



ACTING TOGETHER TO PREVENT HIV/AIDS

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New and Noteworthy

Doing It on 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. This year, CDC is promoting *Doing It*, recognizing the importance for all Americans to get regular HIV testing as part of their routine health care. 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.

You can also join us to show your support, tell your story, or get involved:

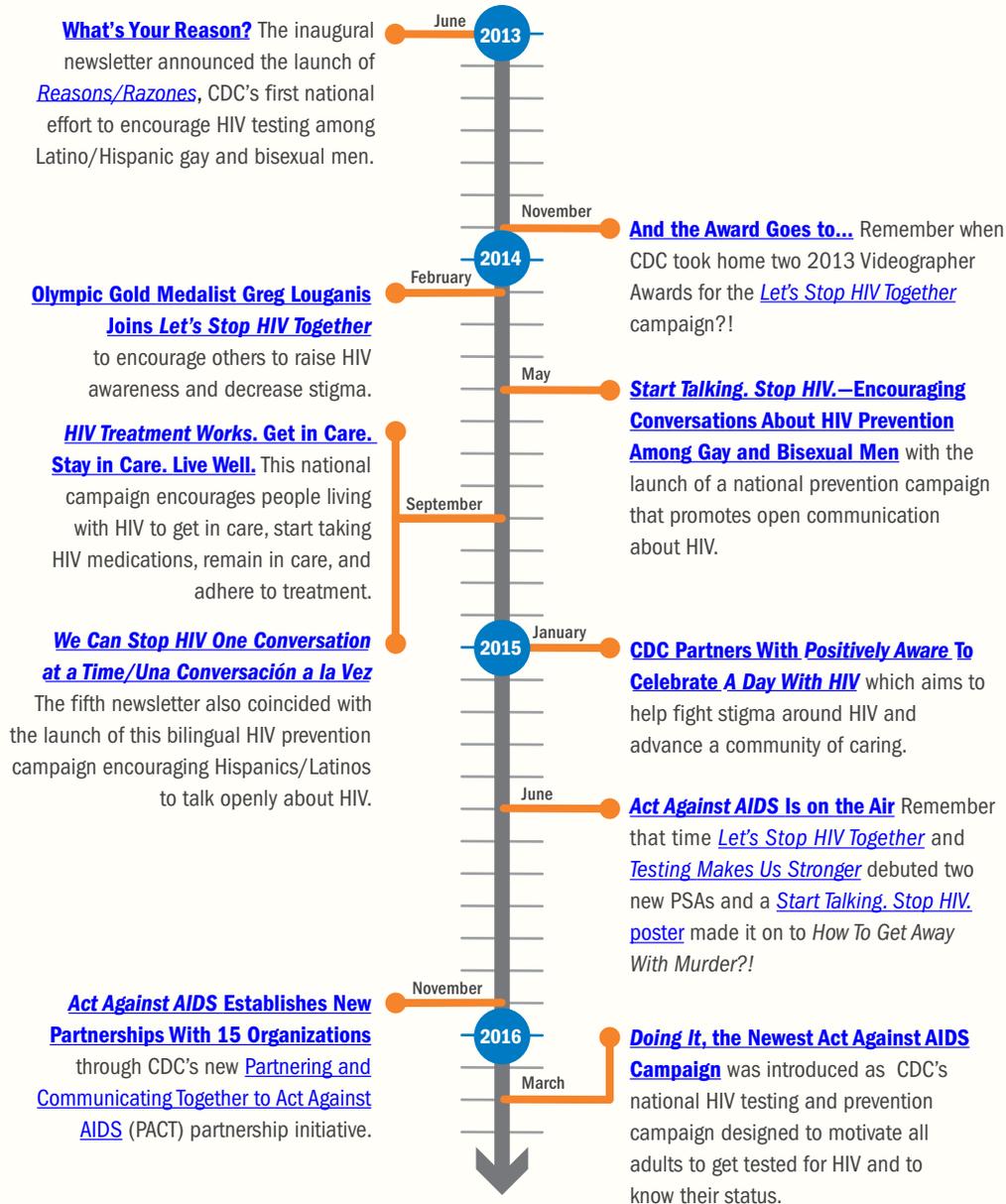
- The *Doing It* campaign will be at [Harlem Pride](#) at Jackie Robinson Park in New York City on Saturday, June 25. Campaign representatives will be giving out materials that highlight the importance of HIV testing. There will also be a photo booth for Pride-goers to take a photo to take home and post to social media.
- *Doing It* and [CurlBOX](#) will be hosting a takeover of the [Act Against AIDS Instagram](#) account to encourage everyone to get tested for HIV on June 27. Make sure to visit the *Act Against AIDS* Instagram page on NHTD to learn more about how to participate in the takeover.
- On June 18, leading up to NHTD, we will join the [Red Pump Project](#) for the 3rd annual RED Summer Soiree in Washington, DC. The event, a benefit brunch commemorating NHTD, will be held at [Cities Restaurant & Lounge](#) and will bring together advocates, educators, and influencers for one of the organization’s newest signature events.
- Chandi Moore from “I Am Cait” and Daniel Franzese from HBO’s “Looking,” “Recovery Road,” and “Mean Girls” will be at [The Abbey](#) in West Hollywood on June 27 with *Doing It* and the [Elizabeth Taylor AIDS Foundation](#) to share materials, promote HIV testing, and raise awareness. The event will also offer a mobile health unit providing rapid HIV tests and other resources.

The *Act Against AIDS* team would like to express our deepest condolences to the people of Orlando and their loved ones following the tragic events at Pulse nightclub on June 12. We are saddened by this horrific act of violence and hate; our hearts are with the LGBTQ community in Orlando and the nation as a whole. The *Act Against AIDS* campaigns strive to combat homophobia and stigma and to promote acceptance of all people regardless of HIV status, sexual orientation, race, and gender. *Act Against AIDS* is a committed ally to the LGBTQ community, and our team stands in solidarity with all those affected by this senseless act.

For more ways to get involved, check out the [Things You Can Do To Commemorate National HIV Testing Day](#). Also be sure to check out the [Act Against AIDS Facebook](#), [Twitter](#), and [Instagram](#) pages to see how others are supporting NHTD.

Act Against AIDS News Celebrates 10!

This newsletter marks the 10th [Act Against AIDS News](#), and we couldn't be more proud of how far we've come. In honor of the 10th volume of the newsletter, we wanted to take a look back at our 10 biggest stories since the first newsletter was published in June 2013.



We hope that you've enjoyed staying up to date on *Act Against AIDS* activities! Any favorite newsletter stories that we didn't highlight above? Visit the [Act Against AIDS Facebook page](#) to tell us which story is your favorite.

It's Time to Learn Something New—Check Out the CDC Learning Connection

CDC is excited to announce the launch of the newly designed [CDC Learning Connection](http://www.cdc.gov/learning)—your source for information on public health training opportunities developed by CDC, CDC partners, and other federal agencies. Visit the new site, access thousands of free courses, and sign up for monthly email updates.



Join Us for the 2016 National Conference on Health Communication, Marketing, and Media

Join us for the 10th annual [National Conference on Health Communication, Marketing, and Media](http://www.cdc.gov/conference), August 23–25 2016, in Atlanta, GA! This conference is an exciting collaboration between CDC and the [National Public Health Information Coalition](http://www.nphic.org), several federal agencies, local governments, and other organizations. It will bring together individuals from academia, public health researchers, and practitioners from federal and state government and the private sector to provide a forum for collegial dialogue within and across these disciplines. This conference is an excellent opportunity to meet with colleagues and shape the future of health communication, marketing, and media practice. The *Act Against AIDS* team will be available with resources in the conference Exhibit Hall.



Don't miss the plenary sessions, workshops, roundtables, poster presentations, and other exciting events! Visit the [conference website](http://www.cdc.gov/conference) to register, find out about exhibiting, and more!

In the Community

Kicking Off Pride Season with *Doing It* and *Start Talking. Stop HIV.*

The summer is heating up and *Act Against AIDS* campaigns will once again be visiting communities nationwide to participate in local Pride festivities! Pride festivals and parades celebrate people who are lesbian, gay, bisexual, transgender, and queer (LGBTQ) and raise awareness of LGBTQ issues. The *Doing It* and *Start Talking. Stop HIV.* teams will work with local partners to promote events, distribute materials, and showcase campaign assets. Check out the map that follows to see where our road trip is taking us.

Unless otherwise noted, all PRIDE events include a promotional booth.

Doing It

- **Houston:** Houston Splash, May 5-9
- **Washington, DC:** DC Black Pride, May 27-30
- **New York City:** Harlem Pride, June 25; NYC Black Pride, August 17-21
- **Atlanta:** Atlanta Black Pride, September 3-5

Start Talking. Stop HIV.

- ◆ **Miami:** Miami Beach Gay Pride, April 8-10
- ◆ **Long Beach:** Long Beach Pride, May 21-22
- ◆ **Washington, DC:** Capital Pride, June 11-12
- ◆ **Chicago:** Chicago Pride, June 18-19
- ◆ **San Diego:** San Diego Pride, July 16-17
- ◆ **Charlotte:** Charlotte Pride, August 20-21

Retrievers Welcome Back *A Day with HIV*, Along With *Let's Stop HIV Together* and *HIV Treatment Works*

This spring, the [A Day with HIV](#) traveling photo exhibit made a repeat appearance at the Retriever Health and Wellness Festival at the University of Maryland, Baltimore County. On April 11, the exhibit was showcased for students and faculty along with campaign materials from the [Let's Stop HIV Together](#) and [HIV Treatment Works](#) campaigns. Cedric Gum, *HIV Treatment Works* campaign participant, volunteered for the second year in a row to distribute materials and speak to attendees about living with HIV. More than 200 students and faculty stopped by to view the exhibit.

A Day with HIV has appeared at community events, conferences, public libraries, and universities across the country since 2013 to raise awareness and change stigmatizing perceptions about HIV. In the last year, the exhibit has traveled to California, Florida, Georgia, Illinois, Indiana, Maryland, Mississippi, New York, Oklahoma, Texas, Utah, and Washington D.C and has reached more than 50,000 people. If you would like to have the *A Day with HIV* exhibit at an event in your community, send us a message with event details via the [Act Against AIDS Facebook page](#).

The *A Day with HIV* traveling exhibit is an extension of the *A Day with HIV* digital campaign from [Positively Aware](#), a journal devoted to HIV treatment and wellness in which people submit digital photos to record a moment that represents a day in the life of someone living with or affected by HIV.



HIV Treatment Works campaign participant Cedric and other attendees at the Retriever Health and Wellness Festival.

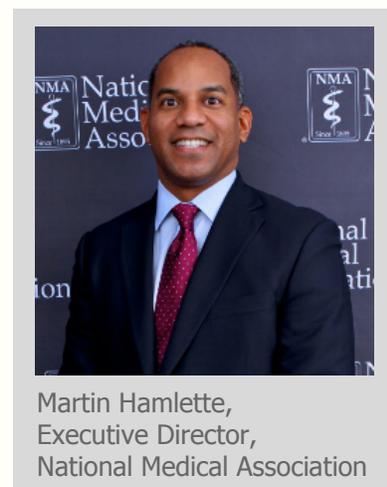
PACT Partner Profile: National Medical Association



The [Partnering and Communicating Together to Act Against AIDS](#) (PACT) member spotlight recognizes and celebrates the efforts of our partners who are working to increase HIV awareness among the general public, reduce new HIV infections among disproportionately impacted populations, and improve health outcomes for people living with HIV and AIDS in the United States and its territories. In this quarter's newsletter, we are pleased to highlight the [National Medical Association \(NMA\)](#).

The NMA is one of the largest and oldest African-American professional and scientific organizations—representing the interests of 30,000 physicians and their patients in the United States. Since its inception, NMA has been committed to improving the quality of health among minorities and medically underserved populations through its membership, professional development, community health education, advocacy, research, and partnerships with federal agencies and private organizations.

We spoke with NMA's Executive Director, [Martin Hamlette, J.D., M.H.A.](#), about the organization's latest efforts to improve the quality and availability of HIV treatment and care to underserved populations.



Martin Hamlette,
Executive Director,
National Medical Association

Q. NMA is dedicated to keeping its members informed about the many advances and changes affecting medical practice such as pre-exposure prophylaxis (PrEP). CDC's [2015 HIV Vital Signs](#) indicated that 1 in 3 primary care doctors and nurses had never heard of PrEP. What is NMA doing to educate and train member physicians about the full realm of HIV prevention and treatment options available?

A: NMA understands the importance of PrEP in communities of color. NMA is committed to educating our physicians about “best practices” in infectious disease, especially HIV, where people of color are disproportionately affected. Through our partnership with the CDC’s PACT initiative, the NMA is targeting our physicians who attend both the regional and national conferences by offering continuing medical education (CME) credit to learn about PrEP. This endeavor will reach physician attendees at our state, regional, and annual meeting taking place this year in Los Angeles from July 30–August 3, 2016.

Q. PrEP has been shown to be a very important HIV prevention tool, yet the demographic at highest risk, black gay men, has shown low uptake. What are some potential barriers for uptake and use of PrEP among these men?

A: One key barrier is a lack of public education as well as myths about this method of HIV prevention. Data suggest that perceptions of risk vary among the clientele, and the effectiveness and concerns regarding compliance to meds could be another barrier. Other research suggests overall health concerns, medication side effects, and concerns that PrEP does not provide complete protection against HIV. NMA disseminates PrEP messaging in a culturally competent manner to engage with this high-risk population.

Q. Youth aged 13 to 24 accounted for more than 1 in 5 new HIV diagnoses in 2014 and at the end of 2012, 44% of youth aged 18 to 24 living with HIV did not know they had HIV. How is NMA working to educate this key demographic about reducing their personal risk of HIV?

A: Awareness is key to making measurable progress in the reduction of HIV diagnoses among high-risk youth and young adults. By educating our minority physician members who work directly with this population on a daily basis through NMA’s CME opportunities, we are structuring a path towards effective patient education across the country and optimizing awareness.

Q. Shortly after your appointment, NMA launched its “Because Our Lives Matter” initiative, building on the Call to Action issued in 2014 to end HIV and AIDS in the African-American community. How has NMA’s involvement with PACT impacted the work under this initiative?

A: [Because Our Lives Matter: HIV Treatment Works!](#) has been successfully implemented and our physician members are diligently working to end these disparities in communities of color. Our work has been mobilized through the dissemination of evidence-based best practices for HIV and AIDS treatment developed by our NMA physicians. These best practices are reinforced through effective training programs designed for physicians and the community throughout the NMA’s network of state and local societies.

For more information on *Act Against AIDS* PrEP resources from the [Start Talking. Stop HIV.](#) campaign, please visit www.cdc.gov/StartTalkingPrEP.

Just Click to Order Your *Act Against AIDS* Materials

Act Against AIDS has partnered with [CDC-INFO](#) to provide an easy and quick way to order all of your favorite *Act Against AIDS* campaign materials. To order materials free of charge, please visit the [CDC-INFO on Demand ordering system website](#). From there, you can search for *Act Against AIDS* materials by choosing the campaign from the “Programs” drop-down menu and then filtering results based on language and type of material.

For any questions or help with using the CDC-INFO on Demand ordering system, please call 800–CDC–INFO (800–232–4636).

Social and Digital Media Update

Act Against AIDS Campaigns Use Animated GIFS to Encourage Prevention

GIFs are a fun way to attract attention to serious issues. In 2016, the *Act Against AIDS* team has been using these short, animated videos to encourage conversations and raise awareness about HIV. The newest, from [Let’s Stop HIV Together](#), will portray positive behaviors and language related to stigma. These GIFs will depict practical ways that HIV-related stigma can be reduced through personal interactions. Look for them this summer.

Earlier this year, the [Start Talking. Stop HIV.](#) and [We Can Stop HIV One Conversation at a Time](#) campaigns also released animated GIF series via Facebook. Each of the series focused on different aspects of HIV prevention and helped people to start important conversations about safer sex and HIV prevention. The final *Start Talking. Stop HIV.* GIF posted in February was the most-watched video ever published on the page, with more than 100,000 views!



Images from *Start Talking. Stop HIV.* and *We Can Stop HIV One Conversation at a Time* campaign GIFS.

To see the GIFs for yourself, visit the “Videos” section of the [Act Against AIDS](#) and [Start Talking. Stop HIV.](#) Facebook pages. Don’t forget to share them and leave a comment to let us know what you think!

New *Let's Stop HIV Together* Web Pages Encourage Community Engagement

Stopping HIV in the United States is possible, but to achieve this, each and every one of us must act and get involved. That is the message of the new *Let's Stop HIV Together* Get Involved web page. Along with the corresponding *Let's Stop HIV Together* Network web page, the campaign hopes to encourage the public to take a more active role in preventing HIV and breaking down barriers, like HIV-related stigma, that keep people from getting tested, seeking treatment, staying in care, and living long, healthy lives. New web pages will be launched this summer on www.cdc.gov/Together.



In addition to the new web content, the campaign has two new resources that focus on raising awareness about HIV-related stigma and how to counter it. The new *Let's Stop HIV Together* Anti-Stigma Fact Sheet and Language Guide provide information about what stigma is, how it affects individuals and communities affected by HIV, and how to use words, language, and actions to prevent spreading misinformation and perpetuating stigma. Look for them this summer on the [Let's Stop HIV Together materials web page](#).



On Social Media

February - May 2016



27,000+
followers



274,000+
fans



1,900+
followers

Facebook

facebook.com/ActAgainstAIDS

Ages of Page Fans

Page Engagement

Top Posts

Twitter

@talkHIV

Top Tweet

Tweet Engagement

Instagram

@actagainstaids

Top Posts




We've Come a Long Way on Social Media: An Act Against AIDS Retrospective

Since we launched the first [Act Against AIDS Facebook page](#) almost 4 years ago, we've published thousands of posts on our four Facebook pages, [@talkHIV Twitter feed](#), and [Act Against AIDS Instagram page](#), the most recent addition to our digital family, which we launched last year.

Many of our most popular posts from over the years share information about PrEP, testing, talking about HIV, and HIV statistics. Check out some of the top posts we've shared—and you've shared, too!—over the years. Like them if you haven't already, and share these classics again!

- On Facebook: [What if there was a pill that could help prevent HIV?](#)
- On Facebook: [#TBT to the time you learned your partner was living with #HIV](#)
- On Facebook: [You can't get #HIV from touching, kissing, but do you know how else?](#)
- On Twitter: [Over 50% of young adults w/ #HIV in the US don't know they're infected.](#)
- On Instagram: [Get the Facts. #GetTested. Get Involved. It's what we are doing to #StopHIVTogether.](#)



Twitter post from *Act Against AIDS* handle @TalkHIV.

Clinician's Corner

New *Serostatus Matters* Educational Videos Help Clinicians Incorporate Routine Screening

In March, CDC launched *Serostatus Matters*, a new video-based educational program that helps health care providers incorporate routine HIV screening into clinical practice. The resource provides practical guidance on the importance of routine HIV screening, considerations for HIV screening implementation, communicating test results with patients, and counseling HIV-infected patients through a series of physician–patient vignettes that model these important behaviors. The vignettes portray three office visits and follow-up appointments for patients of different ethnicities and sexual preferences and with different HIV test results: HIV positive, indeterminate, and HIV negative with a high risk for infection.

The four learning modules take about an hour in total to complete. They feature Dr. Donna Sweet of the University of Kansas School of Medicine in Wichita; Dr. Celia Maxwell, FACP, of Howard University Hospital and the Women's Health Institute; Dr. Joseph McGowan of the Albert Einstein College of Medicine; and Dr. Philip Peters of CDC's Division of HIV/AIDS Prevention.

To register for the program or to learn about activity accreditation, visit the [HIV Screening Standard Care](#).™ [HIV Resource Center site](#), hosted by the *American Journal of Medicine*.

Awareness Days

Highlights of Spring and Summer Awareness Days

National Youth HIV/AIDS Awareness Day (April 10)

National Youth HIV/AIDS Awareness Day (NYHAAD) is an annual observance that takes place on April 10th to educate the public about the impact of HIV and AIDS on young people and to highlight the work young people are doing across the country to respond to the epidemic. For information and resources on NYHAAD, visit the [AIDS.gov NYHAAD web page](#). In observance of NYHAAD, CDC encouraged people to share selfies on the *Act Against AIDS* social media channels, using the hashtag #DoingIt.



National Transgender HIV Testing Day (April 18)

On April 18th, CDC joined in the inaugural observance of National Transgender HIV Testing Day (NTHTD), focusing on the importance of HIV testing, prevention, and treatment among transgender people and the transgender community. For more information and resources on NTHTD, visit the [2016 National Transgender HIV Testing Day web page](#). CDC commemorated the event with a Twitter chat (#TransHIVchat) hosted by the *Doing It* campaign, campaign participant Chandi Moore, and Chandi's co-stars from "I Am Cait."



HIV Vaccine Awareness Day (May 18)



HIV Vaccine Awareness Day (HVAD) is observed every year on May 18th to raise awareness about the importance of preventive HIV vaccine research. It is also an opportunity to recognize and thank all of the people working to find a safe and effective preventive HIV vaccine. For information and resources on HVAD, visit the [AIDS.gov HVAD web page](#).

National Asian & Pacific Islander HIV/AIDS Awareness Day (May 19)

National Asian & Pacific Islander HIV/AIDS Awareness Day is observed every year on May 19th with events around the country that raise awareness about the impact of HIV-related stigma on Asian and Pacific Islander communities across the United States. For information and resources, visit the [AIDS.gov National Asian & Pacific Islander HIV/AIDS Awareness Day web page](#).



Act Against AIDS Contact Information

If you have any questions or comments about *Act Against AIDS* campaigns, or for information about campaign materials or cobranding, please send an email to ActAgainstAIDS@cdc.gov or call 404-639-6080. To order *Act Against AIDS* materials free of charge, please visit the [CDC-INFO on Demand ordering system website](#) or call 800-CDC-INFO (800-232-4636).

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.