

# LET'S STOP HIV TOGETHER

## CAMPAIGN AT A GLANCE



CDC's *Let's Stop HIV Together (Together)* campaign is the national campaign of the *Ending the HIV Epidemic in the U.S. (EHE)* initiative and the *National HIV/AIDS Strategy*. *Together* is an evidence-based campaign created in English and Spanish. It aims to empower communities, partners, and health care providers to reduce HIV *stigma* and promote HIV *testing*, *prevention*, and *treatment*.

### CAMPAIGN RESOURCES FOR CONSUMERS

The *Together* campaign is designed to reach a wide range of audiences, with resources created in both English and Spanish. The section below describes the key components of the campaign for consumers.



#### HIV STIGMA

**Together's anti-stigma component** highlights the role that each person can play in stopping HIV stigma and gives a voice to people with HIV, as well as their friends, families, and allies. Campaign participants share their stories and call on everyone to work together to stop HIV stigma.

##### WEBSITE:

[cdc.gov/stopHIVstigma](http://cdc.gov/stopHIVstigma)  
[cdc.gov/DeteneleEstigmadeVIH](http://cdc.gov/DeteneleEstigmadeVIH)

##### HASHTAGS:

#StopHIVStigma  
#DeteneleEstigmadeVIH

##### SOCIAL MEDIA:

@StopHIVTogether  
 @CDCHIV



#### HIV TESTING

**Together's testing component** is designed to motivate all adults to get tested for HIV, making HIV testing part of everyone's regular routine. It encourages people to test however they feel comfortable, including at in-person locations or by HIV self-test on their own time, in their own space. It highlights the importance of everyone knowing their HIV status and knowing what their next steps should be depending on their status.

##### WEBSITE:

[cdc.gov/HIVtesting](http://cdc.gov/HIVtesting)  
[cdc.gov/PruebasdelVIH](http://cdc.gov/PruebasdelVIH)

##### HASHTAGS:

#StopHIVTogether  
#DetengamosJuntoselVIH

##### SOCIAL MEDIA:

@StopHIVTogether  
 @CDCHIV



#### HIV PREVENTION

**Together's prevention component** includes messaging for all adults about knowing their prevention options, communicating effectively about those options, and choosing the ones that are right for them. The campaign resources promote and provide information on abstinence, condoms, and medicines that prevent and treat HIV.

##### WEBSITE:

[cdc.gov/HIVprevention](http://cdc.gov/HIVprevention)  
[cdc.gov/PrevenciondelVIH](http://cdc.gov/PrevenciondelVIH)

##### HASHTAGS:

#StartTalkingHIV  
#IniciaHablandoVIH

##### SOCIAL MEDIA:

@StartTalkingHIV  
 @StartTalkingHIV



Ending  
the  
HIV  
Epidemic



## HIV TREATMENT

**Together's treatment component** focuses on helping people with HIV stay healthy and live longer, healthier lives. The campaign shows how people with HIV have been successful getting in care and staying on treatment to achieve undetectable viral loads, despite the challenges they may face, and encourages those around them to provide social support. It also promotes that being undetectable means individuals won't transmit HIV to their sexual partners.

### WEBSITE:

[cdc.gov/HIVtreatment](https://cdc.gov/HIVtreatment)  
[cdc.gov/TratamientodelVIH](https://cdc.gov/TratamientodelVIH)

### HASHTAGS:

#HIVTreatmentWorks  
 #TratamientodelVIHFunciona

### SOCIAL MEDIA:

@StopHIVTogether  
 @CDCHIV

## CAMPAIGN RESOURCES FOR HEALTH CARE PROVIDERS

The *Let's Stop HIV Together* campaign includes numerous resources specifically designed for health care providers and their patients. Tools and services range from patient education materials to continuing education programs for primary care providers, nurse practitioners, physician assistants, infectious disease specialists, and others.



## HIV NEXUS

CDC's HIV Nexus website for clinicians is a one-stop source of practical and credible information that will help clinicians stay abreast of the latest HIV recommendations and research, diagnose and treat patients as early as possible, and prevent new HIV transmissions. Nexus also contains up-to-date resources for communicating with patients about HIV prevention, screening, and treatment. [cdc.gov/HIVNexus](https://cdc.gov/HIVNexus).



## HIV SCREENING

**Together's HIV screening resources** for clinicians encourage primary care providers to promote routine HIV screening during patient visits per the CDC HIV testing recommendations.

### WEBSITE:

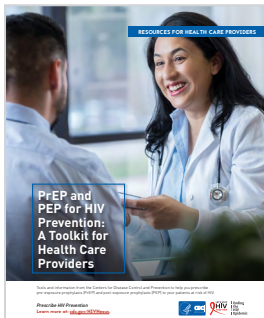
[cdc.gov/ScreenforHIV](https://cdc.gov/ScreenforHIV)

### HASHTAG:

#ScreenForHIV

### SOCIAL MEDIA:

@CDC\_HIV  
 @CDCHIV



## HIV PREVENTION

**Together's HIV prevention resources** for clinicians encourage health care providers to prescribe pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP) to prevent new HIV infections.

### WEBSITE:

[cdc.gov/PrescribeHIVPrevention](https://cdc.gov/PrescribeHIVPrevention)

### HASHTAG:

#PrescribeHIVPrevention

### SOCIAL MEDIA:

@CDC\_HIV  
 @CDCHIV



## HIV TREATMENT

**Together's HIV treatment resources** for clinicians provide tools and information to help health care providers start the conversation with patients about HIV treatment, care, and transmission prevention.

### WEBSITE:

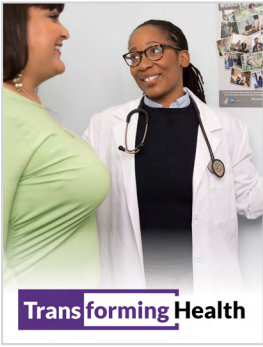
[cdc.gov/HIVCareIsPrevention](https://cdc.gov/HIVCareIsPrevention)

### HASHTAG:

#HIVCareCDC

### SOCIAL MEDIA:

@CDC\_HIV  
 @CDCHIV



## TRANSGENDER HEALTH

**Together's transgender health** resources for clinicians help health care providers offer gender-affirming care, reduce new HIV infections among transgender people, and improve the health of transgender people who have HIV.



### WEBSITE:

[cdc.gov/TransformingHealth](https://cdc.gov/TransformingHealth)

### HASHTAG:

#CDCTransHealth

### SOCIAL MEDIA:

 @CDC\_HIV  
 @CDCHIV

# USE OUR CAMPAIGN RESOURCES

Let us help you use the *Let's Stop HIV Together* campaign to reach specific audiences and communities. Health departments and organizations can co-brand the campaign materials and we can provide your organization direct technical assistance and advice on how to maximize your use of the campaign. For more information, please email [StopHIVTogether@cdc.gov](mailto:StopHIVTogether@cdc.gov). Your request will be routed to appropriate staff. Below are examples of some of our toolkits and hundreds of materials ready to use.



Social media toolkits



Pull-up banners



Continuing medical education (CME) offerings



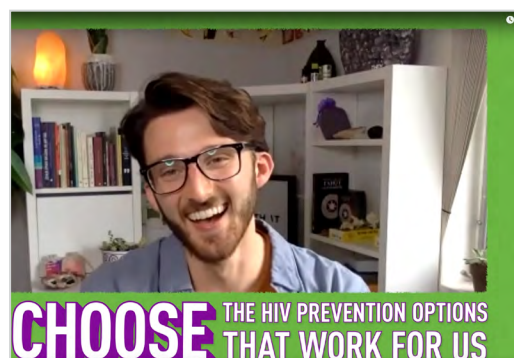
Spanish-language resources



Brochures, palm cards, pledge cards, and posters



HIV awareness days toolkits



Public service announcements



Web banners and buttons

# USE CDC HIV RESOURCES

## Order Print Materials



### CDC-INFO

CDC-INFO On Demand allows people to order free print materials from the *Let's Stop HIV Together* campaign. Free shipping is included. Materials available to order include posters, brochures, fact sheets, toolkits and more. To order materials visit [cdc.gov/pubs](http://cdc.gov/pubs).

### HIV CONTENT SYNDICATION

Did you know CDC HIV syndicates OVER 100 PAGES? Get started now, for an extensive list of CDC HIV content visit CDC Public Health Media Library.

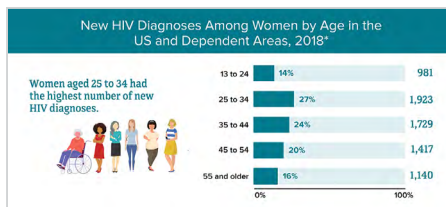
### CONTENT SYNDICATION

CDC offers a free web content syndication service for public health partners. Syndicated content allows you to add CDC.gov content about HIV to your own website without having to maintain or update it. Find more information at [cdc.gov/hiv/library/syndicated](http://cdc.gov/hiv/library/syndicated).



### HIV RISK REDUCTION TOOL

The HIV Risk Reduction Tool is an interactive, online application designed to communicate accurate information about HIV, HIV risk, and ways to prevent both HIV acquisition and transmission. Find the updated site at <http://hivrisk.cdc.gov>.



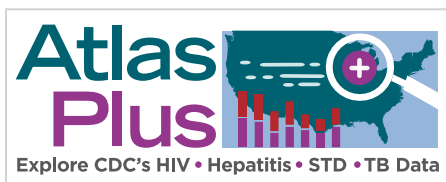
### FACT SHEETS AND INFOGRAPHICS

Available for web and print use, fact sheets and infographics provide information on HIV prevention, care, and treatment for different populations. Fact sheets are in the CDC HIV Resource Library at [cdc.gov/hiv/library/factsheets](http://cdc.gov/hiv/library/factsheets).



### HIV TESTING AND PREVENTION SERVICES LOCATION WIDGETS

Locator widgets help people find HIV testing and prevention services by zip code. To add a widget to your organization's page, visit [cdc.gov/hiv/library/hiv-service-locators.html](http://cdc.gov/hiv/library/hiv-service-locators.html).



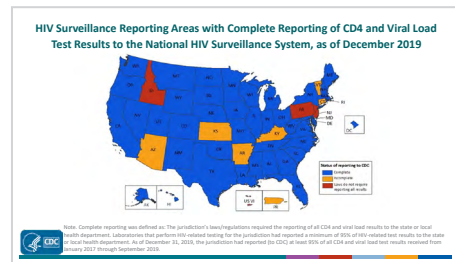
### ATLASPLUS

AtlasPlus is an interactive tool that gives users the ability to create customized tables, maps, and charts using more than 15 years of CDC's surveillance data on HIV, viral hepatitis, STDs, and TB. AtlasPlus can be found at [cdc.gov/NCHHSTP/atlas](http://cdc.gov/NCHHSTP/atlas).



### NATIONAL PREVENTION INFORMATION NETWORK (NPIN)

NPIN aims to strengthen CDC's capacity to prevent HIV, viral hepatitis, STDs, and tuberculosis using communication and technology. Use NPIN to find materials, organizations, campaigns, funding, and more. Access the NPIN database at <http://npin.cdc.gov>.



### SLIDE SETS

CDC provides HIV data slide sets for public use. The content is in the public domain and no copyright restriction applies. We ask users to preserve the slides in their current format and cite CDC as the source. Slides sets are at [cdc.gov/hiv/library/slidesets](http://cdc.gov/hiv/library/slidesets).

# PARTNER WITH US AND STAY CONNECTED

Contact us at [StopHIVTogether@cdc.gov](mailto:StopHIVTogether@cdc.gov) to learn about ways you can increase the impact of your work with the *Let's Stop HIV Together* campaign.

### Main Campaign Websites

[cdc.gov/StopHIVTogether](http://cdc.gov/StopHIVTogether)  
[cdc.gov/Juntos](http://cdc.gov/Juntos)

### Main Campaign Hashtags

#StopHIVTogether  
#DetengamosJuntoselVIH

@StopHIVTogether

@CDCHIV

@CDC\_HIV