

HIV TREATMENT WORKS



Get in care. Stay in care. Live well.

HIV Treatment Works

Get in care. Stay in care. Live well.

**Resources From the CDC
To Incorporate Into Existing
Awareness and Outreach Efforts**

November 2014



HIV TREATMENT WORKS



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Table of Contents

I. Introduction

II. Background Materials

- A. *HIV Treatment Works* Backgrounder
- B. *HIV Treatment Works* Overview Presentation
- C. *HIV Treatment Works* Media Coverage
- D. *Act Against AIDS* Backgrounder

III. Messaging

- A. *HIV Treatment Works* Talking Points
- B. *HIV Treatment Works* Social Media Posts
- C. Infographic: New HIV Infections in the U.S., 2010

IV. Digital and Print Resources

- A. *HIV Treatment Works* Web Site
- B. *HIV Treatment Works* PSA and Digital Stories
- C. *HIV Treatment Works* Web Banners
- D. *HIV Treatment Works* Sell Sheet

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I. Introduction



HIV Treatment Works Toolkit Introduction

In September 2014, the Centers for Disease Control and Prevention (CDC) unveiled [HIV Treatment Works](#), a national communication campaign with the goal of encouraging people living with HIV to get in care, start taking HIV medications, remain in care, and adhere to treatment. The key components of the campaign include partnership development, community engagement, on-the-ground activities and media placement in select cities most impacted by HIV.

CDC packaged campaign materials into this toolkit to assist you—health department staff, linkage-to-care coordinators, patient navigators, outreach and social workers, and others in the community—in your work with people living with HIV. These materials can help you in your efforts to enhance engagement and retention in care, increase information-seeking about HIV care and treatment, and support informed treatment and care decisions. Developed with input from people in communities like yours that have been hit hard by HIV, these resources can help augment your efforts and fill any gaps you may have in reaching people living with HIV. The toolkit includes:

- **Materials** that give you information about the *HIV Treatment Works* campaign and its purpose:
 - ***HIV Treatment Works Backgrounder*** - A printable overview of the campaign and its components.
 - ***HIV Treatment Works Overview Presentation***: A PDF presentation with campaign background information for you to use in your community engagement and outreach presentations.
 - ***HIV Treatment Works Media Coverage***: Examples of *HIV Treatment Works* campaign coverage in the media.
 - ***Act Against AIDS Backgrounder***: A list of the various CDC campaigns under the *Act Against AIDS* initiative umbrella. *Act Against AIDS*, including *HIV Treatment Works*, consists of several concurrent HIV prevention campaigns and uses mass media (TV, radio, newspapers, magazines, and the Internet) to deliver important HIV prevention messages. All campaigns support the comprehensive HIV prevention efforts of CDC and the [National HIV/AIDS Strategy](#). This listing provides a brief overview of each campaign, its purpose, and its audience.

- **Messaging** for when you discuss the campaign at events, in print, and online:
 - ***HIV Treatment Works Talking Points***: Suggested talking points for you to use when speaking about the campaign in your community and to the media.
 - ***HIV Treatment Works Social Media Posts***: Recommended posts for you to use on Facebook and Twitter to share campaign messages and materials.
 - ***[Infographic: New HIV Infections in the U.S., 2010](#)***: As illustration of HIV infection statistics by various demographics, and a link to additional population-based HIV fact sheets.

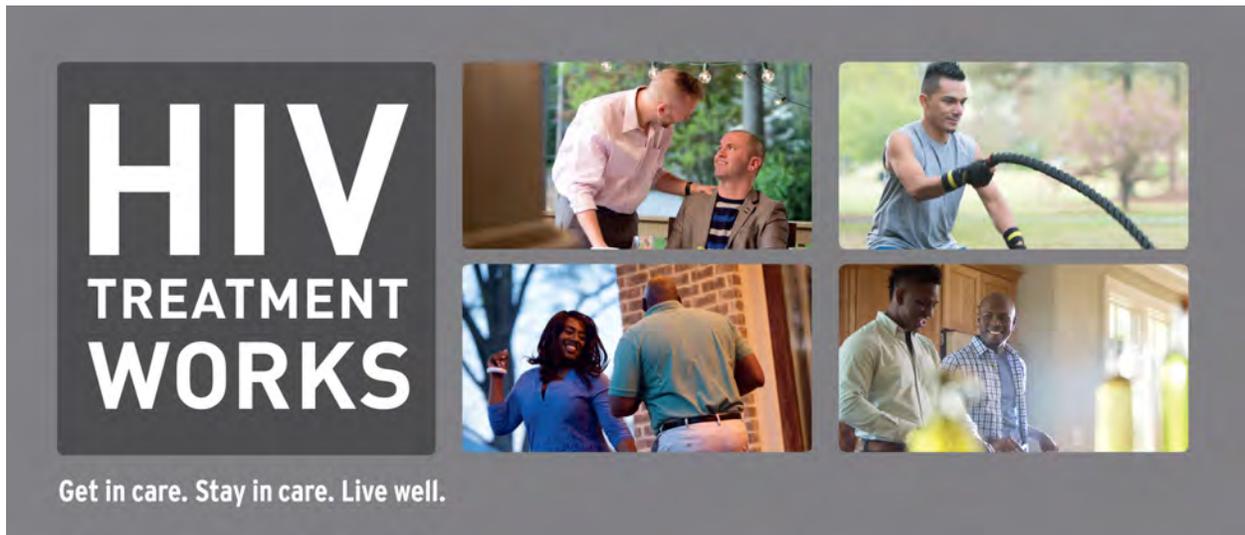
- **Digital and print resources** with links to online materials to share in your communities:
 - ***HIV Treatment Works [Website](#)***: An overview of and links to the campaign website and its components.
 - ***HIV Treatment Works [PSA and Digital Stories](#)***: A description of and links to available campaign videos that can be used to help you in outreach and engagement efforts.
 - ***HIV Treatment Works [Web Banners](#)***: A description of and links to available campaign web banners for you to embed on your website.
 - ***HIV Treatment Works Sell Sheet***: An inventory of all the campaign's print materials and instructions on how to order them for your community.
 - ***HIV Treatment Works Social Media Properties***:
 - ***[Act Against AIDS](#)*** on Facebook
 - ***[@TalkHIV](#)*** on Twitter
 - ***#HIVTreatmentWorks*** – campaign hashtag for spreading your support.

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II. Background Materials



***HIV Treatment Works* Backgrounder**

The following *HIV Treatment Works* background document offers a printable overview of the campaign and its components.



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Encouraging People Living With HIV to *Get in Care. Stay in Care. Live Well.*

In September 2014, the Centers for Disease Control and Prevention (CDC) unveiled *HIV Treatment Works* (www.cdc.gov/HIVTreatmentWorks), a national communication campaign with the goal of encouraging people living with HIV to get in care, start taking HIV medications, remain in care, and adhere to treatment.

This integrated social marketing campaign, part of CDC's *Act Against AIDS* initiative (www.cdc.gov/actagainstaids), features people from across the United States who are living with HIV talking about how sticking with treatment helps them stay healthy; protect others; do what they love; and live a longer, healthier life. This campaign also focuses on how individuals have had to overcome barriers to get in care and stay on treatment. Campaign concepts and messages reflect input from more than 100 men and women from across the country who are living with HIV.

HIV Treatment Works provides access to information and resources to help increase the proportion of people living with HIV who enter and remain in care. Ensuring that people living with HIV are successfully treated is critical to improving their overall health and reducing the risk of transmitting HIV to their partners.

HIV Care and Treatment by the Numbers

According to CDC data, of the estimated 942,000 people living with HIV in 2010 who were aware of their infection, approximately 77% were linked to care, and 51% of those who were linked to care remained in care. Among adults in care, 89% were prescribed antiretroviral therapy (ART); 77% of this group had viral suppression, meaning the level of HIV in their bodies was low enough to stay healthy and dramatically reduce the chance of transmitting HIV to others. But only approximately one in four people living with HIV currently have their virus under control.¹ This campaign supports the National HIV/AIDS Strategy and the White House's Continuum of Care Initiative (<http://www.whitehouse.gov/the-press-office/2013/07/15/executive-order-hiv-care-continuum-initiative>), which seek to identify people who are living with HIV, link them to care, and ultimately increase the proportion of people with a suppressed viral load.

Early linkage to and retention in HIV care are central to managing HIV and promoting health among all people living with HIV. ART reduces the amount of virus in blood and body fluids. It can keep people with HIV healthy for many years, and consistent and correct use greatly reduces the chance of transmitting HIV to sex partners.



People living with HIV may not engage in care or drop out of care for many reasons, including stigma, shame, perceived or real concerns about taking HIV medications, and the cost of medical care. African Americans and young people living with HIV are the least likely to be in care, on HIV treatment, and virally suppressed. These populations have lower rates of engagement at each stage of care, due in part to a range of social and environmental conditions that make it more difficult to seek and stay in care. These conditions include poverty, poor access to health care, stigma, and a limited understanding of the benefits of treatment.

Overcoming Barriers to Care and Treatment

HIV Treatment Works reflects the reality that there are barriers to care and treatment. Campaign testimonials from people living with HIV demonstrate how they overcame personal barriers to care and treatment and how treatment improved their lives. The campaign website includes information encouraging people to get in care and stay on treatment, as well as resources on how to live well with HIV, including finding HIV and mental health providers and HIV support groups, and tips on adhering to treatment and maintaining good health.

HIV Treatment Works Campaign Components

Campaign promotional materials will be disseminated as follows:

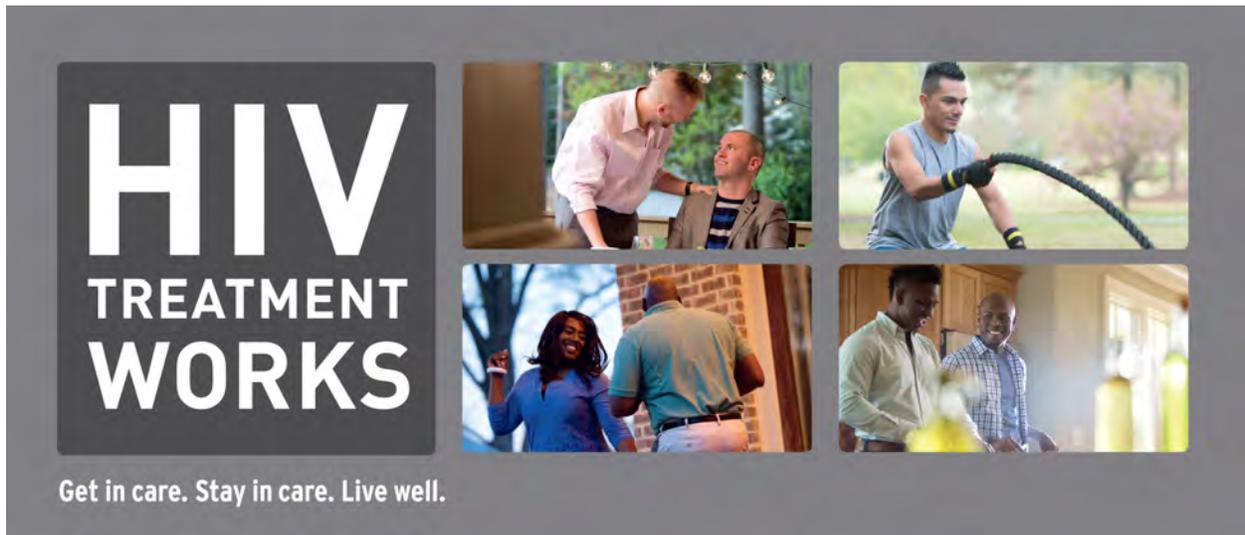
- **National promotion**—Advertisements in targeted print, broadcast, and online outlets, including news media outreach, broadcast public service announcements, and digital/social media. Print and online ads targeted to health care providers and social service providers will alert them about campaign resources.
- **Local promotion**—On-the-ground campaign activities will take place in select cities most impacted by HIV and will include partnership development and community engagement.
- **Digital engagement**—Through Facebook (www.facebook.com/ActAgainstAIDS), Twitter ([@TalkHIV](https://twitter.com/TalkHIV)), and YouTube (www.youtube.com/CDCstreaminghealth), the campaign prompts people living with HIV to Get in Care, Stay in Care, and Live Well using the hashtag **#HIVTreatmentWorks**.
- **Campaign website**—The *HIV Treatment Works* campaign website (www.cdc.gov/HIVTreatmentWorks) provides information and resources for people living with HIV, including digital video stories and campaign materials.
- **Promotional materials**—Posters and palm cards are available. Digital banner ads can be downloaded.

HIV Treatment Works is part of *Act Against AIDS* (AAA), CDC's national communication initiative to raise awareness about HIV/AIDS in the United States. The initiative includes multiple campaigns for different audiences, as well as tools and information for health care providers regarding HIV testing, prevention, and treatment. Visit www.cdc.gov/ActAgainstAIDS to learn more. To request campaign materials or additional information, contact ActAgainstAIDS@cdc.gov.

References

1. Vital Signs: HIV Prevention Through Care and Treatment — United States, *Morbidity and Mortality Weekly Report (MMWR)*. December 2, 2011: <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6047a4.htm>.





HIV Treatment Works Overview Presentation

The following pages include presentation slides with *HIV Treatment Works* background information for you to use in community engagement and outreach presentations.

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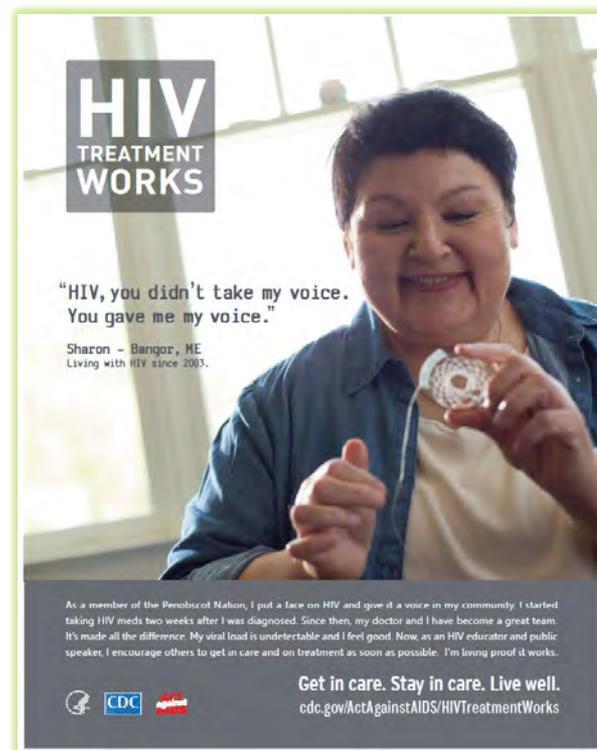
Get in care. Stay in care. Live well.





Campaign Overview

- Primary Target Audience: People living with HIV (PLWH)
- Campaign Goals:
 - Increase engagement and retention in care and adherence to antiretroviral treatment for PLWH.
 - Increase information seeking about HIV care and treatment among PLWH.
 - Support informed treatment and care decision making for PLWH.





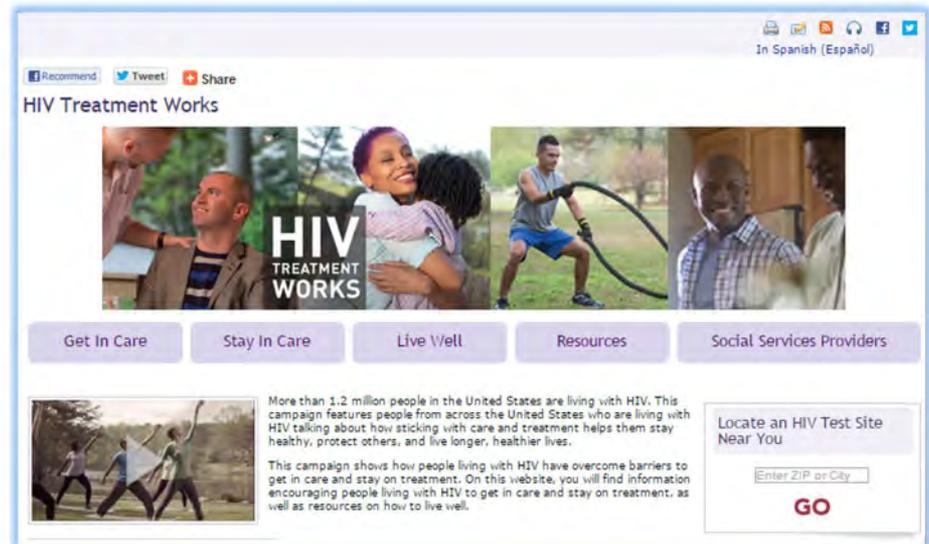
Campaign Elements

- **Media Strategy** - Seeks to deliver campaign messages through a variety of outlets to people living with HIV and to groups at increased risk of being diagnosed with HIV
- **Grassroots Community Engagement** - Engages a broad mix of community organizations and partners
- **Outreach to Health Care Providers and Social Service Providers** - Reaches providers who treat and serve people living with HIV



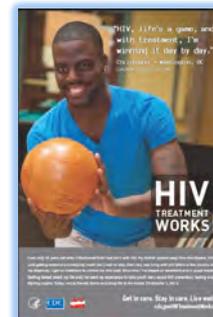
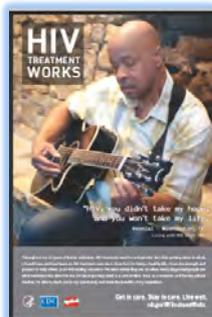
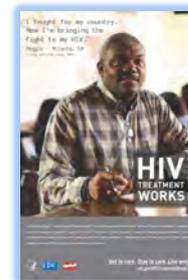
Campaign Website

- Information and resources specific to PLWH organized into categories:
 - Get in Care
 - Stay in Care
 - Live Well
- Campaign collateral materials (available for free download)
- Digital stories featuring people living with HIV discussing personal barriers to treatment and care and the benefits of adhering to treatment



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Campaign Materials





Campaign Web Banners

HIV Treatment Works Web banners are available in various sizes for you to embed on your website.

Aaron (Displayed at 80% of Actual Size)

Copy this code:

```
<a href="http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html?s_cid=bb-dhap-aaa-hivtw_037" title="CDC Campaign banner of Aaron, a person living with HIV since 2011 from St. Louis, Missouri: HIV Treatment Works. Get in Care. Stay in Care. Live Well. Hear his story at cdc.gov/HIVTreatmentWorks. undetectable. And that makes me
```



Campaign Videos

HIV Treatment Works campaign videos feature real people showing how they live well with HIV. New stories will be added periodically.



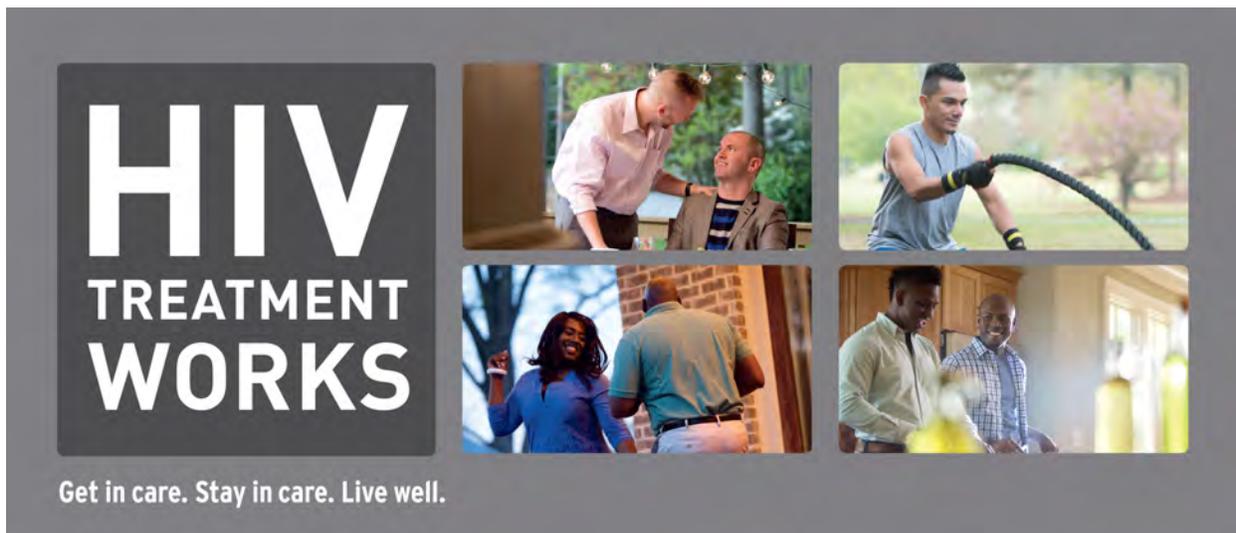


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cdc.gov/HIVTreatmentWorks





HIV Treatment Works Media Coverage

Time magazine

Sept. 17, 2014

By Mandy Oaklander

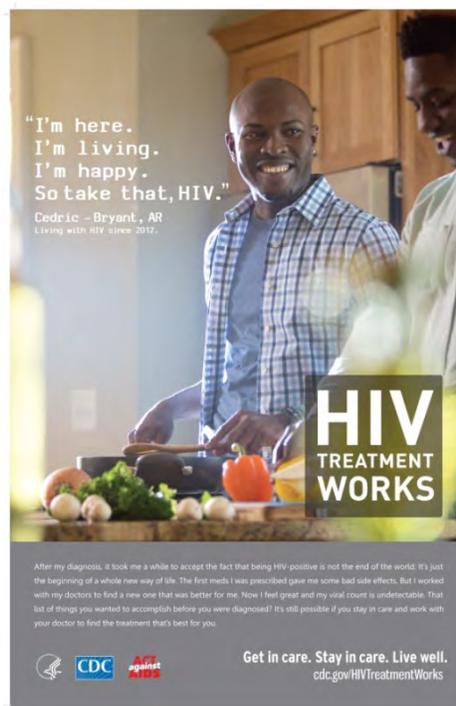
[HIV Treatment Works, Says CDC](http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html)

Encouraging people to seek treatment is key

With the input of more than 100 people living with HIV, the Centers for Disease Control and Prevention (CDC) launched a new ad campaign today called “[HIV Treatment Works](http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html)” (<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html>). The message: If you’re HIV positive, get treatment early and stick with it.

Many people don’t immediately start or stay on medication for a variety of reasons, including the cost of the drugs, poor access to health care, a lack of knowledge about effective treatments, and stigma about the disease, says Dr. Nick DeLuca, Chief of the Prevention Communication Branch in the Division of HIV/AIDS Prevention at CDC. Of the 1.1 million Americans living with HIV, only 1 in 4 have an undetectable viral load, the CDC says, which means that the viral levels in their blood are suppressed and are unlikely to be transmitted to other people. At least some of that rate, the CDC says, is due to a lack of adherence to medication.

Though antiretroviral therapy requires daily medication and frequent doctor visits and blood draws, it’s highly effective. “We know that if we get individuals



living with HIV on treatment early, it's the best thing to improve their individual health," DeLuca says. People who start and continue treatment are 96% less likely to transmit it to others, and they're less likely to get sick themselves because of improved immune function.

About 50,000 Americans per year contract HIV, a rate that's remained steady since the mid-1990s. Of the new infections, 44% are African-Americans; black males are especially at risk. About a quarter of all new infections happened in people between ages 13-24.

[\(http://time.com/3393657/hiv-treatment-works-cdc/\)](http://time.com/3393657/hiv-treatment-works-cdc/)

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Sept. 17. 2014

[A Prescription for Ending the HIV Epidemic](#)



[Dr. Jonathan Mermin](#)

(<http://www.huffingtonpost.com/dr-jonathan-mermin/>)
Director of CDC's National Center for HIV/AIDS,
Viral Hepatitis, STD, and TB Prevention



[Aaron Laxton](#)

(<http://www.huffingtonpost.com/aaron-laxton/>)
HIV/AIDS activist

Antiretroviral treatment can enable HIV-infected Americans to avoid the debilitating illnesses and premature death once nearly inescapable for people with the infection. Research has shown that, when taken consistently, these medications also [greatly reduce transmission](#) of the virus to others

(<http://www.niaid.nih.gov/news/newsreleases/2011/Pages/HPTN052.aspx>).



In other words, if everyone in the United States who is infected with HIV took antiretroviral therapy daily, not only would they be healthier, the number of new HIV infections in this country could plummet.

The potential for HIV treatment to change the course of the epidemic by dramatically reducing sexual transmission and the number of new infections that occur each year and to change the course of the epidemic is the basis of a core CDC HIV prevention strategy — and one embraced by the [National HIV/AIDS Strategy](#) (<http://www.whitehouse.gov/administration/eop/onap/nhas>). Namely, to ensure that all people with HIV know they have the virus, have access to treatment, take treatment daily, and minimize transmitting the virus to others.

The first critical step toward treating and preventing HIV infections is [HIV testing](#) (<http://www.cdc.gov/nchhstp/newsroom/docs/HIV-Testing-US-508.pdf>). Knowledge of HIV status allows people who test positive to begin treatment for their own health and take steps to prevent transmission to others. Substantial progress has been made to expand HIV testing efforts and increase the percentage of Americans with HIV who are aware they're infected — from 75 percent in 2003 to 84 percent in 2010 — but simply knowing your status isn't enough.

[One in five Americans](#) who are diagnosed with HIV do not receive care within three months of diagnosis, and [about half](#) of those diagnosed with HIV do not receive continued care and treatment (http://www.cdc.gov/hiv/pdf/2011_Monitoring_HIV_Indicators_HSSR_FINAL.pdf). This may be because they don't know where to go for HIV care in their communities, have

trouble accessing health care, are afraid of being identified as HIV-infected or at risk, or have life circumstances that make receiving ongoing care difficult.

These are just a few reasons that only [one-quarter of Americans](#) living with HIV receive treatment and take their medication with enough regularity to suppress the infection in their bodies to levels that maximize health benefits and reduce the spread of HIV to others

(<http://www.cdc.gov/nchhstp/newsroom/docs/HIVFactSheets/Challenges-508.pdf>).



To ensure that people get the HIV treatment and care they need, CDC is supporting efforts on several fronts to link people to follow-up medical care as soon as they test HIV positive. CDC also is researching new ways to help people stay in care and on treatment once they start and is ensuring that every one of the state and local health departments and community organizations that CDC funds makes prevention services that include treatment for people living with HIV a priority.

CDC also worked with people living with HIV to develop a new communications campaign urging everyone with HIV to start and stay on treatment. The campaign, called [HIV Treatment Works](#) (<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html>), includes ads, billboards, social media channels and community outreach featuring the faces and voices of real people living with HIV and on treatment.

One of these voices belongs to Aaron, a co-author of this piece, who was diagnosed with HIV in 2011. By sticking to his treatment plan and taking good care of his health, he is able to continue living his life to the fullest while at the same time using his experience to touch the lives of others with HIV. [Aaron now dedicates himself](#) to educating newly diagnosed people about HIV treatment and encouraging them not to give up — even if they are feeling scared or frustrated (<https://www.youtube.com/user/laxtona>).

These stories — our stories — are about how we can overcome the challenges many face in getting treatment and staying in care. It's about improving the health of individuals living with HIV, and helping them continue to lead meaningful lives — while having the peace of mind that they are also helping to protect others and preventing the spread of HIV.

We need everyone to hear the message: HIV treatment works. It can save your life, protect your loved ones, and — when combined with other high impact prevention strategies — can ultimately help end the HIV epidemic in the United States.

To join the effort, visit the [HIV Treatment Works website](#) and learn what you can do (<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html>).

http://www.huffingtonpost.com/dr-jonathan-mermin/a-prescription-for-ending_b_5835324.html

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Baltimore Sun

Sept. 18, 2014

By Kevin Rector

Looking Out: CDC launches campaign encouraging HIV treatment

The Centers for Disease Control and Prevention wants the American public to understand that HIV-positive people who receive treatment live longer and healthier lives compared to those who don't receive treatment, and has launched a new nationwide campaign to get the word out.

The "HIV Treatment Works" campaign, announced Wednesday, is the CDC's "first communication campaign focused exclusively on encouraging treatment and care for people living with HIV," the health agency said.

"People with HIV who start and continue treatment live longer and healthier lives and are also 96 percent less likely to transmit HIV to others," the CDC said in its announcement of the new campaign. "Yet only one in four of the 1.1 million Americans living with HIV have an undetectable viral load, meaning that the virus is at a level that provides maximum health benefits and reduces the risk of transmitting the virus to others."

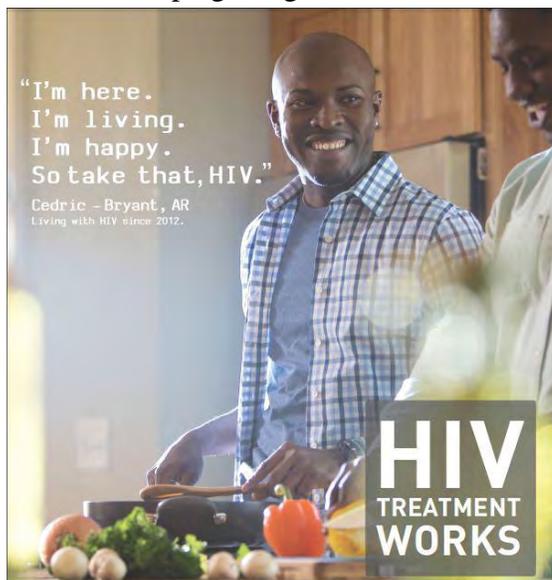
The campaign, developed with input from more than 100 people with HIV as part of the CDC's Act Against AIDS initiative, will include online, print, TV and outdoor ads, as well as social media outreach and a website dedicated to sharing information and resources for those living with HIV.

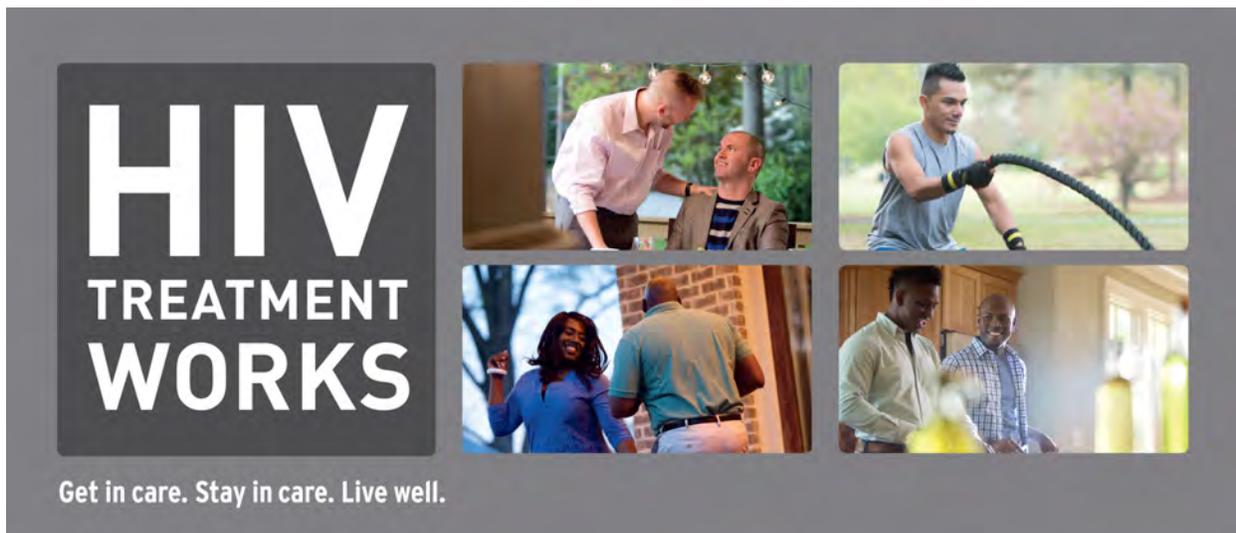
"Today, not only can HIV treatment save lives, it can help stop a national epidemic in its tracks," said Dr. Jonathan Mermin, director of the CDC's National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention, in a statement. "Our goal is to help everyone with HIV know the tremendous health benefits treatment offers to them and the protection it provides to their partners." The campaign's goal is to "combat complacency" about treatment, and help patients overcome fears.

"It wasn't easy finding out I had HIV, but deciding to start and stick to my treatment has helped me live a happier, healthier life," said Aaron Laxton, who appears in ads for the new campaign, in a statement. "The idea of starting treatment can be daunting, but it's important to remember you aren't alone -- and that by taking HIV medication every day and seeing your doctor regularly, you can stay healthy and keep doing the things you love."

For more about the campaign, the resources it provides, and stories from other patients, you can [check out the campaign's website here](http://www.cdc.gov/hiv/treatment-works).

http://articles.baltimoresun.com/2014-09-18/features/bs-gm-looking-out-cdc-launches-new-hiv-treatment-campaign-20140918_1_new-campaign-1-1-million-americans-cdc





Act Against AIDS Backgrounder

The campaign resources on this page are part of the larger *Act Against AIDS* initiative. They focus on various populations, including gay and bisexual men; racial and ethnic groups with a higher risk for HIV; health care providers; and the general public. Please use these resources in your organization and in your online prevention efforts.

Act Against AIDS



A 5-year national campaign launched by CDC and the White House to combat complacency about HIV and AIDS in the United States. Launched in 2009, *Act Against AIDS* focuses on raising awareness among all Americans and reducing the risk of infection among the hardest-hit populations — gay, bisexual men, and other men who have sex with men, African Americans, Latinos, and other communities at increased risk.

[Act Against AIDS Website](http://www.cdc.gov/actagainstaids/index.html) (<http://www.cdc.gov/actagainstaids/index.html>)

[Act Against AIDS Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/aaa/index.html)
 (<http://www.cdc.gov/actagainstaids/campaigns/aaa/index.html>)

Target Audience: The general public

 (<http://www.facebook.com/actagainstaids>)  (<https://twitter.com/talkHIV>)

Campaigns Targeted to the General Public

We Can Stop HIV One Conversation at a Time



The *One Conversation* campaign encourages Hispanics/Latinos to talk openly about HIV/AIDS with their families, friends, partners, and communities.

[One Conversation Website](http://www.cdc.gov/actagainstaids/campaigns/oneconversation/index.html)
 (<http://www.cdc.gov/actagainstaids/campaigns/oneconversation/index.html>)

Target Audience: Hispanic/Latino men and women

Let's Stop HIV Together



The *Let's Stop HIV Together* campaign raises awareness about HIV and its impact on the lives of all Americans, and fights stigma by showing that persons with HIV are real people — mothers, fathers, friends, brothers, sisters, sons, daughters, partners, wives, husbands, and co-workers.

[Let's Stop HIV Together Website and Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/lsht/index.html)

(<http://www.cdc.gov/actagainstaids/campaigns/lsht/index.html>)

Target Audience: The general public

Start Talking. Stop HIV.



Start Talking. Stop HIV. seeks to reduce new HIV infections among gay and bisexual men by encouraging open discussion about a range of HIV prevention strategies and related sexual health issues between sex partners.

[Start Talking. Stop HIV.](http://www.cdc.gov/actagainstaids/campaigns/starttalking/index.html)

(<http://www.cdc.gov/actagainstaids/campaigns/starttalking/index.html>)

Target Audience: Gay and bisexual men

 (<http://www.facebook.com/starttalkinghiv>)

Reasons



A campaign to encourage Latino gay and bisexual men to get tested for HIV.

[Reasons/Razones Website](http://hivtest.cdc.gov/reasons) (<http://hivtest.cdc.gov/reasons>)

[Reasons/Razones Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/reasons/index.html)

(<http://www.cdc.gov/actagainstaids/campaigns/reasons/index.html>)

Target Audience: Latino gay and bisexual men

 (<http://www.facebook.com/sharereasons>)

Take Charge. Take the Test.



A campaign designed to increase HIV testing among African American women.

[Take Charge. Take the Test. Website](http://www.hivtest.org/takecharge) (<http://www.hivtest.org/takecharge>)

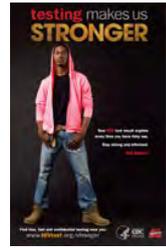
 (<http://www.cdc.gov/Other/disclaimer.html>)

[Take Charge. Take the Test. Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/tctt/index.html)

(<http://www.cdc.gov/actagainstaids/campaigns/tctt/index.html>)

Target Audience: African American or black women

Testing Makes Us Stronger



A campaign to encourage black gay and bisexual men to get tested for HIV.

[Testing Makes Us Stronger Website](http://hivtest.cdc.gov/stronger/index.html) (<http://hivtest.cdc.gov/stronger/index.html>)

[Testing Makes Us Stronger Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/tmus/index.html)

(<http://www.cdc.gov/actagainstaids/campaigns/tmus/index.html>)

Target Audience: African American or black gay and bisexual men

 (<http://www.facebook.com/testingmakesusstronger>)

HIV Treatment Works



This campaign features people from across the United States who are living with HIV, talking about how sticking with care and treatment helps them stay healthy, protect others, and live longer, healthier lives.

[HIV Treatment Works Website and Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html)

(<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html>)

Target Audience: People living with HIV

Campaigns Targeted to Health Care Providers

HIV Screening. Standard Care.



A campaign to encourage primary care providers, gynecologists, and other health care providers to promote routine HIV testing during patient visits.

[HIV Screening. Standard Care. Website and Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/hssc/index.html)

(<http://www.cdc.gov/actagainstaids/campaigns/hssc/index.html>)

Testing and Linking Minority Patients to Care.

A campaign 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.

[Testing and Linking Minority Patients to Care Website and Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/tlc/index.html) (<http://www.cdc.gov/actagainstaids/campaigns/tlc/index.html>)

Target Audience: Primary Care Providers

Prevention Is Care



A campaign to encourage health care providers who treat patients with HIV to screen their HIV-infected patients for risky transmission behaviors, and reiterate to HIV-infected patients the importance of protecting themselves and others by reducing risky behaviors.

[Prevention IS Care. Website and Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/pic/index.html)

(<http://www.cdc.gov/actagainstaids/campaigns/pic/index.html>)

Target Audience: Infectious Disease Specialists and Primary Care Providers who treat HIV

One Test. Two Lives.



A campaign to encourage health care providers to test pregnant women for HIV infection and help reduce the number of infants born with HIV.

[One Test. Two Lives. Website and Campaign Materials](http://www.cdc.gov/actagainstaids/campaigns/otl/index.html)

(<http://www.cdc.gov/actagainstaids/campaigns/otl/index.html>)

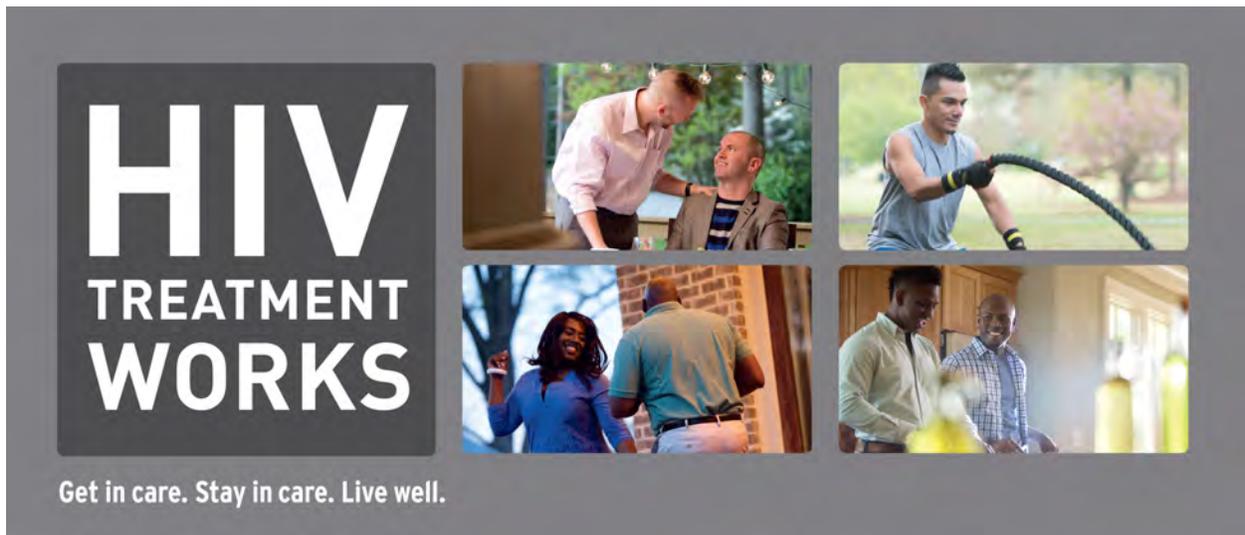
Target Audience: OB/GYNs, Certified Nurse Midwives

HIV TREATMENT WORKS



Get in care. Stay in care. Live well.

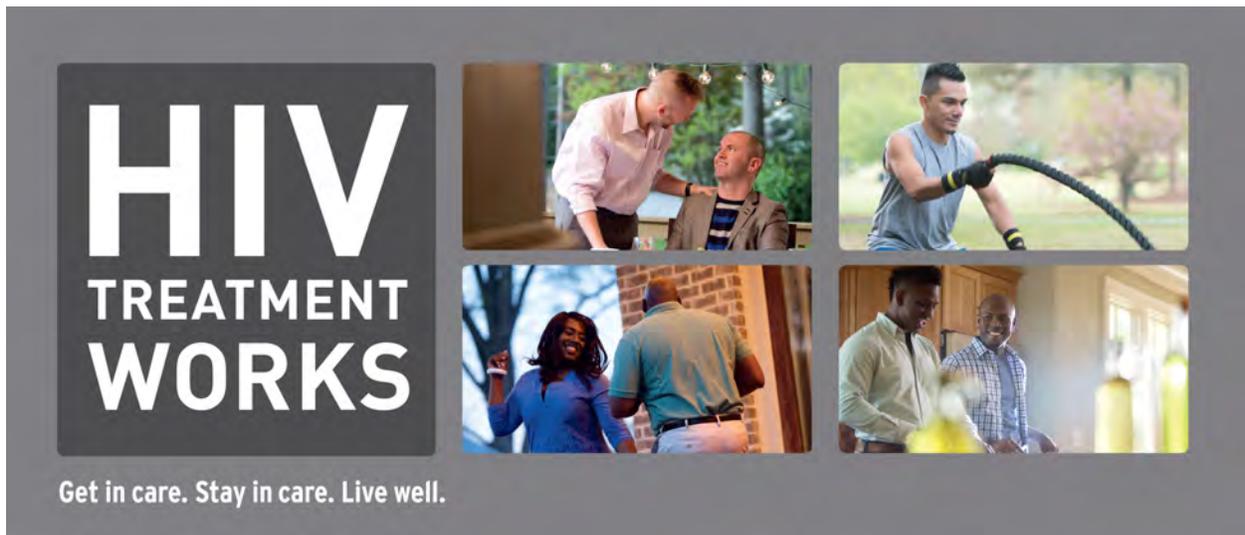
III. Messaging



HIV Treatment Works Talking Points

The following are suggested talking points for you to use when speaking about the campaign in your community and to the media. Campaign materials and momentum can be used to help you in outreach and engagement.

- HIV treatment can help those 1.1 million people live longer and healthier lives and prevent the spread of HIV to others. Yet, we know that only approximately 25 percent of people living with HIV in the United States are successfully making it through the HIV care continuum.
- Early linkage to and retention in HIV care are critical to managing HIV and promoting health among all people living with HIV.
- *HIV Treatment Works* is CDC's newest campaign which encourages people living with HIV to get in care, start taking HIV medications, remain in care and adhere to treatment.
- *HIV Treatment Works* seeks to improve the overall health of those living with HIV and reduce the risk of transmitting HIV to their partners.
- *HIV Treatment Works* features people from across the United States who are living with HIV talking about how sticking to treatment helps them stay healthy, protect others, do what they love, and live a longer, healthier life.
- *HIV Treatment Works* provides access to information and resources to help increase the proportion of people living with HIV who enter and remain in care.



HIV Treatment Works Social Media Posts

Sharing *HIV Treatment Works* messages and materials with your social media followers is a quick, cost-effective way to reach your community with important information and messages about getting and staying in care and living well. You can also share the inspiring stories from campaign participants and use them to generate interest and discussions.

We recommend sharing two posts each month on your Facebook and Twitter accounts. Please remember to tag the *Act Against AIDS* Facebook page in your Facebook posts and mention the *Act Against AIDS* @talkHIV Twitter feed in your tweets. Recommended posts for Facebook and Twitter follow:

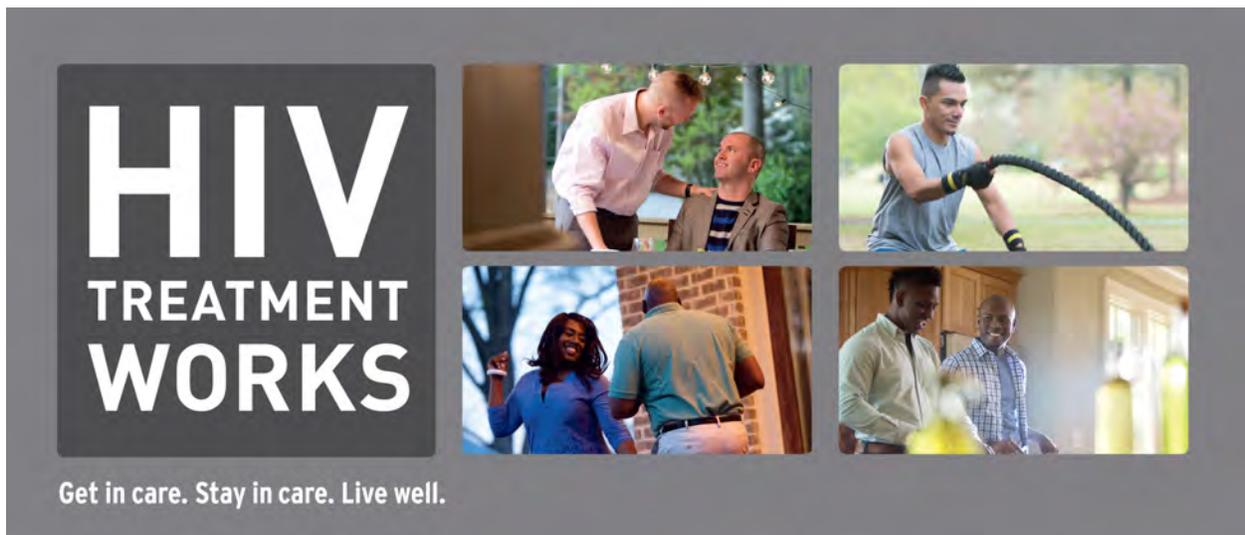
Facebook

- Why is #HIV treatment important? How do I live with HIV? [Act Against AIDS'](http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html) #HIVTreatmentWorks answers all your questions about living with HIV. <http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html>
- Just diagnosed with #HIV? [Act Against AIDS'](http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/getincare/index.html) #HIVTreatmentWorks gives you the 101 and tells you how to find medical care. <http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/getincare/index.html>
- The earlier you get medical care after learning you have #HIV, the better. Learn why and find out how to find care from [Act Against AIDS](http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/getincare/takecareofyourself.html). #HIVTreatmentWorks <http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/getincare/takecareofyourself.html>
- If you are living with #HIV, find out from [Act Against AIDS](http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/getincare/protectothers.html) the steps needed to protect your partners' health. #HIVTreatmentWorks <http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/getincare/protectothers.html>

- Getting and staying on HIV treatment helps your body fight #HIV. Find out from [Act Against AIDS](#) how you can stay healthy for many years with #HIV and greatly reduce your chance of transmitting HIV to your partners. #HIVTreatmentWorks
<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/stayincare/treatment.html>
- Life doesn't need to stop after you learn you have #HIV. Find out from [Act Against AIDS](#) how to take care of yourself and live well. #HIVTreatmentWorks
<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/livewell/index.html>
- Check out #HIVTreatmentWorks for many suggestions from [Act Against AIDS](#) for where to find #HIV care, treatment, and support.
<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/resources/index.html>
- Meet Yuri, Angie and others living with #HIV and living well. By being in care and on treatment, you can too. Watch their [Act Against AIDS](#) #HIVTreatmentWorks stories.
<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/resources/videos.html>

Twitter

- #HIVTreatmentWorks from @talkHIV shows how real people living w/ #HIV get in care and stay on treatment <http://1.usa.gov/1u9Ohfk>
- Just diagnosed w/ #HIV? #HIVTreatmentWorks from @talkHIV answers your Q's & tells you how to find care <http://1.usa.gov/10c0O8M>
- If you're living w/ #HIV, @talkHIV tells you why medical treatment is the best way to care for your health. #HIVTreatmentWorks <http://1.usa.gov/1Drndio>
- When did you last get #HIV treatment? @talkHIV reminds you why you need to stay in care. #HIVTreatmentWorks <http://1.usa.gov/1v9ucXk>
- Get inspired by how #HIVTreatmentWorks from @talkHIV to help you live well
<http://1.usa.gov/1tqOtrX>
- Need to find an #HIV doctor or support group? #HIVTreatmentWorks from @talkHIV can help you <http://1.usa.gov/1veWpOy>
- Watch how others living with #HIV are living well. You can too. #HIVTreatmentWorks Video from @talkHIV: <http://1.usa.gov/1yqOly3>



Infographic: New HIV Infections in the U.S., 2010

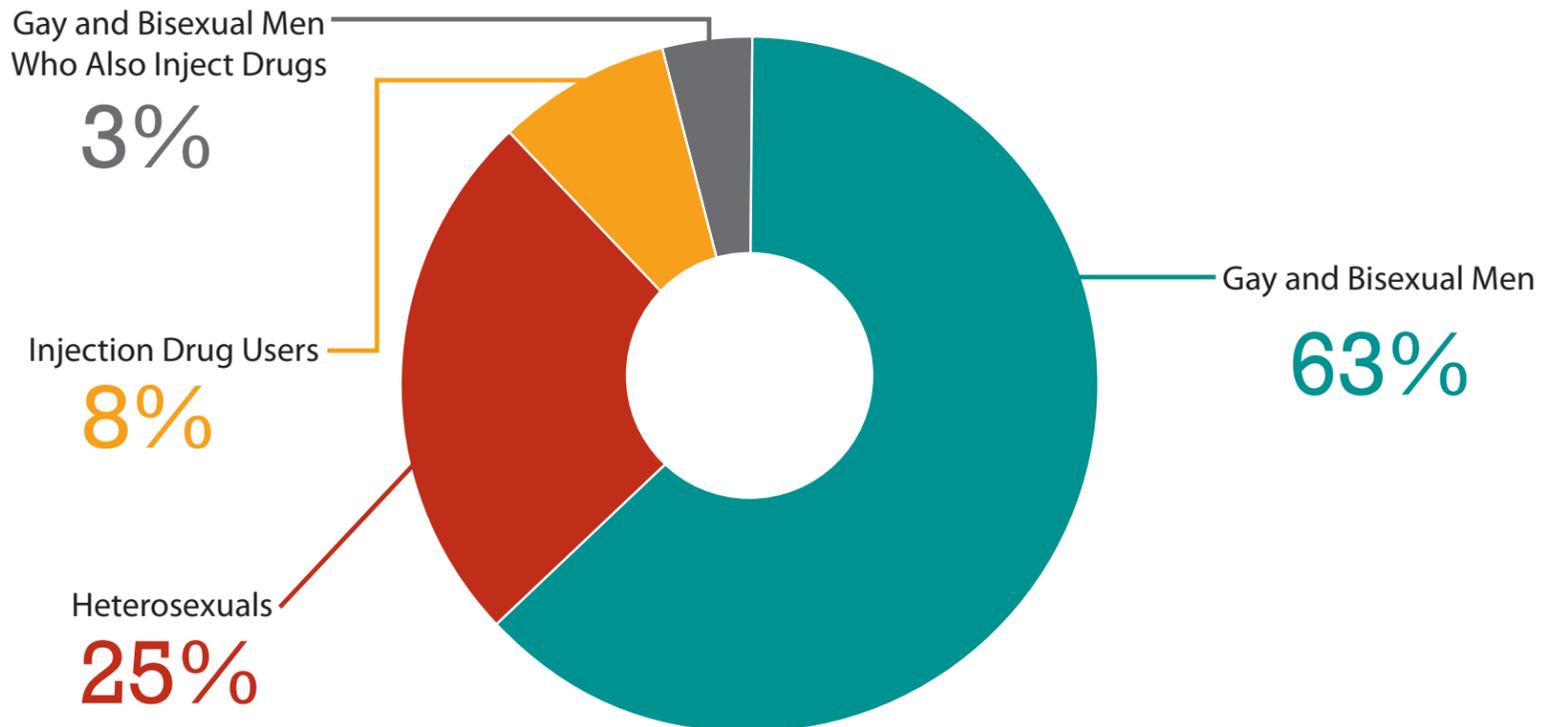
The following infographic about new HIV infections in the U.S. can be found online at http://www.cdc.gov/hiv/pdf/hiv_infographic_11x17_hr.pdf.

Additional population-specific HIV fact sheets can also be found online at <http://www.cdc.gov/hiv/library/factsheets/index.html#pop>.

New HIV Infections in the United States, 2010

Overall, new infections have remained steady, at about 50,000 per year since the mid-1990s. But some groups are more affected than others.

Route of Transmission



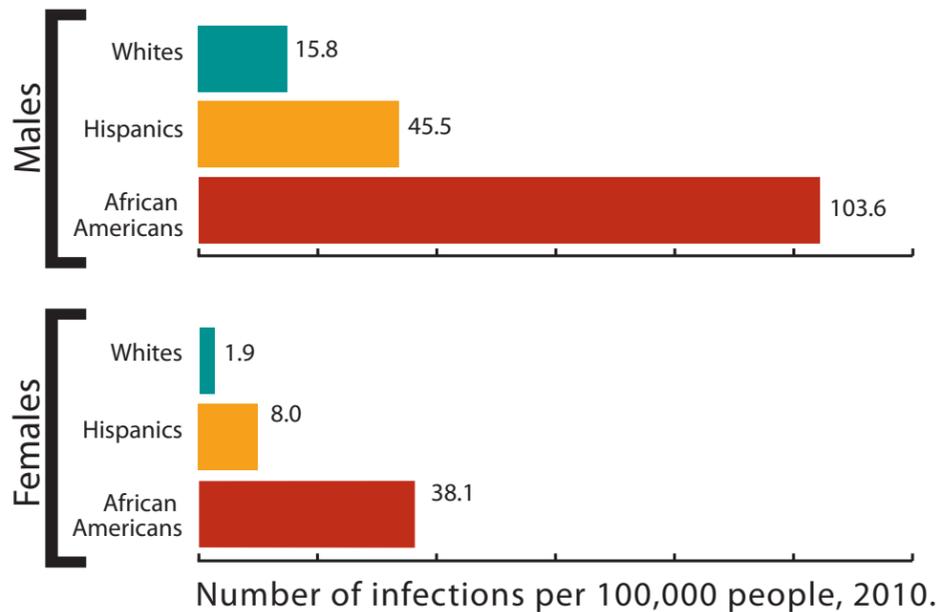
All other routes account for less than 1% of new infections.

Race/Ethnicity



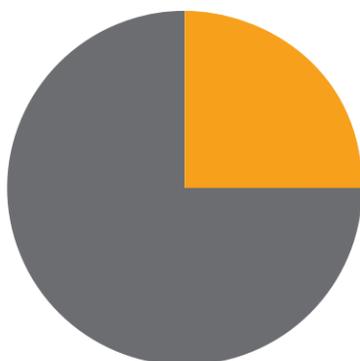
African Americans
44%
of all new infections

Other races account for less than 4% of new infections.

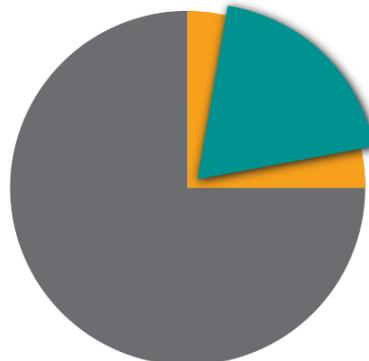


Other races account for less than 4% of transmissions.

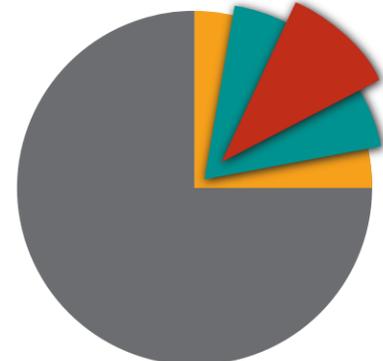
Youth



26%
of all new infections were among young people ages 13-24



19%
were among young men who have sex with men



10%
were among young black men who have sex with men



Centers for Disease Control and Prevention
National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention

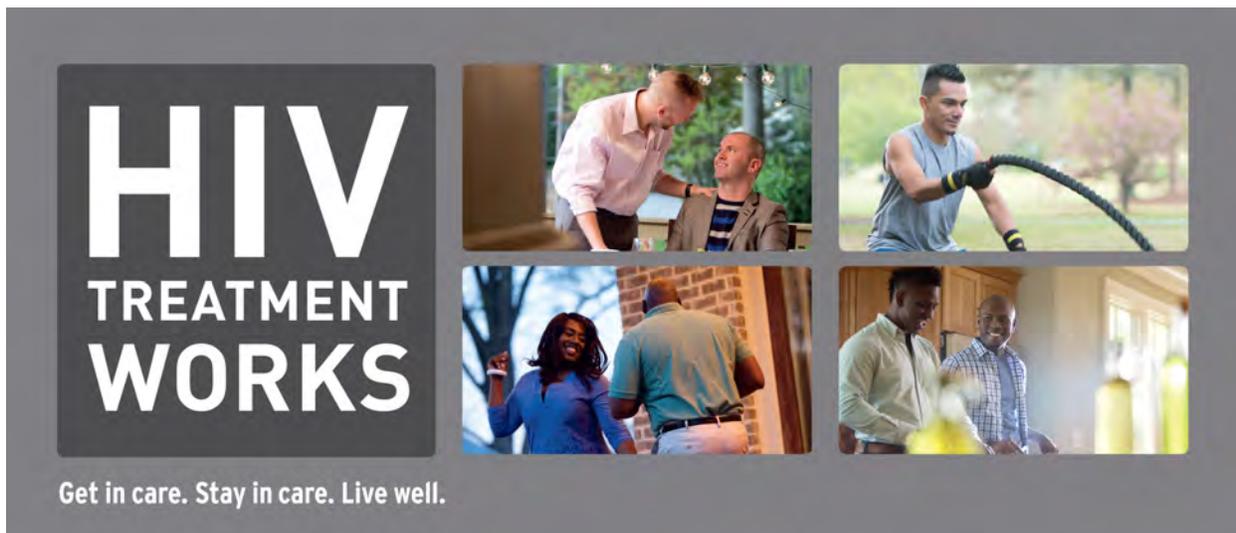
Maximize Your Prevention Efforts.
Resources at www.cdc.gov/hiv.

HIV TREATMENT WORKS



Get in care. Stay in care. Live well.

IV. Digital and Print Resources



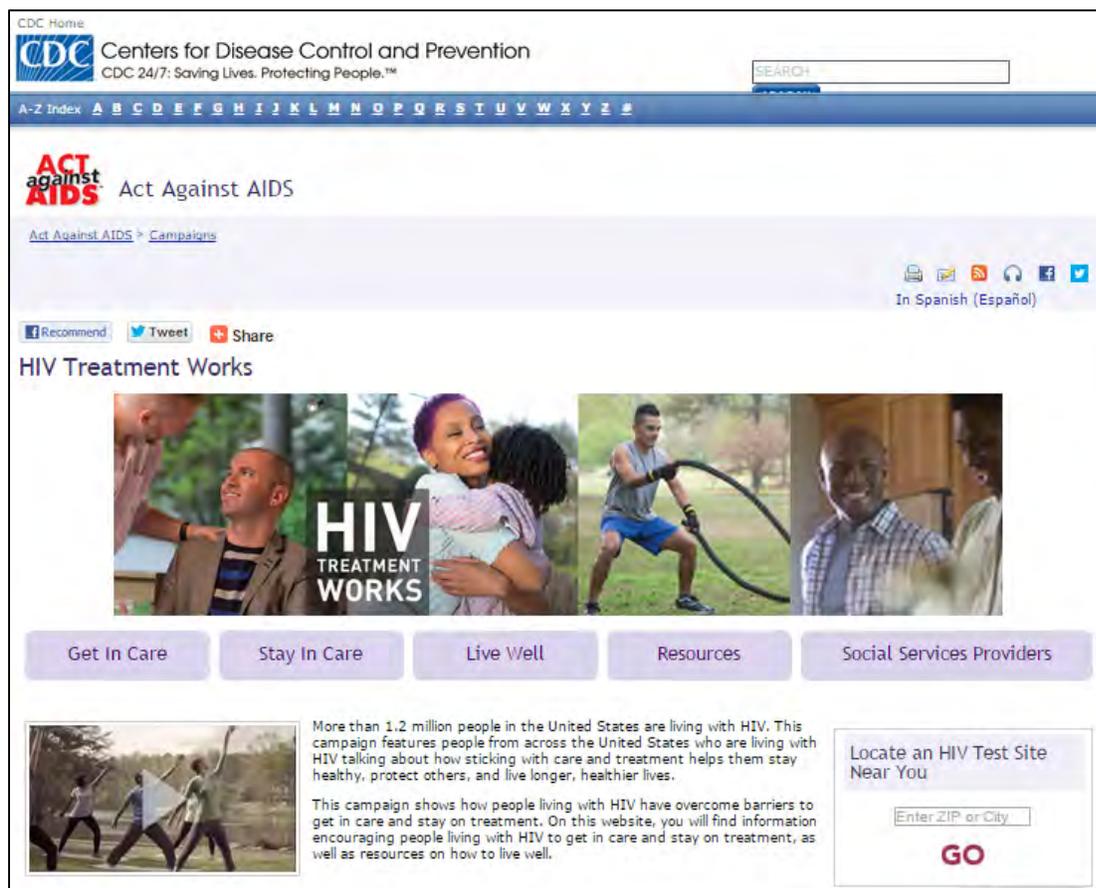
Get in care. Stay in care. Live well.

HIV Treatment Works Web Site

The [HIV Treatment Works Web site](http://www.cdc.gov/hivtreatmentworks) is available at <http://www.cdc.gov/hivtreatmentworks>. Following are links and screenshots for the main site sections that offer resources for people living with HIV and social services providers:

Home Page:

(<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html>)



Get in Care:

(<http://www.cdc.gov/actagainststids/campaigns/hivtreatmentworks/getincare/index.html>)

CDC Home
Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

ACT
against
AIDS Act Against AIDS

HIV Treatment Works

Get In Care

HIV 101
Locate a Provider
Take Care Of Yourself
Protect Others
Sharing Your Status
Stay In Care
Live Well
Resources for People Living with HIV
Resources for Social Services Providers
Campaign Materials

Act Against AIDS > Campaigns > HIV Treatment Works

Recommend Tweet Share

Get In Care

Getting into care and on treatment will help you learn more about HIV and make decisions to take care of your health. HIV care and treatment not only help you live longer, but they can help you live well.

- HIV 101 - You can live well with HIV. Many resources and support programs are available to help you make decisions and take actions to live a longer and healthier life. Understanding certain terms—like HIV, AIDS, and antiretroviral therapy (ART)—will help you take the first steps in managing your HIV.
- Locate an HIV Provider Near You - Once you receive a diagnosis of HIV, the most important next step is to get into medical care.
- Take Care Of Yourself - Medical care and staying on treatment will help you manage your HIV effectively and make decisions that can keep you healthy for many years.
- Protect Others - If you are living with HIV, it's important to make choices that keep you healthy and protect others.
- Sharing Your Status - Telling others that you have HIV can be difficult, but it is an important part of managing your infection.

Print page
Act Against AIDS
@TalkHIV
Get email updates
Act Against AIDS in:
Spanish (Español)

Find an HIV testing site near you.
Enter ZIP code or City
Go

Get Tested

[Top of Page](#)

Stay in Care:

(<http://www.cdc.gov/actagainststids/campaigns/hivtreatmentworks/stayincare/index.html>)

CDC Home
Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

ACT
against
AIDS Act Against AIDS

HIV Treatment Works

Get In Care
Stay In Care
Understanding Care
HIV Treatment
Cost of HIV Treatment
Related Health Conditions
Live Well
Resources for People Living with HIV
Resources for Social Services Providers
Campaign Materials

Act Against AIDS > Campaigns > HIV Treatment Works

Recommend Tweet Share

Stay In Care

Learning about and understanding your health care options will help you manage your HIV infection. Support and resources are available to help you find health care, decide what HIV treatment options are best for you, and stay in care so that you can live a longer and healthier life.

- Understanding Care - Learning about and understanding your medical care options will help you manage your HIV infection. Support is available to help you find medical care, decide what HIV treatment options are best for you, and stay in care so that you can live a longer and healthier life.
- HIV Treatment - HIV treatment involves taking medicines that slow the progression of the virus in your body. HIV is a type of virus called a retrovirus, and the drugs used to treat it are called antiretrovirals (ARV). These drugs are always given in combination with other ARVs; this combination therapy is called antiretroviral therapy (ART). Many ART drugs have been used since the mid-1990s and are the reason why the annual number of deaths related to AIDS has dropped over the past two decades.
- Cost of HIV Treatment - Living with HIV can bring up a lot of questions and concerns, especially about how to pay for treatment. Fortunately, resources and programs are available that may help.
- Related Health Conditions - Living with HIV may put you at a higher risk for developing certain health conditions, including getting a sexually transmitted disease, getting hepatitis, heart disease and oral health problems. Learning more about these conditions, and how to prevent them, will help you maintain your health and live well, beyond HIV.

Print page
Act Against AIDS
@TalkHIV
Get email updates
Act Against AIDS in:
Spanish (Español)

Find an HIV testing site near you.
Enter ZIP code or City
Go

Get Tested

[Top of Page](#)

Live Well:

(<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/livewell/index.html>)

CDC Home
CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

ACT against AIDS Act Against AIDS

HIV Treatment Works

- Get In Care
- Stay In Care
- Live Well**
- Mental Health
- Substance Use
- Smoking
- Healthy Diet
- Physical Activity
- Family Planning
- Living with HIV: Travel Abroad
- Resources for People Living with HIV
- Resources for Social Services Providers
- Campaign Materials

Act Against AIDS > Campaigns > HIV Treatment Works

Recommend Tweet Share

Live Well

Being aware of your overall health beyond HIV can help you manage your HIV and improve your well-being. In addition to staying in care and on treatment, there are many things you can do to stay healthy and live well.

- **Mental Health** - Good mental health will help you live your life to the fullest and is essential to successfully treating HIV. To help manage your mental health, it is important to know when, how, and where to get help.
- **Substance Use** - Substance use refers to using legal drugs (like prescription pain medicines or alcohol) and/or illegal drugs (like cocaine, heroin, or methamphetamines). Substance abuse means that a person is using drugs or alcohol in a way that is harmful to his or her health and well-being.
- **Smoking** - Tobacco use is the leading cause of preventable illness and death in the United States, causing nearly one out of five deaths in the United States each year.
- **Healthy Diet** - No matter your HIV status, healthy eating is good for your overall health. If you are living with HIV, following a healthy diet offers several benefits.
- **Physical Activity** - Exercise offers benefits that can help you maintain good physical and mental health. Exercise can increase your strength, endurance, and fitness, and help your immune system work better to fight infections.
- **Family Planning** - There are several options for people living with HIV who want to be parents. Discuss your hopes and plans for having children during your regular medical visits with your health care provider.
- **Living with HIV: Travel Abroad** - Each year, millions of Americans travel abroad. Even though travel outside the United States can be risky for anyone, it may require special precautions for individuals living with HIV infection.

[Top of Page](#)

Print page
Act Against AIDS
@TalkHIV
Get email updates
Act Against AIDS in:
Spanish (Español)

Get Tested
Find an HIV testing site near you.
Enter ZIP code or City
Go

Resources for People Living with HIV:

(<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/resources/index.html>)

CDC Home
CDC Centers for Disease Control and Prevention
 CDC 24/7: Saving Lives. Protecting People.™

A-Z Index: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) #

ACT
 against
AIDS Act Against AIDS

HIV Treatment Works

- Get In Care
- Stay In Care
- Live Well
- Resources for People Living with HIV**
 - List of Terms
 - Resources for Social Services Providers
 - Campaign Materials

Act Against AIDS / Campaigns / HIV Treatment Works

Recommend Tweet Share

Resources for People Living with HIV

Description **Provider**

Find a Medical Provider

Find HIV/AIDS Care	Health Resources and Services Administration
Find Ryan White HIV/AIDS Medical Care Providers	Health Resources and Services Administration
Find HIV/AIDS Care Services	AIDS.gov
Find a Provider Referral Link	American Academy of HIV Medicine
HIV Care Provider Directory	HIV Medicine Association

Find a Support Group

Find a Local Support Group	Centers for Disease Control and Prevention National Prevention Information Network
Find Local Support Resources	TheBody.com
Find a Local AIDS Service Organization (ASO)	TheBody.com
Find a Virtual Support Group	DailyStrength.org
Find Local Health Services	National Minority AIDS Council (NMAC)

HIV Support Hotlines

Health Resources and Services Administration (HRSA) State HIV/AIDS Hotlines		Health Resources and Services Administration
CDC-INFO offers anonymous, confidential HIV/AIDS information in English and Spanish, as well as TTY service for the deaf.	1-800-CDC-INFO (1-800-232-4636) TTY: 1-888-232-6348	Centers for Disease Control and Prevention
AIDSinfo offers HIV/AIDS clinical trial and treatment information. Spanish-speaking health information specialists are available.	1-800-HIV-0440 (1-800-448-0440) FAX: 1-301-519-6616 Outside US: 1-301-519-0459 TTY: 1-888-480-3739	AIDSinfo, a U.S. Department of Health and Human Services (DHHS) project.

Get Tested
 Find an HIV testing site near you.
 Enter ZIP code or City
 Go

Print page
 Act Against AIDS
 @TalkHIV
 Get email updates
 Act Against AIDS in:
 Spanish (Español)

Resources for Social Services Providers:

(<http://www.cdc.gov/actagainst aids/campaigns/hivtreatmentworks/resources/socialservicesproviders.html>)

The screenshot shows the CDC Act Against AIDS website. At the top, the CDC logo and name are visible, along with the tagline "CDC 24/7: Saving Lives. Protecting People.™". A search bar is located in the top right. Below the header is a navigation menu with an "A-Z Index" and letters A through Z. The main content area features the "ACT against AIDS" logo and the text "Act Against AIDS". A sidebar on the left lists "HIV Treatment Works" with sub-links: "Get In Care", "Stay In Care", "Live Well", "Resources for People Living with HIV", "Resources for Social Services Providers", and "Campaign Materials". Below this is a "Get Tested" section with a search box for "Enter ZIP code or City" and a "Go" button. The main content area has a breadcrumb trail: "Act Against AIDS > Campaigns > HIV Treatment Works". It includes social media sharing buttons for "Recommend", "Tweet", and "Share". The title "Resources for Social Services Providers" is followed by a paragraph explaining that HIV Treatment Works is a CDC Act Against AIDS campaign encouraging people living with HIV to "Get in Care, Stay in Care and Live Well." Below this is a section titled "Access Free Resources" with a paragraph stating that the website was developed to give social service providers quick access to a variety of resources organized by topic for working with clients living with HIV, including materials to share with clients. Materials such as fact sheets, brochures, infographics, videos, and resource kits can be downloaded or ordered free of charge. Use these free resources to help your clients Get in Care, Stay in Care, and Live Well. A link is provided for HIV Treatment Works campaign materials: "visit the official campaign website." At the bottom, a "Resources" section contains a list of topics: HIV Basics, HIV Prevention, Testing, and Treatment Campaigns, Newly Diagnosed with HIV, HIV Treatment, HIV Support Groups, HIV Prevention, Partner Services, HIV Co-Infections, HIV and Substance Use, HIV and Smoking, and HIV and the Gay, Bisexual, and Transgender (LGBT) Community. On the right side, there is a utility box with "Print page", social media links for "Act Against AIDS" and "@TalkHIV", "Get email updates", and "Act Against AIDS in: Spanish (Español)".

[Campaign Materials:](#)

(<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/resources/materials.html>)

CDC Home
 Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) #

ACT
against
AIDS Act Against AIDS

HIV Treatment Works

- Get In Care
- Stay In Care
- Live Well
- Resources for People Living with HIV
- Resources for Social Services Providers
- Campaign Materials**

- Banners
- Posters
- Palm Cards
- Infographics
- Videos
- Profiles of People Living Well with HIV

Get Tested
Find an HIV testing site near you.
Enter ZIP code or City

Act Against AIDS > Campaigns > HIV Treatment Works

[Recommend](#) [Tweet](#) [Share](#)

Campaign Materials



Use these free, downloadable **HIV Treatment Works** materials to support the campaign and help us encourage people living with HIV to [Get In Care](#), [Stay In Care](#), and [Live Well](#). The campaign materials feature people living with HIV who have overcome barriers to get in care and stay on treatment and who are living well. To order free printed materials, email ActAgainstAIDS@cdc.gov.

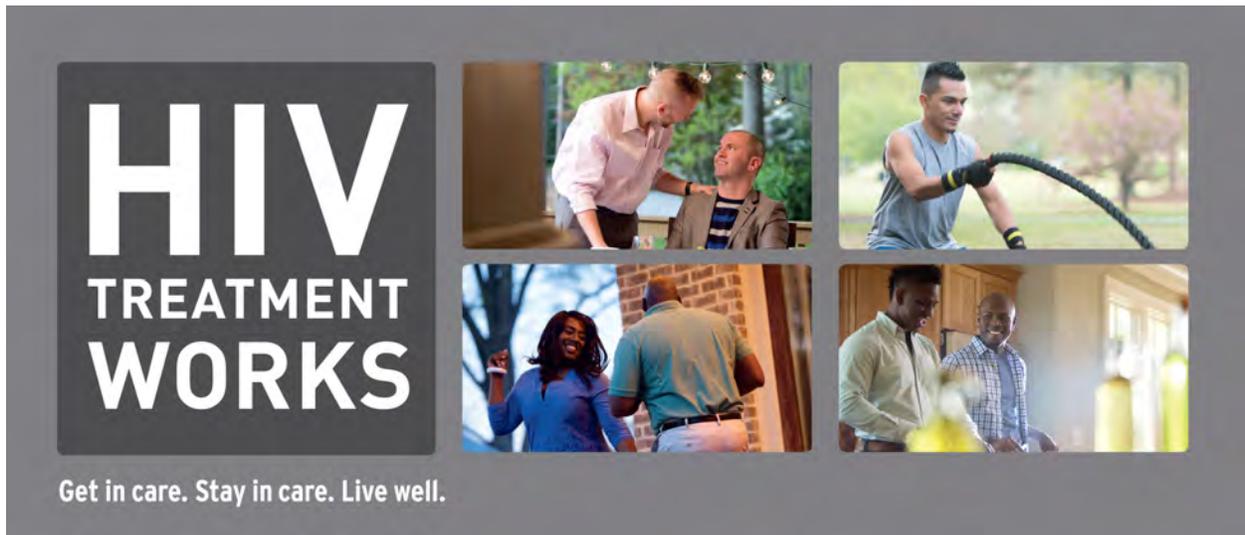
- Banners
- Posters
- Palm Cards
- Infographics
- Videos
- Profiles of People Living Well with HIV
- HIV Treatment Works Toolkit 📁 - Campaign resources to incorporate into existing awareness and outreach efforts to reach people living with HIV.
- HIV Treatment Works Backgrounder 📄

[Print page](#)

[Act Against AIDS](#)
[@TalkHIV](#)
[Get email updates](#)

Act Against AIDS in:
Spanish (Español)

[Top of Page](#)

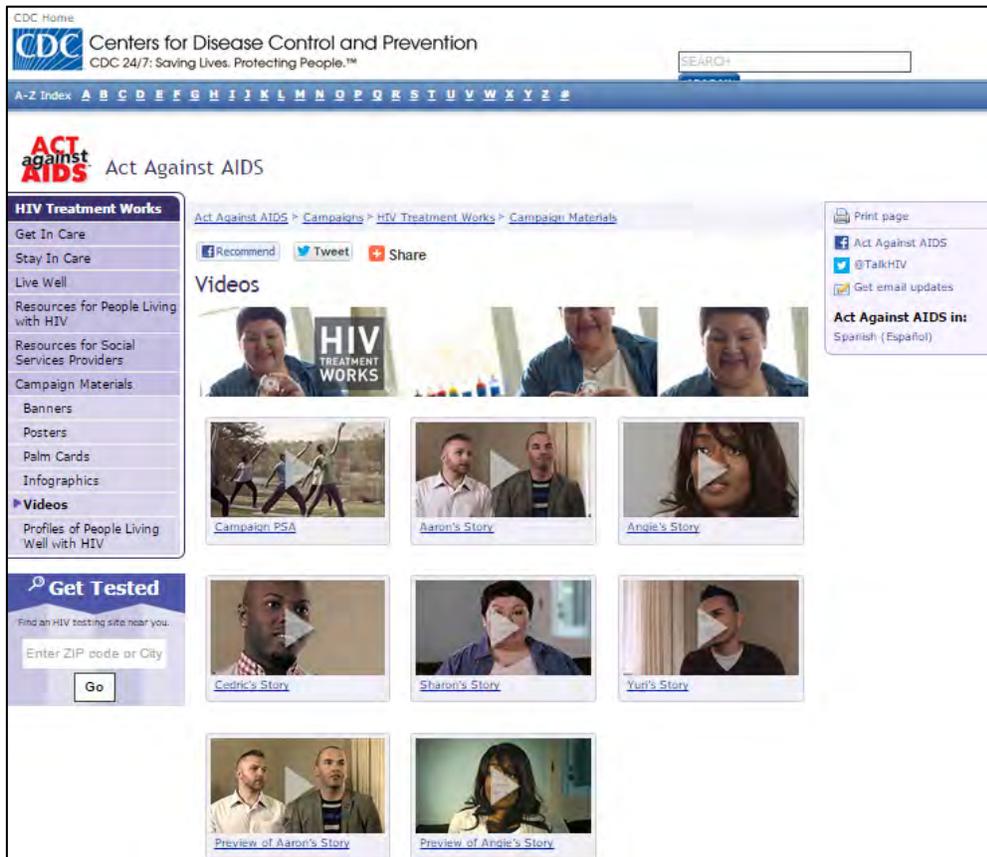


HIV Treatment Works PSA and Digital Stories

The *HIV Treatment Works* features a [campaign PSA and digital stories](#) of campaign participants, and how they are living well with HIV. Use these videos to generate interest in the activities you are conducting—for example, embed them in your community presentations—to jump start conversations.

[Videos Home Page:](#)

(<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/resources/videos.html>)





HIV Treatment Works Web Banners

HIV Treatment Works [Web banners](#) are available in various sizes for you to place on your website to share the campaign with others. Instructions are available along with the banners.

[Home Page:](#)

(<http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/resources/banners.html>)

CDC Home
Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

SEARCH

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

ACT against AIDS Act Against AIDS

HIV Treatment Works

- Get In Care
- Stay In Care
- Live Well
- Resources for People Living with HIV
- Resources for Social Services Providers
- Campaign Materials
- Banners
 - 160 x 600 pixels
 - 300 x 250 pixels**
 - 728 x 90 pixels
- Posters
- Palm Cards
- Infographics
- Videos
- Profiles of People Living Well with HIV

Act Against AIDS > Campaigns > HIV Treatment Works > Campaign Materials > Banners

Recommend Tweet Share

Banners (300 x 250 pixels)

Aaron

Aaron - St. Louis, MO
Living with HIV since 2011.
Hear his story >

HIV TREATMENT WORKS

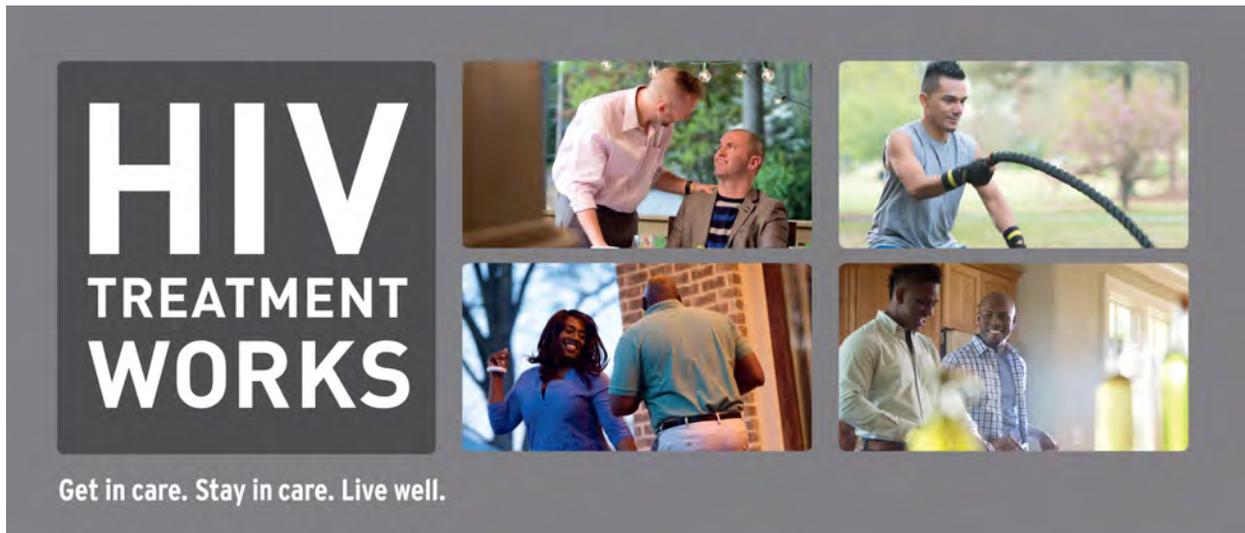
Get in care. Stay in care. Live well.

Copy this code:

```
<a href="http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/index.html?s_cid=bb-dhap-aaa-hivtw_019" title="CDC Campaign banner of Aaron, a person living with HIV since 2011 from St. Louis, Missouri: HIV Treatment Works. Get in Care. Stay in Care. Live Well. Hear
```

Print page
Act Against AIDS
@TalkHIV
Get email updates
Act Against AIDS in:
Spanish (Español)

Get Tested
Find an HIV testing site near you.
Enter ZIP code or City



***HIV Treatment Works* Sell Sheet**

The following *HIV Treatment Works* sell sheet on the next page offers an inventory of all available campaign materials, and instructions with how to order them for your community to use them in your organization and in your prevention efforts.

Palm Cards (continued)



HIV TREATMENT WORKS

Get in care. Stay in care. Live well.



Encouraging People Living With HIV to Get in Care. Stay in Care. Live Well.

HIV Treatment Works (www.cdc.gov/HIVTreatmentWorks) is a national communication campaign with the goal of encouraging people living with HIV to get in care, start taking HIV medications, remain in care, and adhere to treatment. This integrated social marketing campaign reflects input from more than 100 men and women from across the United States who are living with HIV and features people talking about how sticking with treatment helps them stay healthy; protect others; do what they love; and live a longer, healthier life. This campaign also focuses on how individuals have had to overcome barriers to get in care and stay on treatment.

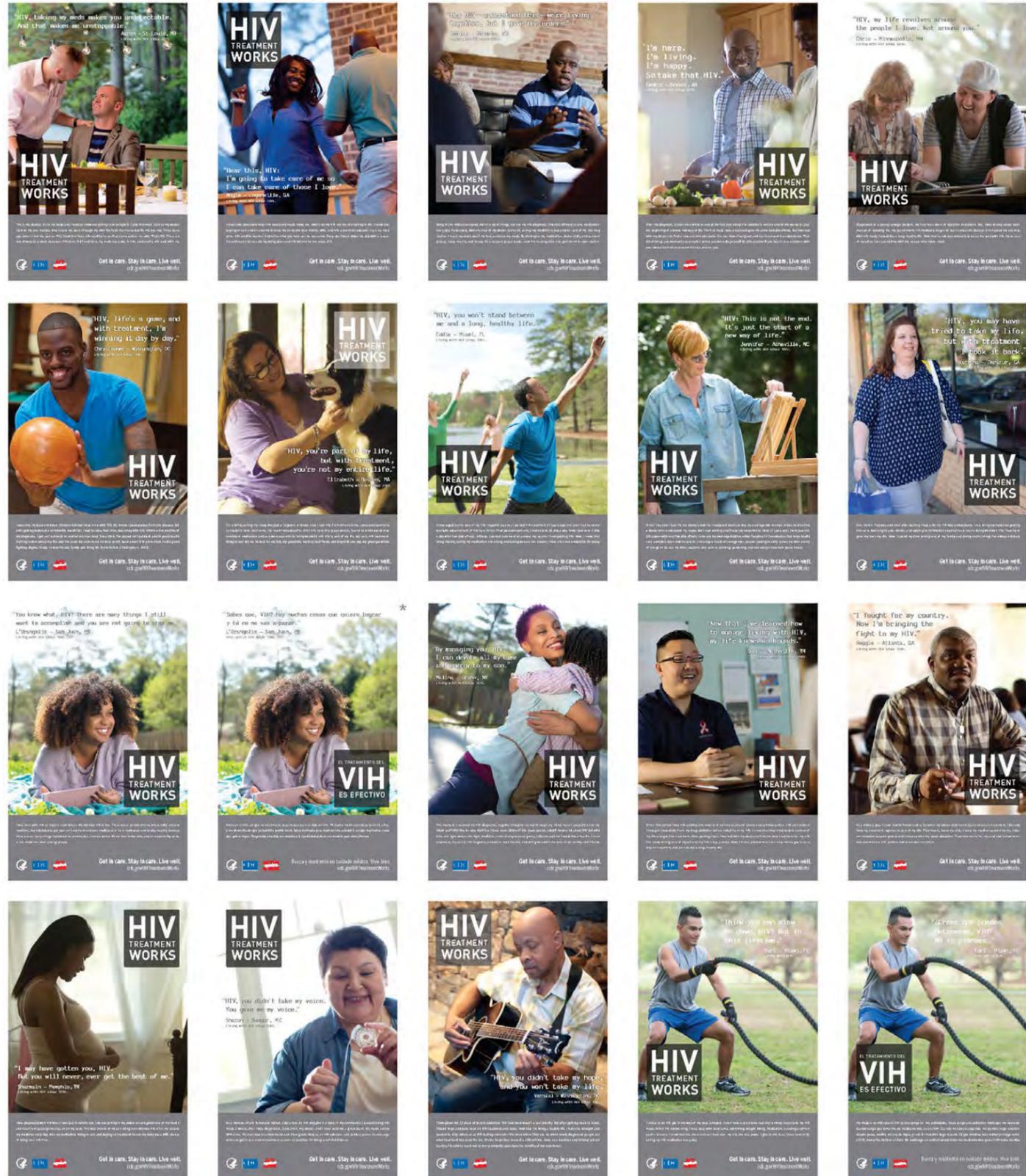
You can request printed versions of *HIV Treatment Works* materials to distribute at community events and to provide to venues in your city by sending an email request to HIVTreatmentWorks@air.org. Thank you for your efforts to combat HIV and for your continued support of CDC and *Act Against AIDS*.

*Spanish version



Posters

Download these ready-to-print posters (11" x 14") featuring people living with HIV talking about the importance of being in care and on treatment. *Posters can be downloaded from www.cdc.gov/HIVTreatmentWorks



Palm Cards

These ready-to-print, two-sided, 9" x 6" palm cards feature powerful campaign messages encouraging people living with HIV to get in care, stay in care, and live well. * Palm cards can be downloaded from www.cdc.gov/HIVTreatmentWorks



*Spanish version

