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

Attachment 7: Concepts

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Торіс	Asset
HIV Stigma	Let's be the generation that ends HIV. Let's be the generation that ends HIV. Cott states rooms Photography and bold statements
HIV Treatment	Fallen out of HIV care? Start again today. Use of natural background and color
HIV Prevention	There are more HIV prevention. Use of general and sex-positive messaging
HIV Prevention/PrEP	You are magic and PrEP gives you power. LEARN ADOUT REF > HIV Provider-related call-to-action
HIV Stigma	Help end HIV stigma.
HIV Stigma	Help end HIV stigma in your community.

Topic	Asset
HIV Prevention	Choose the HIV prevention options that are right for you. LEARN HOW > HIV
HIV Prevention	HIV prevention is for my family and me.
HIV Treatment	Fallen out of HIV care? You can start again today. START TODAY >
HIV Treatment	Start your HIV treatment journey today.
HIV Testing/HIV Self-Testing	ESTÁS EN CONTROL CON UNA AUTO-PRUEBA DEL VIH Tú decides cuando y dende. Ordena una auto-prueba del VIH gratis. ORDENA HOY >
HIV Testing/HIV Self-Testing	OWN YOUR SEXUAL HEALTH This free HIV self-test puts the power in your hands. ORDER A FREE HIV SELF-TEST >