

This document contains sample campaign materials that might be shown to participants. Note that the selections are not final at this point in time, but they will all be drawn from publicly available campaign materials.

## Contents

No table of contents entries found.

## Real Warriors Campaign

### 1) Pages from the campaign website

The screenshot displays the Real Warriors Campaign website. At the top, a yellow banner features the slogan "REAL WARRIORS \* REAL BATTLES REAL STRENGTH" and the tagline "Invisible wounds – you don't have to go it alone". Navigation links include Home, About Us, Partners, Resources, Videos, Get Involved, Press Room, and The Wall. A search bar is present with a "GO" button. Below the banner, a navigation bar lists categories: ACTIVE DUTY, NATIONAL GUARD & RESERVE, VETERANS, FAMILIES, and HEALTH PROFESSIONALS. The main content area is titled "Seek Help, Find Care" and includes a "LIVE CHAT" button, "MILITARY CRISIS LINE" information (800-273-8255, press 1), and "FIND CARE" and "SEEK HELP" buttons. A "Popular Topics" section lists various subjects like reintegration, stress, and PTSD. A highlighted box contains the text: "In crisis? Call 800-273-8255 for the Military Crisis Line. The Military Crisis Line offers free confidential support 24/7. Service members can call 800-273-8255 and press 1, or chat online." Social media icons and a 5-star rating are also visible.

2) Videos (e.g., testimonials, public service announcements)

**ACTIVE DUTY ★ NATIONAL GUARD & RESERVE ★ VETERANS ★ FAMILIES ★ HEALTH PROFESSIONALS**

Home » Profile: 1st Sgt. Simon Sandoval Print Page Email Page

**DCoE OUTREACH CENTER**  
For information and resources  
866-966-1020

**LIVE CHAT**

**MILITARY CRISIS LINE**  
For crisis intervention  
800-273-8255, press 1

**FIND CARE** **SEEK HELP**

**Videos**


- Videos Home
- Video Profiles
- Video PSAs
- Video Shorts
- Radio PSAs
- PowerPoint Help

Facebook Twitter Pinterest + 21 ★ ★ ★ ★ ★ Average: 5 (5 votes)

**Profile: 1st Sgt. Simon Sandoval**

**Video Profiles:  
1st Sgt. Simon Sandoval**

After losing Marines in Iraq and Afghanistan, 1st Sgt. Sandoval began drinking heavily, lost interest in maintaining his health and fitness, and pulled away from family and friends. Eventually, by opening up and sharing his experiences, he began to turn his life back around.



Download this video to your computer

Home » PSA: I Can, I Will (29 sec) Print Page Email Page

**DCoE OUTREACH CENTER**  
For information and resources  
866-966-1020

**LIVE CHAT**

**MILITARY CRISIS LINE**  
For crisis intervention  
800-273-8255, press 1

**FIND CARE** **SEEK HELP**

**Videos**


- Videos Home
- Video Profiles
- Video PSAs
- Video Shorts
- Radio PSAs
- PowerPoint Help
- Podcasts

Facebook Twitter Pinterest + 1 ☆☆☆☆☆ No votes yet

**PSA: I Can, I Will (29 sec)**

**Video PSAs:  
I Can, I Will (29 sec)**

Military life is rewarding, but it isn't always easy. But I Can, I Will stay mission ready. Take the first step.



Download this video to your computer

3) Hard copy materials (e.g., brochures, posters, wallet cards)

**REAL WARRIORS.**

Photo by SSGT, Suzanne H. Day

**REAL BATTLES.**

Photo by Shutterstock Inc.

**REAL STRENGTH.**

Photo by Shutterstock Inc.

**REACHING OUT MAKES A REAL DIFFERENCE.**

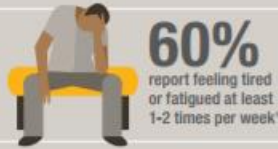
Discover real stories of courage in the battle against combat stress.  
Call Toll Free 866-966-1020 ★ [www.realwarriors.net](http://www.realwarriors.net)

REAL WARRIORS • REAL BATTLES  
**REAL STRENGTH**

# SLEEP MATTERS

Well-rested warriors are important for a psychologically healthy and ready force.

Service members get around 6.5 hours of sleep per 24 hours while deployed.  
**7-8 HOURS OF SLEEP PER NIGHT IS RECOMMENDED.**



## FIVE TIPS TO MAXIMIZE YOUR SLEEP

Maximize your sleep with these practical tips\* from the Real Warriors Campaign.

*These tips represent ways to help you sleep and are not a substitute for treatment.*



### LIMIT SCREEN TIME

Keep electronics including your smartphone, computer or a tablet away from your bedroom. The blue light can make it harder to fall or stay asleep.



### KEEP A SLEEP SCHEDULE

Train your body to fall asleep naturally by setting a routine. Aim to wake up at the same time each day to help improve your sleep quality.



### WATCH WHAT YOU CONSUME BEFORE BED

Caffeine, nicotine, alcohol, sugar and a late meal can keep you awake. Give your body at least three hours to digest your meal.



### NAP STRATEGICALLY

A nap in the late morning/early afternoon can help make up for reduced nighttime sleep. This can help to increase alertness and improve mood.



### CREATE A SOOTHING SLEEP SPACE

Cool, dark and clean are key. Get rid of anything that might keep you awake. Try using earplugs or a sleep mask for better sleep.



\*Tips adapted from The National Sleep Foundation and the U.S. Army Performance Study.

**SEEK CARE** If you are still having trouble with sleep after trying these tips above, take the first step and contact your primary care manager or internal behavioral health consultant to receive advice, assess symptoms, and talk through ways to address your concerns.

# Make the Connection

## 1) Pages from the campaign website

**CUSTOMIZE SITE CONTENT** Change these settings to view content that is most relevant to you. Close filter ▲

I SERVED DURING: Select an Era ▼ I SERVED IN: Select your Service ▼ EXPOSED TO COMBAT?: Combat ▼ GENDER: Gender ▼ Filter

**MAKE THE CONNECTION** SHARE THIS PAGE f t e Q FIND LOCAL SUPPORT

What Is MTC? Information For... ▼ Life Events & Experiences ▼ Signs & Symptoms ▼ Conditions ▼ Videos Resources ▼

### ★ Information For Veterans

No matter when, where, or how you served, or what you've experienced in military or civilian life, you may be facing challenges that affect your health, relationships, and life. Whether your military role ended two decades ago or two days ago, you share with Veterans everywhere the common bonds of duty, honor, and service to our nation. Every day, Veterans connect with resources and support to manage and confront the issues they may have and find solutions for improving their lives.

**IN THIS SECTION**

- Family and Relationships
- Transitioning from Service
- Death of Family or Friends
- Alcohol or Drug Problems
- PTSD

## 2) Videos (e.g., testimonials, public service announcements)

Renewed energy after treatment for depression

Drag the cursor you want to

### Renewed energy after treatment for depression

In the Air Force, Kirk started to feel lethargic. The feeling continued even after his service ended. He later felt irritable and frustrated, and he drank a lot. After reaching out to VA for counseling, Kirk recognized the importance of treatment to overcome his depression. Now he is going back to school and is living well.

[Learn More](#) [Find Local Support](#)

RELATED VIDEOS

- Stories of Veteran Strength and Resilience
- Family Members of Veterans Share Their Stories
- Deciding to get better and seeing results
- Stories of Veteran Strength and Resilience

The image shows a video player interface. The main video features a man in a dark cap with a play button overlay. To the right is a text box with a title, a paragraph of text, and two buttons: 'Learn More' and 'Find Local Support'. Below the main video is a 'RELATED VIDEOS' section with four smaller video thumbnails, each with a play button and a title below it.

3) Hard copy materials (e.g., brochures, posters, wallet cards)



## LEARN ABOUT PTSD

### Posttraumatic Stress Disorder

*The U.S. Department of Veterans Affairs provides confidential treatment for PTSD.*



*Watch stories of Veterans who have learned to manage PTSD and find resources at [MakeTheConnection.net/PTSD-info](http://MakeTheConnection.net/PTSD-info).*

#### WHAT IS PTSD?

- If you have experienced severe trauma or a life-threatening event, you may develop symptoms of posttraumatic stress, sometimes called posttraumatic stress disorder, PTSD, shell shock, or combat stress. Maybe you felt like your life or the lives of others were in danger, or that you had no control over what was happening. You may have witnessed people being injured or dying, or you may have been physically harmed yourself.

#### LOOKING FOR SUPPORT?

Good treatments and coping tools are available for PTSD. Whether you just returned from deployment or have been out of the service for decades, it's never too late to find support with:

- Your local VA Medical Center or Vet Center
- A mental health professional
- PTSD Coach Online:  
[www.PTSD.VA.gov/Public/Treatment/Cope](http://www.PTSD.VA.gov/Public/Treatment/Cope)

#### WHAT ARE THE SIGNS OF PTSD?

**Sometimes symptoms don't surface for months or years after the event or returning from deployment. The following may be signs of PTSD:**

- Feeling anxious, jittery, irritated, or constantly on guard
- Having nightmares, flashbacks, or otherwise reliving the event
- Thinking about the event when you didn't want to
- Avoiding situations that remind you of the event
- Feeling guilty, ashamed, or responsible for what happened
- Feeling depressed, tired, or empty
- Thinking you're always in danger
- Feeling numb or detached from others or activities

#### INSPIRING VIDEOS FROM VETERANS MANAGING PTSD

*Watch U.S. Army Veteran Pat – and hundreds of other Veterans – share his symptoms, how he learned he had PTSD, and what he did to get on a path to recovery at [MakeTheConnection.net/PTSD-info](http://MakeTheConnection.net/PTSD-info).*



#### LOCATE

Find resources near you



*Find resources near you. Visit [MakeTheConnection.net](http://MakeTheConnection.net)*



U.S. Department  
of Veterans Affairs

**MAKE THE  
CONNECTION**



U.S. Department  
of Veterans Affairs



*"Being in a VA program and listening to other Women Veterans' stories helped me identify some of the things I was experiencing."*

**MAKE THE  
CONNECTION**

Learn more at:  
[www.MakeTheConnection.net/WatchMarylyn](http://www.MakeTheConnection.net/WatchMarylyn)



Marylyn  
US Army  
1981-1992



*MakeTheConnection.net* helps Veterans recognize they are not alone—there are people out there like them who are going through similar experiences, overcoming challenges, reaching positive outcomes for treatment and recovery, and finding paths to fulfilling lives. These messages are conveyed through the most credible source of all—the voices of other Veterans.

At *MakeTheConnection.net*, you can:

- View a video gallery featuring hundreds of candid, personal testimonials from Veterans like you and their families
- Learn more about the life challenges you may be facing—and ways to overcome them
- Hear from other Veterans who have had similar experiences, reached out for support, and are now living fulfilling lives
- Explore easy-to-navigate information, in plain language, to help you find solutions
- Easily find resources available in your area

Learn more at: [www.MakeTheConnection.net](http://www.MakeTheConnection.net)



U.S. Department  
of Veterans Affairs

**MAKE THE  
CONNECTION**



# Awareness materials for Veterans Crisis Line

## 1) Pages from the campaign website

The screenshot shows the homepage of the Veterans Crisis Line website. At the top, there is a navigation bar with the URL "SuicidePreventionLifeline.org" and links for "Get Help", "Materials", "Get Involved", "Crisis Centers", and "About". Below this is the main header area featuring the "Veterans Crisis Line" logo with a star and the phone number "1-800-273-8255 PRESS 1". To the right of the logo are three buttons: "Dial 1-800-273-8255 PRESS 1", "Text to 838255", and "Confidential Veterans Chat". Below these buttons is a link for "Support for Deaf and Hard of Hearing". A secondary navigation bar contains three tabs: "I am Veteran", "I am Active Duty/Reserve and Guard", and "I am Family/Friend". A blue banner below the tabs reads "Confidential Help for Veterans and Their Families" and includes links for "Be There", "Signs of Crisis", "Resources", "Get Help", and "About".

The main content area features a large image of a group of people sitting on a bench. Overlaid on the image is the text "#Be There for Veterans and Servicemembers" and a "Learn More" button. To the right of the image is the heading "Welcome to the Veterans Crisis Line Website" followed by a paragraph: "The Veterans Crisis Line connects Veterans in crisis and their families and friends with qualified, caring Department of Veterans Affairs responders through a confidential toll-free hotline, online chat, or text. Veterans and their loved ones can call 1-800-273-8255 and Press 1, chat online, or send a text message to 838255 to receive confidential support 24 hours a day, 7 days a week, 365 days a year. Support for deaf and hard of hearing individuals is available." Below this text is a link: "More about the Veterans Crisis Line".

Below the main content area is a section titled "Are You a Veteran or Concerned About One?". This section contains two columns. The left column has a blue "Act Now" button, the text "Dial 1-800-273-8255 PRESS 1 to talk to someone NOW", and a red "Confidential Veterans Chat" button. The right column has a blue "Learn Now" button and a red button with a warning icon and the text "Identify the Warning Signs".

2) Videos (e.g., testimonials, public service announcements)



Lost: The Power of One Connection



Veterans Health Administration

Subscribe 12,118

5,880 views

3) Hard copy materials (e.g., brochures, posters, wallet cards)



U.S. Department  
of Veterans Affairs



## Veterans Crisis Line **Fact Sheet**

### Confidential crisis help for Veterans and their families

The Veterans Crisis Line is a toll-free, confidential resource that connects Veterans in crisis and their families and friends with qualified, caring U.S. Department of Veterans Affairs (VA) responders.

Veterans and their loved ones can call **1-800-273-8255** and **Press 1**, chat online at **VeteransCrisisLine.net**, or send a text message to **838255** to receive free, confidential support 24 hours a day, 7 days a week, 365 days a year, even if they are not registered with VA or enrolled in VA health care.

The responders at the Veterans Crisis Line are specially trained and experienced in helping Veterans of all ages and circumstances — from Veterans coping with mental health issues that were never addressed to recent Veterans struggling with relationships or the transition back to civilian life. Veterans Crisis Line responders provide support when these and other issues — such as chronic pain, anxiety, depression, sleeplessness, anger, and even homelessness — reach a crisis point. Some of the responders are Veterans themselves and understand what Veterans and their families and friends have been through.

Since its launch in 2007, the Veterans Crisis Line has answered nearly 2.8 million calls and initiated the dispatch of emergency services to callers in crisis nearly 74,000 times. The Veterans Crisis Line anonymous online chat service, added in 2009, has engaged in more than 332,000 chats. In November 2011, the Veterans Crisis Line introduced a text-messaging service to provide another way for Veterans to connect with confidential, round-the-clock support, and since then has responded to more than 67,000 texts.

In 2011, the National Veterans Suicide Prevention Hotline was renamed the Veterans Crisis Line to encourage Veterans and their families and friends, who may be the first to realize a Veteran is in emotional distress, to reach out for support when issues reach a crisis point, even if it is not a suicidal crisis.

VA is working to make sure that all Veterans and their loved ones are aware of the Veterans Crisis Line. To reach as many Veterans as possible, VA is coordinating with communities and partner groups nationwide, including community-based organizations, Veterans Service Organizations, and local health care providers, to let Veterans and their loved ones know that support is available whenever, if ever, they need it.

**Whether you're a Veteran or a friend or family member concerned about one, confidential assistance is only a call, click, or text away.**

For more information about the Veterans Crisis Line, visit [VeteransCrisisLine.net](http://VeteransCrisisLine.net)  
For more information about VA's mental health resources, visit [www.mentalhealth.va.gov](http://www.mentalhealth.va.gov)

© 3/17 VHA

• • • • • Confidential crisis chat at **VeteransCrisisLine.net** or text to **838255** • • • • •



Please take a card, learn more about this lifesaving resource, and share it with others.

**Veterans  
Crisis Line**



**Military  
Crisis Line**



**1-800-273-8255 PRESS 1**

Confidential chat at [VeteransCrisisLine.net](https://www.VeteransCrisisLine.net) or text to **838255**

**Confidential support 24 hours a day, 7 days a week, 365 days a year for Veterans, Service members, and their families.**



U.S. Department  
of Veterans Affairs

# Awareness materials for National Recovery Month

1) Pages from the campaign website

Substance Abuse and Mental Health Services Administration  
**SAMHSA**

Home Newsroom Site Map Contact Us

Search SAMHSA.gov All SAMHSA Recovery Mo. Search

Connect with SAMHSA: Facebook Twitter YouTube BLOG

Find Help & Treatment Topics **Programs & Campaigns** Grants Data About Us Publications

LOGIN | REGISTER SHARE+

## JOIN THE VOICES FOR RECOVERY STRENGTHEN FAMILIES AND COMMUNITIES

National Recovery Month  
Prevention Month | September 2017

## National Recovery Month

Every September, SAMHSA sponsors Recovery Month to increase awareness and understanding of mental and substance use disorders and celebrate the people who recover.

### THE ROAD TO RECOVERY RECOVERY MONTH 2017 KICK OFF SHOW

**Now Available: March 2017 Road to Recovery Episode**

The March episode highlights accomplishments of the 2016 campaign and looks forward to 2017 Recovery Month.

[View the Episode >](#)

**Recovery Month Events**

**Promote Recovery Month**

#### Twitter

Follow @recoverymonth

**Recovery Month**  
@RecoveryMonth

Mental disorders affect millions of adults in the U.S. each year. Get to know the facts: [bit.ly/1HU7ID0](http://bit.ly/1HU7ID0) #recovery

#### Facebook

Recover...  
Like Page

#### YouTube

recoverymonth  
YouTube 1K

#### Year to Date

212	<a href="#">Find and Post Events</a>
3	<a href="#">Share Personal Stories</a>
0	<a href="#">View Proclamations</a>

2) Videos (e.g., testimonials, public service announcements)

<b>Recovery Month</b>
About Recovery Month
Planning Partners
Recovery Month Events
Promote Recovery Month
Personal Recovery Stories
Road to Recovery Series

## September 2016: Building Family Resiliency: Supporting Recovery



**Aired:** Wednesday, September 7, 2016

This show will explore family and relationship factors that are protective and promote recovery from mental or substance use disorders. The discussion will focus on how families who have experienced behavioral health problems achieve and continue to strengthen the four dimensions of recovery: health, home, purpose, and community. Panelists will discuss how families remain hopeful as they face the daily challenges of preventing relapse, what they do if relapse occurs, the education of family members, and techniques that help them stay on

3) Hard copy materials (e.g., brochures, posters, wallet cards)



**JOIN THE VOICES FOR RECOVERY  
STRENGTHEN FAMILIES AND COMMUNITIES**

**National Recovery Month (Recovery Month)** increases awareness and understanding of mental and substance use disorders and encourages individuals in need of treatment and recovery services to seek help. *Recovery Month* celebrates people in long-term recovery and recognizes the dedicated workers who provide the prevention, treatment, and recovery support services.

This year's *Recovery Month* theme focuses on rural and frontier communities, the criminal justice system, community- and faith-based organizations, and public health professionals and departments, highlighting the various entities that support recovery within our society. The theme, "Join the Voices for Recovery: Strengthen Families and Communities," encourages communities to be socially inclusive, offering support to those with mental and/or substance use disorders, as well as the chance to seek help, lend a hand, and contribute to their community as citizens, parents, employees, students, volunteers, and leaders.

Resources and activities for this year's *Recovery Month* observance will include:

- A toolkit for *Recovery Month* event organizers and attendees, with media templates, current data on behavioral health conditions, resources for prevention, treatment, and recovery support services, and tips for event planning and community outreach
- A national *Recovery Month* kickoff in September 2017 in Washington, D.C.
- SAMHSA-produced television and radio public service announcements

Please contact the *Recovery Month* team at [RecoveryMonth@samhsa.hhs.gov](mailto:RecoveryMonth@samhsa.hhs.gov) for more information.

The *Recovery Month* website (<https://recoverymonth.gov/>) provides printable materials, web, television, audio, and social media resources to help communities plan events, educate individuals about mental and substance use disorders and to encourage individuals to seek treatment and recovery services.

- Read and share recovery stories: <https://recoverymonth.gov/personal-stories>
- Find and post recovery events in the community: <https://recoverymonth.gov/events>
- Watch the Road to Recovery television series: <https://recoverymonth.gov/road-to-recovery>
- Download web banners and logos to promote *Recovery Month*: <https://recoverymonth.gov/promote/banners-logos-flyers>

**FOLLOW RECOVERY MONTH ON SOCIAL MEDIA**

**FACEBOOK**  
<https://www.facebook.com/RecoveryMonth>

**YOUTUBE**  
<https://www.youtube.com/RecoveryMonth>

**TWITTER**  
<https://www.twitter.com/RecoveryMonth>



JOIN THE VOICES FOR RECOVERY  
**STRENGTHEN FAMILIES  
AND COMMUNITIES**



**JOIN THE VOICES FOR RECOVERY!**  
Learn more and find community events at [recoverymonth.gov](http://recoverymonth.gov)



National  
*Recovery Month*  
Prevention Works • Treatment is Effective • People Recover  
SEPTEMBER 2017



# Let's Stop HIV Together (shown to those in the control condition)


## 1) Pages from the campaign website

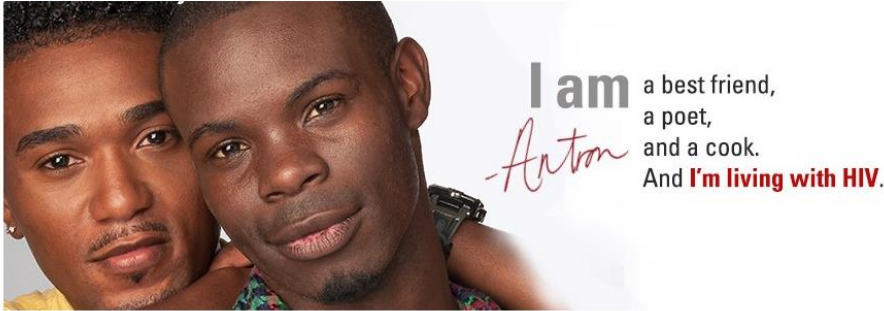
### Act Against AIDS

[Act Against AIDS](#)

### Let's Stop HIV Together








Language: English 





#### Get Tested

Find an HIV testing site near you.

**Go**

 Help  Share

#### Get the Facts

[Learn about HIV and AIDS](#), and take steps to protect yourself.

#### Get Tested

[Test](#). It's easy, free, fast, and confidential.

#### Get Involved

Share your story, make a difference, support others with HIV.

#### Get Materials

Find [posters](#), [banners](#), [brochures](#) and [palm cards](#).

The *Let's Stop HIV Together* campaign raises awareness about HIV and its impact on the lives of all Americans, and fights stigma by showing that persons with HIV are real people—mothers, fathers, friends, brothers, sisters, sons, daughters, partners, wives, husbands, and co-workers.

[Order Free Campaign](#)

2) Videos (e.g., testimonials, public service announcements)

The screenshot shows a YouTube video player interface. The main video frame displays a dark red background with white handwritten text that reads "Let's Stop HIV Together" and "Dena and her daughter, Kandace". Below the video frame is a control bar with a play button, a progress bar at 0:01 / 2:29, and icons for closed captions, settings, and full screen. Below the video frame, the video title "CDC: Dena's Story, Let's Stop HIV Together" is displayed, along with the CDC logo, a "Subscribe" button with 47,392 subscribers, and a view count of 78,795 views. To the right of the video frame is a sidebar with a playlist titled "HIV/AIDS and STDs" containing 15/205 videos. The playlist includes several videos with titles like "CDC: Dena's Story, Let's Stop HIV Together", "CDC: Mark's Story, Let's Stop HIV Together", "CDC: Regan's Story, Let's Stop HIV Together", "CDC: Mysti's Story, Let's Stop HIV Together", "CDC: Kelly's PSA, Let's Stop HIV Together", and "CDC: Hydeia's Story, Let's Stop HIV Together". Below the playlist is a recommended video titled "The Silent HIV Crisis Sweeping the American South: TONIC Specials" with a view count of 413,970 views.

3) Hard copy materials (e.g., brochures, posters, wallet cards)

Let's stop HIV together.

We are...

- mothers
- friends
- sisters
- dreamers
- activists
- partners
- best friends

Visit [www.cdc.gov/Together](http://www.cdc.gov/Together) to learn more information, download free materials, and share your story.

Get the facts. Get tested. Get involved.

www.cdc.gov/Together

www.facebook.com/ActAgainstAIDS @TalkHIV

We are stopping HIV together, whether we are positive or negative. HIV does not define who we are.

HIV can affect anyone. Do your part by educating yourself and talking about HIV with your friends, families and loved ones. Help us prevent HIV by always protecting yourself, getting tested, and getting treatment, if needed.

Let's stop HIV together.

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Let's stop HIV together.

Did you know that...

- More than 1.2 million people in the U.S. are living with HIV.
- Approximately 50,000 Americans become infected with HIV every year.
- About 1 in 8 people living with HIV don't know they have it.
- Knowing your HIV status can give you peace of mind—and testing is the **only way** you can know your HIV status for sure.
- If you find out you are HIV-positive, you can start taking medicine for your HIV. Getting treated for HIV improves your health, prolongs your life, and greatly lowers your chance of spreading HIV to others.

We all have a role to play in preventing HIV whether we are HIV positive or negative, male or female, gay or straight.

**Get the Facts and Share the Facts.** Learn the basics about HIV by visiting our website ([www.cdc.gov/Together](http://www.cdc.gov/Together)). We must talk to each other about HIV and how we can prevent it.

**Get Tested.** It's easy. It's free, fast, and confidential. To find a testing site near you, go to [www.cdc.gov/Together](http://www.cdc.gov/Together), call 1-800-CDC-INFO or text your ZIP code to KNOWIT (568948).

**Get Involved.** A little help goes a long way. You can make a difference.

Let's stop HIV together.



## Stigma Fact Sheet

After more than 30 years, HIV-related stigma continues to be a barrier that we must overcome to reach the goal of an AIDS-free generation in the United States. We all have a role to play in stopping HIV, and it starts with supporting people living with HIV and talking about HIV with our friends, families, and loved ones.



### What is stigma?

Stigma is shame and disgrace that result from prejudice associated with something regarded as socially unacceptable. Stigma around HIV includes certain words, beliefs, and actions that have negative meaning for those at high risk for getting HIV or those already living with HIV. Here are a few examples:

- Referring to people as HIVers or Positives
- Believing that only certain groups of people can get HIV
- Refusing casual contact with someone living with HIV
- Making moral judgments about people who take steps to prevent HIV transmission
- Socially isolating a member of a community because they are HIV positive
- Refusal by a health care professional to provide high-quality care or services to a person living with HIV

Ongoing stigma in our communities leads to perceived discrimination, fear, and anxiety. It affects the emotional well-being and mental health of people living with HIV and prevents some from getting tested and treated for HIV.



### Ways you can stand up against stigma.

**Get the facts.** Sharing information can help reduce misunderstanding and decrease stigma associated with HIV.

#### According to the CDC . . .

- More than 1.2 million people in the United States are living with HIV.
- Approximately 45,000 Americans become infected with HIV every year.
- About 1 in 8 people living with HIV don't know they have it.
- If you find out you are HIV positive, you can start taking medicine for your HIV. Getting treated for HIV improves your health, prolongs your life, and greatly lowers your chance of spreading HIV to others.

