






Form Approved
OMB No: 0920-1169
Exp. Date: XX/XX/XXXX

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

Attachment 8: Concepts

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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	