#DoingIt *My Way* Toolkit

DOING IT *My Way*

HACIÉNDOLO *A Mi Manera*

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Overview

Doing It is a national HIV testing and prevention campaign within the Centers for Disease Control and Prevention's (CDC) **Act Against AIDS** initiative. *Doing It* aims to reduce the number of new HIV infections in the United States, reduce HIV stigma around testing, and encourage all adults 18–64 to start *Doing It*—testing for HIV—and know their status. Making HIV testing easy, accessible, and routine is one of the keys to prevent new infections. For people who are HIV-negative, testing can serve as the gateway to prevention services, such as pre-exposure prophylaxis (PrEP) for those at high risk. For people with HIV, getting a diagnosis early, starting treatment immediately after diagnosis, and staying in treatment are essential to improving their health outcomes and preventing transmission to others.

Doing It My Way (Haciéndolo A Mi Manera)

This National HIV Testing Day (June 27), Act Against AIDS is launching Doing It My Way, a micro-campaign that makes HIV testing personable and relatable by highlighting how and why people make testing part of their lives—on their terms and in their way.

We want to hear personal testaments of why testing is important, what motivates people to get tested and stay healthy, and how people get tested—be it at home, at the clinic, or with the company of a friend or loved one. We're encouraging everyone to share their stories using the hashtag: **#DoingItMyWay**. For the Spanish language component of Doing It My Way, Haciéndolo A Mi Manera, we're encouraging everyone to share their stories using the hashtag: **#HaciéndoloAMiManera**.

> "I get tested for HIV to stay healthy so I can **follow my dreams.**"

Join Act Against AIDS partners, government agencies, community-based organizations, and other HIV advocates and advocacy groups in sharing your **#DoingItMyWay** messages for National HIV Testing Day and throughout the summer.

Key Dates

Doing It My Way may be coming to a city near you. Check out these key dates for opportunities to engage with Doing It My Way online and at Pride events.

June 2018

@ **United Latinx Pride**–Chicago, IL (6/8)

@ **Harlem Pride**–New York City (6/23)

National HIV Testing Day with #DoingItMyWay–Testing for HIV theme (6/27)

July 2018

Keep sharing Doing It My Way posts!

August 2018

@ **Pure Heat Festival**–Atlanta, GA (8/29–9/3)

Ideas for Getting Involved

Whether you're an online influencer, publisher, or a community-based organization, there are a number of ways to get involved with Doing It My Way (Haciéndolo A Mi Manera).

1. **Share messages, photos, or videos** on your online platforms using the hashtag: **#DoingItMyWay (#HaciéndoloAMiManera)**.

   Content ideas:

   - Pledge to get tested for HIV in 2018.
   - Get tested and share a photo, video, or message about your experience.
   - Share why HIV testing is part of your health routine.
   - Share a video that helps reduce stigma around HIV testing.
   - Contact your local health department or community-based organization to find an HIV testing event in your area and share photos or videos from the event.

2. **Host a Facebook Live event** or Twitter chat to promote HIV testing.

3. **Guest star or host** a podcast to discuss HIV testing.

4. **Host an HIV testing event** and promote Doing It My Way.

5. **Talk to your family, friends, and loved ones** about getting tested. Ask them to share your messages on their social media channels.

6. **Stop by the Doing It My Way booth** at a pride event near you—check the key dates above!

7. **Follow the hashtag #DoingItMyWay (#HaciéndoloAMiManera)** and join the conversation online.

How to Be Featured

We will feature some public posts on CDC's website. Please be on the lookout for a comment or direct message from us notifying you about being featured.

We're excited to highlight how you're **#DoingItMyWay (#HaciéndoloAMiManera)**!

Doing It My Way Messaging

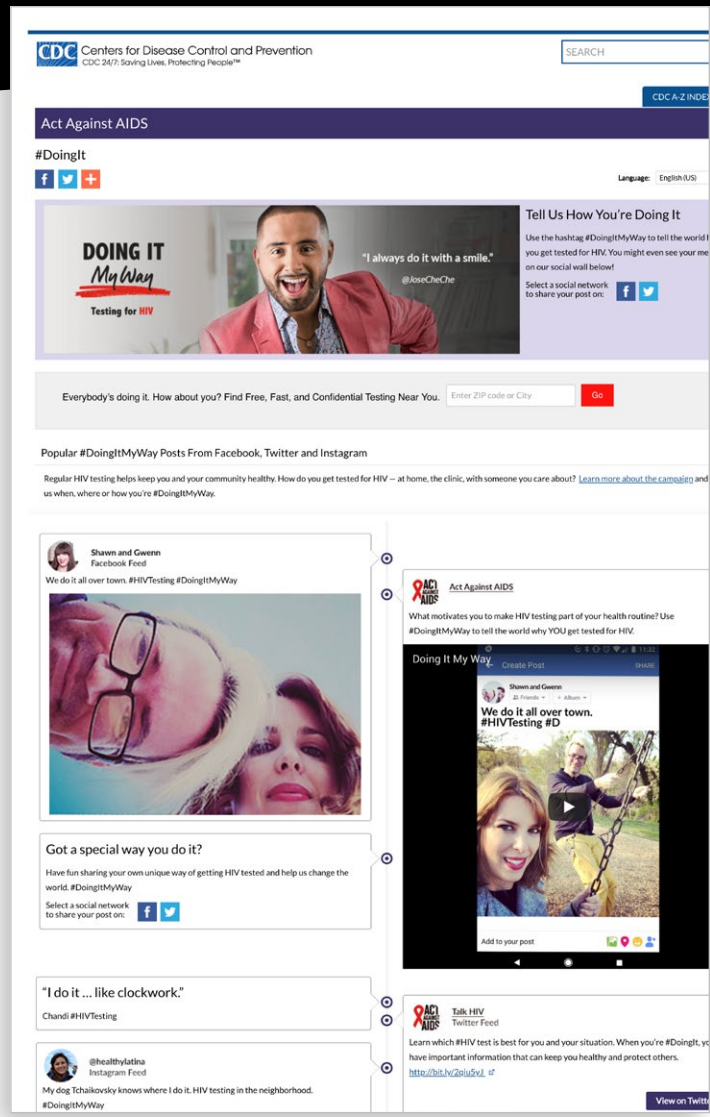
Style and Tone

Doing It My Way is all about testing on your terms. You can have fun with this or be completely serious. We just want to hear your story. So, whether you're **#DoingItMyWay** because you love your partner or because your favorite ice cream spot is near the place you test, share your story using **#DoingItMyWay**.

The Latest HIV Facts

1. About one in seven people living with HIV don't know they have it.

2. Certain groups are at higher risk for HIV and are disproportionately affected by HIV:
   - 1 in 6 **gay and bisexual men** living with HIV are unaware they have it.
     - Gay, bisexual, and other men who have sex with men account for 68% of new HIV infections in the United States.
   - According to current estimates, around a quarter (22–28%) of **transgender women** are living with HIV.
     - An estimated 56% of **black transgender women** were living with HIV—the highest percentage among all transgender women.
   - In 2016, **African Americans** accounted for 44% of HIV diagnoses, although they comprise 12% of the U.S. population.
     - **African American women** are disproportionately affected by HIV compared to women of other races/ethnicities.
     - More than half (58%, 10,223) of African Americans who received an HIV diagnosis in 2016 were **gay or bisexual black men**.
   - In 2016, **Hispanic/Latinos** accounted for about one quarter of all new diagnoses of HIV in the United States, despite representing only 18% of the U.S. population.
     - About 7 in 10 new HIV diagnoses among Hispanics/Latinos occur in **Hispanic/Latino gay and bisexual men**.



Social Media Posts

We've included some sample social media posts that you can share on your channels. You can find sample graphics to add to these posts on Dropbox here. Click 'Download' on the graphic you would like to include and save the file to your device.

Individual

- I pledge to get tested for HIV in 2018. Knowing my status will help me stay healthy and help us end HIV. **cdc.gov/DoingItMyWay** **#DoingItMyWay**
- What's **#DoingItMyWay**? It's why I get tested for HIV. I test because_____.
- I'm **#DoingItMyWay**! Are you? Find a testing location that fits into your schedule and lifestyle: **cdc.gov/DoingItMyWay**
- I'm **#DoingItMyWay**. What's that? It's Doing It—getting tested for **#HIV**—MY way. There are so many ways to get tested. Find the best way for YOU. **cdc.gov/hiv/testing**
- I'm **#DoingItMyWay**! Are you? There are so many ways to get tested for HIV—at home, at the doctor's office, with a friend. Find the best way for YOU. **cdc.gov/hiv/testing**

Group/Organization

- Have you heard about **#DoingItMyWay**? Join us and all the other people who are pledging to get tested for HIV in 2018: **cdc.gov/DoingItMyWay**.
- What's **#DoingItMyWay**? It's about sharing on social media why HIV testing is important to you, the things that motivate you to get tested and stay healthy, and how you get tested. Show us how you're **#DoingItMyWay** by using the hashtag! **cdc.gov/DoingItMyWay**
- Take the **#DoingItMyWay** pledge to get tested in 2018: **cdc.gov/DoingItMyWay**
- Show us what Doing It—getting tested for HIV—means to you. Why do you get tested? How do you get tested? Don't forget to use the hashtag: **#DoingItMyWay**.
- Are you looking for a place to get tested for HIV? Find a testing location that fits into your schedule and lifestyle: **cdc.gov/DoingItMyWay** **#DoingItMyWay**
- We're supporting **#DoingItMyWay**. Stop by and get tested for HIV. [Service/event details].
- [Organization/Group Name] supports **#DoingItMyWay**. [Service/event details].

Social Media Graphics

You can find graphics and GIFs for social media on **Dropbox here**.

National HIV Testing Day Social Media Posts

#DoingItMyWay, Testing for HIV is the official theme of National HIV Testing Day (NHTD) on June 27. We've included some sample NHTD social media posts below. You can find sample graphics to add to these posts on Dropbox here.

Be sure to include the official hashtags in your posts: **#HIVTestingDay** and **#DoingItMyWay** (#HaciéndoloAMiManera for Spanish posts).

Twitter/Instagram Posts

Individual

- I pledge to get tested for National **#HIVTestingDay**. Knowing my status will help me stay healthy and help us end HIV. **#DoingItMyWay** **cdc.gov/DoingItMyWay**
- It's National HIV Testing Day and I'm **#DoingItMyWay**! Are you? There are so many ways to get tested for HIV—at home, at the doctor's office, with a friend. Find the best way for YOU: **cdc.gov/hiv/testing**. **#HIVTestingDay**
- For National **#HIVTestingDay**, I'm **#DoingItMyWay**. I test for HIV because_____.
- I'm **#DoingItMyWay** for **#HIVTestingDay**! Are you? Find a testing location that fits into your schedule and lifestyle: **cdc.gov/DoingItMyWay**

Group/Organization

- Have you heard about **#DoingItMyWay**? It's about sharing why HIV testing is important to you, the things that motivate you to get tested and stay healthy, and how you get tested. Show us how you're **#DoingItMyWay** this National **#HIVTestingDay**! **cdc.gov/DoingItMyWay**
- Today is National **#HIVTestingDay**. Show us how you're **#DoingItMyWay**—getting tested for HIV. **cdc.gov/DoingItMyWay**
- Have you heard about **#DoingItMyWay**? Join us and all those who are pledging to **#gettested** for HIV in 2018: **cdc.gov/DoingItMyWay**. **#HIVTestingDay.**
- Are you looking for a place to get tested for **#HIVTestingDay**? Find a testing location that fits into your schedule: **cdc.gov/DoingItMyWay** **#DoingItMyWay**
- We've got you covered for National **#HIVTestingDay**. Stop by and get tested. [Service/event details]. **#DoingItMyWay**
- Making sure you and your partner know your **#HIV** status is a relationship win-win. **#DoingItMyWay. #HIVTestingDay**
  - *SPANISH: Que tú y tu pareja sepan el estatus de **#VIH** es un triunfo para la relación. **#HaciéndoloAMiManera***

Facebook Posts

Individual

- One in seven people living with HIV in the United States don't know they have it. I pledge to get tested for National HIV Testing Day. Knowing my status will help me stay healthy and help us end HIV. **#DoingItMyWay** **cdc.gov/DoingItMyWay**
- Today is National HIV Testing Day and I'm **#DoingItMyWay**! Are you? There are so many ways to get tested for HIV—at home, at the doctor's office, at a clinic, with a friend. Find the best way for YOU: **cdc.gov/hiv/testing.**
- For National HIV Testing Day, I'm **#DoingItMyWay**. I test for HIV because_____. **cdc.gov/DoingItMyWay**
- I'm **#DoingItMyWay** for National HIV Testing Day! Are you? Find a testing location that fits into your schedule: **cdc.gov/DoingItMyWay**

Group/Organization

- Today is National HIV Testing Day. Show us how you're **#DoingItMyWay**—getting tested for HIV. **cdc.gov/DoingItMyWay**
- Have you heard about **#DoingItMyWay**? Join us and all the other people who are pledging to get tested for HIV in 2018: **cdc.gov/DoingItMyWay**.
- What motivates you to make HIV testing part of your health routine? Use **#DoingItMyWay** to tell the world why YOU get tested for HIV.
  - *SPANISH: ¿Qué te motiva a hacer la prueba del VIH parte de tu cuidado médico? Usa **#HaciéndoloAMiManera** y dile al mundo por qué TÚ te haces la prueba del VIH.*
- Find which **#HIV** test is best for your lifestyle and situation. When you're **#DoingItMyWay**, you have important information that can keep you—and others—safe.
  - *SPANISH: Averigüa que prueba del VIH es mejor para tú estilo de vida y situación. Cuando estas **#HaciéndoloAMiManera**—la prueba del VIH—tienes información importante que puede mantener a ti y a otros fuera de riesgo.*
- Are you looking for a place to get tested for National HIV Testing Day? Find a testing location that fits into your schedule: **cdc.gov/DoingItMyWay**. **#DoingItMyWay**

National HIV Testing Day Social Media Graphics

You can find these graphics on Dropbox here.

Sample Blog/Vlog Ideas

Prompts

- **Talk about what motivates you to get tested and why you're #DoingItMyWay**. Why do you get tested? Is it for your partner, your family, your children, or pets? Is it part of your health routine? Do you get tested with a friend? With your partner? Do you go before or after work or on the weekend?
- **Share how you're #DoingItMyWay.** How do you get tested? There are several ways to test. You could get tested at the doctor's office or a clinic. Some local health departments offer testing too. Do you use a home test kit? If so, how do you get your kit? Do you go to your local pharmacy to get the test kit or do you order it online? How often do you test?
- **Share why #DoingItMyWay is important to you**. Why is HIV testing important to you? Were you inspired by hearing someone's story about testing or living with HIV? Do you feel a sense of activism in knowing testing helps protect others in your community? Do you gain a sense of empowerment from knowing your status and knowing what you need to be healthy?
- **Share why it is important to test**. Why is knowing your status important? How can people with a negative HIV status stay negative and protect themselves and their partners (e.g., condoms, PrEP)? Why does early detection of HIV matter? How can people with a positive HIV status live longer, healthy lives and prevent the spread of HIV (e.g., getting into care and staying in care, ART)?
- **Share your organization's role in HIV testing and prevention**. Does your organization offer testing services? How can people access those services? Where are they? What are the hours? How does your organization enable or encourage people to start #DoingItMyWay?

Doing It My Way Messaging

"**I pledge to get tested for HIV in 2018**. Knowing my status will help me stay healthy and help us all end HIV. **#DoingItMyWay**"

Content

1 Take the #DoingItMyWay Pledge

Did you know that one in seven people living with HIV don't know they have it? Undiagnosed infection remains an important factor fueling the spread of HIV, and testing is the only way to end it.

The Centers for Disease Control and Prevention (CDC) recommends that everyone between the ages of 13 and 64 get tested for HIV at least once as part of routine health care. For those with specific risk factors, CDC recommends getting tested at least once a year.

[We're/I'm] joining CDC's Act Against AIDS Initiative and encouraging everyone to take the **#DoingItMyWay** pledge to get tested for HIV in 2018.

Share the below post on social media using **#DoingItMyWay**. Then find which **#HIV** test is best for your lifestyle and situation: **cdc.gov/hiv/testing.**

I pledge to get tested for HIV in 2018. Knowing my status will help me stay healthy and help us end HIV. **#DoingItMyWay**

You can also find inspiration from other people's stories here: **cdc.gov/DoingItMyWay**.

2 #DoingItMyWay – Share Why and How You Test for HIV

If you're getting tested for HIV, join the **#DoingItMyWay** movement and share your story.

The Centers for Disease Control and Prevention (CDC) **Act Against AIDS Initiative** wants to hear why testing is important to you, what motivates you to get tested and stay healthy, and how you get tested (e.g., at home, at the clinic, with a friend or loved one).

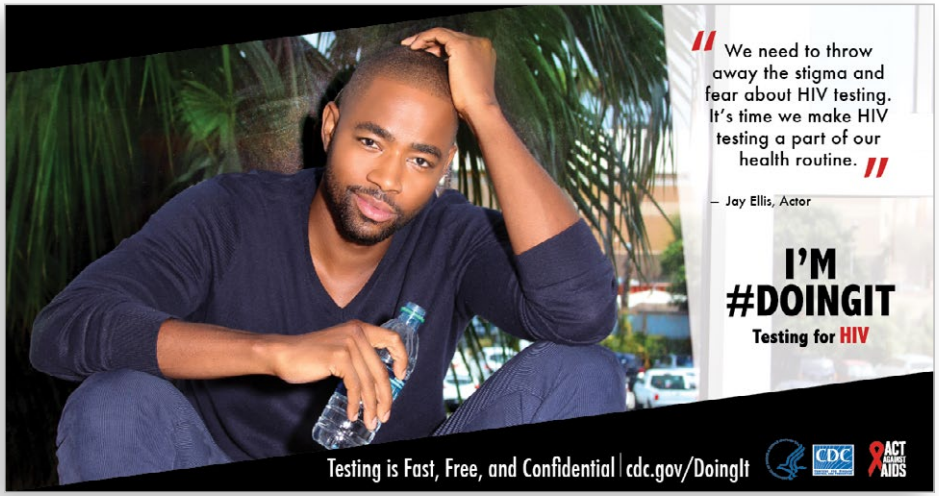
Share your story online using the hashtag: **#DoingItMyWay**. You can find inspiration from other people's stories here: **cdc.gov/DoingItMyWay**.

Promoting #DoingItMyWay at Events

If you would like to promote Doing It My Way at an event, there are Doing It My Way Snapchat filters and palm cards available for use **here**.

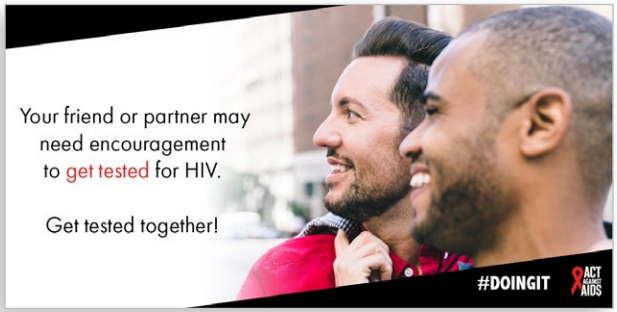
Campaign Materials

Below are examples of materials for the overall *Doing It* Campaign. Feel free to share these with your audience as well. There are web banners, palm cards, posters, and videos available for use.



More Social Media Assets

Below are examples of more social media assets for the overall *Doing It* Campaign. There are memes, social media images, and short social media videos available for use.



Connect With Us

Follow and Engage

Below are ways to participate in the **Doing It** and the **#DoingItMyWay** (#HaciéndoloAMiManera) campaigns.

Doing It My Way
English Site

Haciéndolo A Mi Manera
Spanish Site

Facebook: **@Act Against AIDS**

Twitter: **@talkHIV**

Instagram: **@actagainstaids**