloo College NAACP College Chapters collaborated for a 2-day Get HYPE event held September 19–20, 2013, at the Masonic Temple and campus of Jackson State University in Jackson, MS. At least 250 students participated and 13 students were tested for HIV by the Jackson State University campus testing center.

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## Clinician's Corner

### Free! Continuing Medical Education and Continuing Nursing Education Opportunity: HIV Screening and Linkage to Care for Black and Latino Patients

*HIV Screening. Standard Care. Testing and Linking African American and Hispanic/Latino Patients to Care™* (TLC) (<http://www.cdc.gov/actagainstaids/campaigns/tlc/index.html>), a campaign of CDC's *Act Against AIDS* initiative, launched a new 45-minute

Medscape Continuing Medical Education (CME) and Continuing Nursing Education (CNE) program, *Enhancing HIV*

*Screening and Linkage to Care for Black and Latino Patients*. The program

features a roundtable discussion by four nationally recognized HIV providers:

David J. Malebranche, M.D., M.P.H., University of Pennsylvania; Wilbert C. Jordan, M.D., M.P.H., Charles Drew University; Celia J. Maxwell, M.D., Howard University; and Ligia Peralta, M.D., Massachusetts Institute of Technology.



Ligia Peralta, M.D.; Celia J. Maxwell, M.D.; Wilbert C. Jordan, M.D., M.P.H.; and David J. Malebranche, M.D., M.P.H.

The program is available at Medscape through August 23, 2014, and participants can earn one CME/CNE credit/contact hour. Sign-in and account registration are required, but Medscape registration is free. To register and access the program, please visit <https://login.medscape.com/login/sso/getlogin?ac=401>.

**Medscape**

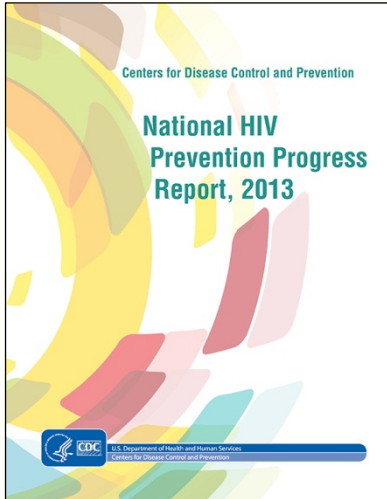
The TLC campaign is tailored to help medical providers improve HIV outcomes among African American and Hispanic/Latino patients by making HIV testing and linking to care the clinical standard. Patients diagnosed through routine HIV screening can

- Benefit from clinical care and HIV treatment, which have been proven to reduce morbidity and mortality
- Reduce the likelihood of transmission

For campaign materials and information to help improve HIV outcomes among your African American and Hispanic/Latino patients, please visit the campaign website at <http://www.cdc.gov/actagainstaids/campaigns/tlc/index.html>.

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## Direct From the Division Director's Office



### National HIV Prevention Progress Report

The CDC "National HIV Prevention Progress Report, 2013" ([http://www.cdc.gov/hiv/pdf/policies\\_NationalProgressReport.pdf](http://www.cdc.gov/hiv/pdf/policies_NationalProgressReport.pdf)) was released on World AIDS Day (December 1, 2013). It describes progress toward achieving CDC's key HIV prevention goals.

Using data from CDC HIV surveillance systems, the report shows results for 21 indicators related to 3 key priorities of the National HIV/AIDS Strategy (NHAS). The Office of National AIDS Policy issued a separate report ([http://www.whitehouse.gov/sites/default/files/onap\\_nhas\\_improving\\_outcomes\\_dec\\_2013.pdf](http://www.whitehouse.gov/sites/default/files/onap_nhas_improving_outcomes_dec_2013.pdf)) describing progress toward meeting the NHAS goals.

The progress report shows some encouraging signs of progress. Comparing 2008 with 2010, new HIV infections decreased 15% among heterosexuals, 21% among African American women, and 22% among injection drug users. There was also a promising decline in the HIV transmission rate, which decreased about 9% from 2006 to 2010. During this time, testing efforts succeeded in increasing the percentage of people living with HIV who knew their serostatus from 80.9% to 84.2%, which meant that 5 out of every 6 people living with HIV in 2010 knew their status.

In addition, the report draws attention to indicators for which more improvement is necessary. For example, an estimated 180,000 people in the United States are living with undiagnosed HIV infection, racial and ethnic disparities continue to persist, and new infections remain unacceptably high and are increasing among gay, bisexual, and other men who have sex with men (MSM). Compared with data from 2008, in 2010 there was a 12% increase in new infections among MSM and a 22% increase among young MSM (aged 13 to 24 years). In 2009, 3 out of 4 people in medical care had a suppressed viral load, but across all racial and ethnic groups, only Whites met the 2015 goal.

To see the full report, please visit  
[http://www.cdc.gov/hiv/pdf/policies\\_NationalProgressReport.pdf](http://www.cdc.gov/hiv/pdf/policies_NationalProgressReport.pdf).

### Stay Up-to-Date on HIV Guidelines and Recommendations

CDC and other federal government agencies have issued several guidelines and recommendations about the prevention, screening, diagnosis, treatment, and management of HIV infection and HIV-related diseases in the United States and dependent areas. These guidelines and recommendations are intended for clinicians, public health professionals, program managers in clinical and nonclinical settings, people at risk for HIV infection, and the general public. For full reports, visit  
<http://www.cdc.gov/hiv/guidelines/index.html>.

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## Awareness Days

### World AIDS Day 2013

On December 1, people throughout the world observed World AIDS Day. The 2013 theme—"Shared Responsibility: Strengthening Results for an AIDS-Free Generation"—highlighted the commitment needed to achieve HIV prevention and treatment goals. Learn more about CDC's global and domestic response to HIV/AIDS in our World AIDS Day feature article at <http://www.cdc.gov/features/worldaidsday>.



### Coming Soon...

### National Women and Girls HIV/AIDS Awareness Day

Planning for National Women and Girls HIV/AIDS Awareness Day (NWGHAAD), March 10, 2014, is currently underway. For information and resources on NWGHAAD and ways that you can get involved, visit <http://aids.gov/news-and-events/awareness-days/>.



### National Native HIV/AIDS Awareness Day

National Native HIV/AIDS Awareness Day (NNHAAD), March 20, 2014, promotes HIV awareness and testing in Native communities. To learn more about NNHAAD and plans for 2014, visit <http://www.nnhaad.org>.



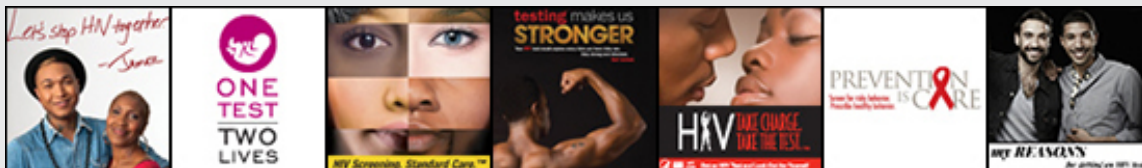
Watch the Indian Health Service Video about HIV Testing

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## 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** | 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.*