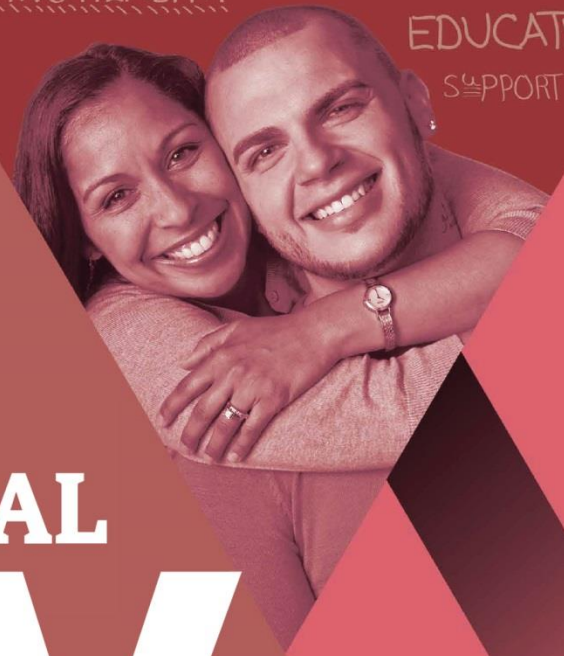


LIVING WITH HIV Love Family Knowledge Care

FRIENDS share

STAYING HEALTHY

<<mentor>> EDUCATE SUPPORT



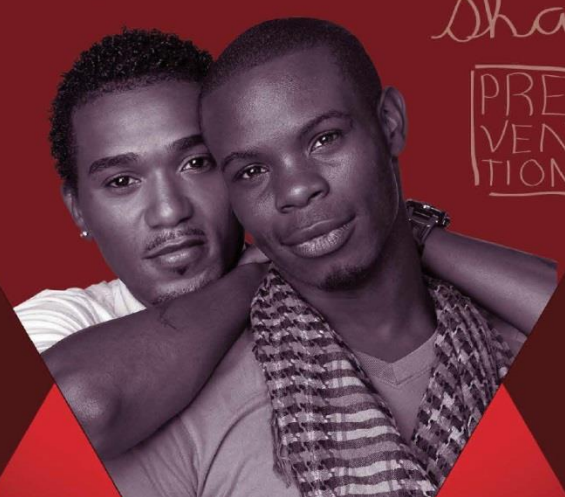
2016 NATIONAL HIV TESTING DAY TOOLKIT

A Resource Guide for Prevention Partners

LIFE get involved network prevention

honesty Health blogging TALK share raise awareness ↑Speak Up↑

community Be Open Speak Out VOLUNTEER love



PREVENTION

2016 NATIONAL HIV TESTING DAY TOOLKIT

Table of Contents

Introduction – How to use the 2016 National HIV Testing Day Toolkit	3
NHTD Event Planning	4
Organizing Testing Day Events	6
Sample Social Media Messages.....	7

2016 NATIONAL HIV TESTING DAY TOOLKIT

Introduction – How to use the 2016 National HIV Testing Day Toolkit

This toolkit was developed for use by federal, state, and local prevention partners and healthcare professionals to serve as a resource guide for promoting and planning events to raise awareness about the importance of National HIV Testing Day (NHTD).

NHTD is observed on June 27th as a call to action to get tested for HIV. HIV testing is a critical component of prevention efforts – with more testing we can prevent needless HIV infections and deaths and save lives. Additionally, early detection of HIV infection can lead to early treatment and better outcomes.

HIV testing is one of our most powerful tools in the fight against HIV.

- More than 1.2 million people in the United States are living with HIV. 1 in 8 do not know it.
- About 30% of new infections in the United States are due to transmission from people who are unaware of their infection.
- HIV testing is the only way for the approximately 156,300 Americans living with undiagnosed HIV to learn their status so they can access HIV care and treatment.
- Besides helping people with HIV live longer, healthier lives, antiretroviral therapy can nearly eliminate the risk that a person with HIV will transmit the virus.

How to Use the Toolkit

The toolkit can assist prevention partners by providing:

- Ideas for local NHTD events you can implement
- A *How To* guide for organizing your NHTD events
- Sample social media messages and images for your organization's various channels

Find Additional Resources to Support Local NHTD Efforts

- [NHTD Website](#)
- CDC maintains fact sheets on the populations most affected by HIV. A full listing of CDC's HIV fact sheets can be found [here](#).
- CDC has several [campaigns](#) to promote HIV testing
- [GetTested.gov](#) Testing locator
- [AIDS.gov Testing and Services Locator](#)

2016 NATIONAL HIV TESTING DAY TOOLKIT

NHTD Event Planning

Presentations, testing events, dissemination of educational materials, distribution of condoms, social media are all potential activities to promote and encourage participation in NHTD. Whether you are a health department, community-based organization, or other partner agency, the suggestions below provide ideas of how to contribute to and promote NHTD. For more NHTD event planning resources and ideas visit AIDS.gov.

Sample Activity Ideas	Description
HIV 101 Presentation (Q & A)	<ul style="list-style-type: none">• Give a presentation educating the community (providers included) on the basics of HIV, followed by a Q&A session.• Present the most updated national statistics for your local area and groups most affected.
Prevention for Positives Presentation (Q & A)	<ul style="list-style-type: none">• Host a Prevention for Positives presentation, to educate about the importance of linkage to care and remaining in care.• Hold a discussion panel with 4-5 persons living with HIV/AIDS to speak on their personal experiences. Invite individuals from different communities
HIV Testing Events	<ul style="list-style-type: none">• Host an HIV testing event.<ul style="list-style-type: none">○ Mobile testing units, providing home testing kits, or hosting testing events at community organizations.• Educate individuals on HIV/STD correlation and co-infection.• Encourage routine HIV testing.• Encourage health care providers to test their patients for HIV

2016 NATIONAL HIV TESTING DAY TOOLKIT

<p>Education Tables</p>	<ul style="list-style-type: none"> • Set up tables around the community to distribute free HIV educational materials. • Consider setting up tables at locations such as: <ul style="list-style-type: none"> ○ Grocery stores, libraries, parks, gas stations and churches.
<p>Resource Awareness and Condom Distribution (for funded State and Local partners)</p>	<ul style="list-style-type: none"> • Offer free condoms and lube kits to individuals throughout the community. • Target zip codes with highest HIV morbidity. To locate targeted areas in your community visit the Atlas Guide. • Include information on locations that offer free HIV testing. • Provide resources for local: <ul style="list-style-type: none"> ○ PrEP services, linkage to care services, substance abuse programs and housing programs.
<p>Social Media Activities</p>	<ul style="list-style-type: none"> • Promote “call to action” HIV testing messages on your website and social media channels. • Share with and repost HIV testing messages from your followers. • Add testing locator widgets. • Post logos and other images showing HIV awareness and support. • Share and post images from testing day events. • Promote testing campaigns. • Host or facilitate an interview or live video blog with a local partner on the importance of HIV testing • Consider multiple social media channels, such as: <ul style="list-style-type: none"> ○ Facebook, Snapchat, Instagram, Google Hangout and Twitter.

2016 NATIONAL HIV TESTING DAY TOOLKIT

Organizing Testing Day Events

<p>Set Testing Goals</p>	<ul style="list-style-type: none"> • Define what your organization/agency wants to accomplish for your NHTD event. (Number of attendees, certain target groups reached, number of tests performed, number of newly diagnosed positives). • Outline funding sources and sponsors to help your reach set goals.
<p>Solidify Partners</p>	<ul style="list-style-type: none"> • Identify and organize a group of key community partners that you would like to collaborate with. • Having partners increases the amount of individuals that can be reached.
<p>Develop an Action Plan</p>	<ul style="list-style-type: none"> • Know a start and end time for the event. • Have proper materials to conduct confidential testing. (Noise makers, dividers/partitions, tables, chairs) • Establish job duties.
<p>Identify a Centralized Venue</p>	<ul style="list-style-type: none"> • Establish a centralized location that's accessible to everyone. • Climate controlled environment preferably.
<p>Recruit Volunteers</p>	<ul style="list-style-type: none"> • Recruit volunteers from partner organizations and from within the community. • Use multiple recruiting tools to find volunteers. (Letters to partner organizations, flyers, social media) • Have enough volunteers on staff, to ensure your event runs smoothly.
<p>External Invites</p>	<ul style="list-style-type: none"> • Consider media coverage for your event. (Local radio station, newspapers, public access television) • Include local celebrities to help draw in a larger crowd and help raise awareness.
<p>Evaluate</p>	<ul style="list-style-type: none"> • Post-event evaluation is essential. • Discuss both the positives and negatives of the event; followed by improvements that can be utilized for future observance day events. • Share important outcomes with the community. (Number of attendees, number of tests conducted, materials distributed)

2016 NATIONAL HIV TESTING DAY TOOLKIT

Sample Social Media Messages

Twitter

- June 27 is National HIV Testing Day. Visit <https://gettested.cdc.gov/> to find a testing site near you. #NHTD2016
- Get the facts and #GetTested this National HIV Testing Day. <http://www.cdc.gov/features/HIVtesting/> #NHTD2016
- Take care of you and your partner's sexual health – #GetTested for #HIV. #NHTD2016 <http://www.cdc.gov/features/HIVtesting/>
- Have questions about #HIV testing? Find your answers here: <http://www.cdc.gov/hiv/basics/testing.html> #NHTD2016
- National HIV Testing Day is approaching. Learn the basics of #HIV & prevention. #NHTD2016 <http://www.cdc.gov/features/HIVtesting/>
- Are you #DoingIt this National HIV Testing Day? Get out and #GetTested. #NHTD2016 <http://www.cdc.gov/actagainstaids/campaigns/doingit/gettested/index.html>
- RT this message to encourage others to #GetTested for National HIV Testing Day! #NHTD2016
- Spread the word. Share your knowledge. Share your story. #NHTD2016
- National HIV Testing Day is around the corner. Have you found a testing site? <https://gettested.cdc.gov/> #NHTD2016
- HIV screening is covered w/out a co-pay. See your provider to #GetTested TODAY! #NHTD2016
- Many testing sites offer free #HIV tests for the uninsured. Find a location here: <https://gettested.cdc.gov/> #NHTD2016
- 1 in 8 people living with #HIV are unaware of their infection. Know your status – Get Tested. #NHTD2016
- We're all #doingit and you can too! Join the movement and get tested for HIV. <http://www.cdc.gov/actagainstaids/campaigns/doingit/gettested/index.html>
- Over 1.2 million people in the United States are living with HIV. #NHTD2016
- HIV testing is one of our most powerful tools in the fight against Empower yourself and get tested. #NHTD2016

2016 NATIONAL HIV TESTING DAY TOOLKIT

Facebook

- June 27 is National HIV Testing Day. An estimated 1.2 million people in the United States are living with HIV and the only way to know if you are infected with HIV is to get tested. Visit <https://gettested.cdc.gov/> to find a testing site near you. #NHTD2016
- About 30% of new infections in the United States are due to transmission from people who are unaware of their infection. Encourage a loved one to learn their status and #GetTested. #NHTD2016
- Get the facts, Get tested, and Get involved to help stop HIV this National HIV Testing Day. <http://www.cdc.gov/features/HIVtesting/> #NHTD2016
- Knowing your HIV status gives you the power to control your health and your future. Do you have questions about #HIV testing? Find your answers here: <http://www.cdc.gov/hiv/basics/testing.html> #NHTD2016
- National HIV Testing Day is approaching. Protecting yourself and others against HIV starts with knowledge. Learn the basics of #HIV and how to prevent it. #NHTD2016 <http://www.cdc.gov/features/HIVtesting/> [insert graphic]
- #DoItRight is easy! Testing for HIV is free, fast, and confidential. Get out and #GetTested this National HIV Testing Day. #NHTD2016 <http://www.cdc.gov/actagainstaids/campaigns/doingit/gettested/index.html>
- Share this message to encourage others to #GetTested for National HIV Testing Day! #NHTD2016
- National HIV Testing Day is around the corner. Have you found a testing site? There is still time! <https://gettested.cdc.gov/> #NHTD2016
- HIV screening is covered by health insurance without a co-pay, as required by the Affordable Care Act. See your provider to #GetTested TODAY! #NHTD2016
- If you do not have medical insurance, some testing sites may offer free tests. Find a location here: <https://gettested.cdc.gov/> #NHTD2016
- Almost everyone should be #doingit! CDC says everyone between the ages of 13 and 64 get tested for HIV once. <https://gettested.cdc.gov/> #NHTD2016
- HIV testing is one of our most powerful tools in the fight against HIV. Whether negative or positive, knowing one's HIV status is empowering. Find a testing location near you and get tested for #HIV. <https://gettested.cdc.gov/> #NHTD2016

