



# ACT against AIDS

## Act Against AIDS™ Campaign Materials

CDC's *Act Against AIDS* campaigns have developed an array of outreach materials for individuals and organizations to use for local HIV/AIDS outreach activities. The materials, which were developed through audience research, may be accessed at [www.cdc.gov/ActAgainstAIDS](http://www.cdc.gov/ActAgainstAIDS) and can assist you with HIV prevention efforts in your area. Go to the "View Campaign Materials" tab on the *Act Against AIDS* home page. Materials are available for immediate download. Contact [ActAgainstAIDS@cdc.gov](mailto:ActAgainstAIDS@cdc.gov) if your organization is interested in ordering or co-branding campaign materials.

### Consumer Campaigns

#### Let's Stop HIV Together™ ([www.cdc.gov/ActAgainstAIDS](http://www.cdc.gov/ActAgainstAIDS))

Increasing awareness about the impact of HIV in the U.S. and combating the stigma about the disease.



*Let's Stop HIV Together* posters, palm cards, banner ads and other *Act Against AIDS* social media tools, like a Zip-code testing site locator, buttons, banners, and badges to download or order. Find us on Twitter at @TalkHIV and on Facebook at [www.Facebook.com/ActAgainstAIDS](http://www.Facebook.com/ActAgainstAIDS).

#### Reasons/Razones™ ([hivtest.cdc.gov/reasons](http://hivtest.cdc.gov/reasons))

Encouraging HIV testing among Hispanic/Latino gay and bisexual men.



Posters and banner ads to download or order. Find us on Twitter at @TalkHIV and on Facebook at [www.Facebook.com/ShareReasons](http://www.Facebook.com/ShareReasons)

#### Take Charge. Take The Test.™ ([hivtest.cdc.gov/takecharge](http://hivtest.cdc.gov/takecharge))

Increasing HIV testing among African American women.



Postcards



Posters

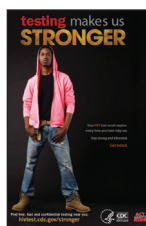


Booklet (Printing costs may apply)

## Consumer Campaigns (cont.)

### Testing Makes Us Stronger™ ([hivtest.cdc.gov/stronger](http://hivtest.cdc.gov/stronger))

Increasing HIV testing among black gay, bisexual and other men who have sex with men.



Posters and banner ads to download or order.

## Provider Campaigns

### HIV Screening. Standard Care.™ ([www.cdc.gov/ActAgainstAIDS/HSSC](http://www.cdc.gov/ActAgainstAIDS/HSSC))

Encouraging primary care providers to routinely screen for HIV as a standard practice.



Patient education brochure and office poster, available in English and Spanish



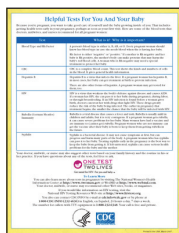
HIV Resources Sheet for both providers and patients



Annotated Guide to CDC Recommendations

### One Test. Two Lives.™ ([www.cdc.gov/ActAgainstAIDS/OTTL](http://www.cdc.gov/ActAgainstAIDS/OTTL))

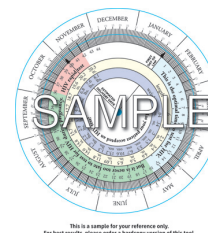
Encouraging perinatal providers to universally screen for HIV in all pregnant women.



"Helpful Tests for You and Your Baby" patient fact sheet (English and Spanish)



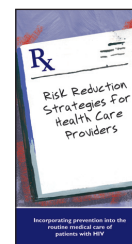
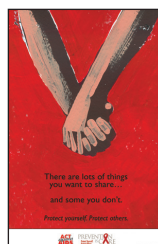
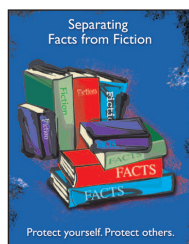
"Even if a Mother Has HIV, Her Baby Doesn't Have To" poster



Due Date Projection Wheel

### Prevention IS Care™ ([www.cdc.gov/ActAgainstAIDS/PIC](http://www.cdc.gov/ActAgainstAIDS/PIC))

Encouraging providers who treat HIV to help their patients stay healthy by reducing risky behaviors.



Posters, patient brochures and provider resources. Available individually or as a full kit. (English and Spanish)

For more information on Act Against AIDS, please e-mail us at [ActAgainstAIDS@cdc.gov](mailto:ActAgainstAIDS@cdc.gov).

[www.cdc.gov/ActAgainstAIDS](http://www.cdc.gov/ActAgainstAIDS)