

Attachment 9

Experiment Stimuli (Radio Scripts, Booklet, and Billboard)

Radio Scripts

CDC's HIV Testing Campaign

"You Know"

:60 Radio

MUSIC: Bass, mid pace.

MAN:

You feel like you've known your man forever. You know his full name, his nickname, his pet names. You know his birth date, He likes old school rap more than R & B and anything his momma cooks. Yes, you feel like you've known your man forever, but that doesn't mean you know everything about him.

(Music Transitions)

ANNOUNCER:

Of all the women living with AIDS in the U.S., 60% are African American. And, two out of three of these women got HIV by having unprotected sex with a man.

The good news is more and more women are stepping up and getting tested for HIV. Women just like you who know they have to look out for themselves. Get an HIV test. Whatever the result, there are treatment and support programs available in your community.

To find out where you can get a free HIV test in your area, visit hivtest.org or call toll free 1-800-CDC-INFO. That's 1-800-C-D-C-I-N-F-O. If you've had unprotected sex, get an HIV test. Take Charge. Take the Test.

Public reporting burden of this collection of information is estimated to average 12 minutes per response for the radio ads and 15 minutes per response for the booklet reading, including the time for reviewing instructions. Because the billboard advertisement will appear during "log-on" for each stimuli session we estimate no burden for these exposures. A person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (OMB#).

CDC's HIV Testing Campaign
"Look Out For Yourself"
:60 Radio

Music: Soft steady beat. The song is spoken word.
(AA female, with conviction)

WOMAN:

Standing together, hand-in-hand
You're my partner, my friend, you're my strong black man

When we're apart, I still think of you
I wonder what you say; I wonder what you do
When we're together it's like nothing else

But I'm getting tested...gotta look out for myself.

ANNOUNCER:

You feel as if you've known him forever, but that doesn't mean you know everything. Of all the women living with AIDS in the U.S., 60% are African American. And, two out of three of these women got HIV by having unprotected sex with a man.

The good news is more women are getting tested for HIV, because they realize no one can look out for them better than they can. Whatever the result, there are treatment and support programs available in your community.

To find out where you can get a free HIV test, visit hivtest.org or call toll free 1-800-CDC-INFO. That's 1-800-C-D-C-I-N-F-O. If you've had unprotected sex, get tested for HIV. Take Charge. Take the Test.

Campaign Booklet (Reading Level: 5th grade assessed using the FRY Readability Formula)

Get a free HIV test. 1-800-CDC-INFO

**You know him...
but you can't know everything.**



**What You Need to Know to Take Charge
Take the HIV Test**

ED036/Revised October 2005

Printed in USA

Get a free HIV test. 1-800-CDC-INFO

Get an HIV test and look out for yourself.

**YOU CAN CARE ABOUT YOUR MAN AND STILL
LOOK OUT FOR YOURSELF. GET AN HIV TEST.**

For black women in the United States right now, there's bad news and there's good news.

The bad news: Black women — more than any other women in the United States — are getting HIV.

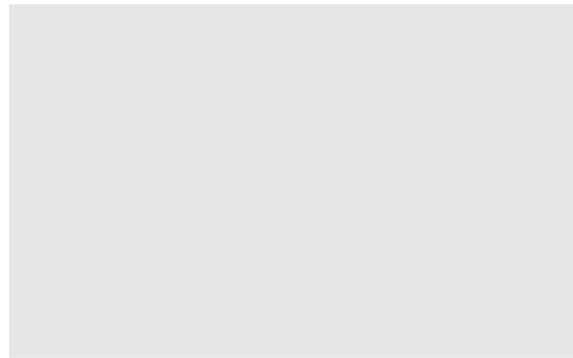
Of all the women living with AIDS in the United States, 60% are African American. Two out of three of these women got HIV by having unprotected sex with a man.

Sadly, strong black women in all kinds of relationships get HIV. Women in committed relationships. Faithful women. Women with a good man.

There's also good news: More and more black women are taking a stand. They are standing up and getting tested for HIV. They are looking out for themselves and doing what they need to do to stay healthy.

BE UP TO THE TEST!

HIV/AIDS Resources in Your Area



Talk to your doctor about getting tested for HIV during your next visit. Take this booklet with you if you need help starting the conversation.

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Fiction: If you've got a good man, you won't get HIV.

Fact: The truth is good men and good women get HIV. The only way to know you're OK is to take the test.

**HIV TAKE CHARGE.
TAKE THE TEST.**

TAKE CHARGE. TAKE THE TEST. HERE'S HOW.

Get the Test: To get a free HIV test or to learn about HIV testing locations in your community

call **1-800-CDC-INFO**
or visit **www.hivtest.org**

Spread the Word: Share this booklet with a girlfriend or family member to help her **look out for herself.**

3 Things You Need to Know About HIV

- ▶ **HIV is the virus that causes AIDS.**
First, someone gets infected with HIV. Then the infection turns into AIDS.
You can't get AIDS without first getting HIV.
AIDS damages your body's immune system, which helps protect you from infections. (But there is not a set amount of time for HIV infection to turn into AIDS — the time is different for each person.)
- ▶ **Sadly, more and more black women are getting HIV.**
And many of them got it from having unprotected sex with a man.
- ▶ **People can look and act totally healthy — and still have HIV.**
The only way to know whether you have HIV is to

TAKE THE TEST.



IF YOU'VE HAD UNPROTECTED SEX WITH A MAN, YOU MAY HAVE BEEN AT RISK. GET AN HIV TEST.

The fact is, unprotected sex with a man is still the #1 way that women get HIV.

He might be good-looking and smart. He might be someone you've known for years. But a good way to truly look out for yourself is to

GET AN HIV TEST.

This is true for all women who have unprotected sex with a man, not just for women who have had several partners.

Find out quickly.

For most HIV tests, it takes about 2 weeks to get the test results. If you ask for a "rapid HIV test," you can get your results the same day. You can get a rapid HIV test either by having a health professional take a blood sample or swab the inside of your mouth.

Remember: Be sure to ask your doctor.

You can't assume that your doctor is automatically testing you for HIV.

The only way to know for sure is to ask for the HIV test.

Fiction: HIV is a gay man's disease.

Fact: The truth is any person who has had unprotected sex has a chance of getting HIV — male or female, gay or straight. In fact, most of the women who get HIV get it from unprotected sex with a man.



HOW TO GET AN HIV TEST.

There are 2 main ways to take an HIV test. Both have been proven safe and effective.

► **Check your blood.**

A health professional can take a sample of blood from your vein or finger. This is a very common way to get an HIV test.

► **Check a swab from your mouth.**

A health professional can swab the inside of your mouth, around your outer gums, both upper and lower — no needles required. This tests the oral fluid inside your mouth, which is slightly different than your saliva. This is becoming a more common way to get an HIV test, but it is not available everywhere.

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How to Look Out for Yourself: 4 Ways to Stay Away From HIV

► **Don't have sex.**

Most women get HIV by having unprotected sex with a man who has HIV.

► **Be faithful.**

You can lower your chances of getting HIV by staying in a long-term relationship with only 1 partner. Your chances will also be lower if both of you have recently tested negative for HIV.

► **Use a condom.**

If you do have sex, use a condom every time. It's not perfect, but it helps.

► **Don't share certain items.**

Don't share anything (including needles or syringes) that might bring you into contact with someone else's blood or bodily fluids.

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Fiction: The doctor automatically gives you an HIV test whenever he or she draws your blood.
Fact: The truth is you get tested for HIV only if you give your permission.



GOOD REASONS TO GET AN HIV TEST.

Many women are afraid to get an HIV test because they are afraid of learning they have HIV. But more women now understand that it is better to take the test and know the result. Whatever the test result, treatment and support programs are available for you.

There are 3 good reasons for you to take charge and get an HIV test.

BUT FIRST...

Did You Have Unprotected Sex? When to Take the Test

If you ever have unprotected sex, you should get an HIV test 3 to 6 months after having sex. Why? Because it takes about 3 months for HIV antibodies (made by the body to fight the virus) to show up on the test.

If you get tested before 3 months, the antibodies may not show up — even if you have the virus.

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3 Good Reasons to Take the Test

► **Finding out early can help you stay healthy.**

If you're HIV-positive, it means that the virus is inside you — but you may not feel sick. And that's why it is good to find out early. There are treatments now that can keep you healthy longer.

That can happen only if you find out early that you have HIV.

► **If you know, you can look out for yourself — and the people you love.**

The earlier you know, the more you can do. Knowing early allows you to help yourself and may help you to be there for the people you love.

► **It's free. And it's easy.**

Many clinics and testing locations in your area offer free HIV tests. You can even get confidential or anonymous HIV tests. Call **1-800-CDC-INFO** or visit www.hivtest.org to find out where you can get a free HIV test in your area.

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Fiction: It doesn't do any good to find out that you have HIV. You have to be rich to get good treatment.
Fact: The truth is treatment programs are available for everyone, even for people who can't afford to pay a lot for treatment. And the sooner people learn their HIV test result, the quicker they can get treatment if they need it.



TAKE CHARGE. TAKE THE TEST.

For a Man You Care About

Tear out this section and share it with an important man in your life.

I learned some important facts about HIV/AIDS and HIV testing that I want to share with you.

► **Black people should pay attention.**

Sadly, HIV is affecting our community more and more these days. Almost half (48%) of the people living with HIV/AIDS in the United States are black.

► **Anyone can get HIV.**

It is NOT a gay man's disease. Anyone who has had unprotected sex has a chance of getting HIV — male or female, gay or straight.

► **HIV testing can be free and easy.**

Many clinics and testing locations in our community offer free HIV tests. Many of them offer confidential and anonymous tests.

► **There is good news.**

No matter the HIV test result, treatment and support programs are available for everyone. And, for people who are HIV-positive, finding out early can help them stay healthy.

I learned this and much more and I'm going to get tested to look out for myself. If you're interested, you, too, can learn more.

You can call **1-800-CDC-INFO** or visit www.hivtest.org to learn more about HIV testing or to find an HIV testing location near you.

From Someone Who Is Looking Out for
Herself and for You

HIV TAKE CHARGE.
TAKE THE TEST.

Campaign Billboard



**You know him.
But you can't
know everything.**

Get a Free HIV Test



I-800-CDC-INFO