

MSM of All Races Campaign

Taglines and Messages for Online Testing-R3

Taglines:

- Start talking. Stop HIV.
- Stop HIV one conversation at a time.
- TALK HIV.

Messages:

- Protect yourself and your partner. Talk about testing, your status, condoms and new options like medicines that prevent and treat HIV.
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- Talk about testing, your status, condoms and medicines that prevent and treat HIV.
- Talk about testing, your status, condoms and anti-HIV medicine.
- Talk about ways to protect yourself from HIV.