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The organization we decided to look into is the CDC, but the campaign is [“Let's Stop HIV Together”](#); formerly known as “Act Against AIDS”. This campaign is also a part of a national initiative called, “Ending the HIV Epidemic in the U.S. which was established in 2019 by the U.S government. It is important to note the date of when this was established to fully understand the progression of stigma since the Nixon Administration. The campaign serves the purpose to educate the public about HIV and HIV prevention, offer resources to find HIV testing as well as finding treatment for HIV, and breaking down the stigma of HIV.

“Ending the HIV Epidemic in the U.S” was established with the goal of [reducing new HIV diagnoses](#) by 90% in the U.S **by 2030**. To achieve this goal they would be scaling up HIV prevention and treatment strategies. An additional initiative of the program is to address different disparities which have contributed to the HIV prevention gaps.

Although we could not find specific organizations or campaigns that are against the education, prevention, and treatment of HIV it is important to talk about HIV [stigma](#) and discrimination. Those who believe only certain people can contract HIV, those who make moral judgements, people who think that certain people deserve to contract HIV, professionals should refuse to care for those with HIV and professionals who refuse care, and socially isolating those with HIV are problematic. The stigma and discrimination effects the nonprofits and campaigns as much as an organization against the efforts of educating, preventing, and treating HIV because it forces people with HIV into hiding out of embarrassment and shame.

On the offset, there are many campaigns and nonprofits that aid in the mission to reduce HIV, educate, and treat. Some to highlight are:

- [HIV Alliance](#)
- The Global Fund
- International AIDS Society

- Kaiser Family Foundation
- UNAIDS
- World Health Organization (WHO)
- AIDS United
- amfAR: The Foundation for AIDS Research
- Black AIDS Institute
- Broadway Cares/Equity Fights AIDS
- Elizabeth Glaser Pediatric AIDS Foundation
- [Elton John AIDS Foundation](#)
- Housing Works
- Keep a Child Alive
- Mothers2mothers

We chose to focus our analysis on “Let’s Stop HIV Together” because this disease is an overlooked epidemic and COVID has enlightened some issues with funding and attention to research. This campaign is also unique compared to the others because it is run by the CDC whose focus these past two years has been on COVID, COVID prevention, and treatment. It is unique to see success with COVID as a pandemic in comparison to HIV as an epidemic.

The campaign utilized all the five imperatives, with some of them overlapping. To join the community they include multiple links on their website that lead to Facebook and Twitter pages that are centered around HIV. You can also sign up to get email updates. For communicating in images they use lots of imagery on their website, most of it displaying a sense of family and community. [They utilized national and local advertising](#), social media, and promotional print media that was spread around to public health organizations. For evoking emotion they feature a [short film](#) as part of their campaign that tells the story of people living with HIV or people who have loved ones who have it. They use real people to show what HIV is and what it can be. They don’t shy away from facts. They have a section on their website where HIV positive people tell their stories with HIV stigma. They have many calls to action. The biggest one they did was a thirty second [PSA](#) (Public Service Announcement) followed up by individual stories. Their PSA were the most successful. They charted [4.3 million views](#) online and 4.1 billion on TV. Their calls to actions are getting people tested and access to medications. The main call to action is their short film which they feature on multiple platforms. They also created multiple shortened videos that explain how getting tested for HIV can save and also features steps and resources on how to do so. On how they can tell better stories it’s highlighted in their PSA’s and also their short film. They have personal PSA’s that showcase individuals experiences with HIV. A major part of the campaign is highlighting that HIV can affect anyone and everyone. Throughout our research we could not find any backlash towards the campaign.

The campaign addressed the larger issue: that Americans have become complacent in the HIV crisis and keep seeing HIV with a stigma. If you want to do more for the campaign, you can become a partner. They work in the community to spread awareness of HIV prevention, testing, and treatment. The goal of partners is to get the message out about HIV stigma and how

to prevent it in the community. The campaign also created an opportunity for each person to make it their own, by making targeted social media campaigns for different people.

The campaign had many strengths which included bringing awareness to HIV, having an interactive map that can show the closest HIV Prevention Services to your location. The website is well laid out with plenty of useful links, such as demographics affected by HIV, treating it, and fighting the stigma of HIV. There are also Facebook and Twitter pages about HIV linked on their webpage.

Social Media Tool Kit Examples:

Video/Image Thumbnail



Sample Copy

#HIVprevention is a vibe. #PrEP is a safe #HIV prevention option that can bring you added peace of mind. Learn more: cdc.gov/StopHIVTogether/SheisWell #StopHIVTogether #PrEPForHer #ShesWell #PrEP #HIV #sexualhealth



#DYK HIV self-tests can be done anytime, anywhere? Knowing your #HIV status is a key step to taking charge of your health. Learn more: cdc.gov/HIVSelfTesting #StopHIVTogether #MyTestMyWay #HIVTesting #HIVTestingDay #HIVAwareness #TestingTogether #HIVTesting #HIVSelfTest #SelfTest #KnowYourStatus #GetTested #HIVtestmyway



When we all get tested, we can stop HIV. Testing for #HIV is easy and can be free. Find out where you can get a self-test: cdc.gov/HIVSelfTesting #StopHIVTogether #MyTestMyWay #HIVTesting #HIVTestingDay #HIVAwareness #TestingTogether #HIVTesting #HIVSelfTest #SelfTest #KnowYourStatus #GetTested #HIVtestmyway



A rapid #HIV self-test is done in 3 fast and easy steps. Take control of your health with a HIV self-test today! Learn more:

[cdc.gov/HIVSelfTesting](https://www.cdc.gov/HIVSelfTesting) #StopHIVTogether #MyTestMyWay #HIVTesting #HIVTestingDay #HIVAwareness #TestingTogether #HIVTesting #HIVSelfTest #SelfTest #KnowYourStatus #GetTested #HIVtestmyway

Infographic for Care Providers:

Ending the HIV Epidemic is Possible

4 Actions for Health Care Providers

MAKE HIV SCREENING A PART OF ROUTINE CARE
CDC recommends HIV screening for all patients ages 13-64.

PRESCRIBE HIV PREVENTION
Studies have shown that PrEP reduces the risk of getting HIV from sex by about 99% when taken daily.

DISCUSS HIV TREATMENT WITH YOUR PATIENTS
ART reduces HIV-related morbidity and mortality at all stages of HIV infection and reduces HIV transmission.

DELIVER PATIENT-CENTERED HIV CARE
Providers can help close the HIV care gap for transgender patients by addressing barriers and stigma.

www.cdc.gov/HIV/Nexus