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New and Noteworthy

Act Against AIDS Is on the Air

It's not your imagination—*Act Against AIDS* has had a multichannel TV presence lately! Two *Act Against AIDS* campaigns recently released new PSAs to reengage with target audiences and provide a fresh take on campaign messaging. Building upon key messages in the original *Let's Stop HIV Together* campaign PSA, [a new 30-second TV PSA](#) was released in the Spring of 2015. The new *Let's Stop HIV Together* PSA features select *Together Network* members discussing how they are working to stop HIV individually in their communities and together as a coalition. The new PSA brings to life the campaign call to action—*Let's Stop HIV Together*. How are you stopping HIV? The PSA is being promoted through YouTube, social media, and select broadcast and cable TV markets around the country.



Testing Makes Us Stronger also debuted [a new PSA featuring several cast members of the *Real Housewives of Atlanta*](#).

The celebrities featured in the PSA emphasize the importance of getting tested for HIV and knowing your status. The cast for the PSA included *Real Housewives of Atlanta*'s Kenya Moore, Claudia Jordan, Cynthia Bailey, Brandon DeShazer, and

Lawrence "Miss Lawrence" Washington (who also stars in Bravo's *Fashion Queen* series), as well as Derek J of *Fashion Queens*. The PSA was directed by Patrik-Ian Polk, a critically acclaimed film producer and director of many films, including the recently released *Blackbird*. The PSA played during the New York City premiere of *Blackbird* and at a screening during Houston Splash in May 2015. The PSA will also be screened at select *Testing Makes Us Stronger* Pride events throughout the Summer of 2015.



From left to right: Derek J of *Fashion Queens* and *Real Housewives of Atlanta*'s Claudia Jordan, Kenya Moore, Brandon DeShazer, Cynthia Bailey, and Lawrence "Miss Lawrence" Washington.

Finally, earlier this Spring, the *Start Talking. Stop HIV.* campaign came to primetime TV! A *Start Talking. Stop HIV.* poster was featured in the February 26 episode of ABC's hit series *How To Get Away With Murder*. And in March, *Start Talking. Stop HIV.* PSAs were featured during commercial breaks for the new season of LOGO's *RuPaul's Drag Race*. Ads played during Season 7 premiere episodes, reruns throughout the month, and during the Season 7 finale on June 1.



A *Start Talking. Stop HIV.* campaign poster featured during the February 26 episode of *How To Get Away With Murder*.

National HIV Testing Day

June 27 is National HIV Testing Day (NHTD), a day to promote HIV testing among all individuals and encourage people to take pride in knowing their HIV status. The Centers for Disease Control and Prevention (CDC) invites you to commemorate NHTD by getting an HIV test and encouraging friends, family, and the community at large to do the same. Let's stop HIV together— Get the Facts. Get Tested. Get Involved.



Get the Facts. Despite recent advances in prevention, testing, and treatment, HIV continues to be a significant public health issue in the United States. About 50,000 people in the United States become infected with HIV every year,¹ and one in seven people who have HIV do not know they are infected.² HIV can affect anyone regardless of age, race/ethnicity, education, or geographic location.

Get Tested. The only way to know for sure if you have HIV is to get tested. The CDC recommends that everyone between 13 and 64 years of age get tested at least once in their lifetime. For those who may be at higher risk for getting HIV, the CDC recommends more frequent HIV testing.² Please visit the [CDC HIV Testing Basics website](http://www.cdc.gov/hiv/basics/statistics.html) for more information.

To find a free, fast, and confidential testing site near you, visit the [Act Against AIDS webpage](http://www.actagainsthiv.org), or text your local ZIP code to KNOWIT, and you will receive a text back with a testing site near you. You can also call 1-800-CDC-INFO for testing locations near you.

Get Involved. In observance of NHTD, organizations nationwide have planned events aimed at educating and encouraging HIV testing. Don't sit on the sidelines—there are lots of ways to get involved as an individual or as a partner organization! Visit the [Act Against AIDS Facebook page](https://www.facebook.com/actagainsthiv) to create your own *Let's Stop HIV Together* ad to share on your social media pages.

Act Against AIDS is partnering with the Federal Web Council to promote *Let's Stop HIV Together* this NHTD. The Federal Web Council will promote *Let's Stop HIV Together* campaign materials, as well as an NHTD AIDS.gov blog post that speaks to what *Together Network* participants are doing for NHTD. Additionally, *Act Against AIDS* will develop NHTD social media posts, infographics, a CDC.gov feature, and a mailing to partners.

¹ Centers for Disease Control and Prevention. [2015]. *Basic statistics*. Retrieved from <http://www.cdc.gov/hiv/basics/statistics.html>

² Centers for Disease Control and Prevention. [2015]. *Testing*. Retrieved from <http://www.cdc.gov/hiv/basics/testing.html>



2015 National HIV Prevention Conference

Accelerating Progress: Prevent Infections. Strengthen Care. Reduce Disparities.

Atlanta GA | December 6–9, 2015

JOIN US FOR THE 2015 NATIONAL HIV PREVENTION CONFERENCE

Join us for the 2015 National HIV Prevention Conference on 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 will provide a prime opportunity to continue refining, improving, and strengthening our nation's response to HIV. Don't miss the plenary sessions, workshops, roundtables, poster presentations, and other exciting events! Visit the [conference website](#) to register, find out about exhibiting, and more!

In the Community

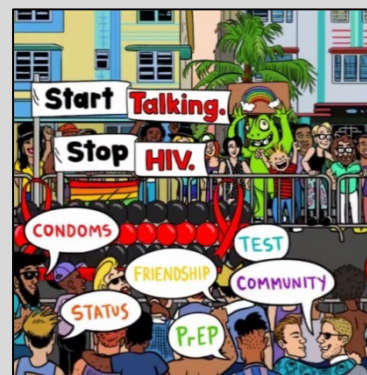
Kicking Off Pride Season With *Reasons, Start Talking. Stop HIV.*, and *Testing Makes Us Stronger*



Pride-goers stopping by the *Testing Makes Us Stronger* booth at the Philadelphia Black Pride festival.

The 2015 Pride season kicked off with *Start Talking. Stop HIV.* at the Miami Beach Gay Pride festival in early April and *Testing Makes Us Stronger* at the Philadelphia Black Pride festival in late April. Campaigns were also featured at other pride events in May at Houston Splash, DC Black Pride, and Long Beach Pride.

Furthermore, the *Start Talking. Stop HIV.* campaign traveled to Los Angeles to host a PrEP Chat at the City Council Chambers at the West Hollywood Library on May 13. The program was conducted in partnership with the [National Minority AIDS Council](#) and [City of West Hollywood](#).



An image from the first *Start Talking. Stop HIV.* animated GIF published in April 2015.

Start Talking. Stop HIV. also launched a series of animated GIFs on its [Facebook page](#) to promote the *Start Talking. Stop HIV.* Pride Tour. Since early April, the campaign has released two animated GIFs: [one to promote the campaign presence at the Miami Beach Gay Pride Festival](#) and the [second to promote the PrEP Chat](#). More animated GIFs are slated to launch throughout the summer Pride season.

In case you missed us earlier in the season, [Reasons/Razones](#), [Start Talking. Stop HIV.](#), and [Testing Makes Us Stronger](#) will be featured at Pride events throughout the summer. Stop by our booth, pick up some materials, and have your photo taken. You may even catch us marching in a few Pride parades!

Featured Campaign	June	July	August	September
<i>Testing Makes Us Stronger</i>	<ul style="list-style-type: none"> • Capital Pride: June 14, 2015 Washington, DC • New Orleans Pride: June 19–21, 2015 New Orleans, LA • Harlem Pride: June 25–27, 2015 New York, NY 	<ul style="list-style-type: none"> • Hotter Than July: July 21–26, 2015 Detroit, MI 		<ul style="list-style-type: none"> • Oakland Pride: September 13, 2015 Oakland, CA • Atlanta Black Gay Pride: September 3-7, 2015 Atlanta, GA
<i>Reasons/Razones</i>	<ul style="list-style-type: none"> • Puerto Rico Pride: June 7, 2015 San Juan, PR 	<ul style="list-style-type: none"> • San Diego Pride: July 18–19, 2015 San Diego, CA 		
<i>Start Talking. Stop HIV.</i>	<ul style="list-style-type: none"> • Central Alabama Pride: June 7, 2015 Birmingham, AL • San Francisco Pride: June 27–28, 2015 San Francisco, CA 		<ul style="list-style-type: none"> • Charlotte Pride: August 15–16, 2015 Charlotte, NC 	

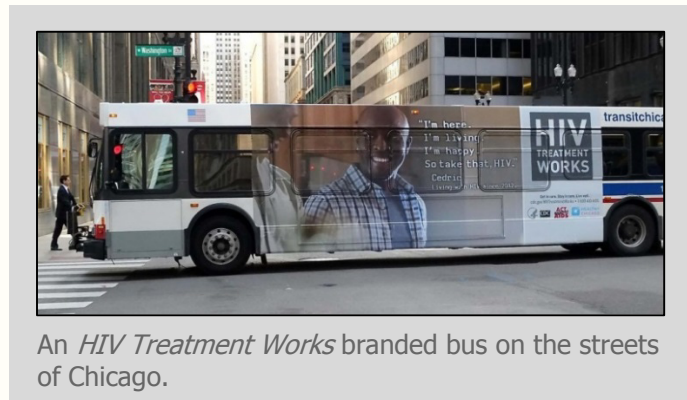
***HIV Treatment Works* Reaches Communities Across the Country**

HIV Treatment Works continues to build momentum following a successful launch last fall. Community engagement—a core element of the campaign—has expanded to Baton Rouge, LA; Memphis, TN; New Orleans, LA; and New York City. In March and April, community meetings were held in these four cities to learn from local stakeholders about community

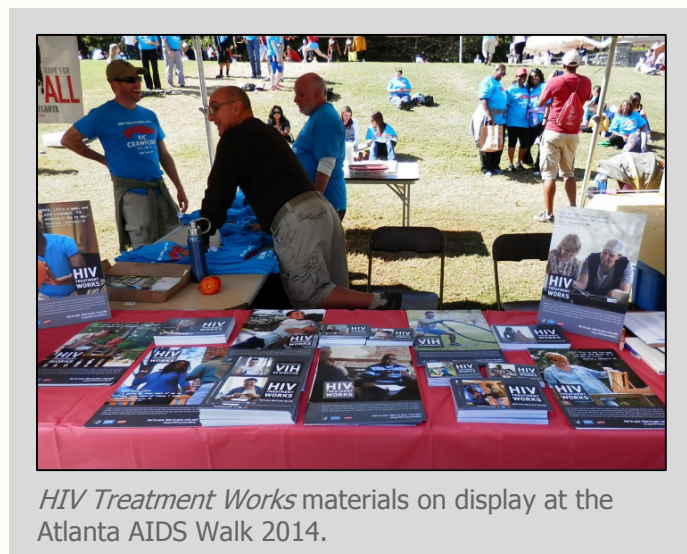
needs as well as how the campaign can improve existing efforts to find, link, and support care and treatment for people living with HIV. Other recent highlights include:

HIV Treatment Works Website Expands To Include Resources for Social Services Providers—CDC's [new resource webpage for social services providers](#) gives providers—including case managers, patient navigators, and social workers among others—quick access to a variety of resources, organized by topic, for working with clients who are living with HIV.

City of Chicago Features HIV Treatment Works in Local Initiative—In March, the City of Chicago launched *HIV Treatment Works* as part of a \$17.9 million initial investment in 44 community-based organizations and health centers to provide medical care and other essential support services to Chicagoans living with HIV and AIDS, as well as a citywide media campaign targeted to HIV-positive individuals not currently in care. More information is available at the [City of Chicago's website](#).



HIV Treatment Works' Digital Stories Showcased in Mobile Tool—CDC is collaborating with The George Washington University to include the digital stories of *HIV Treatment Works* participants in *PREVENTION AT HOME (PAH): A Model for Novel Use of Mobile Technologies and Integrated Care Systems To Improve HIV Prevention and Care While Lowering Cost*. The website/mobile tool is currently under development by the university. Completion of the project is expected in late spring, with a launch later this summer.



HIV Treatment Works Heats Up Miami's 2015 Winter Party Festival—Miami Campaign Coordinator Alex Barros and the Florida Department of Health (FDH) distributed campaign materials and engaged participants at the [2015 Winter Party Festival](#), a global LGBTQ event attracting more than 10,000 attendees. Approximately 2,500 *HIV Treatment Works* palm cards, logo-licensed with FDH's [TestMiami.org](#) campaign in Miami-Dade County, were included in the official gift bags. Campaign materials, other HIV-prevention materials, and safer sex kits were also distributed.

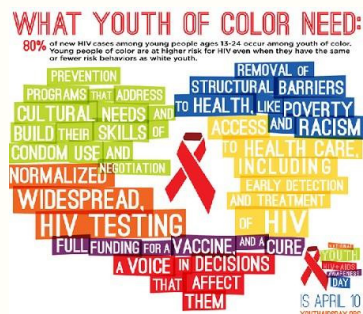
Act Against AIDS Partners in Action



To commemorate the 20th anniversary of National HIV Testing Day, the [National Medical](#)

[Association](#) and [Black Women's Health Imperative](#)—both [Act Against AIDS Leadership Initiative](#) (AAALI) partners—are hosting an event that will feature a discussion on how the annual awareness day has reduced the impact of HIV across communities. The event will be held on June 26 from 12 to 2 p.m. For more information, please contact Frank Oldham, Jr. at foldhamjr@nmanet.org.

Earlier this spring, AAALI partners collaborated for [National Women and Girl's HIV/AIDS Awareness Day](#). With support from the Division of HIV/AIDS Prevention Mass Media team, partners shared social media posts highlighting the [We Can Stop HIV One Conversation at a Time](#) campaign. [Farmworker Justice](#) coordinated with an AAALI partner and a community word cloud project in honor of [National Youth](#) and National Women and Girls HIV/AIDS Awareness Day respectively. Farmworker Justice collected reflections from partners addressing the impact of HIV on youth, women, and girls. Photo albums of the collected word clouds were uploaded to Facebook and used to generate discussions on social media. The project focusing on youth also linked to [a blog on Farmworker Justice's webpage](#) and linked to the campaign *We Can Stop HIV One Conversation at a Time*.



Black LGBTQ Emerging Leaders Day 2015

The [National Black Justice Coalition](#) (NBJC), the nation's leading civil rights organization dedicated to the empowerment of Black lesbian, gay, bisexual, and transgender (LGBT) people, convened over 100 Black LGBT and queer self-identified leaders, ages 18–30, for the 5th Annual Emerging Leaders Day at the White House on March 25, 2015. The event was themed "Young, Black & Empowered: Our Liberation Starts With Us!" Emerging leaders from across the nation joined together for a day of professional development, policy briefings, networking, and mobilization aimed at empowering Black LGBT young adults with tools and resources to take back to their communities to make a positive difference.

The [Testing Makes Us Stronger](#) campaign was one of the featured partners for the Emerging Leaders Day at the White House. Annually, NBJC partners with the [Human Rights Campaign](#) (HRC) and the [National LGBTQ Task Force](#) to provide a space and opportunity for Black LGBTQ/Same Gender Loving (SGL) young professionals, college students, thought leaders, activists, and movement builders to discuss public policy and community health issues impacting the Black LGBTQ/SGL community.

Participants were given the opportunity to be interviewed by the *Testing Makes Us Stronger* campaign for video segments on the impact of the HIV/AIDS epidemic on their lives and in the community. In addition to the deeply personal and heart wrenching stories shared, the video segments were highly informative on how to approach HIV prevention and care from a holistic health framework by engaging untapped community leaders who are prime candidates to help end HIV in our nation.

The White House briefing featured influential Obama Administration officials including Broderick Johnson, Assistant to the President and Cabinet Secretary, and Douglas Brooks, Director of the Office of National AIDS Policy. In addition to hearing from such prolific speakers and national leaders, the White House briefing enabled participants to ask questions on how the Obama Administration plans to continue to make progress on crucial public policy issues impacting Black LGBTQ people, including the HIV epidemic.

New Story Series—*Positive Spin*—Engages Audiences in the Fight Against HIV

In March, AIDS.gov launched a new digital educational tool that highlights the personal stories of five Black men who are living with HIV to raise awareness about the HIV care continuum and to encourage people



living with HIV to get into treatment. The story series, called *Positive Spin*, chronicles the journeys of Ken, Paul, Patrick, Guy, and Uriah from their initial HIV diagnoses to achieving viral suppression, meaning that their HIV was under control with medication and treatment. *Positive Spin* is an innovative addition to the AIDS.gov toolkit. AIDS.gov is working with federal colleagues, health care professionals, people living with HIV, and community-based HIV organizations to extend the reach of positive messages with digital tools. In 2011, the CDC estimates that only 40% of people diagnosed with HIV remained in care and only 30% achieved viral suppression.³ Through storytelling, *Positive Spin* aims to engage new audiences, counter stigma, and encourage people living with HIV to seek treatment and to stay in care.

HIV continues to affect Black men at higher rates than other groups and, with the *Testing Makes Us Stronger* campaign, CDC is involved in the effort to reach Black gay and bisexual men with positive messages to encourage HIV testing. Between 2006 and 2009, new infections among Black gay and bisexual men (ages 13–29) increased by 48% but remained relatively stable among the general population.⁴ A lack of access to health care, along with high rates of stigma, unemployment and depression, are believed to contribute to the growing rates of HIV infection among Black gay and bisexual men.⁵ *Positive Spin* and *Testing Makes Us Stronger* represent a national commitment to promoting HIV testing, treatment, and care in the U.S.

³ CDC. (2014). *Understanding the HIV care continuum*. Retrieved from http://www.cdc.gov/hiv/pdf/DHAP_Continuum.pdf

⁴ HIV Incidence Surveillance Group. "Estimated HIV Incidence in the United States, 2006-2009." PLoS ONE (2011). 3 Aug. 2011. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/21826193>

⁵ CDC. *Testing Makes Us Stronger, What You Need to Know*. Retrieved from <https://gettested.cdc.gov/stronger/know/index.html#2>

Clinician's Corner

New Online Resource Center Launches for HIV Care Providers

In March 2015, the [HIV Screening. Standard Care. campaign](#) launched a [new resource center](#) for HIV care providers. Produced in partnership with the *American Journal of Medicine*, the new resource center provides HIV screening campaign materials, interactive video, access to free peer-reviewed journal articles and materials and highlights continuing medical education (CME) opportunities for HIV care providers.



A screen shot of the *HIV Screening. Standard Care.* physician resource center on the *American Journal of Medicine* website.

A first for CDC's HIV campaigns, the resource center also features the latest updated HIV-screening recommendations from CDC, the [U.S. Preventive Services Task Force](#), and the [American College of Physicians](#). The site will also feature nationally recognized HIV care providers and host future CME events. Open-access articles, other educational resources, and printable materials, such as the *HIV Screening. Standard Care.* resource kits, can be downloaded for free. Please visit the [HIV Screening. Standard Care. resource center](#) for more information.

Direct From the Division Director's Office

Dr. McCray Speaks at 2015 National Transgender Health Summit

Over 700 medical providers, researchers, policy makers, and advocates gathered for the 2015 National Transgender Health Summit held April 17–18 in Oakland, CA. DHAP Director Dr. Eugene McCray presented the "Updating the National HIV AIDS Strategy: Inclusion of transgender people, now!" plenary session with Douglas Brooks, Director of the Office of National AIDS Policy. Dr. McCray discussed ways to improve the health of transgender people as well as ways to better collaborate with medical providers on transgender HIV management.

"By harnessing the power of recent scientific breakthroughs, we can change the course of the epidemic among transgender people," Dr. McCray said. "CDC will continue to work to develop better research, better data collection and deliver support for health service providers."

The 2015 National Transgender Health Summit was organized by the University of California, San Francisco's [Center of Excellence for Transgender Health](#), [Center for AIDS Prevention Studies](#), [Alliance Health Project](#), and [Pacific AIDS Education & Training Center](#). The conference presented cutting edge research and featured evidence-based educational sessions across many disciplines.

Awareness Days

Highlights of Upcoming Awareness Days

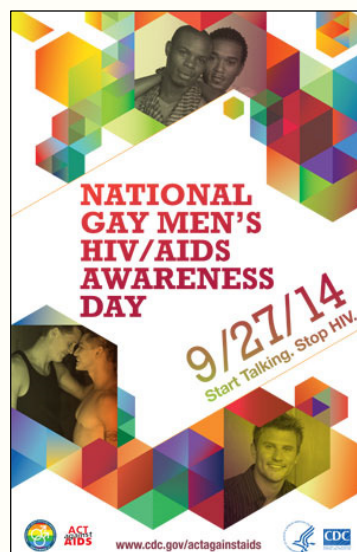


National HIV/AIDS and Aging Awareness Day

(September 18)—On September 18, the AIDS Institute will host the 8th annual National HIV/AIDS and Aging Awareness Day (NHAAAD), which focuses on the challenging issues facing the aging population in regard to HIV prevention, testing, care, and treatment. In an effort to continually expand awareness about HIV/AIDS among the aging population, organizations and community members are invited to develop, implement, and participate in awareness activities and events on or around September 18. For more information, please visit the [NHAAAD webpage](#).

National Gay Men's HIV/AIDS Awareness Day

(September 27)—National Gay Men's HIV/AIDS Awareness Day is a time for all Americans to think about the effects of HIV on gay and bisexual men. Since the first cases of AIDS were reported among gay and bisexual men more than 30 years ago, no group in the United States has been more affected by the epidemic. Although they make up only 2% of the overall population, gay and bisexual men—including those who inject drugs—account for more than one-half of the 1.1 million people living with HIV in the United States and two-thirds of all new HIV infections each year. Now more than ever, it is important for gay and bisexual men to know and talk about HIV prevention and treatment options. For more information, please visit the [National Gay Men's HIV/AIDS Awareness Day webpage](#).



Act Against AIDS Contact Information

Do you have questions or comments about our newsletter, our campaigns, our materials, or co-branding? We encourage you to submit any feedback or questions to 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.