

MEDIA TOOLKIT

**NATIONAL
HIV
TESTING
DAY**

JUNE 27

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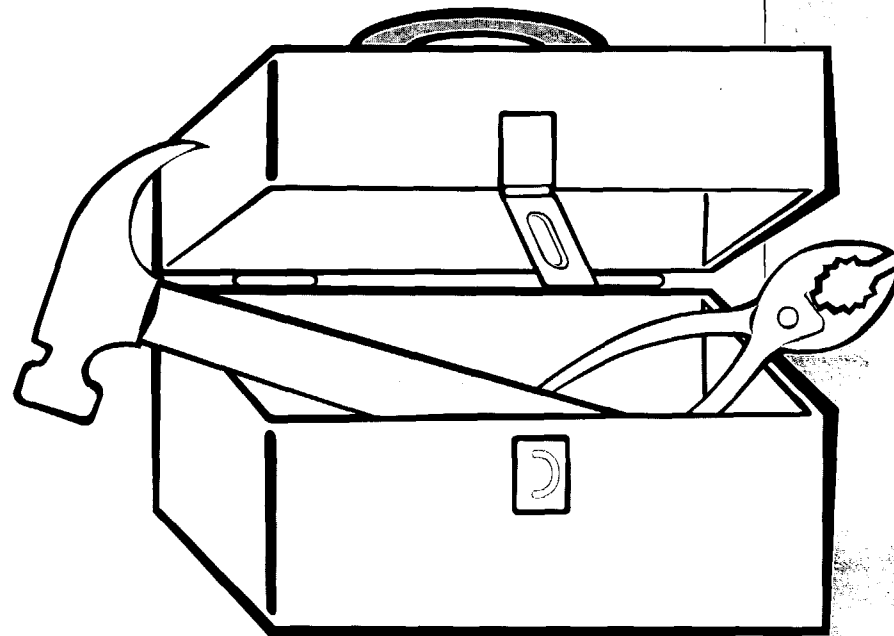
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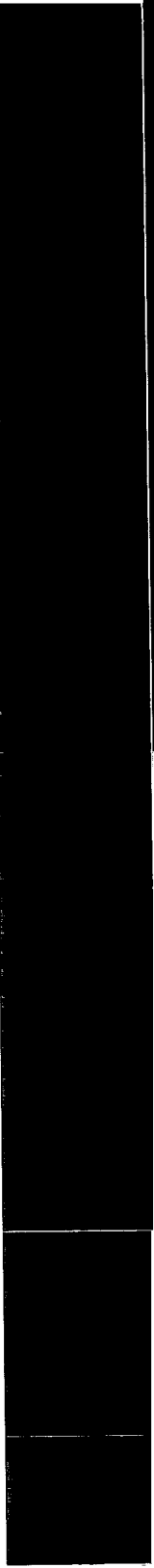
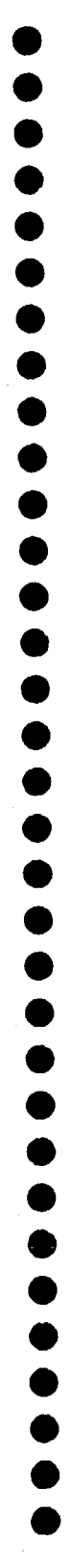
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Introduction

June 27th is National HIV Testing Day. This national public awareness campaign is designed to encourage more people to assess their risk of HIV infection, take the test to determine their sero-status, learn their test results, and if positive, to get treatment.

This media toolkit is supplied to assist you in getting media coverage for this important issue and your local activities. It provides tips, samples of successful and innovative strategies and event ideas that have worked for others, as well as how-to descriptions to help you carry out your activities.

We wish you success as you plan your National HIV Testing Day activities and hope that you find this media toolkit helpful.

History

National HIV Testing Day was developed by the National Association of People With AIDS (NAPWA) in 1995 to provide a focal point for testing promotion activities nationally. NAPWA created the campaign in response to a growing number of new HIV infections among specific populations in the United States and a widespread ambivalence among many Americans about the value of knowing their HIV sero-status. The campaign sends a signal from people living with HIV and AIDS that there are strong reasons for people at risk for HIV infection to learn their sero-status early and take charge of their health and future.

National HIV Testing Day has grown since its inception in 1995 when the campaign included more than 2,500 participants. By 2000, the campaign had grown to include nearly 12,000 state and local health departments, HIV service organizations, migrant and community health centers, community-based organizations, and testing centers. Media coverage has kept pace with this growth.

The goals of National HIV Testing Day each year include:

- Increasing the number of testing day network partners by 15 percent;
- Increasing the number of participants in the regional training program by 30 percent above the previous year's program; and
- Increasing the number of grant partners by 50 percent.

The campaign promotes the use of a combination of television and radio public service announcements, print advertisements, posters, news coverage, printed materials, and grassroots efforts to promote awareness of HIV risk and to encourage voluntary counseling and testing. The materials and activities are suitable for a wide range of audiences, but the campaign has a special focus on the following audiences:

- African Americans
- Latinos
- women at risk for infection
- youth and
- gay/bisexual men

Why have a National HIV Testing Day event?

While it is true that great progress has been made in the United States in the battle against HIV/AIDS, the epidemic is far from over. Much more still needs to be done especially in disproportionately hit minority communities.

The Centers for Disease Control and Prevention (CDC) estimates that there are around 800,000 to 900,000 people currently living with HIV in the U.S. And of those, approximately one-third don't know that they are infected. The overall goal of this campaign is to increase the number of people at highest risk who get tested, get the results, and receive treatment and prevention services. Studies have shown that people who know that they are infected are less likely to infect others, thus decreasing the spread of HIV/AIDS.

Who is Affected?

CDC estimates that there are approximately 40,000 new HIV infections occurring in the U.S. annually. More than half of new HIV infections are estimated to occur among African Americans, though they only represent 13 percent of the U.S. population. Latinos, who make up about 12 percent of the U.S. population, are also disproportionately affected.

In addressing the challenges posed by the impact of the HIV/AIDS epidemic in communities of color, we must address risk factors. Race and ethnicity are not risk factors for HIV/AIDS; however, there are risk factors that greatly affect people of color. Those factors include poverty, access to quality health care, and health care-seeking behavior.

Studies show that due to these issues and others, African Americans are less likely to get tested and to know whether or not they are infected. African Americans are more likely to be tested late, often too late to gain the optimum benefits from highly active antiretroviral therapy (HAART). The effect of this disparity is that African Americans are hospitalized because of HIV/AIDS at rates 10 times those of whites. Death rates are also significantly higher for African Americans.

There are other groups that are also hit hard by the epidemic. An estimated 30 percent of new HIV infections occur in women. Of those, approximately 75 percent become infected through unprotected sex and 25 percent become infected through sharing needles with infected individuals. Young people under the age of 25 and gay men are also impacted greatly. In addition, infection rates among gay males may be increasing in certain geographic locations after years of decline.

The campaign is geared toward reaching all of these impacted groups.

Why don't people get tested?

Although early diagnosis allows one to take actions to prevent the spread of HIV to others and to receive the benefits of new medical treatments, some people are reluctant to get tested.

Stigma

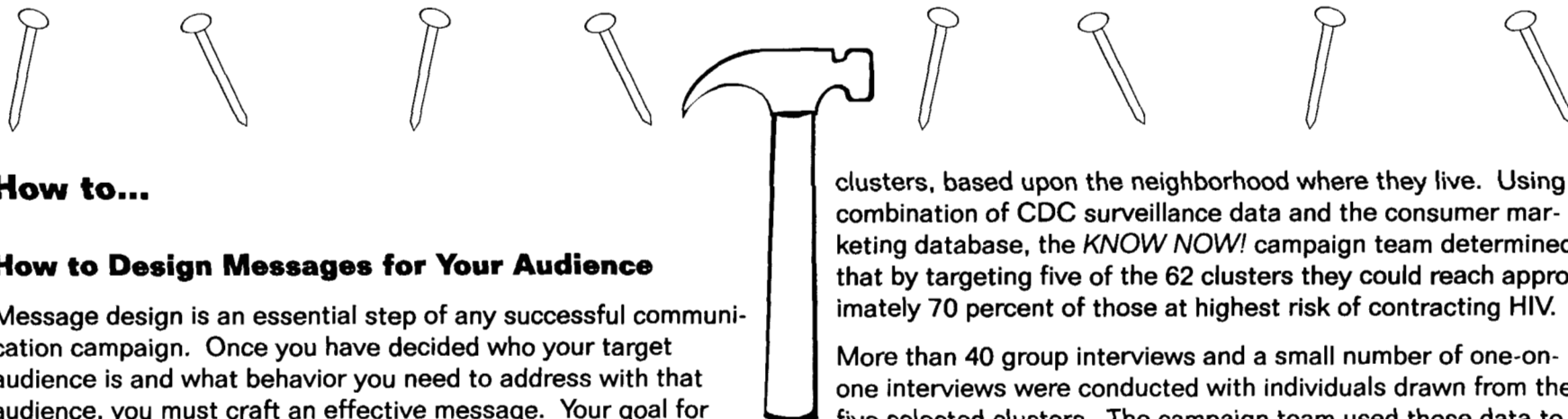
Stigmatization associated with HIV/AIDS often deters individuals from being tested and receiving early treatment. Some of the stigmatizing attitudes are the result of misinformation and concern about casual contact. Other stigmatizing attitudes may come from inexperience with the disease or not knowing anyone personally affected by it. NAPWA seeks to educate the public on the transmission of HIV, normalize testing, and reduce stigma.

Denial

Many who are at risk for HIV/AIDS don't acknowledge it. They don't believe that they are at risk so they don't believe that they need to get tested. They may hold on to the misconception that this is a gay disease or that HIV/AIDS only happens in larger cities. Denial is one way of making HIV/AIDS someone else's problem.

Fatalistic Attitude

Some individuals have seen their peers become infected with HIV and succumb, and since there is still no cure, they believe there is no need to get tested, find out the results, and then be able to do nothing but worry about it. They believe that there is nothing that they can do to prevent what they feel is inevitable for themselves and their community. NAPWA hopes to overcome fatalism by providing information on the benefits of early testing and by encouraging counseling to address individual needs and concerns.



How to...

How to Design Messages for Your Audience

Message design is an essential step of any successful communication campaign. Once you have decided who your target audience is and what behavior you need to address with that audience, you must craft an effective message. Your goal for the project and your specific, measurable communication objective will help guide development of the message. The message should be simple, to the point, and should appeal to the audience. When creating your message, you may want to take into account the following considerations:

- Who is the audience?
- What is the primary communication objective? What are the secondary messages?
- Is the message appropriate for the audience?
- Is the message culturally relevant? Does it translate to appropriate languages?
- Is the message crafted at the right readability level?

Example

Over the past two years, CDC's National Center for HIV, STD, and TB Prevention has conducted research in 12 U.S. media markets to inform the *KNOW NOW!* social marketing campaign (formerly referred to as Know Your Status). This campaign is an effort to target those at greatest risk for HIV with messages encouraging HIV testing and treatment. The outcome of this research may prove helpful to you as you plan your National HIV Testing Day campaign.

The *KNOW NOW!* campaign uses standard social marketing tools and a comprehensive consumer marketing database that describes the lifestyles and buying patterns of all U.S. citizens in great depth. It divides them into 62 very specific groups, or

clusters, based upon the neighborhood where they live. Using a combination of CDC surveillance data and the consumer marketing database, the *KNOW NOW!* campaign team determined that by targeting five of the 62 clusters they could reach approximately 70 percent of those at highest risk of contracting HIV.

More than 40 group interviews and a small number of one-on-one interviews were conducted with individuals drawn from the five selected clusters. The campaign team used these data to satisfy three objectives: to determine the saliency of basic HIV-related information; to confirm or validate media channels derived from the marketing database; and to explore possible messages to promote the *KNOW NOW!* campaign.

See Appendix A for brief descriptions of each of the five selected clusters, a sample of messages that tested well with each cluster, and messages that work well across all clusters.

How to Work with the Media

The media run stories with action, people, and substance. Make sure that you keep the media's needs in mind when you are pitching your story. You may want to answer the following questions to help clarify your activities and messages:

- What goals do you want to accomplish with National HIV Testing Day?
- Who is your target population?
- What message do you want to communicate? What do you want your audience to do?
- What types of media outreach would be most cost effective and efficient for accomplishing your goals?

Setting a Goal and Communication Objectives

- Set a goal for each communication product. In general, what are you trying to accomplish?
- Set specific, measurable communication objectives. Having measurable objectives will allow you to gauge the success of your communication product. Make sure the objectives are appropriate to the medium. For example, most mass media channels are appropriate to use in broad awareness efforts but not in behavior change.
- Choose a message that will help you meet your communication objectives. For example, you may want your audience to call a 1-800 number so you can measure the number of calls. Include the call to action in your message.

Choosing the Best Medium

Television

Television is a highly visible medium, so your message must have a strong visual impact. Many television segments use graphic elements. Television stories are very brief, only 15- to 60-second segments. Stories of 60 seconds or more are usually fully produced packages on extremely newsworthy topics. The deadline for television is often the day before for breaking news, by 10 A.M. for the 6 P.M. news, and three to eight weeks in advance for longer features.

Radio

Radio news is principally made of 10- to 15- second sound bites. Your spokesperson should be aware of the tone conveyed by his or her voice when responding to questions. Radio stations need several days notice of public events.

Print

Newspaper articles are able to give more substantive coverage to an issue. Reporters may use direct quotes from a statement or press release. For daily newspapers published in the morning, make sure they get your materials by 2 P.M. or 3 P.M. the

day before. For afternoon newspapers, the deadline is usually early morning the day that the paper comes out. Weekly newspapers have deadlines three to five days before publication. You may want to explore local community and organizational newsletters in addition to the local newspaper. Smaller publications are more likely to need content.

Letters to the editor are another vehicle for getting information printed in a newspaper or other print publication. Policy makers are usually the audience for letters to the editor. These letters are most likely to run but you have less control over them. They typically run when they are received, so proper timing is imperative. Letters to the editor must run before the event, but not more than a week in advance.

Getting Started - How to Pitch Your News Story

- Write your press release or media advisory (see examples).
- Research the media outlet and make sure you have the correct contact person at that outlet. For print, the contact person will be a specific reporter. At a radio or television station the contact may be a news director or producer. You will not have long to talk with the reporter, news director, or producer. Be sure to immediately share how your story will affect their audience – no matter what the medium.
- Find out how the media outlet prefers to receive press releases. Use that method to send the press release and only send one.
- Prepare the pitch before you call. Try to anticipate questions the reporter may ask you. Prepare a list of questions and answers for your discussion. Have spokespeople available to talk to the reporter or producer at a later date if they are interested.
- Make sure you have the necessary elements for each type of story. For a radio story, you will need some type of audio material or sound bite. For a television piece, you will need pictures that tell the story for you.

How to Compile a Media List

A list of your local news media can be obtained from your library, the Internet, or from the media relations departments of your local health department or other nonprofit organizations. Be sure not to limit yourself to just the traditional news stations or newspapers. Other media suggestions include: cable access stations; community and college radio stations; weekly or monthly newspapers; and alternative, neighborhood, or specialty publications. These outlets provide greater coverage opportunities since they specifically seek stories that the major media ignore. These outlets also often serve specific audiences that you want to reach.



How To Reach Your Audience Through Television

Special considerations:

- Type of television program that would most effectively reach your audience
- Ask about air times, when and how often a program will be aired, and who the audience is for a particular program
- Potential number of people to be reached
- Location of event (if applicable)
- Time needed to plan for and complete the project
- Determine approach – a guest appearance on an existing program (option A) or producing your own program (option B)

Option A: A guest appearance

1. Call the local cable station and ask to speak with the program producer about existing programs that may take an interest in your subject. Community service programs would work well for publicizing National HIV Testing Day activities and information.
2. Contact the program host to pitch your story idea.
3. Set dates for appearances. Once you have a date, you can advertise your appearance in other venues.
4. Discuss the format of the program with the interviewer, for example when and how long breaks for announcements will occur or how to handle calls from listeners during the program.
5. Provide the interviewer or host with a summary of what you will talk about and a list of possible questions the interviewer can ask you and a list of other possible guests and sources.
6. Provide the interviewer with phone numbers you wish to advertise during the program. Discuss any visuals you want to use.
7. Rehearse responses to the questions you prepare. Remember that responses should be short and to the point and that remaining focused on the message is important.

The day of the event

1. Wear solid colors, without prints, avoid white and, in some cases, blue.
2. On the day of the show arrive at least 30 minutes early.
3. Come prepared with notes and statistics.
4. Expect to be given a brief orientation about the studio equipment and set, as well as a 10-minute prep session on where to look, how to interact with the host during the taping, etc.

Final note: A guest appearance on a television program is an excellent opportunity for reaching audiences because this type of programming has a built-in audience.

Option B: Producing your own local access program

This option will take four to six weeks to plan and implement and will involve cost.

1. Call the local cable television station and ask to speak with the station manager to discuss the process of producing your own program, including necessary training and possible formats for the program you wish to develop. Possible program formats include one-on-one interview or interview with call in, in which viewers call in with comments or questions.
2. Consider having more than one person from your organization trained to be a program host. If there is a conflict on the day of the program, you will have a back-up host.
3. Be prepared to spend about six hours in training to become oriented to the set.
4. Once you have been trained, determine topics to discuss and when to discuss them, and begin the process of identifying guests to interview.
5. You can have a few programs during National HIV Testing Day or an ongoing program through which you highlight related events and activities throughout the year.

How To Reach Your Audience Through Radio

Special considerations:

- Type of radio program that would most effectively reach your audience
- Location of event (if applicable)
- Time needed to plan and complete this project is four to six weeks

Step 1: Planning for radio outreach

1. Inquire within your organization to find out if anyone has helpful connections at the radio station(s) you wish to be featured on.
2. Find out if any radio programs exist on which your organization or topic may currently appear.
3. Choose radio stations based on who your audience is. Radio stations will be able to provide you with demographic information about their target audiences.

Step 2: Preparing for program participation or hosting the radio program

1. Form a list of possible questions for the interviewer to ask. If hosting the program, answer these questions for listeners during your program. For example, possible areas on which to focus questions are HIV/AIDS and the urgency of testing, regarding the audience that will be listening, as well as highlights of programs your organization offers.
2. Provide a list of potential guests for the show.
3. Send or fax questions to the host of the program.
4. Inquire about the format of the show, how long it is and whether listeners will be able to call in with questions.
5. Rehearse responses to questions or information that will be given. Short responses are best, as you will want to ensure that all of your points are covered and that you keep the attention of listeners.

Step 3: The day of the program

1. Arrive 20 to 30 minutes before air time.
2. Bring any notes, statistics, phone numbers, and quotes you wish to refer to.
3. Rehearse responses to questions or information that will be given again.

Step 4: Follow-up

1. Send a thank you note or letter to the radio station for allowing your topic to be covered on their radio program.
2. Notify the radio station about how information aired on their radio program assisted in increasing HIV testing rates. For example, report the number of people who got tested.
3. Secure their support for radio coverage or a spot on their radio program for next year.

Final note: Radio is an effective medium for communicating messages to small communities as well as large populations. Your efforts may result in interest by other radio stations and may be solicited for airing elsewhere.

Print

How To Reach Your Audience Through Print Publication

Special considerations:

- Type of publication that would most effectively reach your audience
- Time needed to plan and complete this project is six to eight weeks
- Details of publishing the publication and related costs, i.e., graphic designer, writer
- Cost for delivery and research involved in gathering mailing lists for target recipients (if applicable)
- Type of publication, for example, flier, brochure or insert

Planning the publication

1. Determine the focus of the publication and the audience.
Content can include articles on HIV/AIDS on state and county levels, as well as human interest stories. A National HIV Testing Day activities schedule could also be included.
2. After the text has been edited, the publication can be printed.
A graphic designer can arrange the articles and photos. When the layout is completed, the publication can be taken to the printer to be printed.

Dissemination of the publication:

1. Begin distributing the publication in May.
2. Check with grocery store chains to find out if the publications can be placed in grocery bags.
3. Possible locations for distributing copies: county health departments, colleges and universities, libraries, businesses, banks, restaurants, bowling alleys, hospitals, and at athletic events.
4. Your newsletter could also be distributed on your Website or e-mailed as a PDF file to a distribution list.
5. Blast fax is another possible means of disseminating your publication.

Final note: Media attention to the publication can be gained on the radio and in newspapers, which could encourage additional community organizations and businesses to volunteer for future National HIV Testing Day publications.

Sample Press Release

PRESS RELEASE
[CURRENT DATE]

Contact: [INSERT NAME]
[INSERT PHONE NUMBER]

National HIV Testing Day - June 27

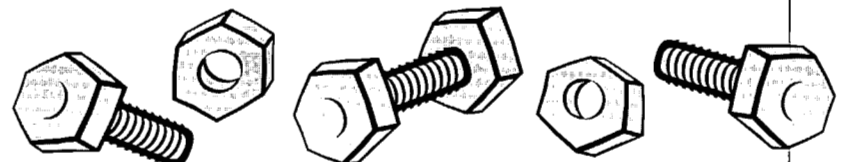
Startling as it may sound, the CDC estimates that nearly a quarter of a million Americans may have HIV and don't even know it. If you have had a sexually transmitted disease, have shared needles to inject drugs, or even if you have had sex without a condom just once, you should consider getting tested for HIV. Do it for yourself and those you care about.

National HIV Testing Day, June 27, is a national event designed to raise awareness of HIV testing. The National Association of People With AIDS (NAPWA) sponsors the event to educate the public about the benefits of early counseling, testing, and treatment.

Some of the activities planned in [YOUR CITY AND STATE], in conjunction with National HIV Testing Day, include _____, _____ and _____. For more information on how you can get involved locally with National HIV Testing Day activities, contact _____ at _____.

For more information about National HIV Testing Day, including events taking place nationwide, helpful links, and a list of the HIV testing sites nearest you, log on to www.nhtd.org - the official Web site for National HIV Testing Day, call the CDC National AIDS Hotline at (800) 342-AIDS, or visit the CDC HIV testing Web site at www.hivtest.org.

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Sample Media Advisory

FOR IMMEDIATE RELEASE [TODAY'S DATE]

CONTACTS: [campaign spokesperson(s)] [phone number]

(Your Organization) Recognizes National HIV Testing Day with Health Forum

WHAT: As part of the National Association of People With AIDS, National HIV Testing Day, [Community Organization Name] will launch [Name of Your Event] to educate community members about the importance of HIV prevention, and the benefits of early testing and treatment.

WHO: Featured speakers will be: [speaker name, title, and the reason for participating] [speaker name, title, and the reason for participating] [speaker name, title, and the reason for participating]

WHEN: [Day of the week, date]

WHERE: [Location] [Street Address] [Room number, if appropriate]

All speakers [or name of designated spokesperson] will be available for interviews following the [press conference/event].

#

Sample Radio PSA

60 seconds: Did you know that between 800,000 and 900,000 Americans are infected with HIV, the virus that causes AIDS, and as many as one-third don't even know it? If you have had a sexually transmitted disease, have shared needles to inject drugs, or even if you have had sex without a condom just once, you should consider getting tested for HIV. Get tested for yourself and those you care about. [YOUR ORGANIZATION] offers free anonymous HIV counseling and testing. To learn more information about HIV counseling and testing or to find a location near you, contact [NAME OF PERSON SCHEDULING APPOINTMENTS OR KEY WORD/PERSON'S FIRST NAME] at [PHONE NUMBER WITH AREA CODE]. Take the test. Take control. A project of the National Association of People With AIDS.

30 seconds: If you have had a sexually transmitted disease, have shared needles to inject drugs, or even if you have had sex without a condom just once, you should consider getting tested for HIV. [YOUR ORGANIZATION] offers free anonymous HIV counseling and testing. To learn more information about HIV counseling and testing or to find a location near you, contact [NAME OF PERSON SCHEDULING APPOINTMENTS OR KEY WORD/PERSON'S FIRST NAME] at [PHONE NUMBER WITH AREA CODE]. Take the test. Take control. A project of the National Association of People With AIDS.

10 second tag: Know whether or not you are infected now. Take the test. Take control.

Sample Newsletter Article

Why Get an HIV Test? It Could Make a Big Difference!

The AIDS Epidemic and Communities of Color

HIV, the virus that causes AIDS, passes from one person to another primarily through unprotected sex (no condom) or through sharing needles to inject drugs. Since the HIV/AIDS epidemic began, over **(Add Local Statistics)** in **(Add City)** have died from illness related to AIDS.

Today, more African Americans ages 25-44 die of AIDS than any other cause. But it should not be that way. AIDS is completely preventable. And although there is still no cure for AIDS, today's new medicines can help people with HIV infection and AIDS live longer and feel better. This is especially true for many people who start taking the medicines shortly after they become infected with HIV. Unfortunately, people of color (African Americans and Hispanics) are less likely than white Americans to get tested for HIV. As a result, people of color are less likely than whites to begin taking these medicines quickly enough.

The More You Know About HIV Testing, the Better Off You Are

The Centers for Disease Control and Prevention (CDC) estimates that there are 800,000 to 900,000 people in the United States currently living with HIV infection. Approximately one-third of them don't know that they are infected. Imagine having HIV and not knowing it. You wouldn't know to protect your own health and the health of your partner(s). Imagine if your

partner(s) had HIV and didn't know it. That's why getting tested is important.

It may also matter how recently you or your partner(s) became HIV infected. Studies have shown that people have a better chance of passing HIV infection to others shortly after becoming infected themselves. So it's best to get tested early and know.

In fact, research shows that people who find out they are infected with HIV take significant steps to protect their partners.

In addition to being able to protect others, the sooner individuals find out they're HIV positive the sooner they can start taking medicine. The sooner they start taking medicine, the better their chances for living longer. So think about whether you may have HIV infection. If you think there's a chance (see box), get tested as soon as possible.

Where Do I Get Tested for HIV?

There are many places you can go to be tested for HIV infection. Common testing locations include local health departments, offices of private doctors, hospitals, and sites specifically set up to provide HIV testing. **(Add Local Testing Information)**

If you could possibly have HIV, you owe it to yourself to get tested. You may have HIV if you have ever:

- been diagnosed with a sexually transmitted disease (STD), or your partner has ever been diagnosed with an STD,
- shared needles to inject drugs, or
- had unprotected sex.

If any of these is true, get tested, and do it now!

It is important to get tested at a place that also provides counseling about HIV and AIDS. Counselors can answer any questions you might

have about how you might have gotten HIV infected and ways you can protect yourself and others in the future. In addition, they can help you understand the meaning of the test results and describe the AIDS resources available in the local area.

For more information and a list of the HIV testing sites nearest you, call the CDC National AIDS Hotline at (800) 342-AIDS or (800) 344-7432 (Spanish), or visit the CDC HIV testing Web site at www.hivtest.org. **(Add your local hotline and Web site information)**

Remember: There's No Substitute for Prevention

The best way to avoid HIV infection is to not have sex or to never have sex without using a latex condom and to never share needles to inject drugs. Getting tested does not replace any of these preventive measures. However, if you think there's a chance you could have become HIV infected through sex or sharing needles, get an HIV test as soon as possible. It's the best way to take charge of your health.

Sample Letter to the Editor

Dear [INSERT TITLE HERE]

June 27th is National HIV Testing Day. This national public awareness campaign is designed to encourage more people to assess their risk of HIV infection, take the test to determine their sero-status, and get treatment.

The Centers for Disease Control and Prevention (CDC) estimates that there are 800,000 to 900,000 people currently living with HIV in the United States, of whom approximately one-third don't know that they are infected. There are an estimated 40,000 new HIV infections occurring in the U.S. every year – up to 50 percent of them are estimated to occur among those under age 25. Communities of color, women, and youth represent a significant number of new HIV and AIDS cases.

The National HIV Testing Day campaign addresses African Americans, Latinos, women at risk for infection, young people, and men who have sex with men. Each year that the National HIV Testing Day campaign has taken place, the number of people tested in public-funded counseling and testing sites during that one-week period has increased. So has the number of positive test results.

There are many benefits to getting tested and learning the results. Research has shown that individuals who know they are infected with HIV are more likely to make informed decisions to protect their loved ones. Early knowledge of sero-status can become an important prevention strategy when those who are infected take action to not spread the virus. In addition, with the advent of new therapies, it has become increasingly important for infected individuals to seek medical care as early as possible. National HIV Testing Day raises awareness of the benefits of HIV testing for people at high risk of HIV infection.

While new drug treatment options provide great hope for many to live longer, more productive lives, the fact remains that there is no cure for AIDS. There is no vaccine to prevent HIV infections.

We encourage you to participate in this important effort with your colleagues and constituents. Your support truly makes a difference in America's ongoing efforts to minimize the devastating effects of HIV and AIDS. For more information about National HIV Testing Day, including events taking place nationwide, helpful links, and a list of the HIV testing sites nearest you, log on to www.nhtd.org - the official Web site for National HIV Testing Day, call the CDC National AIDS Hotline at (800) 342-AIDS, or visit the CDC HIV testing Web site at www.hivtest.org.

Sincerely,

[INSERT YOUR NAME AND/OR ORGANIZATION HERE]

Sample Special Events

Graffiti Party

The Hispanic HIV/AIDS Coalition held a graffiti party in Little Havana at Riverside Park in Miami to attract Latino youth from 13 to 21 years old. They contacted local radio stations and placed announcements. Volunteers distributed flyers at junior and senior high schools throughout the target area.

Arrangements were made to provide pre- and post-test counselors. Non-intrusive oral tests were administered. Testing participants picked up their test results at a later specified date.

Health Fair

The Women of Color AID Council held a community-based health fair across the street from their office where they provided health screenings. They approached a local radio station with requests for music and coverage, which they provided. The fair included food, drink, jungle gyms, and games to entertain children and adults. Certified practitioners provided free massages and acupuncture treatments. Prizes were awarded for completion of health screeners, for correct answers to risk trivia questions, and for winning raffle tickets. The Council contacted local businesses for donations of prizes and services. The prizes included zoo, club, and museum admissions, free hair styling, tennis lessons, and a mountain bike. Many health service organizations provided literature from their centers with the main focus on HIV/AIDS prevention.

Social/Party

Brothers United/SIMBE Health Project 2000 of Nashville, Tennessee, targeted African-American men who have sex with men. To promote their event, they placed articles in their newsletter, distributed flyers, placed ads in local and national gay publications and utilized the Internet for mass e-mails. Participants who attended the social gathering were able to benefit from pre-test counseling, officially certified HIV-1 OraSure testing, and client centered counseling.

Taking the Testing Message to the Streets

The Whitman Walker Clinic (WWC) in Washington, D.C., targeted African Americans and Latinos by having its staff walk the streets of target neighborhoods and hang posters in businesses, at bus stops, and on street corners. Volunteers and staff distributed posters to churches, schools, bars, clinics, community-based organizations, and clubs. Staff provided informal prevention counseling on the street. They reached an estimated 6,000 clients. Several clinics participated in testing those who were reached and WWC provided testing during outreach events using a mobile unit.

Lead By Example

Mayor Roger Quiroga of Galveston, Texas, got tested in the hopes of eliminating the fear of stigma in his community. Community leaders getting tested could be a big draw to an event such as a health fair.

Other activities

- Partner with radio personalities to sponsor trivia contests featuring facts about testing on radio stations and solicit sponsors to provide prizes for the winners.
- Schedule interviews on local radio and community TV programs to raise awareness of HIV/AIDS and the benefits of testing.
- Encourage the local religious community to promote awareness and the importance of getting tested. Sponsor health fairs or HIV testing at local churches.
- Post press releases on bulletin boards at local businesses.
- Have a T-shirt or poster design contest.
- Distribute information or set up an exhibit at a community fair, flea market, farmer's market, or mall.
- Send a letter to influential leaders in your community informing them of your event and requesting their support.
- Have an open house with food, drink, information, and testing.
- Have an essay contest.
- Partner with student groups at local universities to sponsor a National HIV Testing Day event.

Messages that Work Across All Target Audiences

"You are at risk for HIV."

This risk underestimation platform tested fairly well with all groups, although sexual and needle use risk may need to be dealt with in separate messages.

Sample Message

If you have unprotected sex or share needles to inject drugs, you are at risk for HIV and AIDS. HIV is still spreading and spreading too fast among both men and women. But you can act to protect your sex partners and prevent further spread of the virus by practicing safer sex and getting tested for HIV. If you test positive for HIV, there are new treatments to help you manage HIV infection, especially if you start taking them soon after you have been infected. To protect yourself and those you care about, get tested for HIV.

"Facing an HIV test may not be easy, but it is worth it."

This message platform tested well and may address two important barriers to testing: denial of risk and fear of testing positive.

Sample Message

Getting an HIV test isn't the easiest thing to do. It can feel threatening and scary. But the benefits of getting tested and knowing whether or not you have HIV far outweigh the down sides. Everyone benefits - you, your partners, and your family. If you find out that you are infected with HIV, you can get treatment that will help you manage it. The earlier you know and get treatment, the more likely you will live a longer and healthier life. And, if you know that you are infected with HIV, you can act to protect your sex partners and prevent further spread of the virus.

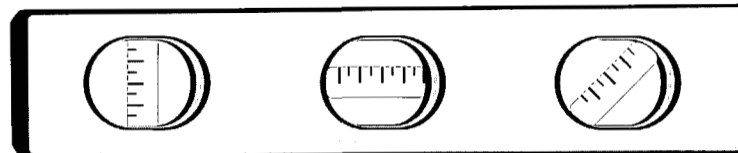
"Taking an HIV test can be simple and easy."

This message tested very well and aroused only positive emotional reactions. It was considered informational and useful.

Sample Message

It's easy and painless to get tested for HIV. There are lots of choices about how to test as well as hours and locations of testing facilities. Testing is available in many different health care settings, neighborhoods, and languages. You can get tested at your doctor's office, a hospital or community clinic, from a neighborhood outreach worker, or even in the comfort of your own home. Home tests involve only a simple finger prick. You can even be tested orally with a painless cotton swab. Many testing options are either free or very low cost. It's possible to learn test results in just a few days. For information about HIV testing, call 1-800-342-AIDS or visit www.hivtest.org.

If you don't know whether or not you are infected with HIV, find out. Get tested. Early detection and treatment of HIV is important for a longer and healthier life.



Urban Uptown Singles

Members of this audience include a fully integrated mixture of executives and professionals in the fields of business, finance, entertainment, and education living side-by-side with students, actors, and writers. This multi-racial, educated group is dominated by singles and has the nation's second lowest index for children. Urban Uptown Singles rank in the nation's second most affluent social group. Recently, they have absorbed a wave of upscale immigrants from Eastern Europe, Asia, and the Middle East. For the purposes of its HIV testing campaign, CDC will target Men Who have Sex with Men (MSM) within this group.

Suggested Approach/Strategy

Tie-ins to radio would be effective with this audience, especially with stations that play jazz and classical music. Tie-ins with established Web sites might also be effective in reaching this group. Web sites with content including travel, music, dining, and working out should be explored. Banners and links between popular Web sites and health sites could be developed. Urban Uptown Singles are more likely than other residents to be reached in public spaces. It may be possible to reach them through schools, libraries, hospitals, publicly funded aid organizations, and Web sites and web events with a social-activist orientation.

Message Concept

The message concept is an overarching theme that would tie the campaign together.

"Face up to the risk that HIV continues to pose."

This message ranked high with this audience in terms of motivation. It also scored well with regards to understanding, credibility, and interest. However, some audience members did not like the idea of singling out MSMs with a message that may appear to have a preachy tone.

Sample Message

If you are a sexually active man who has unprotected sex with other men, you are at risk for HIV. There is no cure for HIV, the virus that causes AIDS, and there is no miracle "morning after" pill to take if you are exposed. New treatments can help people with HIV manage it and live longer and healthier. But, the treatments are hard to take, and they don't work for everyone. They also don't always prevent infection to others. Even HIV-positive individuals whose virus is not detectable have infected others.

It doesn't make a difference how old you are, what race you are, or how attractive and healthy you look. Anyone can BE infected and anyone can GET infected. Find out now. Get tested.

For more information about National HIV Testing Day, including events taking place nationwide, helpful links, and a list of the HIV testing sites nearest you, log on to www.nhtd.org - the official Web site for National HIV Testing Day, call the CDC National AIDS Hotline at (800) 342-AIDS, or visit the CDC HIV Testing Web site at www.hivtest.org.

Ethnically Mixed Urban Centers Singles

Members of this group are found in most Eastern mega-cities and the New West (urban areas in Utah, Colorado, Washington, and Oregon). This audience has the third highest number of single residents. Often found near urban universities, this group hosts a large number of students. Its members tend to include a mixture of races. Many are transients and work in night trades (waiters, waitresses, bartenders). This segment is best described as a poor man's Bohemia with low incomes, high poverty ratios, and chronic unemployment.

Suggested Approach/Strategy

Partnerships with local radio stations that play urban, rap, and dance music and stations that carry pro basketball games may be effective in reaching this audience. Local pool halls also present an important opportunity for reaching this audience. Members of this group are likely to be affected by peer pressure when making purchasing decisions, so peer-to-peer communication channels and messages may work very well with this group.

Message Concept

"Taking an HIV test can be simple and easy."

This message platform works well in terms of clarity and credibility. It was also interesting and relevant to the audience. Members of this group indicated that this platform provided them with new information on testing.

Sample Message

It's easy and painless to get tested for HIV. There are lots of choices about how to test as well as hours and locations of testing facilities. Testing is available in many different health care settings, neighborhoods, and languages. Some tests involve only a simple finger prick. You can even be tested painlessly in your mouth with a cotton swab. Many tests are either free or very low cost. It's possible to learn your test results in just a few days. If you don't know whether or not you are infected with HIV,

find out. Get tested. The sooner you find out, the more likely you are to live a longer, healthier life.

For more information about National HIV Testing Day, including events taking place nationwide, helpful links, and a list of the HIV testing sites nearest you, log on to www.nhtd.org - the official Web site for National HIV Testing Day, call the CDC National AIDS Hotline at (800) 342-AIDS, or visit the CDC HIV Testing Web site at www.hivtest.org.

Hispanic Mix

Members of this group include residents of the nation's bilingual, Hispanic barrios, chiefly concentrated in the Atlantic metro corridor, Chicago, Miami, Texas, Los Angeles, and the Southwest. These neighborhoods are populated by large families with many small children. They rank second in percentage of foreign born and first in transient immigration. They are characterized by low incomes and high poverty ratios.

Suggested Approach/Strategy

Outreach through partnerships with community- and culture-specific organizations, such as churches, local PTAs, and neighborhood businesses, may be effective in reaching members of this audience. This group may also be reached through radio, especially Spanish, urban contemporary, and jazz stations. Partnerships with local transportation authorities will also provide channels to reach this audience.

Message Concept

"Facing an HIV test may not be easy, but it's worth it."

Ratings for comprehension, credibility, interest, and relevance were high for this message platform. Members of the Hispanic Mix group rated this message platform higher than any other in terms of motivation.

Sample Message

Facing the need for an HIV test isn't the easiest thing to do. It can feel threatening and scary. But the benefits of getting tested and knowing whether or not you have HIV far outweigh the down sides. Everyone benefits – you, your partners, and the community. If you find out that you are infected with HIV, you can get treatment that will help you manage it. The earlier you detect HIV and get treatment, the more likely you will live a longer and healthier life. And, if you know that you are positive with HIV, you can protect your partners and prevent further spread of the virus.

For more information about National HIV Testing Day, including events taking place nationwide, helpful links, and a list of the HIV testing sites nearest you, log on to www.nhtd.org - the official Web site for National HIV Testing Day, call the CDC National AIDS Hotline at (800) 342-AIDS, or visit the CDC HIV Testing Web site at www.hivtest.org.

Sample Message in Spanish

Hacerse la prueba del VIH no es fácil. Puede provocar miedo y sentirse amenazante. Pero los beneficios de hacerse la prueba y enterarse si usted tiene el virus del VIH ampliamente exceden el no saber. Todos se benefician - usted, sus parejas y la comunidad. Si usted se entera que está infectado con el VIH, usted puede conseguir tratamiento que le ayudará a administrarlo y a vivir una vida más larga y más saludable. También, si usted sabe que está infectado con el VIH, puede conscientemente proteger a sus compañeros sexuales y prevenir la propagación adicional del virus.

Para obtener más información sobre el Día Nacional de la Prueba del VIH, incluyendo listas de actividades que se patrocinaran y listas de sitios para hacerse la prueba del VIH localizadas cerca de usted, acuda a la página oficial de internet del Día Nacional de la Prueba del VIH, www.nhtd.org, llame a la Línea Nacional de Información sobre el VIH/ SIDA en Español al 1-800-344-7432 o visite la página de internet de Los Centros para el Control y la Prevención de Enfermedades www.hivtest.org.

Urban Centers Mix

Members of this group are concentrated in large Eastern cities. Living in some of the nation's poorest neighborhoods, Urban Centers Mix residents have staggering levels of unemployment. Many residents are receiving public assistance. Eight out of 10 of these households are African American, and seven in 10 are households with children in single-parent families.

Suggested Approach/Strategy

Television appears to be the best media channel for reaching Urban Centers Mix residents. PSAs could be placed on network or cable television. This audience is also likely to listen to the radio, especially from 6 a.m. to 10 a.m. They are most likely to listen to dance/rap, black gospel, soul/R&B/black, and urban/contemporary programming. Partnerships with the local transit authorities may provide a good opportunity for reaching this audience that relies heavily on public transportation.

Message Concept

"AIDS hasn't gone away. Ignoring it could have serious consequences."

Members of this audience may react well to the "hard hitting" nature of this message platform. Although some may view the tone as preachy, the directness of the message got a good response.

Sample Message

If you are like most people, you are tired of hearing about HIV. You are tired of having to think about it. You want it to go away. But it hasn't. And, it isn't going to anytime soon. In fact, the number of people infected with HIV continues to grow. Despite treatment advances, there is still no cure. So we need to keep paying attention to AIDS. Keep practicing safer sex. Get an HIV test. Learn whether you have been infected with HIV or not. If you test positive for HIV, get treatment.

For more information about National HIV Testing Day, including events taking place nationwide, helpful links, and a list of the HIV testing sites nearest you, log on to www.nhtd.org - the official Web site for National HIV Testing Day, call the CDC National AIDS Hotline at (800) 342-AIDS, or visit the CDC HIV Testing Web site at www.hivtest.org.

Southside Second Cities

Members of this group are concentrated in the downtown neighborhoods of hundreds of second cities and satellite cities on the fringes of major metro areas in the Southeast, the smaller cities of the Mississippi delta, the Gulf Coast, and the Atlantic states. Southside Second Cities residents are very poor but keep afloat because they tend to be located in areas with low costs of living. Characteristic of this group is a mix of labor and service jobs coupled with pockets of unemployment, broken homes, and single parents.

Suggested Approach/Strategy

Partnerships with culture-specific and faith-based organizations will be instrumental in reaching this group. Representatives from local television stations, radio stations, and newspapers should be invited to partner in hosting health events. Radio disc jockeys may be especially good spokespeople and have high credibility with this audience. This audience listens to religious and urban contemporary programming at a high rate. Peer-to-peer communication channels and messages should be effective in reaching members of Southside Second Cities.

Message Concept

"You are at risk for HIV."

This risk underestimation concept tested well, although sexual and needle use risk may need to be dealt with in separate messages. Some respondents felt that the reference to needle use was not directed at them and that they were not part of the audience for this message.

Sample Message

If you have unprotected sex or share needles to inject drugs, you are at risk for HIV and AIDS. HIV is still spreading and spreading too fast among both men and women. But you can act to protect your sex partners and prevent further spread of the virus by practicing safer sex and getting tested for HIV. If you test positive for HIV, there are new treatments to help you manage HIV

infection, especially if you start taking them soon after you have been infected. To protect yourself and those you care about, get tested for HIV.

For more information about National HIV Testing Day, including events taking place nationwide, helpful links, and a list of the HIV testing sites nearest you, log on to www.nhtd.org - the official Web site for National HIV Testing Day, call the CDC National AIDS Hotline at (800) 342-AIDS, or visit the CDC HIV Testing Web site at www.hivtest.org.

Notes

NATIONAL HIV TESTING DAY ACTIVITY FOLLOW-UP REPORT

Please complete this form to provide us with information on your National HIV Testing Day event. We will use this information to help evaluate this year's campaign and to plan next year's campaign. Please circle Yes or No, or write in your response.

Name _____

Organization _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____

☐ What kind of activity did you sponsor this year? _____

☐ Did you sponsor a National HIV Testing Day activity last year?

Yes No

☐ Was the attendance at this year's activity higher than last year's?

Yes No

☐ What was the percentage increase or decrease in attendance?

_____ % increase _____ % decrease

☐ Did your organization provide HIV testing?

Yes No

☐ If yes, did your organization provide pre- or post-test counseling?

Yes No

☐ How many people were tested? _____

☐ Did your organization provide alternative testing methods such as Orasure or rapid testing?

Yes No

☐ How many people checked back for their results? _____

☐ How many people were sero-positive? _____

☐ Did your organization provide referrals for treatment and prevention services?

Yes No

☐ How did you publicize the activity(ies)? (Please check all that apply)

TV _____ Radio _____ Newspaper _____ Flyers _____ Word of mouth _____

☐ If you would like, in the space below, please provide additional information about your activity.
Continue on another page if necessary.

COMPLETED FORMS AND ATTACHMENTS SHOULD BE FORWARDED TO:

National HIV Testing Day Evaluation
CDC National Prevention Information Network (NPIN)
P.O. Box 6003
Rockville, MD 20849-6003
FAX 1-888-282-7681



CENTERS FOR DISEASE
CONTROL AND PREVENTION