
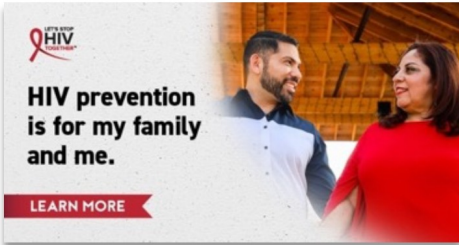

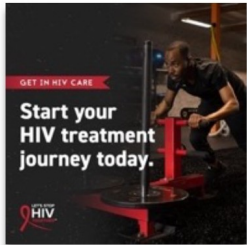



**Development of CDC's Let's Stop HIV Together Social Marketing Campaign  
for Consumers**

**Attachment 7: Concepts**

## Attachment 7: Concepts

Topic	Asset
HIV Stigma	 <p style="text-align: center;">Photography and bold statements</p>
HIV Treatment	 <p style="text-align: center;">Use of natural background and color</p>
HIV Prevention	 <p style="text-align: center;">Use of general and sex-positive messaging</p>
HIV Prevention/PrEP	 <p style="text-align: center;">Provider-related call-to-action</p>
HIV Stigma	
HIV Stigma	

Topic	Asset
HIV Prevention	
HIV Prevention	
HIV Treatment	
HIV Treatment	
HIV Testing/HIV Self-Testing	
HIV Testing/HIV Self-Testing	