Let’s Stop HIV Together: A campaign of Act Against AIDS

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HIV Stigma Conference
November 30, 2012
Act Against AIDS™ National Umbrella Program

- Umbrella program comprised of communication campaigns and partnership activities
- Launched by CDC, HHS, and the White House in April 2009
- In the 3rd year of implementation
- $9 million/year for 5 years
Act Against AIDS™

Goals:

• Increase information-seeking behaviors, knowledge and awareness about HIV
• Increase targeted behavior change, including HIV prevention and testing, primarily for high-risk populations and physicians who serve those populations
• Provide national, credible leadership in HIV prevention
• Create an enabling environment that supports DHAP HIV prevention, testing, and treatment programs
Act Against AIDS: Campaigns

Target Audiences
- General public
- Populations most affected by HIV
  - Gay, bisexual and other MSM
  - Black men and women
  - Hispanics/Latinos
- Health care providers
Act Against AIDS Leadership Initiative

- Partnership between CDC and 19 leading national organizations
- Represents populations hardest hit by HIV, including African Americans, Latinos, and black gay, bisexual and other men who have sex with men
Launched July 16, 2012 (one week prior to AIDS2012)

Objectives

- Increase HIV awareness, knowledge, and information-seeking
- Decrease stigma associated with HIV
- Increase support for people living with HIV
• Features people living with HIV, alongside someone important in their lives

• Campaign participants are diverse in terms of age, race, ethnicity, sexual orientation, gender, occupation, and interests
Reducing stigma and discrimination toward people living with HIV is a national action step to achieve the goal of “Reducing HIV-Related Disparities and Health Inequities” prescribed in the National HIV/AIDS Strategy for the United States (NHAS, 2010).

Even after three decades into the HIV/AIDS epidemic, stigma is far too common in the United States:

<table>
<thead>
<tr>
<th>STIGMA MEASURES</th>
<th>HLS</th>
<th>WHITES</th>
<th>BLACKS</th>
<th>OVERALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement with “It’s people’s own fault if they get AIDS”*</td>
<td>41%</td>
<td>26%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Discomfort having HIV positive teacher for their children*</td>
<td>37%</td>
<td>25%</td>
<td>32%</td>
<td>29%</td>
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<tr>
<td>Discomfort having food prepared by someone who is HIV positive**</td>
<td>48%</td>
<td>46%</td>
<td>43%</td>
<td>46%</td>
</tr>
<tr>
<td>Belief in rejection by community if they found out they were HIV positive**</td>
<td>27%</td>
<td>27%</td>
<td>33%</td>
<td>28%</td>
</tr>
</tbody>
</table>

*Kaiser Family Foundation, 2011 June, N= 2,583
** Styles, 2012, N= 6,728
Role of Stigma in HIV Prevention

Stigma is associated with lower levels of:

- HIV knowledge (Ritieni et al., 2008)
- Participation in HIV prevention efforts (AIDS Action, 2001; Darrow, et al., 2009)
- Adoption of preventive behaviors, such as condom use (Kalichman, 2006)
- Disclosure of positive HIV/AIDS status (Herek et al., 2003, Malebranche, 2003)
- Getting an HIV test (Darrow, et al., 2009; CDC, 2001a, 2001b; Ritieni et al., 2008; Valdiserri, 2002)
HIV worries subsiding for most Americans

Despite 50,000 new HIV infections every year, an AP-GfK poll finds that very few people in the United States worry about getting the virus.

How worried are you about becoming infected with HIV?

- Not too/not at all worried: 84%
- Somewhat: 7%
- Extremely/very: 9%
- Refused: 1%

How much of a problem would you say HIV and AIDS is compared with 20 years ago?

- More of a problem: 27%
- Less of a problem: 41%
- About the same: 28%
- Don’t know/refused: 5%

Have you, yourself, ever been tested for HIV, or not?

- Yes: 57%
- No: 40%
- Don’t know/refused: 3%

Note: Poll of 1,007 adults conducted June 14-18; margin of error is plus or minus 4 percentage points; may not equal 100 percent because of rounding.

Source: GfK Roper Public Affairs & Corporate Communications

The Associated Press
Thirty years into the epidemic, there is a declining sense of national urgency and visibility of HIV/AIDS.

- The share of Americans who say they’ve seen, heard, or read “a lot” about HIV in the past year fell from 34 percent in 2004 to 13 percent in 2011.

- The proportion of Americans naming HIV/AIDS as the most urgent health problem facing the country has declined from two-thirds in 1987 to just 7 percent in 2011.

Traditional Media

- Transit
- Airports
- Bus Shelters
- Billboards
- Kiosks
- Radio & TV PSA
Online and Social Media

- Online Banners
- Facebook
- Twitter
- YouTube videos
  - PSA, personal stories
New Facebook Application

• Create your own *Let’s Stop HIV Together* ad on Facebook is launching in conjunction with World AIDS Day 2012
• Show your support by sharing your digital ad on the *Act Against AIDS* Facebook wall and your own wall
• Encourage your friends to participate
YouTube campaign has driven over 600K views
Jamar’s Story, Let’s Stop HIV Together
Earned Media

End to AIDS Epidemic: Is It Near?

Hydeia Broadbent, 28, was diagnosed with AIDS when she was 15 years old. "I was 3 years old when my parents found out," she said. "I told my adoptive parents that I wouldn't live to be 20." Hydeia Broadbent is the name of the young woman who was diagnosed with AIDS at a young age.

By DR. MONIQUE DUWELL

In the 1980s, few treatment options were available to people with AIDS. Hydeia Broadbent, the young woman who was diagnosed with AIDS when she was 15 years old, is still alive.

The AIDS epidemic: Beginning of the end?

By Liz Szabo, USA TODAY

Updated 7/19/2012 12:36 PM

The end of AIDS?

WASHINGTON – Thirty-one years after doctors saw their first cases of AIDS, scientists say they now have the knowledge to begin to end the epidemic.

The only question, says AIDS researcher Diane Havlir, is "Do we have the will to do it?" and "Who is going to pay for it?"

Doctors can now prescribe drug cocktails that reduce the amount of AIDS virus in a patients' body to undetectable levels. Landmark research funded by the National Institutes of Health show that these patients are not only healthier, but virtually non-contagious.

Today, the Center for Disease Control and Prevention (CDC) launched Let’s Stop HIV Together, a national campaign that gives voice to Americans living with HIV and to their loved ones. The campaign reminds us that people still have wild misconceptions about the epidemic, and are all too quiet about its existence. Reality check: HIV affects every corner of society. Nearly 1.1 million Americans live with HIV, and about 50,000 more become infected each year.
Let’s Stop HIV Together
Preliminary Campaign Results

• Recruited 37 campaign participants from 12 cities across the US and in Puerto Rico
• To date, garnered more than 318,700,000 impressions through outdoor, transit and online media buys, according to preliminary data analysis
• Garnered more than 600,000 views of the campaign PSA and six digital vignettes on YouTube
• Secured more than $1.7 million in donated media space
• Secured more than 34,000 “Likes” on the Act Against AIDS Facebook page, which predominantly features Let’s Stop HIV Together
Let’s Stop HIV Together-Phase 2
Next Steps

• Expansion to 19 additional cities
• Emphasis on Hispanic/Latino audiences in Los Angeles and Miami through Spanish-language outreach
  • Outdoor media buys and TV/radio PSA placement
• Launch of new campaign vignettes
• Ongoing digital outreach activities through social media platforms
Let’s Stop HIV Together-Phase 2
New Campaign Materials

- Brian
- Kevin

I am a writer, a social worker, and a friend.
And I am living with HIV.

- Craig

I am a friend, a kayaker, and a heart transplant recipient.
And I am living with HIV.

- Scott

I am a colleague, a cook, and a music lover.
And I am living with HIV.

- Nina

www.cdc.gov/ActAgainstAIDS

- Reggie

www.cdc.gov/ActAgainstAIDS

- Craig (right) has lived with HIV since 1985.

- Scott (center) has lived with HIV since 1994.

- Reggie (left) has lived with HIV since 1988.
New Prevention with Positives Campaign

• External consultation (Sept. 2012) to inform a planned prevention with positives campaign

• Consultants recommended:
  – Targeting the 49% of PLWH who are not in care
  – Focusing on linkage and reengagement in care and reducing sexual risk taking behavior to:
    • Increase initiation and adherence to ART
    • Increase viral suppression and overall health in patients
    • Reduce HIV transmission risk to others
PWP Website and Guidelines

- PWP Website & Guidelines
  - CDC created website dedicated to prevention with persons with HIV ([www.cdc.gov/hiv/pwp/](http://www.cdc.gov/hiv/pwp/))
  - Website is designed for health care providers and public health departments
  - Includes the original PWP recommendations
  - Developing recommendations planned for release in 2013
    - CDC partners include: HRSA, NIH, NAPWA, HIV Medicine Association of IDSA, American Academy of HIV Medicine, National Minority AIDS Council, Association of Nurses in AIDS Care, and Urban Coalition for HIV/AIDS Prevention Services
Acknowledgements:
The Prevention Communication Branch

Let's stop HIV together.