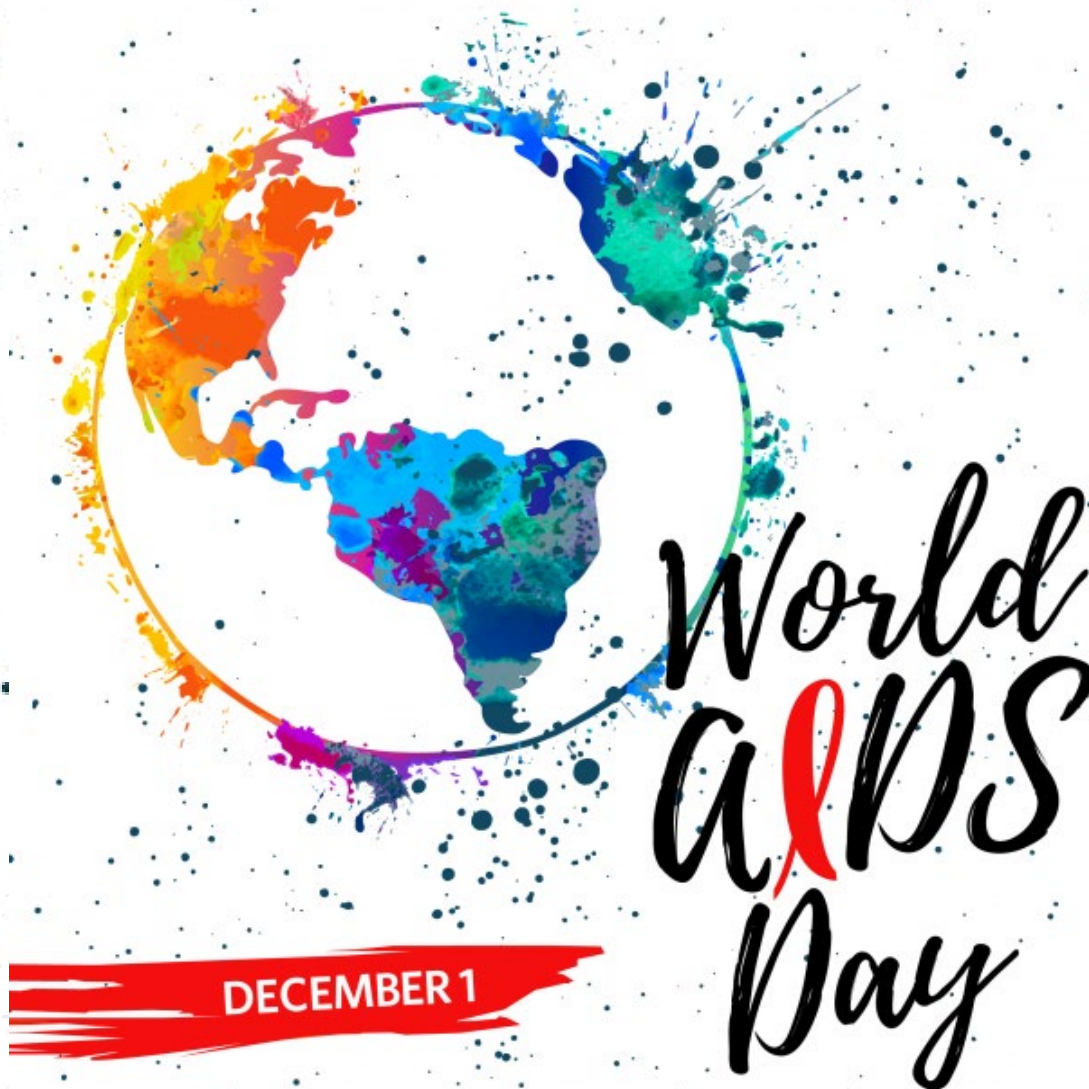


CDC NPIN WORLD AIDS DAY PARTNER TOOLKIT



NPIN

National Prevention Information Network
Centers for Disease Control and Prevention





TOOLKIT INTRODUCTION LETTER

Dear HIV Prevention Partners,

Each December 1, we commemorate World AIDS Day. This gives us another opportunity to join partners, both locally and internationally, in recognizing our achievements in HIV prevention and to use evidence and best practices in our work to save lives. The Centers for Disease Control and Prevention's (CDC) [National Prevention Information Network](#) (NPIN) developed this toolkit to help you reach the communities you serve with resources below:

- Compare how HIV has affected your area to the national level with CDC's [HIV statistics center](#).
- Use CDC's [AtlasPlus](#) tool to create customized tables, maps, and charts to view social, economic, and surveillance data on the national, state, and county level. Insert these numbers into the placeholders provided throughout the toolkit.
- Look at your own data to find gaps in testing and treatment in your community, and adopt [evidence-based efforts](#) to close them.
- Review your materials. Use [Everyday Words for Public Health Communication](#) and HIV [stigma language guide](#) to find alternatives for jargon and hard-to-understand words.

Thank you for your hard work and commitment to preventing HIV. We encourage you to share this toolkit within your network to promote collaboration as we progress toward an HIV-free generation.





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Use and share resources to strengthen your organization's HIV prevention and treatment work and empower the communities you serve.

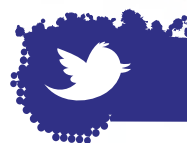
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SOCIAL MEDIA MESSAGES

Spread the word about World AIDS Day on social media. We encourage you to tailor the ideas included in this toolkit to suit your audience and context. You may adapt or translate these sample messages to meet your needs. Encourage others, especially social media influencers and community leaders, to share these messages as well. For World AIDS Day social media images, visit CDC's [resources library](#).

Be sure to use #WAD2018 and/or #WorldAIDSDay in your social media posts on Twitter and Instagram. Using the official hashtag helps others find out about your events and campaigns. Follow and tag us [@CDCNPIN](#) on Twitter and [CDC NPIN](#) on Facebook.

Use CDC's [AtlasPlus](#) tool to create customized tables, maps, and charts to view social, economic, and surveillance data on the national, state, and county level. Insert these numbers into the placeholders we provided throughout the toolkit.



TWITTER

You also can use these tweets as text messages or in messaging apps like [WhatsApp](#). Make these tweets your own by linking to your website, tagging colleagues or those you want to influence, and adding images from your organization.

Leading up to World AIDS Day

- December 1 is #WorldAIDSDay. Learn about **[organization]** role in the fight against #HIV/AIDS and how we help protect the health of our community. **[organization URL]** #WAD2018
- As #WorldAIDSDay nears, learn the basic information about #HIV, how you can prevent it, and how to get tested. <https://bit.ly/2hWc87b> #WAD2018
- Tomorrow is #WorldAIDSDay! Join us as we unite with partners worldwide to stop new #HIV infections, help those with HIV get in and stay in care, and remember those who have lost their lives to HIV-related diseases.

World AIDS Day (December 1)

General Messages

- Are you #DoingIt to know your #HIV status? Find a testing site near you and make an appointment today! <https://bit.ly/2fdTkKW> #WAD2018 #WorldAIDSDay
- If you have #HIV, keeping an undetectable viral load means you have effectively no risk of passing HIV to a partner through sex. See CDC's updated health information for people living with HIV: <https://bit.ly/2ncxBcK> #WorldAIDSDay #WAD2018
- #PrEP is highly effective for preventing HIV if used as prescribed. Learn more about PrEP here: <https://bit.ly/2iMClkS> #WorldAIDSDay #WAD2018

SOCIAL MEDIA MESSAGES

- Do you live in a place where #HIV prevention health care is hard to find or access? #FindPrEP with CDC's PrEP Locator: <https://bit.ly/2cLbNyy> #WAD2018 #WorldAIDSDay
- For those at very high risk for HIV, PrEP can significantly reduce your risk of HIV infection if taken daily. #FindPrEP near you with CDC's PrEP Locator: <https://bit.ly/2cLbNyy> #WAD2018 #WorldAIDSDay

Messages for Event Promotion

- **[organization\group name]** supports #WorldAIDSDay! Join us **[service/event details]** #WAD2018
- Are you #DoingIt on #WorldAIDSDay? Know your status and get tested for #HIV! **[event details]** #WAD2018

Organization-specific Messages

- In **[year]**, **[organization/group]** supported **[#]** people with #HIV testing and counseling services. To learn more about our HIV prevention efforts, visit **[organization URL]**. #WorldAIDSDay #WAD2018
- To **[date]**, **[organization/group]** has provided lifesaving antiretroviral treatments to **[#]** men, women, and children in **[area]**. To learn more about our HIV prevention efforts, visit **[organization URL]**. #WorldAIDSDay #WAD2018
- For more than **[#]** years, **[organization/group]** has worked to prevent #HIV, and we continue to do so by encouraging people to get tested and know their HIV status. Stop by **[event/details]**. #WAD2018 #WorldAIDSDay
- In **[year]**, **[percentage]** of people diagnosed with #HIV in the previous year reported receiving HIV medical care in **[state]**. For #WorldAIDSDay, we're calling on everyone to work together to link ALL newly diagnosed people to care & treatment the same day they receive their results **[organization URL]**. #WAD2018

SOCIAL MEDIA MESSAGES



Make these messages your own by linking to your website, adding local data, and adding images from your organization or past World AIDS Day events.

- World AIDS Day is an opportunity to recognize our achievements in HIV prevention, renew our commitment to stopping new HIV infections, support those affected by HIV, and remember those who have lost their lives to HIV-related diseases. <https://bit.ly/2fMOkg3>
- To date, **[organization/group]** has provided lifesaving antiretroviral treatments to **[#]** men, women, and children in **[area]**. This World AIDS Day, learn more about our HIV prevention efforts and where to get tested and/or treated for HIV. **[organization URL]**
- According to CDC, an estimated 1.1 million people ages 13 and older were living with HIV in the United States in 2015. **[organization/group]** is committed to stopping the threat of HIV by **[organization programs and services]**.
- For more than **[#]** years, **[organization/group]** has worked to prevent HIV, and we continue to do so by encouraging people to get tested and know their HIV status. Stop by **[event/details]**.



Instagram does not allow link placement within the caption field of images, so remember to include your link in the bio section of your Instagram page. Make these messages your own by linking to your website and using images of your organization/services.

- #WorldAIDSDay is an opportunity to recognize our achievements in #HIV prevention, renew our commitment to stopping new infections, support those affected by HIV, and remember those who have lost their lives to HIV-related diseases. #WAD2018
- To date, **[organization/group]** has provided lifesaving antiretroviral treatments to **[#]** men, women, and children in **[area]**. This #WorldAIDSDay, learn more about our #HIV prevention efforts and where to get tested and/or treated for HIV. #WAD2018
- According to CDC, an estimated 1.1 million people ages 13 and older were living with #HIV in the United States in 2015. **[organization/group]** is committed to stopping the threat of HIV by **[organization programs and services]**. #WorldAIDSDay #WAD2018
- For more than **[#]** years, **[organization/group]** has worked to prevent #HIV, and we continue to do so by encouraging people to get tested and know their HIV status. Stop by **[event/details]**. #WAD2018 #WorldAIDSDay

SOCIAL MEDIA MESSAGES



Nextdoor is a private social network that you can use to connect with real residents in the communities you serve. Post your events, connect members to resources, and start a dialogue about HIV/AIDS in your community. Nextdoor also has unique [community guidelines](#) for what can be posted on the site. If you're new to Nextdoor, learn how to [get started](#) today.

- Share an [event](#)
Title: World AIDS Day 2018
Message: **[organization\group name]** supports World AIDS Day! Join us **[service/event details]**.
- Post a message
Title: World AIDS Day 2018
Message: World AIDS Day, observed on December 1 each year, is an opportunity to unite with partners worldwide to stop new HIV infections, help those with HIV get in and stay in care, and remember those who have lost their lives to HIV-related diseases. Take charge of your health today and **[organization call to action]**.
- Create a [poll](#)

ACT AGAINST AIDS MATERIALS



Download and promote HIV testing, awareness, prevention, and treatment campaign materials from CDC's *Act Against AIDS* initiative. Find free resources like posters, graphics, and videos for on-the-ground activities.

General Public Campaigns



[Doing It](#) - A national HIV testing and prevention campaign designed to motivate all adults to get tested for HIV and know their status.



[Let's Stop HIV Together](#) 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.



[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.



[HIV Treatment Works](#) 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.

Health Care Provider Campaigns



[Prescribe HIV Prevention](#) - An initiative encouraging health care providers to use PrEP and PEP to prevent new HIV infections.



[Transforming Health](#) - A campaign to help health care providers reduce new HIV infections among transgender people, particularly transgender women of color, and improve the health of transgender people who are living with HIV.



[One Test. Two Lives.](#) encourages health care providers to test pregnant women for HIV infection and help reduce the number of infants born with HIV.



[Prevention is Care](#) encourages 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.



[HIV Screening. Standard Care.](#) encourages primary care providers, gynecologists, and other health care providers to promote routine HIV testing during patient visits.

RESOURCES



Use and share these resources to strengthen your organization’s HIV prevention and treatment work and empower the communities you serve.

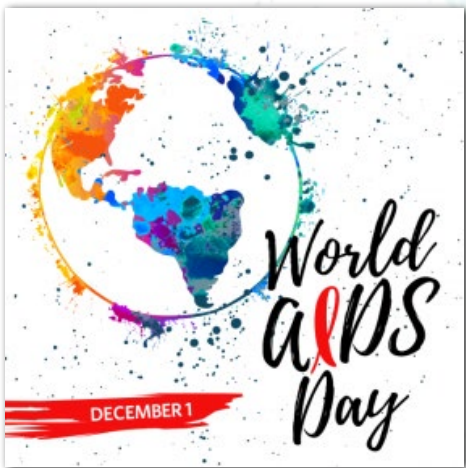
[AtlasPlus](#)

View more than 15 years of CDC’s surveillance data on HIV and other diseases in combination with local social and economic data and create customized tables, maps, and graphs.



[CDC World AIDS Day Awareness Day Web Page](#)

Find all the important information and resources to help prepare you for World AIDS Day. Download posters and graphics to use on your website and social media channels, and resources for use in offices and clinics.



[NPIN Website](#)

Find HIV-related [materials](#), [join the NPIN Community](#), and download [digital media tools](#) (widgets, locators) to add to your website.



[Act Against AIDS](#)



Download and promote HIV testing, awareness, prevention, and treatment [campaign materials](#) from CDC’s *Act Against AIDS* initiative, that focuses on raising HIV awareness among all Americans and reducing the risk of infection among the hardest-hit populations.

[CDC’s Division of Global HIV & Tuberculosis](#)

Find fact sheets, guidelines, and special features on the dual epidemics of HIV and tuberculosis worldwide.

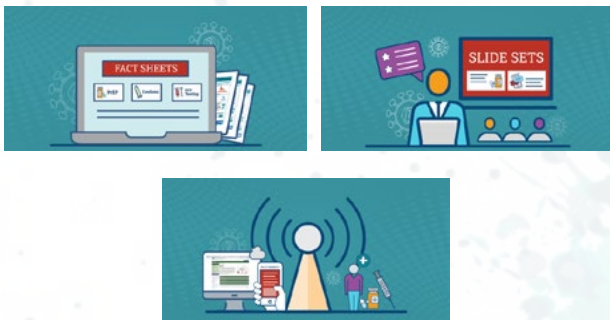


RESOURCES



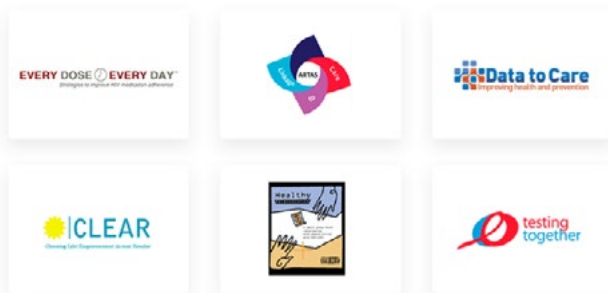
[CDC HIV Resource Library](#)

Explore resources to help you stay informed on the state of HIV in the United States and to help people learn more about HIV. Download population-specific fact sheets and surveillance data slide sets or give your website a refresh with CDC's free web content syndication services.



[Effective Interventions](#)

Find interventions, best practices, and training opportunities identified by the CDC that you can implement in your local area to reduce new HIV infections and promote HIV care.



[CDC Web Content Syndication Service](#)

Use CDC's free web content syndication services to add CDC.gov HIV information to your website without having to maintain or update it. Find content topics in English and Spanish. For more information on how to syndicate content, visit the [FAQ](#) page.



[HIV.gov Getting Involved with World AIDS Day Website](#)

Get tips on how to get involved with World AIDS Day using practical steps from HIV.gov

