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## New and Noteworthy

### Start Talking. Stop HIV. Is Now In Spanish!

In December 2014, the Centers for Disease Control and Prevention (CDC) released the Spanish-language version of the *Start Talking. Stop HIV.* campaign, *Inicia la conversación. Detén el VIH.* Since its launch in May 2014, *Start Talking. Stop HIV.* has had incredible success promoting communication between gay, bisexual, and other men who have sex with men (MSM) about HIV risk and prevention strategies. This multifaceted social marketing HIV prevention campaign aims to reduce new HIV infections among gay, bisexual, and other MSM by encouraging open discussion about a range of HIV prevention strategies and related sexual health issues between sex partners.

The screenshot shows the CDC website in Spanish. At the top, it says 'Página principal' and 'Centros para el Control y la Prevención de Enfermedades'. Below that is a search bar and a navigation menu. The main heading is 'ACTÚA contra el SIDA Actúa contra el SIDA'. The featured article is titled 'Inicia la conversación. Detén el VIH.' and features a photo of two men talking. Below the photo, there is a call to action: 'Protégete y protege a tu pareja. Habla sobre la prueba del VIH, tu estatus de VIH, los condones, y las nuevas opciones, como los medicamentos que previenen y tratan el virus.' There are three main buttons: 'Preguntas y respuestas sobre prevención del VIH', 'Para empezar la conversación', and 'Materiales de la campaña'. On the right side, there are additional links like 'Imprima esta página', 'Encuentre un sitio de prueba del VIH cerca de usted', and 'Para empezar la conversación...'

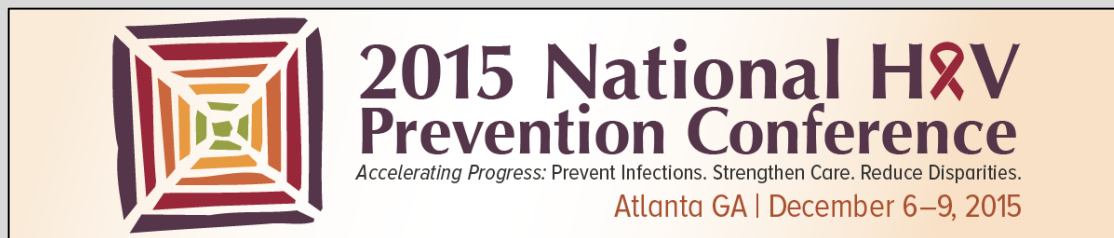
Gay and bisexual men of all races continue to be most severely affected by HIV nationwide. Among all gay and bisexual men, Hispanic/Latino gay and bisexual men accounted for 22% of estimated new HIV infections in 2010. In addition, most new HIV infections among Hispanic/Latino men (79%) occur among gay and bisexual men. In response to the impact of HIV and AIDS on the

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Hispanic/Latino community, *Start Talking. Stop HIV.* is now furthering its reach by providing Spanish-language materials, resources, and practical tips and tools for bringing up important HIV prevention topics including:

- Testing for HIV
- Discussing your and your partner's HIV status
- Using condoms and engaging in lower risk sexual behaviors
- Taking medicines that prevent and treat HIV, including the use of pre-exposure prophylaxis (PrEP), post-exposure prophylaxis (PEP), and antiretroviral therapy (ART)

*Inicia la conversación. Detén el VIH.* reflects the reality that it's not always easy to bring up the topic of HIV with a sexual partner and that barriers to open communication are real and challenging. To help gay and bisexual men start and continue these critical conversations, the campaign provides specific topics for discussion in a positive framework. *Inicia la conversación. Detén el VIH.* includes videos and print advertisements, information and resources through its campaign website (<http://www.cdc.gov/actagainstaids/spanish/campaigns/starttalking/index.html>), and promotional materials—including posters, brochures, conversation starters, and digital banner ads. In addition, the campaign actively engages Hispanic/Latino gay and bisexual men at Pride events across the country and through social media.



**SAVE THE DATE FOR THE 2015 NATIONAL HIV PREVENTION CONFERENCE**

We are pleased to announce that the 2015 National HIV Prevention Conference will be held December 6–9, 2015 in Atlanta, GA! This conference is an exciting collaboration between several federal agencies, local governments, and other organizations. It is the preeminent conference for state and local health departments, community-based organizations, federal agencies, researchers, clinicians, people living with HIV, and others to share the latest advancements, strategies, and accomplishments in HIV prevention and care.

We anticipate that this 4-day conference will bring together more than 3,000 individuals who are working to stop the domestic spread of HIV and provide a prime opportunity to continue refining, improving, and strengthening our nation's response to HIV. Join us for plenary sessions, workshops, roundtables, poster presentations, and more! A call for abstracts, exhibitor prospectuses, registration, and additional information will be announced in late January 2015. Conference updates will be available at [www.cdc.gov/nhpc](http://www.cdc.gov/nhpc).

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## NEW FUNDING OPPORTUNITY

The Centers for Disease Control and Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention, Division of HIV/AIDS Prevention, Prevention Communication Branch (PCB) is pleased to announce the publication of Funding Opportunity Announcement (FOA) PS15-1505: Enhancing HIV Prevention Communication and Mobilization Efforts Through Strategic Partnerships. This FOA was published on December 30, 2014 on [www.grants.gov](http://www.grants.gov). The application deadline is March 23, 2015.

The purpose of this FOA is (1) to support the dissemination of *Act Against AIDS (AAA)* campaign materials, messaging, and other CDC resources that support HIV prevention and (2) to implement national engagement efforts focusing on HIV prevention and awareness. Successful candidates will demonstrate ability to leverage existing organizational structures, networks, and communication platforms to disseminate AAA campaign materials and other CDC resources using a variety of channels including publications, meetings, conferences, media (traditional, digital, social), and other mechanisms.

With the scientific advances that have occurred in HIV prevention during recent years, this funding opportunity comes during an exciting time to change the tide of HIV in the country. Partnerships funded under this FOA will support CDC's continued efforts to implement and sustain quality, high impact, HIV prevention in the United States and its territories.

To learn more about the eligibility, scope and requirements for PS15-1505, please visit <http://www.grants.gov/web/grants/view-opportunity.html?oppId=270913>.

## In the Community

### Continuing the Dialogue About HIV Among Hispanics/Latinos One Conversation at a Time

As part of the rollout of CDC's *We Can Stop HIV One Conversation at a Time/Podemos Detener el VIH Una Conversación a la Vez* campaign (<http://www.cdc.gov/actagainstaids/campaigns/one-conversation/index.html>), CDC collaborated with national partners MTV Tr3s (Tr3s) and the Pan American Development Foundation (PADF) to develop community engagement programming aimed to inform, inspire, educate, and illustrate effective conversations about HIV/AIDS prevention among Hispanics/Latinos, with the hope of empowering Hispanics/Latinos to begin conversations about HIV.

CDC's partnership with Tr3s facilitated the development of a 30-minute open-forum program, *Sexy Chat*, which aired on Tr3s cable networks in October 2014. *Sexy Chat* begins with an



Javier Romani of MTV Tr3s and Latin musical artist Henry Santos at the *We Can Stop HIV One Conversation at a Time* launch event in New York City

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introduction from Hispanic/Latino celebrity Henry Santos and features conversations with young Hispanics/Latinos on HIV and AIDS, sexual health, and sexuality. The program provides an inside look into the opinions, reactions, and experiences of nine Hispanic/Latino young adults about the HIV/AIDS epidemic and sexuality as well as how the young adults address these topics on personal and interpersonal levels. The aim of the open-forum program is to increase awareness about HIV and AIDS, reduce HIV/AIDS-related stigma, and encourage Hispanic/Latinos to talk more openly about the epidemic.

In October 2014, PADF held three community engagement programs that used the Tr3s open-forum program, *Sexy Chat*, to serve as a communication tool for engaging community members in active dialogue around the main messages of *We Can Stop HIV One Conversation at a Time*. Each community engagement program began with a screening of *Sexy Chat*, followed by small group discussions on the central themes of the open-forum program, such as talking about HIV and sexual health with family and friends and getting tested for HIV. Each program also included a raffle facilitated by the local organizing partner and provided *We Can Stop HIV One Conversation at a Time* posters, brochures, and palm cards for participants to take home. PADF kicked off its community engagement series with back-to-back programs in New York City with Union Settlement and the Iris House. PADF's final community engagement program took place in Miami with the Florida International University chapter of PorColumbia.

### **Encouraging People Living With HIV To Get in Care, Stay in Care, and Live Well**

CDC's *HIV Treatment Works* campaign, aimed at encouraging those who are HIV positive to get in care, stay in care, and live well, officially kicked off on September 17, 2014, at United Medical Center in Washington, DC. Atlanta and Miami were also the focus of the campaign's recent pre- and post-launch community engagement efforts. Campaign coordinators in each city worked with community organizations to:

- Enhance efforts to promote linkages to and retention in medical care through messages that emphasize the importance of HIV treatment adherence.
- Leverage the campaign's materials and media to enrich existing local initiatives.

At events held throughout October 2014 in Atlanta, Miami, and the District of Columbia, campaign coordinators highlighted the campaign and distributed thousands of *HIV Treatment Works* posters and palm cards. In November 2014, CDC hosted two webinars—one to update organizations in the three locations on the campaign's activities, and the other to introduce the campaign to organizations in seven additional cities: Jacksonville, FL; Baton Rouge, LA; New Orleans, LA; Baltimore, MD;



Campaign participant Eddie Orozco next to his campaign poster at a community event sponsored by the Florida Department of Health in Miami

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Jackson, MS; New York, NY; and Memphis, TN. During the webinars, *HIV Treatment Works* participants Christopher Barnhill and Quoc Lam shared their personal perspectives on participating in the campaign and how they incorporate it into their advocacy work. Participants received a digital toolkit that provides key information on the campaign and tools and materials attendees can use in their outreach efforts.

Learn more about the campaign and access resources for people living with HIV at <http://www.cdc.gov/actagainststids/campaigns/hivtreatmentworks/index.html>.

### CDC Partners With *Positively Aware* To Celebrate *A Day With HIV*



In September 2014, people everywhere, both HIV-positive and -negative, joined the fight against HIV by participating in *A Day With HIV* (<http://www adaywithhiv.com/>). The *A Day With HIV* campaign is designed to help fight the stigma around HIV and advance a community of caring. CDC's *Let's Stop HIV Together* campaign partnered with *Positively Aware's A Day With HIV* campaign to extend shared messages and the reach of both campaigns.

Over the past 5 years, *Positively Aware* (<http://www.positivelyaware.com/>), a magazine devoted to HIV treatment and wellness, encouraged people to take a digital photo on a designated day—*A Day With HIV*—to record a moment that focuses attention on the daily trials and triumphs of people living with HIV and those who care for them. In 2014, *Positively Aware* and the *Together* campaign extended the single-day event by taking the traveling photo exhibit *A Day With HIV* on the road to conferences and events throughout the country. The *Together* campaign also supported the fifth annual *A Day With HIV* by hosting (in partnership with *Positively Aware*) on September 9, 2014, a community exhibit in Chicago, IL, where Mayor Rahm Emmanuel presented a proclamation. *Together Network* members also supported the *A Day With HIV* partnership by hosting events in their communities and submitting photos of their own.



An *A Day With HIV* participant displays his campaign poster at a local event

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From more than 300 submissions, *Positively Aware* produced four covers for the November/December 2014 special issue (<http://www.positivelyaware.com/articles/a-day-with-hiv-2014>), featuring different photos from the campaign that were chosen by a panel of judges. This year's judges included Dr. Eugene McCray, Director, CDC, Division of HIV/AIDS Prevention; Greg Louganis, author, athlete, and advocate; Mark S. King, blogger, advocate, *Together Network* participant; Naina Khana, Positive Women's Network, advocate; and Scott Pasfield, photographer and author of *Gay in America*. *Together* also had a presence in the special issue with mentions of the campaign and campaign participants throughout the magazine.

If you are interested in hosting the traveling exhibit in your community, please contact us at [ActAgainstAIDS@cdc.gov](mailto:ActAgainstAIDS@cdc.gov).

### **Working Together To Stop HIV With The Positive Women's Network – USA**

The Positive Women's Network – USA held "SPEAK UP! A National Leadership Summit for Women Living With HIV!" in September 2014 in Fort Walton Beach, FL. This first-ever national Summit hosted more than 200 women living with HIV from across the country. The goals of the Summit were to build leadership skills; address critical policy, advocacy, and research issues; and foster a community among women living with HIV.

As part of a partnership effort with the *Let's Stop HIV Together* campaign, the *A Day With HIV* traveling community photo exhibit was displayed prominently in the hotel lobby welcoming Summit attendees and all hotel guests as they arrived.



*Together* participant, Margot Kirkland-Isaacs, shares her story with Summit attendees

The *Together* campaign team conducted a 90-minute workshop, "Fighting HIV Stigma," which provided an overview of the *Act Against AIDS* initiative and portfolio, specifically focusing on the general awareness and anti-stigma effort of *Let's Stop HIV Together*. As part of the workshop, four *Together Network* members—Venita, Margot, Masonia, and Maria—told their personal stories, spoke about their involvement in the *Together* campaign, and discussed how they each continue to use campaign resources as a platform in their independent advocacy efforts to combat HIV stigma.

### **Act Against AIDS Leadership Initiative Partner, "I Choose Life," Teams Up With the City of Inglewood**

In November 2014, more than 200 people attended the "I Choose Life Health and Wellness Center and Cover California Kick Off Enrollment and Free Health Fair" in Inglewood, CA. The event was hosted by CDC's *Act Against AIDS Leadership Initiative* (AAALI) partner "I Choose Life" (ICL). Special guests included Congresswoman Maxine Waters, mayor James Butts, and city councilman Ralph Franklin.

ICL partnered with the City of Inglewood, CA, to educate city residents about HIV and AIDS and health disparities, enroll them in health insurance covered under the Affordable Care Act (ACA), and through T.H.E. Clinic, Inc., offer HIV/sexually transmitted disease (STD) testing and other health screenings. Approximately 73 people were tested for HIV, and 56 people enrolled in a health insurance plan. CDC fact sheets and palm cards were distributed during the event.

Inglewood's mayor and four city council members are now AAALI

Collaborative Partners

working to make Inglewood, CA, an HIV-free city! Learn more about AAALI partner ICL at <http://www.ichoose-life.com/>.



Left to right: Inglewood, CA, City Councilman Ralph Franklin; Tony Wafford, President/CEO of "I Choose Life Health and Wellness Center" and Project Coordinator of *Act Against AIDS Leadership Initiative*; Congresswoman Maxine Waters (CA, District 43); and James Butts, Mayor of Inglewood, CA.

### AAALI Partner, the Congressional Black Caucus Foundation, Joins Forces with Howard University to Help Beat HIV/AIDS Stigma

AAALI partner, the Congressional Black Caucus Foundation (CBCF), collaborated with Howard University for the 5th Annual International Conference on Stigma, "Lean on Me! Standing Together for Human Rights in Health" (<http://www.whocanyoutell.org/2014-conference/>). The conference, which took place at the Howard University College of Medicine in Washington, DC in November, featured indepth discussions about awareness and prevention methods to erase shame around HIV/AIDS. A number of AAALI partners participated in and supported this event through sponsorships.



## Direct From the Division Director's Office

### CDC Vital Signs: HIV Care Saves Lives

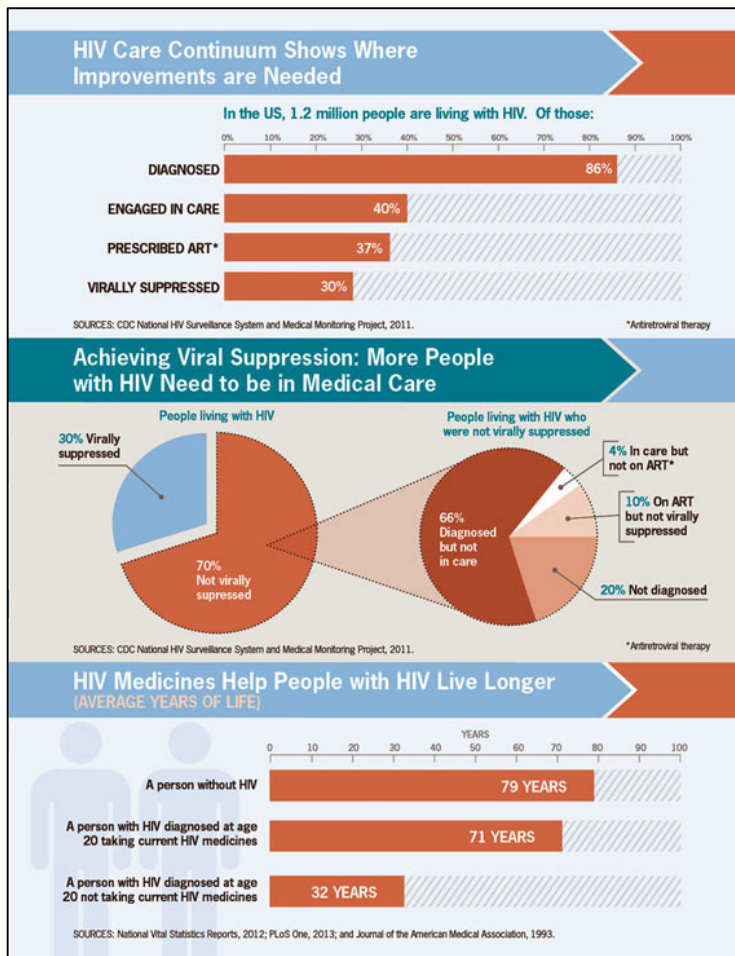
In November 2014, CDC released a *Vital Signs* report (<http://www.cdc.gov/vitalsigns/hiv-aids-medical-care/index.html>) on achieving viral suppression among people living with HIV. Viral suppression means that there are low levels of HIV in the body, even though the virus still exists. Achieving viral suppression allows people living with HIV to have a lifespan similar to people who do not have HIV and also greatly reduces their chances of transmitting the virus to others.

Great progress has been made in HIV prevention and care, yet only 30% of the 1.2 million people living with HIV in the United States have achieved viral suppression.

HIV care saves lives! Health care providers can help their patients by taking these steps:

- Determine your patients' HIV status by encouraging HIV testing.
- Get and keep in medical care people who test positive for HIV.
- Prescribe HIV medicines to everyone with HIV to help lower the amount of virus in their bodies.
- Help patients achieve viral suppression so that they can live longer, healthier lives.

Everyone, regardless of HIV status, has a role to play in HIV prevention, treatment, and care. Find out what YOU can do by reading the full *Vital Signs* report at <http://www.cdc.gov/vitalsigns/pdf/2014-11-25-vitalsigns.pdf>.





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## World AIDS Day

On December 1, 1988, people across the world united in celebration of the first World AIDS Day. More than 26 years later, we continue to join forces on December 1 to raise HIV and AIDS awareness, show support for people living with and affected by HIV, and remember those who have died from the virus.



Despite many advances in prevention, treatment, and care since the early days of the epidemic, HIV and AIDS continue to be a major global health issue. According to the World Health Organization, approximately 35 million people were living with HIV at the end of 2013.<sup>1</sup> In the United States alone, an estimated 1.2 million people are living with HIV (<http://www.cdc.gov/hiv/statistics/basics/ataglance.html>). No one is immune to HIV. It affects men, women, children, families, and communities.

The 2014 World AIDS Day theme, "Focus, Partner, Achieve: An AIDS-Free Generation," tells us that together we can win the fight against HIV and AIDS. In observance of World AIDS Day 2014, CDC:

- Participated in a Twitter chat with Dr. Besser from ABC News
- Released a *Vital Signs* report on HIV Diagnosis, Care, and Treatment Among Persons Living With HIV—United States, 2011 ([http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6347a5.htm?s\\_cid=mm6347a5\\_w](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6347a5.htm?s_cid=mm6347a5_w))
- Hosted panels from the AIDS Memorial Quilt at CDC
- Participated in social photo promotion through the *Act Against AIDS* and *Facing AIDS* initiatives for CDC staff
- Authored feature articles on CDC websites; developed posters, cover images, and infographics; sent posts and tweets on Facebook and Twitter; and posted a World AIDS Day badge on Flickr
- Distributed "Dear Colleague" letters to 80,000 stakeholders, partners, and grantees.
- Created and sent a flyer to partners on *5 Things You Can Do* to support HIV prevention

You can help us reach the goal of achieving an AIDS-free generation by knowing your HIV status (almost 1 in 7 people are unaware of their infection), getting into treatment and care if found to be HIV positive, and encouraging others to do the same.

Not sure where to begin?

- Learn the facts about HIV (<http://www.cdc.gov/actagainstaids/basics/index.html>).
- Get tested (<http://www.cdc.gov/hiv/testing/index.html>).
- Seek treatment and care if you are HIV positive (<http://www.cdc.gov/hiv/living/index.html>).

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<sup>1</sup> World Health Organization. (2014). <http://www.who.int/hiv/en/>.

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## Awareness Days

### National Black HIV/AIDS Awareness Day

Each year on February 7, people come together to acknowledge the impact of HIV and AIDS on the African American community. Although African Americans represent 12% of the U.S. population, they account for a higher proportion of new HIV infections, those living with HIV, and those diagnosed with AIDS (<http://www.cdc.gov/hiv/risk/raciaethnic/aa/facts>). Join us on February 7, 2015, in recognition of National Black HIV/AIDS Awareness Day (NBHAAD) by getting tested for HIV, encouraging your friends and family to get tested for HIV, and speaking up against the stigma that often prevents people from getting tested and seeking treatment.



The CDC has long recognized the impact of HIV and AIDS among African Americans and has campaigns under the *Act Against AIDS* initiative with a specific focus on encouraging increased HIV awareness, testing, and treatment in the African American community.

*Take Charge. Take the Test.* encourages African American women to know their status by getting tested for HIV. Learn more about HIV and AIDS among African American women and check out the campaign's recently expanded suite of campaign materials at <http://www.cdc.gov/actagainstaids/campaigns/tctt>.

*Testing Makes Us Stronger* (<http://www.cdc.gov/actagainstaids/campaigns/tmus>) promotes HIV testing among African American gay and bisexual men and aims to demonstrate that knowing your HIV status is important and empowering.

Spread the word on the importance of HIV testing and treatment by connecting with community members and your social network by using #NBHAAD in your posts and tweets!

## 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 404-639-6080.

## Learn More About Our Campaigns



**Get the Facts. Get Tested. Get Involved.**

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



*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.