**Development of CDC’s Let’s Stop HIV Together Social Marketing Campaign for Consumers**

**Attachment 7: Concepts**

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| **Topic** | **Asset** |
| --- | --- |
| HIV Stigma |  |
| HIV Treatment |  |
| HIV Prevention |  |
| HIV Prevention/PrEP |  |
| HIV Stigma |  |
| HIV Stigma |  |
| HIV Prevention |  |
| HIV Prevention |  |
| HIV Treatment |  |
| HIV Treatment |  |
| HIV Testing/HIV Self-Testing |  |
| HIV Testing/HIV Self-Testing |  |