

Partner Toolkit

HIV Awareness Campaign



Campaign Summary: HIV Testing, Prevention and Treatment

Denver Public Health has launched an HIV awareness campaign designed to:

- Drive voluntary HIV and STI testing
- Increase awareness of and referrals for PrEP, a daily medication that prevents HIV
- Encourage people living with HIV to stay engaged in care, so they become “undetectable,” or unable to transmit HIV to others

What's going to happen?

Marketing efforts will include digital, print and transit advertising, and radio spots. Throughout the campaign, Denver Public Health will also encourage increased media coverage about HIV. Keep an eye out for campaign ads as they appear for the remainder of the year and into January 2018. To get more information about HIV, connect to resources, and find a nearby testing center, visit DenverPublicHealth.org/BeSure.

Examples of ads and imagery:

1 in 7 people living with HIV in the US don't know it.

Being sure is *Beautiful*

DENVER PUBLIC HEALTH.

Being sure is *Beautiful*

Saber es *Bello*

Being sure is *Beautiful*

Did you know that being undetectable means you can't transmit HIV?

How can partner organizations participate?

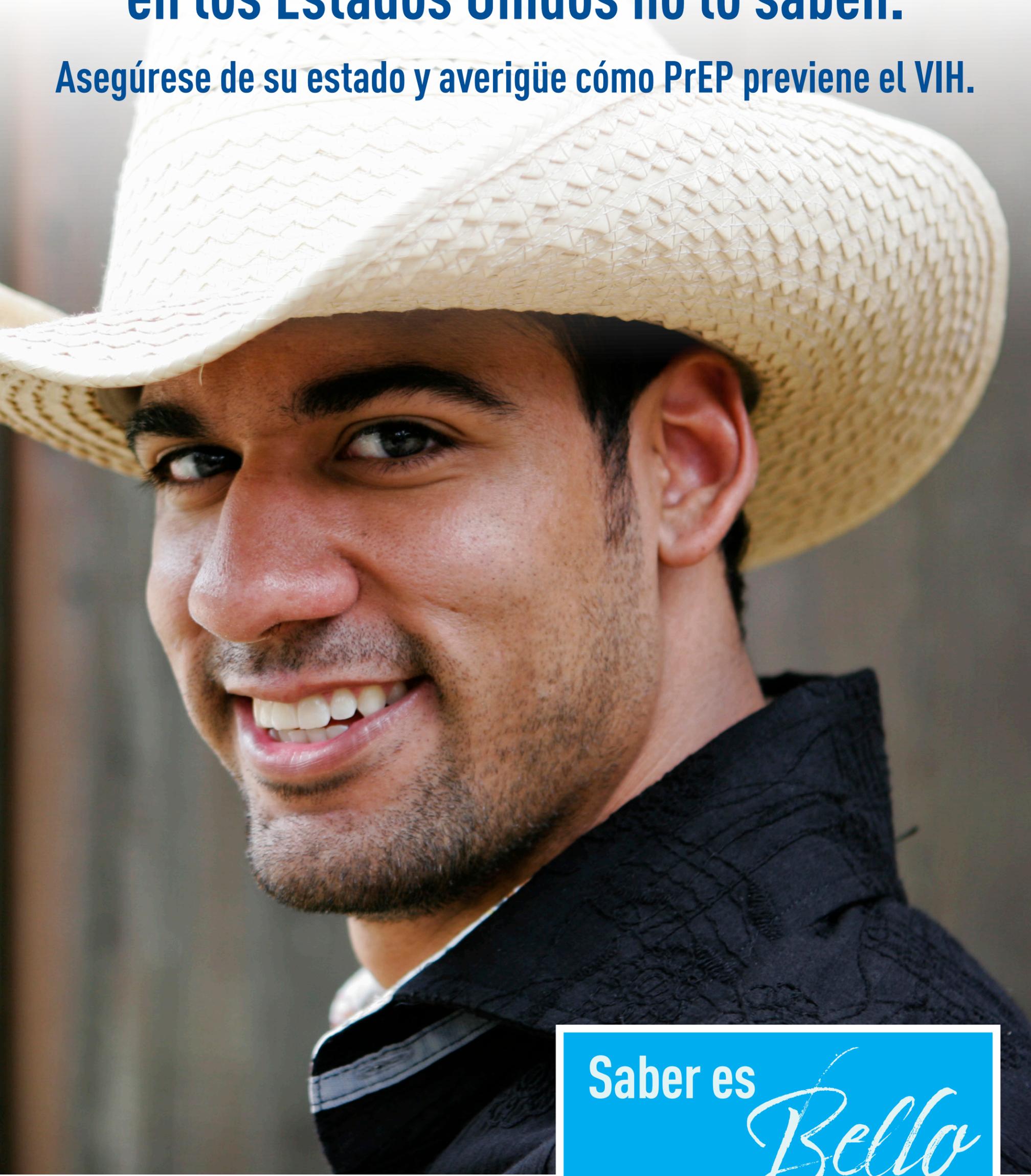
By spreading the word, you can make a big difference. Partners can participate in the following ways:

- Display the campaign cover page image on your Facebook or Twitter page
 - Post prepared social media content to your organization's Facebook or Twitter page
 - Respond to, Like and Share content posted on Denver Public Health's social media pages
- Denver Public Health uses Facebook and Twitter
 Facebook: [Facebook.com/DenverPublicHealth/](https://www.facebook.com/DenverPublicHealth/)
 Twitter: [Twitter.com/DenPublicHealth](https://twitter.com/DenPublicHealth)
- Display posters and other printed items in your location
 - Talk about the campaign with your customers, patients, friends and family. Encourage everyone to be sure of their HIV status.

Campaign Posters

La mitad de los jóvenes que tienen el VIH en los Estados Unidos no lo saben.

Asegúrese de su estado y averigüe cómo PrEP previene el VIH.



Saber es *Bello*

HÁGASE LA PRUEBA HOY.

Las pruebas de ETS y VIH son gratis, rápidas y confidenciales.

DenverPublicHealth.org/asegurate

STDs increase your risk of getting HIV.

Get tested. Get treated. Use PrEP to prevent HIV.



Being sure is
Beautiful

GET TESTED TODAY.

HIV and STD testing is free, fast and confidential.

DenverPublicHealth.org/BeSure

Curious about PrEP? Call 303-602-3652

1 in 7 people living with HIV in the US don't know it.

Be sure of your status and learn how PrEP prevents HIV.

Being sure is
Beautiful

GET TESTED TODAY.

HIV and STD testing is free, fast and confidential.

DenverPublicHealth.org/BeSure

¿Sabía que si su VIH es indetectable, no puede transmitir el VIH?

Hable con su médico sobre el tratamiento como prevención.



Saber es

Bello

MANTÉNGASE EN TRATAMIENTO

Más información en [DenverPublicHealth.org/asegurate](https://denverpublichealth.org/asegurate)
¿Ha dejado de recibir tratamiento? Llame al 303-602-3652

Treatment suppresses HIV, keeping you healthy and your loved ones HIV free.

Talk to your doctor about treatment as prevention.



Being sure is
Beautiful

TREATMENT = PREVENTION

Learn more at [DenverPublicHealth.org/BeSure](https://denverpublichealth.org/BeSure)

Out of care? Call 303-602-3652

Campaign Rack Cards

Las ETS aumentan el riesgo de contraer el VIH.
Hágase la prueba. Reciba tratamiento. Use PrEP para prevenir el VIH.

Saber es

Bello

HÁGASE LA PRUEBA HOY.

Las pruebas de ETS y VIH son gratis, rápidas y confidenciales.

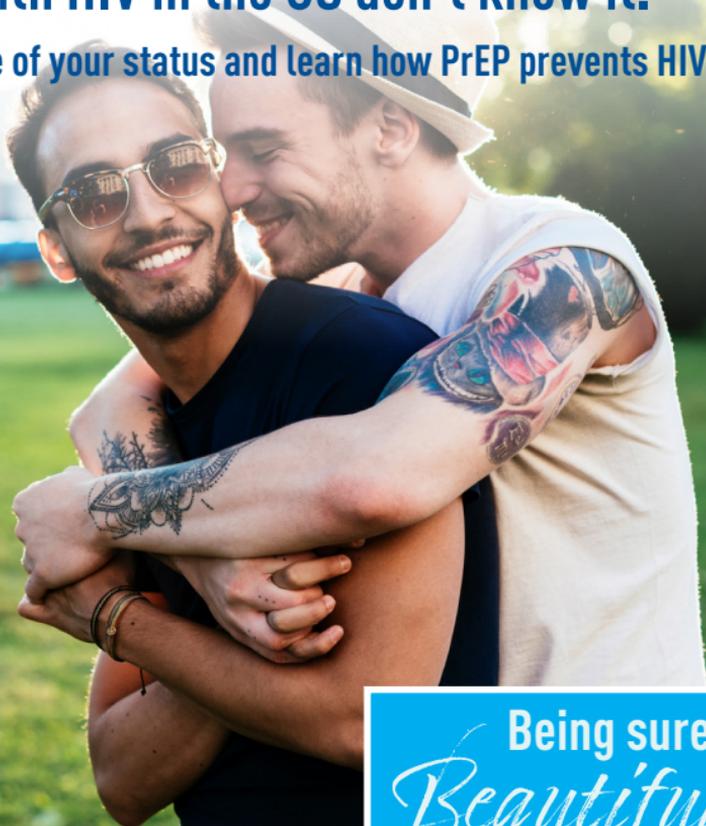
DenverPublicHealth.org/asegurate



**DENVER
PUBLIC HEALTH.**

Half of young people living
with HIV in the US don't know it.

Be sure of your status and learn how PrEP prevents HIV.



Being sure is
Beautiful

GET TESTED TODAY.

HIV and STD testing is free, fast and confidential.

DenverPublicHealth.org/BeSure



**DENVER
PUBLIC HEALTH.**

**Did you know that being undetectable
means you can't transmit HIV?**

Talk to your doctor about treatment as prevention.



Being sure is
Beautiful

STAY IN CARE

Learn more at DenverPublicHealth.org/BeSure

Out of care? Call 303-602-3652



**DENVER
PUBLIC HEALTH.**

Prepared Social Media

**Email DenverPublicHealth@dhha.org to
request images for social media.**

Consider using the following Facebook posts and tweets on your social network.

Facebook

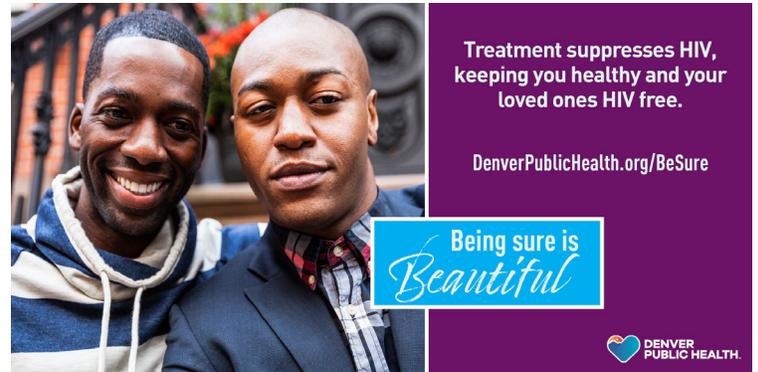


Suggested copy:

- When it comes to #HIV, being sure is beautiful. Be sure of your status and #GetTested today. HIV and STD testing is free, fast and confidential. [DenverPublicHealth.org/BeSure](https://denverpublichealth.org/BeSure)
- In 2015, 61% of people diagnosed with #HIV in the U.S. were between the ages of 20 and 39. Be sure of your status, and #GetTested today. [DenverPublicHealth.org/BeSure](https://denverpublichealth.org/BeSure)
- 1 in 7 people living with #HIV in the U.S. don't know it. Be sure or your status and #GetTested. [DenverPublicHealth.org/BeSure](https://denverpublichealth.org/BeSure)
- Half of young people living with #HIV in the U.S. don't know it. Be sure or your status and #GetTested. [DenverPublicHealth.org/BeSure](https://denverpublichealth.org/BeSure)
- STDs are on the rise and put you at greater risk of getting #HIV. Be sure of your status, and #GetTested today. HIV and STD testing is free, fast and confidential. [DenverPublicHealth.org/BeSure](https://denverpublichealth.org/BeSure)
- Did you know that #PrEP prevents #HIV? [DenverPublicHealth.org/BeSure](https://denverpublichealth.org/BeSure)
- Treatment suppresses #HIV keeping you healthy and your loved ones HIV free. Out of care? Call 303-602-3652 or visit [DenverPublicHealth.org/BeSure](https://denverpublichealth.org/BeSure).
- Did you know that being #undetectable means you can't transmit #HIV? Talk to your doctor about treatment as prevention. Out of care? Call 303-602-3652 or visit [DenverPublicHealth.org/BeSure](https://denverpublichealth.org/BeSure).

Consider using the following Facebook posts and tweets on your social network.

Twitter



Suggested copy:

- Be sure of your #HIV status. #GetTested today. DenverPublicHealth.org/BeSure
- 1 in 7 people living with #HIV in the U.S. don't know it. Be sure and #GetTested. DenverPublicHealth.org/BeSure
- Half of young people living with #HIV in the U.S. don't know it. Be sure and #GetTested. DenverPublicHealth.org/BeSure
- STDs are on the rise and increase your risk of getting #HIV. #GetTested today. DenverPublicHealth.org/BeSure
- Did you know #PrEP prevents #HIV? DenverPublicHealth.org/BeSure
- Did you know #HIV is preventable and treatable? DenverPublicHealth.org/BeSure
- #HIV care keeps you and your loved ones healthy. Stay in care. DenverPublicHealth.org/BeSure
- Being #undetectable means you can't transmit #HIV. Stay in care. DenverPublicHealth.org/BeSure

Consider using these campaign cover images for your Facebook and Twitter pages.

Facebook



Half of young people living with HIV in the US don't know it.

GET TESTED TODAY.

DenverPublicHealth.org/BeSure

Being sure is
Beautiful



1 in 7 people living with HIV in the US don't know it.

GET TESTED TODAY.

DenverPublicHealth.org/BeSure

Being sure is
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Twitter



Half of young people living with HIV in the US don't know it.

GET TESTED TODAY.

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Language Matters: Preferred terminology when discussing HIV

Language is an important place to start when addressing stigma, social exclusion, and discrimination against those who are living with HIV. Language shapes our world, gives meaning to our lives, and can persuade and change minds. It can destroy or empower, and is ever-evolving. This guide was designed to help you use people-centered and non-stigmatizing language when addressing topics related to HIV.

INSTEAD OF	USE
HIV infected	Person living with, diagnosed with, or contracted/acquired HIV. Do not use “infected” when referring to a person. Use people first language, emphasizing the person, not their diagnosis.
Poz, Poz’er, HIVer	Person living with HIV
HIV patient, AIDS patient	Person living with HIV
AIDS virus	HIV. AIDS is a diagnosis, not a virus, and it cannot be transmitted.
Full-blown AIDS	There is no medical definition for this phrase. Simply use the term “AIDS.”
HIV virus or HIV disease	This is redundant, just use “HIV.”
Zero new infections	Zero new HIV acquisitions/transmissions
Became infected	Contracted, acquired, diagnosed with
Victim, innocent victim, sufferer	Survivor, person living with HIV
Intravenous (IV) drug user	Person who injects drugs
Prostitute or prostitution	Person who does sex work, sex worker, or person who participates in street economy or transactional sex
Promiscuous, slut, tramp	Person who has multiple partners
Risky behavior	Describe the specific behavior, such as “multiple partners” or “injecting”
Unprotected sex	Describe the specific behavior, such as “sex without a condom”
HIV-exposed infant	Infant exposed to HIV
Mother-to-child transmission	Vertical or perinatal transmission
Compliant	Adherent
Consumer	Participant or client
“Clean,” as in “I’m clean” or “STD clean”	Use HIV or STI negative. The former suggests that those living with HIV or an STI are “dirty.”