

Dear Colleagues,

I am writing to share information I just learned on a CDC telebriefing. With HHS, the White House and CDC will launch the Act Against AIDS Campaign tomorrow (Tuesday, April 7) at 1:00 p.m.

The Act Against AIDS Campaign is a national media campaign, the first public campaign in twenty years addressing HIV/AIDS, to combat complacency regarding HIV risk and perceived severity. Act Against AIDS is a five-year effort to increase awareness of the HIV/AIDS impact in the United States, and promote HIV testing and risk reduction behaviors among disproportionately impacted communities. Approaches will be diverse and simultaneous. The campaign targets, in order, are:

1. General public. This phase of the campaign is called 9½ minutes, focusing on CDC's estimate that in the United States, every 9½ minutes, someone is infected with HIV. This phase is intended to reduce stigma by conveying the broad impact that HIV has had in the U.S. Online banner ads, viral videos, airport dioramas, and the campaign website www.NineAndAHalfMinutes.org will go live tomorrow beginning at 1:00
2. MSM of all races, but especially African American and Latino MSM (late April 2009)
3. African American women, encouraging them to test. This phase will include elements of the already-launched Take Charge, Take the Test campaign. (June 2009)
4. African Americans generally, especially youth, which will address Myths that serve as barriers to risk reduction (Summer 2009)
5. Physicians/health care providers and their patients

CDC and Kaiser Family Foundation established a partnership to support state organizations including media outlets to disseminate Act Against AIDS materials.

Another component of the Campaign is the Act Against AIDS Leadership Initiative. The goal of the Leadership Initiative is to integrate HIV prevention initiatives into the work and communications that national black organizations already have with their constituents. CDC used an application process to identify these partners. Applicants had to document their history of service and formal network of local affiliates, and well-established communications platforms. Leadership Initiative partners include: NAACP, Southern Christian Leadership Conference, Congressional Black Caucus Foundation, National Coalition of 100 Black Women, National Organization of Black County Officials, National Council of Negro Women, National Urban League, National Medical Association, National Action Network, and 100 Black Men of America.

Campaign resources that will be available when things appear online at <http://www.cdcnpin.org/scripts/hiv/index.asp> include: a splash page which we (MD, other states) could use as an intro to our own website; Viral videos (2 English, 1 Spanish); Radio PSAs (later this month); Webcast planned for tomorrow (White House still

working on this) at www.AIDS.gov; Banner ads: static and animated, English and Spanish; Fact sheets; and pod casts.

More to come,
Kip

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