

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

Attachment 7: Messages

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HIV Communication and Awareness

HIV is spread from person to person. HIV is transmitted through body fluids—blood, semen, pre-seminal fluid, vaginal fluids, rectal fluids, or breast milk—of a person who has HIV. HIV can't be transmitted through tears, saliva, or sweat.

Things that increase your risk of getting HIV include having sex with someone who has HIV without using a condom, having or having sex with someone who has a sexually transmitted infection, and sharing needles or syringes to inject drugs or other drug-injection equipment.

HIV is not spread by saliva, tears, or sweat. And you can't get HIV from hugging, shaking hands, sharing toilets, sharing dishes, or closed-mouth or "social" kissing. You can't get HIV from mosquitoes or ticks either.

When people get infected with HIV and do not receive treatment, they typically progress through three stages of disease. A person can transmit HIV to others during any of these stages. HIV treatment helps people at all stages of the disease, and treatment can slow or prevent progression from one stage to the next.

Acute HIV infection (AHI) is the earliest phase of HIV infection, occurring within 2 to 4 weeks after HIV infection. Not everyone with AHI feels sick. Signs to watch for are flu-like symptoms (e.g., fever, chills, muscle aches, fatigue).

Protect yourself and your partner. Talk about testing, your status, condoms and new options like medicines that prevent and treat HIV.

Protect yourself and your partner. Talk about testing. Your status. And condoms. Plus new options like medicines that prevent and treat HIV.

Talk about testing, your status, condoms and new options like medicines that prevent and treat HIV.

Talk about testing, your status, condoms and medicines that prevent and treat HIV.

Talk about testing, your status, condoms and anti-HIV medicine.

Talk about ways to protect yourself against HIV.

Talking to your sex partner about HIV can be hard to do. But having honest talks with your sex partner may lower your risk for getting or transmitting HIV. These kinds of talks get easier the more you do it.

HIV Affects Us All...And We Can Do Something About It.

Spanish Translation: El VIH Nos Afecta a Todos...y Todos Podemos Hacer Algo Para Pararlo.

Latinos in the U.S. are at high risk of becoming infected with HIV. 1 in 5 people who are HIV positive do not know their status, and may unknowingly spread the virus therefore as Latinos we must talk about HIV with our family and friends and within our communities. HIV is one of the most preventable of all serious illnesses. We can change the way HIV affects Nuestra Comunidad (Our community).

Spanish translation: En los Estados Unidos, los Latinos corren un alto riesgo de infectarse con el virus del VIH. 1 de cada 5 personas con VIH no saben que lo tiene, y sin saber puede transmitirlo a otros por lo que es importante que como Latinos hablemos del VIH con nuestros familiares y amigos, y en nuestra comunidad. El VIH/SIDA es una de las enfermedades más fáciles de prevenir. Juntos podemos cambiar la manera en la cual el VIH/SIDA afecta a nuestra comunidad.

We can stop HIV if we talk about it. Tell your partner your status. Ask him about his. Make a plan that keeps you both healthy.

Don't let silence get between us. Talking about HIV is how we stop it. Tell your partner your HIV status. Ask about his.

It's good to know your partner's HIV status, but it's safest to use condoms every time. Talk about your options – then make a plan.

Science is giving us new ways to prevent HIV. But for now, condoms are the only thing protecting us. Talk about them, get them, use them.

We take our HIV meds to stay healthy and to keep our viral load down so we reduce the risk of infecting other guys. We can talk our way out of this.

HIV Prevention with Positives

Talking openly and frequently with your partner about sex can help you make decisions that may decrease your risk of transmitting HIV or getting a superinfection. Ask your partner when they were last tested for HIV and if they're HIV positive and on treatment. It's also important to know how many sexual partners they have and if they have any sexually transmitted infections or use needles or syringes to inject drugs.

When people get infected with HIV and do not receive treatment, they typically progress through three stages of disease. A person can transmit HIV to others during any of these stages. HIV treatment helps people at all stages of the disease, and treatment can slow or prevent progression from one stage to the next.

If you are HIV positive, starting antiretroviral therapy can improve your health and help you live longer. Being on effective treatment lowers the amount of HIV in your body and your chances of transmitting HIV to a sexual or drug-using partner who is HIV-negative.

If you have HIV, always use condoms correctly during sex to protect yourself and your partners from superinfection. For tips on talking to your partner about condoms, visit <http://www.ashastd.org/std-sti/condoms/talking-with-a-partner-about-condoms.html>.

If you have HIV and are taking antiretroviral therapy, visit your health care provider regularly and always take your medicines as prescribed to keep your viral load as low as possible, both for your own health and to prevent transmitting HIV to others.

If you're Living with HIV and Not Being Safe YOU COULD BE LIVING WITH A LOT MORE. Protect yourself. Protect others.

Protect yourself. Protect others. Thanks to new medicines, you can live longer with HIV — and with a better quality of life — than ever before. The most important thing that you can do is make choices that keep you healthy and protect others.

Good Choices are:

- Using condoms during every sexual activity
- Taking your HIV medicine as your doctor tells you
- Not sharing needles or works
- Not sharing razors, toothbrushes, or other things that may have your blood on them

HIV infection weakens your body's defense system. So getting another infection can harm your health.

Unsafe sex (that is, sex without a condom) puts you at risk for other sexually transmitted diseases (STDs) such as syphilis, gonorrhea, chlamydia, and hepatitis B and C

Don't put others at risk. HIV is spread through body fluids such as blood, semen, vaginal fluids, anal fluids, and breast milk. Protect others by making sure they do not come into contact with your body fluids. Also, protect others by keeping yourself healthy. If you have HIV plus another STD or hepatitis, you are three to five times more likely to spread HIV than if you only have HIV.

Keeping yourself safe helps keep your partner(s) healthy, too.

Practice safer sex. Of course, not having sex is the best way to protect yourself from getting other STDs and spreading HIV. But if you are having sex, it is important to know that certain types of sexual activity — and the decision not to use a condom — greatly increase the chance of spreading HIV.

Insertive oral sex with a condom has the lowest risk of HIV transmission. Compared with that, the risk of transmitting HIV is 400 times higher for receptive vaginal sex without a condom with an HIV-infected partner and 2,000 times higher for receptive anal sex without a condom with an HIV-infected partner

Having unsafe sex with many partners also increases your chance of spreading HIV and getting other STDs.

Your decisions about sex and condom use strongly affect your risk of spreading HIV. That's why it's so important to always practice safe sex — and to consider carefully the types of sexual activity you are going to do.

Having hepatitis C and HIV at the same time greatly increases harm to your liver, and that may have long-term serious effects.

Having syphilis or gonorrhea at the same time as HIV can increase your HIV viral load and also lower your CD4+ cell count. This can make it harder for your HIV medicine to work and can make you more likely to get sick. Both syphilis and gonorrhea are becoming resistant to most antibiotics. That means fewer drugs work against these two STDs, which makes them much harder to treat.

Even if you have an undetectable or low viral load, you can spread HIV.

If you have HIV, there is a risk of giving it to others through unsafe actions. HIV can live in your body fluids and throat tissue, even when your viral load is low. And, the higher your viral load, the greater the risk. Even people with viral loads lower than 3,500 can spread the disease to others.

Of course, not having sex is the best way to protect yourself from getting other STDs or spreading HIV. But if you are having sex, here are some ways to keep you and your partners safe.

- Use condoms during every sexual activity (Includes anal, oral, and vaginal sex)
- Make condom use a shared responsibility (Example, say “Let’s use a condom” instead of “Put on a condom”)
- Keep condoms handy (and in more than one place) so you are ready “in the moment” (Examples: night stand, car, purse, wallet, and medicine cabinet)
- If you use lubricants, make sure they are water-based (Oil-based lubricants can break down the latex in a condom)
- Please do not share needles or works, or even razors and toothbrushes (Anything that may have blood on it can transmit HIV and some STDs)
- Take your HIV medicine exactly as directed (every pill, every day). (If you don’t, the virus can be transmitted more easily, or become resistant)

Your health depends on regular, ongoing care. HIV infection lasts a lifetime. So controlling HIV means making a lifetime commitment to your health. That means taking your medicine every day, practicing safe sex, and having regular checkups with your partner in care—your healthcare provider. And this has been proven to work. In fact, large studies of Americans with HIV infection show that those who are seen by medical providers on a regular basis live longer than those who don’t.

Compared with those that miss their appointments, PLWH in regular care have:

- Better success with their medicine
- Fewer hospitalizations
- Longer lives

When your HIV is more under control, your healthcare provider will work with you to keep it controlled. And having a trusted professional in your corner to advise you whenever questions or issues arise will help you stay strong, both mentally and physically.

HIV Treatment is a Team Effort - Your HIV healthcare providers want to work with you as a team. That means being as open and honest as possible.

Nobody's perfect. Your healthcare provider will understand, and work with you to help you live a long and healthy life. And, don't be afraid to ask any questions you may have. There are no silly questions: everything important to you is going to be important to your healthcare provider.

According to the Centers for Disease Control and Prevention, an estimated 1.2 million people in the United States are living with HIV. Each year, about 50,000 more people get HIV. Every new HIV infection comes from a person already living with HIV. As a person with HIV, it's important to remember that your actions affect your own health and the health of others.

HIV is spread through body fluids such as blood, semen, vaginal fluids, anal fluids, and breast milk. Protect others by making sure they do not come into contact with your body fluids. Also, protect others by keeping yourself healthy. If you have HIV plus another STD or hepatitis, you are three to five times more likely to spread HIV than if you only have HIV.

If you have HIV and you also have hepatitis C or a sexually transmitted disease (STD) such as syphilis and gonorrhea, your HIV can be more easily passed on to someone else. But having a second infection like hepatitis C or syphilis can also make staying healthy more difficult for people living with HIV.

Remember, getting an STD is dangerous to the health of anyone living with HIV. And now it is becoming even more dangerous, as syphilis and gonorrhea become resistant to most antibiotics. So please take care of yourself and your partners.

Every dose counts toward protecting your health

Today, HIV is something you can manage

With the medicines available to treat HIV, most people living with HIV are living longer, healthier lives.

HIV medicines protect your health - HIV medicines work to control HIV by reducing your viral load. You can help keep the virus controlled by taking your meds every day. Therefore, you will be able to live a longer and healthier life, without getting sick.

The only way to reduce the viral load and keep it controlled is if you take your medicine every day. If you don't, your CD4 count can go down and your viral load may go up. Not taking your medicines as directed might also make the HIV resistant to the medicine you are taking, giving you less choice for treatment.

Remember, you need your HIV medicine to control your HIV. Please take it exactly the way your health care provider or pharmacist tells you to...every day.

Taking HIV medicine – every pill, every day - protects your health (and protects others, too)

Taking medicine each day can be difficult. But remind yourself that you are taking the medicine to protect your health! You have done other tough things in your life, and you can do this too.

If you connect the time you have to take your HIV medicines to something else you do at the same time every day, such as eating a meal or getting ready for bed, you can match your medication schedule to your life.

The HIV virus is waiting for you to take a break so it can multiply and make you sick. Taking medicine every day is the best way to protect your health for years to come. So please speak with your healthcare provider if you are considering stopping your medicine.

There is no shame in taking good care of yourself. You brush your teeth every day. Just like if you take a multivitamin every day, if you take HIV medicine, you can be proud that you are doing something good for your health.

Taking your HIV medicine daily is helping you get better and lead a longer, healthier life.

Take your medicine at the same time each day.

If you miss a dose, go ahead and take the medicine as soon as you can, then take the next dose at your usual scheduled time, unless your pharmacist or healthcare provider has told you something different. (For example, some medicines should only be taken at night to reduce the chance of side effects).

Match your medicine schedule to your life: add taking your medicine to something you already do every day, like brushing your teeth.

If you take other medicines, such as medicine for high blood pressure, ask your healthcare provider or pharmacist if you can take your HIV medicines at the same time.

Try a weekly pill tray with compartments for each day of the week. This can help you remember whether or not you took your pills that day.

Use a calendar to check off the days you have taken your medicine.

Wear a watch to keep track of the time. Set your watch alarm for the time you need to take your medicine.

If you are online, there are free apps for your computer or smart phone that can help remind you when it's time to take your medicine.

Search for "pill reminder app" and you will find many choices.

Keep a reminder note on a mirror, on your refrigerator, or anywhere else you will see it each day.

Ask a family member or friend to help you remember.

Any medicine can cause side effects. Most side effects from HIV medicine go away after a few days. Some are more serious and may be managed by changing your medicine plan.

So if you are having side effects that make you feel sick, don't stop taking your medicine. Instead, ask your pharmacist, or call your healthcare provider. They can work with you to find a solution and help you stop or manage any side effects.

If you realize you have missed a dose, go ahead and take the medicine as soon as you can, then take the next dose at your usual scheduled time, unless your pharmacist or healthcare provider has told you something different. (For example, some medicines should only be taken at night to reduce the chance of side effects). If you find you miss a lot of doses, talk to your pharmacist or provider about ways to help you remember.

Sometimes, you may not be able to afford to buy your medicine. But programs and services are available to help people who have limited or no insurance. Please see the back page for more information.

Remember, taking your pills every day is what will protect your health because it will keep the HIV virus under control.

Don't forget to ask for help from your healthcare provider, pharmacist, social worker, friends, and family. Together, you can find a successful way to make taking medicine a daily part of a long, healthy life.

It takes a lot of work to stay on your medicine. But you can do it!

Take your medicine: every dose, every day. It's very important for you to take your HIV medicines exactly as directed. If you don't, your CD4 count may go down and your viral load may go up. Not taking your medicines as directed can also make the HIV virus resistant, which means the medicines won't help you anymore. Tell your doctor if your medicines are making you sick. He or she may be able to help you deal with side effects and feel better. Don't just stop taking your medicines.

When you first begin treatment, you will want to make sure that your medicine is working to reduce your HIV infection. Your healthcare provider will arrange for a blood test to find out. He or she can also help you with any issues you may be having, such as side effects, or remembering to take your medicine.

Let's be honest... When your healthcare provider asks: "How many times did you miss taking your pills?" he or she is not judging you. Instead, your provider wants to help keep you healthy. Together you can make a plan that works for you. Being truthful benefits your health.

One pill a day. For many of the 1.2 million Americans living with HIV that may be enough to prevent the development of AIDS and help them longer, healthier lives. When you're living with HIV, medication is just one of the complications. But together we can make things easier.

Remember your appointments...

- Use a calendar to mark off appointment days

- If you are online, there are free apps for your computer or smart phone that can help remind you that you have a medical appointment.
SEARCH FOR “calendar reminder app”.
- Keep your appointment card on a mirror, on your refrigerator, or anywhere else you will see it often.
- Ask a family member or friend to help you remember.

Remember your questions. Use this booklet (or a notebook) to write down questions as you think of them. Feel free to ask all the questions on your list at your next appointment.

Remember to keep in touch...

- Make sure your health care providers have your correct contact information (telephone number, address, e-mail) and let them know if any contact information changes.
- If something comes up and you can't keep a scheduled appointment, contact the clinic to let them know, and make a new appointment as soon as possible.

Remember this: Putting yourself into regular, ongoing care will help you live your best life.

We all need mentors. Over 23% of people recently diagnosed with HIV are not receiving the treatment that would help them live longer, healthier lives. Your story could make all the difference to them.

Who you talk to matters. Your friends, your partner...and your care provider. What counts is that you feel comfortable, feel informed, and feel connected.

HIV Prevention with Negatives

Talking openly and frequently with your partner about sex can help you make decisions that may decrease your risk of getting HIV. Ask your partner when they were last tested for HIV and if they're HIV positive and on treatment. It's also important to know how many sexual partners they have and if they have any sexually transmitted infections or use needles or syringes to inject drugs.

If you are HIV-negative and have an HIV-positive partner, encourage your partner to take ART to stay healthy and reduce the chances of transmitting HIV to you.

If you may have been exposed to HIV, you can take medications (called post-exposure prophylaxis, or PEP) to lower your chance of infection. To be effective, PEP must begin within 72 hours of exposure.

If your last HIV test result shows that you don't have HIV, remember that it only means that you are HIV-negative until the next time you have a potential HIV exposure. Every time you have a potential HIV exposure, you could get HIV.

Pre-exposure prophylaxis (or PrEP) is when people who don't have HIV take specific HIV medications daily to lower their chances of getting HIV. Because PrEP involves daily medication and frequent visits to a health care provider, it may not be right for everyone. Talk to your health care provider to find out if PrEP is the right strategy for you.

HIV is spread from person to person. HIV is transmitted through body fluids—blood, semen, pre-seminal fluid, vaginal fluids, rectal fluids, or breast milk—of a person who has HIV. HIV can't be transmitted through tears, saliva, or sweat.

Things that increase your risk of getting HIV include having sex with someone who has HIV without using a condom, having or having sex with someone who has a sexually transmitted infection, and sharing needles or syringes to inject drugs or other drug-injection equipment.

HIV is not spread by saliva, tears, or sweat. And you can't get HIV from hugging, shaking hands, sharing toilets, sharing dishes, or closed-mouth or "social" kissing. You can't get HIV from mosquitoes or ticks either.

Acute HIV infection (AHI) is the earliest phase of HIV infection, occurring within 2 to 4 weeks after HIV infection. Not everyone with AHI feels sick. Signs to watch for are flu-like symptoms (e.g., fever, chills, muscle aches, fatigue).

HIV Testing

The only way to know for sure whether you have HIV is to get tested. Knowing your status is important because it helps you make healthy decisions to prevent getting or transmitting HIV.

The Centers for Disease Control and Prevention recommends that everyone between the ages of 13 and 64 be tested for HIV at least once as part of routine health care. People with risk factors for HIV infection should get tested annually. Sexually active gay and bisexual men may benefit from getting tested every 3 to 6 months.

For women who plan to become pregnant, testing is very important. If a woman is infected with HIV, medical care and antiretroviral therapy given during pregnancy can lower the chance of transmitting HIV to her baby. All women should be tested for HIV during each pregnancy.

If you've had unprotected sex, you could be at risk for HIV. Get tested, and know your status. Whether you test negative or positive, knowing your status is an important step in taking care of yourself and the ones you love. For fast, free, and confidential HIV testing near you, text your zip code to "KNOWIT" (566948) or visit <http://hivtest.cdc.gov/takecharge/about/index.html>.

If you've had unprotected sex, you could be at risk for HIV. Get tested, and know your status. Knowing your status is an important step in taking care of yourself and the ones you love. If you test negative, you can take steps to remain that way. If you test positive, you can be linked to treatment that will help you manage your health and reduce your risk of passing HIV to others.

For fast, free, and confidential HIV testing near you, text your zip code to “KNOWIT” (566948) or visit <http://hivtest.cdc.gov/takecharge/about/index.html>.

Knowing your status is a critical step in managing your health. Get tested for HIV. Your dreams are worth it. For fast, free, and confidential HIV testing near you, text your zip code to “KNOWIT” (566948) or visit <http://hivtest.cdc.gov/takecharge/about/index.html>.

Of all women living with HIV in the United States, 66% are African American. Get tested for HIV. Together, we can end this epidemic one step at a time. For fast, free, and confidential HIV testing near you, text your zip code to “KNOWIT” (566948) or visit <http://hivtest.cdc.gov/takecharge/about/index.html>.

66% of women living with HIV in the U.S. are African American. Get tested for HIV. Together, we can end this epidemic one sister at a time. For fast, free, and confidential HIV testing near you, text your zip code to “KNOWIT” (566948) or visit <http://hivtest.cdc.gov/takecharge/about/index.html>.

Unprotected sex can put you at risk for HIV. Take Charge. Take the Test. No matter the result, knowing your status empowers you to take control of your health. For fast, free, and confidential HIV testing near you, text your zip code to “KNOWIT” (566948) or visit <http://hivtest.cdc.gov/takecharge/about/index.html>.

African American women are heavily impacted by HIV. If you have had unprotected sex, you could be at risk. 87% of black women living with HIV contracted the disease by having unprotected sex with a man. Take Charge. Take the Test. For fast, free, and confidential HIV testing near you, text your zip code to “KNOWIT” (566948) or visit <http://hivtest.cdc.gov/takecharge/about/index.html>.

Currently there are only two home HIV tests: the OraQuick In-home HIV test and the Home Access HIV-1 Test System. If you buy your home test online, make sure it is FDA-approved.

The OraQuick In-Home HIV Test provides rapid results in the home. The testing procedure involves swabbing your mouth for an oral fluid sample and using a kit to test it. Results are available in 20 minutes. If you test positive, you will need a follow-up test. The manufacturer provides confidential counseling and referral to follow-up testing sites. Because the level of antibody in oral fluid is lower than it is in blood, oral fluid tests find infection later after exposure than do blood tests. Up to 1 in 12 people may test false-negative with these tests.

The Home HIV Access HIV-1 Test System is a home collection kit, which involves pricking your finger to collect a blood sample, sending the sample to a licensed laboratory, then calling in for results a few days later. If the test is positive, a follow-up test is performed right away. This test is anonymous. The manufacturer provides confidential counseling and referral to treatment. The tests conducted on the sample collected at home find infection later than most lab-based tests offered by providers.

Gay and bisexual men in some US cities now have the option to get tested with their partners, a strategy called Testing Together, through local HIV/AIDS organizations and health departments. Modeling suggests that anywhere from a third to two-thirds of new HIV infections may be

acquired from main partners. The strategy allows gay couples to learn their HIV status together and develop an HIV prevention plan just for them. Gay men who think they may benefit from Testing Together can check with their local health departments to see if the program is offered in their area.

Additional Messages

A. Updated HIV Prevention Messages

People with HIV

How can I protect my partners?

Get and Keep an Undetectable Viral Load

- If you take HIV medicine and get and keep an undetectable viral load, you will not transmit HIV to your sex partner.
- Having an undetectable viral load likely reduces the risk of HIV transmission through sharing needles, syringes, or other drug injection equipment (for example, cookers), but we don't know by how much.
- Getting and keep an undetectable viral load is the best thing you can do to stay healthy and protect others.

What if I cannot get an undetectable viral load?

Some people face challenges that make it hard to stick to a treatment plan. A few people cannot get an undetectable viral load even though they take HIV medicine as prescribed. If your viral load is not undetectable—or does not stay undetectable—you can still protect your partners by using other prevention options.

Encourage Your Partners to Take PrEP

- PrEP (pre-exposure prophylaxis) is medicine people at risk for HIV take to prevent HIV.
- If taken as prescribed, PrEP is highly effective for preventing HIV from sex and injection drug use.

Use Condoms the Right Way Every Time You Have Sex

- Condoms are highly effective in preventing HIV and other sexually transmitted diseases (STDs), like gonorrhea and chlamydia.
- Use water-based or silicone-based lubricants to help prevent condoms from breaking or slipping during sex.

Choose Sexual Activities with Little to No Risk

- Choose sex that is less risky than anal or vaginal sex. There is little to no risk of getting HIV through oral sex.

- You can't transmit HIV through sexual activities that don't involve contact with body fluids (semen, vaginal fluid, or blood).

Get Tested and Treated for Other STDs

- If you get and keep an undetectable viral load, getting an STD does not appear to increase the risk of transmitting HIV. But STDs can cause other problems.
- If you have a detectable viral load, getting tested and treated for other STDs can help lower your chances of transmitting HIV.

Talk to Your Partner About PEP If You Think They May Have Been Recently Exposed to HIV

- PEP (post-exposure prophylaxis) is medicine people take to prevent HIV after a possible exposure (for example, if the condom breaks during sex and you don't have an undetectable viral load).
- PEP must be started within 72 hours of a possible exposure. The sooner your partner starts PEP, the better. Every hour counts.

Never Share Needles, Syringes, or Other Drug Injection Equipment

- Use new, clean syringes and injection equipment every time you inject.
- Many communities have syringe services programs (SSPs) where you can get new needles and syringes and safely dispose of used ones. SSPs can also link you to substance use disorder treatment, testing, and care and treatment for infectious diseases.
- Some pharmacies sell needles without a prescription.

How can I protect my baby?

Talk to Your Health Care Provider About Medical Care for You and Your Baby

- Your health care provider will order tests and suggest medicine for you to take.
- Discuss all the pros and cons of taking medicine while you're pregnant.
- Ask your health care provider questions about other prenatal care and family planning.

Take HIV Medicine as Prescribed and Give HIV Medicine to Your Baby After Birth

- Your treatment will not change very much from what it was before you became pregnant.
- If you take HIV medicine as prescribed throughout pregnancy, labor, and delivery and give HIV medicine to your baby for 4 to 6 weeks after birth, your baby's risk of getting HIV can be 1% or less.

Don't Breastfeed Your Baby

- Do not breastfeed your baby, even if you have an undetectable viral load. Having an undetectable viral load reduces the risk of transmitting HIV to the baby through breastfeeding but doesn't eliminate the risk.

- The current recommendation in the United States is that mothers with HIV should not breastfeed their babies.

You should also have a pelvic examination and get tested for other sexually transmitted diseases (STDs) during your pregnancy.

If I have an undetectable viral load, do my partner and I need to use anything else to prevent sexual transmission of HIV?

Getting and keeping an undetectable viral load prevents HIV transmission during sex. But there are situations when either partner may want to use additional prevention options.

- Using condoms can help prevent some other STDs.
- Using condoms or having your partner take PrEP can provide added peace of mind.
- Also consider using additional prevention options if you
 - o Are unsure, for any reason, that you have an undetectable viral load;
 - o Have a high viral load (200 copies of HIV per milliliter of blood or greater);
 - o Have trouble taking HIV medicine regularly;
 - o Missed some doses since your last viral load test; or
 - o Have stopped taking HIV medicine or may do so in the future.

Topic: Protecting yourself during sex

How can I prevent getting HIV from sex

Choose Sexual Activities with Little to No Risk

- Choose sex that is less risky than anal or vaginal sex. There is little to no risk of getting HIV through oral sex.
- You can't get HIV from sexual activities that don't involve contact with body fluids (semen, vaginal fluid, or blood).

Use Condoms the Right Way Every Time You Have Sex

- Condoms are highly effective in preventing HIV and other sexually transmitted diseases (STDs), like gonorrhea and chlamydia.
- Use water-based or silicone-based lubricants to help prevent condoms from breaking or slipping during sex.

Take PrEP

- PrEP (pre-exposure prophylaxis) is medicine people at risk for HIV take to prevent HIV.
- If taken as prescribed, PrEP is highly effective for preventing HIV from sex.

- PrEP is much less effective when it is not taken as prescribed.

Decide Not to Have Sex

- Not having sex (also known as being abstinent) is a 100% effective way to make sure you won't get HIV through sex.
- You can be abstinent at different times in your life for different reasons that may change over time.
- Not having sex also prevents other STDs and pregnancy.

Get Tested and Treated for Other STDs

- If you have another STD, you are more likely to get HIV. Getting tested and treated for other STDs can lower your chances of getting HIV.
- Many people with an STD may not know they have one because they don't have symptoms.

If Your Partner Has HIV, Encourage Your Partner to Get and Stay in Treatment

- This is the most important thing your partner can do to stay healthy.
- If your partner takes HIV medicine and gets and keeps an undetectable viral load, you will not get HIV from sex with your partner.

Topic: Prevent Mother-to-Child Transmission

How can I prevent transmitting HIV to my baby?

Get Tested for HIV As Soon As Possible to Know Your Status

- The earlier HIV is diagnosed and treated, the more effectively HIV medicine will prevent transmission to your baby.
- If you or your partner engage in behaviors that put you at risk for HIV, get tested again in your third trimester.
- You should also encourage your partner to get tested for HIV.

Take Medicine to Prevent HIV if You Do Not Have HIV But Are at Risk

- If you have a partner with HIV and are considering getting pregnant, talk to your health care provider about PrEP (pre-exposure prophylaxis).
- PrEP may be an option to help protect you and your baby from getting HIV while you try to get pregnant, during pregnancy, or while breastfeeding.

Take Medicine to Treat HIV

- If you have HIV and take HIV medicine as prescribed throughout pregnancy and childbirth, and give HIV medicine to your baby for 4 to 6 weeks after giving birth, your risk of transmitting HIV to your baby can be 1% or less.

- After delivery, you can prevent transmitting HIV to your baby by avoiding breastfeeding, since breast milk contains HIV.
- If your partner has HIV, encourage your partner to get and stay on treatment. This will prevent your partner from transmitting HIV to you. People with HIV who take HIV medicine as prescribed and get and keep an undetectable viral load will not transmit HIV to their sex partner.

Topic: Protect yourself if you inject drugs

How can I prevent getting HIV from injection drug use?

Never Share Needles, Syringes, or Other Drug Injection Equipment

- Use new, clean syringes and injection equipment every time you inject.
- Many communities have syringe services programs (SSPs) where you can get new needles and syringes and safely dispose of used ones.
- Some pharmacies sell needles without a prescription.

Take PrEP

- PrEP (pre-exposure prophylaxis) is medicine people at risk for HIV take to prevent HIV.
- If taken as prescribed, PrEP is highly effective for preventing HIV from injection drug use.
- PrEP is much less effective when it is not taken as prescribed.

Don't Have Sex When You're High on Drugs

- You're more likely to engage in risky sexual behaviors.
- If you do have sex, use condoms the right way every time.

If You Do Share Needles, Syringes, or Other Drug Injection Equipment, Use Bleach to Clean Them

- A disinfected syringe is not as good as a new, sterile syringe, but it can greatly reduce your risk for HIV and viral hepatitis.

Decide Not to Inject Drugs

- **This is the best way to prevent getting HIV through injection drug use.**
- Talk with a counselor, doctor, or other health care provider about treatment for substance use disorder, including medication-assisted treatment.

Topic: Condoms

What are condoms?

Most condoms are highly effective in preventing HIV and certain other sexually transmitted diseases (STDs), like gonorrhea and chlamydia.

Condoms provide less protection against STDs that can be transmitted through sores or cuts on the skin, like human papillomavirus, genital herpes, and syphilis.

Condoms help prevent HIV for higher risk sexual activities like anal or vaginal sex, and for lower risk activities, like oral sex and sharing sex toys.

You can buy condoms at many stores or online, and you can sometimes get them for free from clinics or health departments.

What are the main types of condoms?

There are two main types of condoms: **condoms used externally** and **condoms used internally**.

An external condom (sometimes called a male condom or just a condom) is worn over the penis during sex. It is a thin layer of latex, plastic, synthetic rubber, or natural membrane.

- Latex condoms provide the best protection against HIV.
- Plastic (polyurethane) or synthetic rubber condoms are good for people with latex allergies. Note: Plastic condoms break more often than latex condoms.
- Natural membrane (such as lambskin) condoms have small holes in them and don't block HIV and other STDs. These **should not** be used for HIV or STD prevention.

An internal condom (sometimes called a female condom) is used in the vagina or anus during sex. It is a thin pouch made of a synthetic latex product called nitrile. HIV can't travel through the nitrile barrier.

How do I use an external condom?

To use an external condom

- Carefully open and remove the condom from the wrapper.
- Place the condom on the tip of the hard penis. If uncircumcised, pull back the foreskin first.
- Pinch the air out of the tip of the condom. While holding the tip, unroll the condom all the way down the penis.
- After sex but before pulling out, hold the bottom of the condom and carefully pull out the penis.
- Carefully remove the condom and throw it in the trash.

If you feel the condom break any time during sex, stop immediately, pull out the penis, take off the broken condom, and put on a new condom.

Use water-based or silicone-based lubricants during sex to help keep the condom from tearing. Don't use oil-based lubricants because they can weaken the condom and cause it to break.

How do I use an internal condom?

To use an internal condom

- Carefully open and remove the condom from the package.

- While holding the condom at the closed end, squeeze the sides of the inner ring together and insert it into the vagina or anus.
- Use your finger to push the inner ring up until it rests against the cervix in the vagina or as far into the anus as it can go.
- Be sure the condom is not twisted. The thin, outer ring should remain outside the vagina or anus.
- Guide your partner's penis into the opening of the condom.
- After sex, gently twist the outer ring and pull the condom out.
- Carefully throw the condom in the trash after using it one time.

Stop intercourse if you feel the penis slip between the condom and the walls of the vagina/anus or if the outer ring is pushed into the vagina/anus.

Use lubricant during sex to help keep the condom from slipping or tearing. It is safe to use any lubricant with an internal condom.

Topic: PEP

PEP (post-exposure prophylaxis) means taking medicine to prevent HIV after a possible exposure. PEP should be used only in emergency situations and must be started within 72 hours after a recent possible exposure to HIV.

This section answers some of the most common questions about PEP. You can also download PEP materials to share.

What is PEP?

PEP (post-exposure prophylaxis) means taking medicine to prevent HIV after a possible exposure.

PEP Must Be Started Within 72 Hours of Possible Exposure to HIV

Talk right away (within 72 hours) to your health care provider, an emergency room doctor, or an urgent care provider about PEP if you think you've recently been exposed to HIV:

- during sex (for example, if the condom broke),
- through sharing needles, syringes, or other equipment to inject drugs (for example, cookers), or
- if you've been sexually assaulted.

The sooner you start PEP, the better. Every hour counts. If you're prescribed PEP, you'll need to take it daily for 28 days.

PEP is for Emergency Situations

- PEP is given after a possible exposure to HIV.
- PEP is not a substitute for regular use of other HIV prevention.

- PEP is not the right choice for people who may be exposed to HIV frequently.
- If you are at ongoing risk for HIV, such as through repeated exposures to HIV, talk to your health care provider about PrEP (pre-exposure prophylaxis).

How well does PEP work?

If taken within 72 hours after possible exposure, PEP is highly effective in preventing HIV. But to be safe, you should take other actions to protect your partners while you are taking PEP. This includes always using condoms with sexual partners and not sharing needles, syringes, or other equipment to inject drugs.

Are there any side effects?

- PEP is safe but may cause side effects like nausea in some people.
- In almost all cases, these side effects can be treated and aren't life-threatening.

How can I pay for PEP?

Depending on the reason you are prescribed PEP, you may qualify for free or low-cost PEP medicines.

Paying for PEP After a Sexual Assault

- You may qualify for partial or total reimbursement for medicines and clinical care costs.

Paying for PEP After an Exposure at Work

- Your workplace health insurance or workers' compensation will usually pay for PEP.

Paying for PEP for Another Reason

- If you cannot get insurance coverage, your health care provider can apply for free PEP medicines through the medication assistance programs run by the manufacturers.
- These requests for assistance can be handled urgently in many cases to avoid a delay in getting medicine.
- Enrollment applications, such as [website examples], can be completed online, over the phone, or by fax.

Should I take PEP if I think I've been exposed to HIV at work?

If you think you've been exposed to HIV at work, see a health care provider, an emergency room doctor, or an urgent care provider right away.

- Report your exposure to the appropriate person at work and seek medical attention immediately.
- PEP must be started within 72 hours after an exposure. The sooner you start PEP, the better. Every hour counts.
- Careful practice of standard precautions can help reduce the risk of exposure while caring for patients with HIV.

- Learn more about occupational exposure to HIV and how to prevent it.

Clinicians caring for workers who've had a possible exposure can **call the PEpline (1-888-448-4911)** for advice on managing occupational exposures to HIV.

Exposed workers may also call the PEpline, but they should seek local medical attention first.

Topic: PrEP

PrEP (pre-exposure prophylaxis) can reduce your chance of getting HIV from sex or injection drug use. When taken as prescribed, PrEP is highly effective for preventing HIV.

What is PrEP?

PrEP (pre-exposure prophylaxis) is medicine that reduces your chances of getting HIV from sex or injection drug use. When taken as prescribed, PrEP is highly effective for preventing HIV.

Are there different types of PrEP?

PrEP can be pills or shots.

There are two pills approved for use as PrEP: Truvada® and Descovy®.

- Truvada® is for people at risk through sex or injection drug use.
- Descovy® is for people at risk through sex. Descovy is not for people assigned female at birth who are at risk for HIV through receptive vaginal sex.

Apretude is the only shot approved for use as PrEP. Apretude is for people at risk through sex who weigh at least 77 pounds (35 kg).

Can I switch from pills to shots?

Talk to your health care provider about switching from PrEP pills to shots. PrEP shots may be right for you if you do not have HIV and have no known allergy to the medicines in the shot.

If you decide to switch from PrEP pills to shots, you'll need to visit your health care provider regularly to receive your shot. You'll also need to be tested for HIV prior to each PrEP shot.

Is PrEP safe?

- PrEP is safe, but some people experience side effects like diarrhea, nausea, headache, fatigue, and stomach pain. These side effects usually go away over time.
- Tell your health care provider about any side effects that are severe or do not go away.

How effective is PrEP?

PrEP is highly effective for preventing HIV.

- PrEP reduces the risk of getting HIV from sex by about 99% when taken as prescribed.

- Although there is less information about how effective PrEP pills are among people who inject drugs, we know that PrEP pills reduce the risk of getting HIV by at least 74% when taken as prescribed. Currently, PrEP shots are not recommended for people who inject drugs.
- PrEP is less effective when not taken as prescribed.

How long does PrEP take to work?

- For **receptive anal sex (bottoming)**, PrEP pills reach maximum protection from HIV at about **7 days** of daily use.
- For **receptive vaginal sex** and **injection drug use**, PrEP pills reach maximum protection at about **21 days** of daily use.
- No data are available for PrEP pill effectiveness for **insertive anal sex (topping)** or **insertive vaginal sex**.
- We don't know how long it takes for PrEP shots to reach maximum protection during sex.

Is PrEP right for me?

PrEP can help protect you if you don't have HIV and any of the following apply to you:

You have had **anal or vaginal sex in the past 6 months** and you

- have a sexual partner with HIV (especially if the partner has an unknown or detectable viral load),
- have not consistently used a condom, or
- have been diagnosed with a sexually transmitted disease in the past 6 months.

You **inject drugs** and you

- have an injection partner with HIV, or
- share needles, syringes, or other drug injection equipment (for example, cookers).

You have been **prescribed PEP (post-exposure prophylaxis)** and you

- report continued risk behavior, or
- have used multiple courses of PEP.

You may choose to take PrEP, even if the behaviors listed above don't apply to you. Talk to your health care provider.

Can I take PrEP during pregnancy or while breastfeeding?

If you have a partner with HIV and are considering getting pregnant, talk to your health care provider about PrEP if you're not already taking it. PrEP may be an option to help protect you and your baby from getting HIV while you try to get pregnant, during pregnancy, or while breastfeeding.

Can adolescents take PrEP?

Yes. PrEP pills are approved for use by adolescents without HIV who weigh at least 77 pounds (35 kg) and at risk for getting HIV from sex or injection drug use. PrEP shots are approved for adolescents at risk for getting HIV from sex.

How can I pay for PrEP?

Most insurance plans and state Medicaid programs cover PrEP. Under the Affordable Care Act, PrEP must be free under almost all health insurance plans. That means you can't be charged for your PrEP medication or the clinic visits and lab tests you need to maintain your prescription.

If you don't have insurance or Medicaid coverage, there are other programs that provide PrEP for free or at a reduced cost:

- *Ready, Set, PrEP* makes PrEP medication available at no cost to those who qualify.
- Co-pay assistance programs help lower the costs of PrEP medications. Income is not a factor in eligibility.
- *ViiVConnect* offers a program to help pay for PrEP shots.
- Some states have PrEP assistance programs. Some programs cover PrEP medication, while others cover clinical visits and lab tests. Some programs cover both.

How can I start PrEP?

Talk to your health care provider if you think PrEP may be right for you. PrEP can be prescribed by any health care provider who is licensed to write prescriptions.

Before beginning PrEP, you must take an HIV test to make sure you don't have HIV.

- While taking PrEP, you'll have to visit your health care provider **routinely as recommended** for
 - o follow-up visits,
 - o HIV tests, and
 - o prescription refills or shots.
- Ask your health care provider about mail-in HIV tests and telehealth services for follow-up visits.

If you don't have a health care provider, you can use the HIV prevention services locator to find a PrEP provider near you.

Can I start PrEP or continue taking PrEP without in-person visits to a provider?

With telehealth (phone or video consultation with a health care provider) and mail-in HIV tests, it is possible to order a specimen collection kit which contains the supplies to do the testing required to start or continue taking PrEP pills, even if an in-person appointment is not possible. If you are receiving PrEP shots, you'll need to visit your health care provider for your shot.

What if I need to stop taking PrEP?

There are several reasons why people stop taking PrEP:

- Your risk of getting HIV becomes low because of changes in your life.
- You don't want to take a pill as prescribed or often forget to take your pills.
- You can't visit your health care provider to receive your shots routinely as recommended.
- You have side effects from the medicine that are interfering with your life.
- Blood tests show that your body is reacting to PrEP in unsafe ways.

Talk to your health care provider about other HIV prevention methods that may work better for you.

If I stopped taking PrEP, how do I start taking it again?

Tell your health care provider that you would like to start taking PrEP again. You will need to take an HIV test before you start PrEP to make sure you don't have HIV.

Can I take PrEP just once, if I think I might have recently been exposed to HIV?

- PrEP is for people who are at ongoing risk for HIV.
- PrEP is not the right choice for people who may have been exposed to HIV in the last 72 hours.
- If you may have been exposed to HIV in the last 72 hours, talk to your health care provider, an emergency room doctor, or an urgent care provider about PEP (post-exposure prophylaxis).

Why do I need to take PrEP as prescribed?

- You must take PrEP as prescribed for it to work.
- If you do not take PrEP as prescribed, there may not be enough medicine in your bloodstream to block the virus.
- The right amount of medicine in your bloodstream can stop HIV from taking hold and spreading in your body.

Can I take PrEP while on birth control?

There are no known interactions between PrEP and hormone-based birth control methods, e.g., the pill, patch, ring, shot, implant, or IUD. It is safe to use both at the same time.

Will PrEP interfere with my hormone therapy?

There are no known drug conflicts between PrEP and hormone therapy, and there is no reason why the drugs cannot be taken at the same time.

Can I stop using condoms if I take PrEP?

- PrEP provides protection from HIV but does not protect against other sexually transmitted diseases (STDs) or prevent pregnancy.
- Condoms can help prevent other STDs that can be transmitted through genital fluids, such as gonorrhea and chlamydia.
- Condoms are less effective at preventing STDs that can be transmitted through sores or cuts on the skin, like human papillomavirus, genital herpes, and syphilis.

If I am not at ongoing risk for getting HIV, can I take PrEP only when I'm at risk?

Taking PrEP pills only when you are at risk for getting HIV is known as “on-demand” PrEP.

- It is also known as “intermittent,” “non-daily,” “event-driven,” or “off-label” PrEP use.
- The type of “on-demand” PrEP that has been studied is the “2-1-1” schedule. This means taking 2 pills 2-24 hours before sex, 1 pill 24 hours after the first dose, and 1 pill 24 hours after the second dose.
- There is scientific evidence that the “2-1-1” schedule provides effective protection for gay and bisexual men* when having anal sex without a condom.
- We don't know how “on-demand” PrEP works for heterosexual men and women, people who inject drugs, and transgender persons.

Some health departments in the United States and some health organizations in Europe and Canada are offering guidance for “on-demand” PrEP as an alternative to daily PrEP for gay and bisexual men at risk for HIV.

Although the updated PrEP guideline provides information on how to correctly use the “2-1-1” schedule, this approach is not approved by the U.S. Food and Drug Administration (FDA) and is not recommended by CDC. Taking PrEP as prescribed is currently the only FDA-approved schedule for taking PrEP to prevent HIV. When taken as prescribed, PrEP is highly effective for preventing HIV.

Anyone considering PrEP should discuss the issue with their health care provider.

* The term “gay and bisexual men” is used to describe men who identify as gay or bisexual, as well as men who have sex with men who do not identify as gay or bisexual

B. HIV Stigma Framework Messages

MESSAGE FOCUS: Standing up to HIV stigma in general

- **All groups**
 - You have the power to speak up when you hear misinformation about HIV.
 - HIV stigma stops with you.
 - Having HIV is not something that anyone should be ashamed of. There are many faces of HIV, and no one should face it alone. Speak up if you see HIV stigma and discrimination.
 - By normalizing prioritizing sexual health, we can reduce the impact of HIV in our communities. There is power in prevention. Stop the stigma.
 - The more we talk about it the more normal it becomes.
 - If we all talk openly about [HIV testing/PrEP/treatment] we can stop HIV together.
 - We can stop HIV in our communities.
 - We can help our communities stop HIV.
 - We can work with our communities to stop HIV
 - We can stop HIV stigma together.
 - Talking openly about HIV can help correct misconceptions and help others learn more about HIV
 - We can stop HIV stigma together by sharing facts not myths.
 - Stand up to HIV stigma by speaking up and taking action when you see or hear stigmatizing words or actions.
 - If we all speak up against HIV stigma, we can stop HIV Together.
 - There are many faces of HIV. The first step to stopping HIV is talking openly about the importance of HIV testing and addressing stigma toward people with HIV head on.
 - The more we talk about HIV, the more we can challenge HIV myths.
 - You can help stop HIV stigma by learning more about HIV and sharing that knowledge with others.
 - Talking openly about HIV prevention and treatment can help normalize the subject and stop HIV stigma.
 - Share the last time you were tested for HIV to help break the stigma surrounding HIV.
 - We can stop the stigma of HIV through education, protection, prevention, and conversation.
 - Own your status: sharing your HIV status with others breaks the stigma and connects you with support.
 - Sharing your status may help others navigate a new HIV diagnosis.
 - Talking about your HIV status can help stop HIV stigma.
 - We can stop HIV if we talk about it. Tell your partner your status. Ask them about their status. Make a plan that keeps you both healthy.

- Find a health care provider you feel comfortable talking to about HIV. You should be able to talk about your sexual health without shame or judgment.
- **Gay, bisexual, and other men who have sex with men (MSM)**
 - It's time to speak up about HIV. You have the power to help normalize conversations about HIV testing and treatment in your community.
 - Let's keep talking about HIV.
 - You can speak up about HIV.
 - It is important that you use your voice to speak up about HIV.
- **Transgender women**
 - The trans community is a vibrant one, and this vibrancy grows brighter when we stand up and speak out to stop HIV stigma.
 - It's time to speak up about HIV. You have the power to help normalize conversations about HIV testing and treatment in the transgender community.
 - It's time to speak up about HIV. The more we talk about HIV testing and treatment in the transgender community, the more normal these conversations become.
 - Knowledge is power. Don't let stigma stand in your way, get tested for HIV to know your status.
 - Trans health matters! Don't let stigma stop you from taking care of your sexual health. Find a supportive provider who respects you and understands your unique health needs.
- **Young adults (aged 18-24)**
 - Let's change the way we talk about HIV stigma and be the generation that ends HIV
 - It's important to talk about HIV because it affects everyone, not just the LGBTQ+ community
 - It's important to talk about HIV because it can affect anyone, including you.
 - HIV can affect anyone in any community. That's why it's important to talk about HIV with your friends [and family]. Let's be the generation that ends HIV.
 - HIV affects across all communities, and many new cases of HIV in the United States are in young people. You have the power to help normalize conversations about HIV testing among your friends.
 - You have the power! Talk about HIV with your friends [and family]. The more we [you] talk about HIV, the more normal these conversations become.
 - It's time to speak up about HIV. Help normalize conversations about HIV testing and treatment among your friends [and family].
 - The more we [you] talk about HIV, the more normal these conversations become.
 - Be the boss you know you are! Join us in spreading the word to help prevent HIV and stop HIV stigma. Find out what HIV prevention options work for you.
 - Don't wait to be the boss of your sexual health. Take control and find a provider you can trust to talk about HIV.
- **Black/African American women**
 - It's important to talk about HIV because it affects everyone, not just the LGBTQ+ community

- It's important to talk about HIV because it affects everyone, including us [our community].
- Let's change the way we talk about HIV. Words have power. Speak out to spread facts not myths about HIV.
- You take care of everyone else, take care of yourself, too. Don't let HIV stigma stand in your way. Take charge of your sexual health – learn about your options for HIV prevention and decide what works best for you.
- Take control of your sexual health – learn about your options for HIV prevention for yourself and your loved ones.
- It's time to speak up about HIV. Help normalize conversations about HIV testing and treatment in your community.
 - The more we [you] talk about HIV, the more normal these conversations become.
- You have the power to help normalize conversations about HIV testing and treatment in your community.
 - The more we [you] talk about HIV, the more normal these conversations become.
- **People with HIV**
 - Fear perpetuates stigma and stigma can stop the people we love from getting and staying in HIV care. Support others and to help stop HIV stigma.
 - Stigma can be a barrier to treatment for people with HIV. Help normalize seeking treatment by talking openly about HIV.
 - Negative experiences with providers or health care staff can cause people stay out of care for too long.
 - Negative experiences with providers or health care staff are associated with not taking HIV treatment as prescribed.
 - Talk openly about HIV to help end HIV stigma. The more we talk about it the more normal it becomes.
 - The fight to end HIV stigma starts from within.
 - Find a supportive provider to talk about your mental and sexual health. The better you feel about yourself, the easier it is to get and stay on HIV treatment.
 - You are a survivor! Talk openly about your HIV treatment journey to help others get and stay in HIV care.
 - Don't be ashamed of having HIV, it's just like any other chronic disease that people live with every day. Live loud and proud and let's stop HIV together.
 - You matter and so does your health! Take HIV treatment to become undetectable. Getting and keeping an undetectable viral load is the best thing you can do for your overall health, and it prevents HIV transmission to sexual partners.
 - The first step to stopping HIV is talking openly about it and addressing stigma head on.
 - Own your status, having HIV is nothing to be ashamed of!
 - It's time to speak up about HIV. Help normalize conversations about HIV treatment in your community.
 - Everyone deserves to be treated with respect, regardless of HIV status.

- [general message] Speak up when you hear untrue or stigmatizing comments to stop HIV stigma.
 - Own your status and know you matter.
- Find a health care provider who has your back. You deserve to have a doctor who is caring and respectful.
 - You deserve a doctor who is caring and respectful. Find a health care provider who understands your needs.
- Find a health care provider that makes you feel seen. You should be able to talk about your HIV status and treatment without shame or judgment.

MESSAGE FOCUS: Addressing [Stigma around HIV testing](#)

- **All groups**
 - You have control of your sexual health. Get tested for HIV regularly.
 - Knowing what's going on in your body is such an empowering feeling. Get tested for HIV regularly and take charge of your sexual health.
 - HIV testing is a normal and routine part of health care and knowing your status is important because it helps keep you healthy.
 - Show yourself love by finding out your HIV status.
 - Get tested and know your status. Whether you test negative or positive, knowing your status is an important step in taking care of yourself and the ones you love.
 - Knowing and sharing your HIV status gives you the power to make decisions about your sexual health.
 - Knowing and sharing your status helps break the stigma surrounding HIV testing.
 - Getting tested gives you the power to make decisions about your sexual health.
 - Knowing your HIV status puts you in charge of your health. For our families, for ourselves. When we all get tested, we can stop HIV together.
 - Stigma is keeping people from talking about HIV or even getting tested. Talking about HIV with those you love is important and can help break the stigma.
 - Get tested and share your story to break the stigma of HIV.
 - Find a health care provider you feel comfortable talking to about HIV. Your doctor should be able to discuss all available HIV prevention options. If not, find a new provider who respects and understands you.
 - Don't let silence get between us. Talking about HIV is how we stop it. Tell your partner your HIV status. Ask about theirs.
 - Get smart about your body and protect it. Talking openly and honestly with your partners and healthcare providers is key to being sexually healthy.
 - Don't let stigma stand in your way. Get tested to know your status so that you can take control of your sexual health.
 - Testing makes us stronger. Get tested and share your status to reduce HIV stigma.
- **Gay, bisexual, and other men who have sex with men (MSM)**
 - Don't let stigma stop you. Get tested, share your status, and stop the cycle of stigma in your community.
- **Transgender women**

- Finding trans-friendly providers can help you take control of your sexual health and feel comfortable getting tested for HIV regularly.
- We know you have the power. Know your status and continue to be magical.
- You are so powerful! Know your status and continue to lead the way.
- **Young adults (aged 18-24)**
 - Be the generation that helps break the stigma surrounding HIV. Talk to your friends about HIV testing today.
 - Create a plan to tested for HIV and share it with a friend to help break the stigma.
 - Getting tested for HIV regularly, and encouraging friends to do the same, is a way for young people to take control of their sexual health and break the stigma of HIV.
- **Black/African American women**
 - You can take control of your sexual and reproductive health by making a pledge to get tested for HIV regularly.
 - Getting tested for HIV regularly, and encouraging friends to do the same, is a way for Black women to take control of their sexual health and break the stigma of HIV.
 - 66% of women living with HIV in the U.S. are African American. Get tested for HIV. Together, we can end this epidemic one sister at a time.

MESSAGE FOCUS: Taking PrEP

- **All groups**
 - Everyone can benefit from safe sex practices. See how PrEP, a medicine that prevents HIV, can keep you and your partner protected against HIV.
 - PrEP is for EVERYONE regardless of gender identity or sexual preference
 - Even if you're not sure about your chances of getting HIV, PrEP can still help you lead a healthier sex life.
 - PrEP is an empowering sexual health tool, and it has the potential to change the course of HIV infection. Learn more about PrEP today.
 - PrEP is an extremely effective method that HIV negative people can use to prevent getting HIV. PrEP can be used by folks of all gender and sexual identities. The only prerequisite for taking PrEP is testing negative for HIV.
 - PrEP is a way to help prevent HIV that you can control without other people knowing that you are using it. You can be on PrEP for as long or as short a time as you want. Many people only use PrEP for a period in their life when they need it, based on their risk for HIV at the time.
 - HIV prevention is for me and my family.
 - There's no shame in self-care. Be proud of yourself for being proactive in taking care of your sexual health.
 - When taken as prescribed, PrEP is an effective means to prevent HIV infection! Help get the word out that PrEP is an option for HIV-negative people that are sexually active.
 - Find a health care provider you can trust and that you feel comfortable talking about HIV prevention with. You should be able to talk to your doctor who is caring and respectful.

- If you don't have a regular healthcare provider, or if your provider is reluctant to prescribe PrEP, there are organizations that can help you get on PrEP.
- There are organizations that can help you afford PrEP and take charge of your sexual health.
- Knowledge is power. Find out your options for accessing and affording PrEP to prevent HIV.
- Talk to your provider about PrEP to see if it's a prevention option for you based on your history and health care needs.
- Don't let stigma stop you from talking to your provider about PrEP.
- The H in HIV stands for human. HIV can affect anyone regardless of their sexual orientation, race, gender, or age.
 - Don't let negative thoughts or perspectives stop you from taking control of your sexual health and finding the right HIV prevention option for you.
 - Taking control of your sexual health means knowing your HIV prevention options, like using condoms or taking PrEP, a daily pill that can prevent HIV
- **Gay, bisexual, and other men who have sex with men (MSM)**
 - If you are sexually active, make sure you're PrEPed and ready.
 - There's always time to talk about safety. Speak honestly and openly with your friends about your love life and learn how PrEP could help protect you against HIV.
 - Let's all talk about PrEP, a medicine that prevents HIV.
- **Transgender women**
 - PrEP is for anyone who wants peace of mind to not get HIV. There are trans-safe spaces near you where you can learn more.
 - Finding trans-competent providers can help make accessing PrEP more comfortable.
- **Young adults (aged 18-24)**
 - There's no shame in self-care. Show yourself love by learning more about how you can take PrEP to prevent HIV.
 - You're never too young to take care of your sexual health. Take charge of your sexual health by taking PrEP to prevent HIV.
 - Taking medicine can be difficult. But remind yourself that you are taking the medicine to protect your health! You have done other tough things in your life, and you can do this too.
 - Even though remembering to take medicine every day can be hard, just think of the rewards. You are taking care of your most important asset: You!
- **Black/African American Women**
 - Remember, you are magic! Adding PrEP to your sexual health toolbox, can give you the power to live your best life.
 - Take your sexual health into your own hands by carrying condoms and taking PrEP.

MESSAGE FOCUS: HIV Treatment as Prevention

- **All groups**
 - It may be reassuring to know that you can have a long-term relationship and a fulfilling sex life with your partner, and stay HIV negative. It's completely safe to kiss and hug

your partner. If your partner is taking HIV treatment and has an undetectable viral load, there is no risk of HIV transmission.

- Encouraging loved ones to seek treatment for HIV can break the stigma and empower people to continue care.
- Showing your loved one your support can help them adhere to treatment.
- **People with HIV**
 - It's important to find a provider you trust so you can figure out the treatment options that work for you.
 - Living well with HIV means HIV does not define your life.
 - Being undetectable is a responsible form of prevention because undetectable = uninfected.
 - Undetectable = Untransmittable = Not only can people living with HIV have long, happy, fulfilling lives, but they can have worry-free sexual ones, too.
 - If you don't feel comfortable talking with your provider, there are community organizations that can connect you to the care you need.
 - There are organizations and resources available to help you overcome barriers to receiving HIV treatment. Ask your doctor to connect you with a social worker to help you access the care you need.
 - When your HIV is more under control, your healthcare provider will work with you to keep it controlled. And having a trusted professional in your corner to advise you whenever questions or issues arise will help you stay strong, both mentally and physically.

C. Social Media Messages

HIV Stigma Social Media Toolkit

- HIV Affects Everyone
 - The H in HIV stands for human. #HIV can affect anyone regardless of their sexual orientation, race, gender, or age. Let's educate ourselves and one another about the facts and #StopHIVStigma. Learn how: [cdc.gov/StopHIVTogether/Stigma](https://www.cdc.gov/StopHIVTogether/Stigma) #StopHIVTogether
- Stop HIV Stigma
 - Let's lead with love and not hate. We must #stopHIVstigma together. Learn how to talk about #HIV to avoid stigma: [cdc.gov/StopHIVTogether/Stigma](https://www.cdc.gov/StopHIVTogether/Stigma) #StopHIVTogether
- What does HIV stigma look like? Stigma: Socially isolating a member of a community because they have HIV.
 - Stigma can happen anywhere. It's time to do our part to #StopHIVStigma. Find ways to speak up against #HIV stigma: [cdc.gov/StopHIVTogether/Stigma](https://www.cdc.gov/StopHIVTogether/Stigma) #StopHIVTogether
- Why stopping HIV stigma matters. When people are afraid of experiencing discrimination, they are less likely to be tested or treated for HIV
 - HIV stigma negatively impacts everyone's health, regardless of a person's #HIV status. Take steps to help #StopHIVStigma in your community. Learn how: [cdc.gov/StopHIVTogether/Stigma](https://www.cdc.gov/StopHIVTogether/Stigma) #StopHIVTogether

- The more we talk about HIV, the more we can challenge HIV myths.
 - Let's remember ways you WON'T get HIV ↓
 - ✗ sitting near someone who has HIV.
 - ✗ eating food prepared by someone who has HIV.
 - ✗ having sex with someone with an undetectable viral load.
 Learn more to #StopHIVStigma: [cdc.gov/StopHIVTogether/Stigma](https://www.cdc.gov/StopHIVTogether/Stigma) #StopHIVTogether
- You can end HIV stigma
 - Stopping #HIV stigma starts with YOU! Be intentional about the words you choose. Get the facts about HIV and educate others: [cdc.gov/StopHIVTogether/Stigma](https://www.cdc.gov/StopHIVTogether/Stigma) #StopHIVTogether
- Your voice matters! Speak up when you hear untrue or stigmatizing comments to #StopHIVStigma. Learn more: [cdc.gov/StopHIVTogether/Stigma](https://www.cdc.gov/StopHIVTogether/Stigma) #StopHIVTogether
- “The other night, he told me he was thinking about getting on PrEP. Do you think that means he wants to sleep with other people?” “No, I think it means he cares about his health as well as yours. You guys should have a conversation about it.”
 - PrEP is for anyone who can benefit from it. Talk about #PrEP to #StopHIVStigma. Let's educate our partners and friends about the effectiveness and benefits of PrEP. #StopHIVTogether
- “Recovery is possible. HIV does not make you dirty or unworthy, and it doesn't make you a bad person.”
 - Brian worked to overcome the stigma and shame he felt about having HIV, so that he could find his path. In this quote, he shares what he would tell his former self when he was diagnosed with HIV and in recovery from injection drug use. We need to do our part to #StopHIVStigma. #StopHIVTogether
- “I tell other women living with HIV: You can overcome your fear.”
 - Fear perpetuates stigma and stigma can stop the people we love from getting and staying in #HIV care. Support others and #StopHIVStigma. Learn more: [cdc.gov/StopHIVTogether](https://www.cdc.gov/StopHIVTogether) #StopHIVTogether
- Stand up to HIV stigma, homophobia, transphobia, and biphobia.
 - We stand with #LGBTQ communities everywhere and against all forms of discrimination. We see you and value your lived experiences because we are all in this TOGETHER! Support others and #StopHIVStigma. Learn more: [cdc.gov/StopHIVTogether](https://www.cdc.gov/StopHIVTogether) #StopHIVTogether

HIV Prevention Social Media Toolkit

- Maintain your peace of mind. Prevent HIV your way.
 - Take control of your body and sexual health by preventing #HIV your way. Learn how:
- You take care of everything else. Take care of yourself, too.
 - #DYK that #PrEP is for women, too? We know that you take care of everyone else, make sure to take care of yourself, too! Learn more about #PrEPforWomen:
- Take control of your sexual health for you, your partner, and your community.
 - Take control of your sexual health by learning more about HIV prevention option like #PrEP and #condoms. Learn more:
- We now have the power to end HIV with PrEP and other tools.
 - We have the power to end #HIV with # PrEP and other tools. Let's spread the word and #starttalkingHIV with our friends, family, and community. Learn more:
- People who inject drug have options. PrEP is highly effective.

- #PrEP is highly effective for people who inject drugs. Learn more about #HIV prevention options.
- If your partner has an undetectable viral load, consider adding other prevention options like PrEP and condoms for your own peace of mind.
 - Even if your partner is undetectable, using #PrEP or condoms may bring you added peace of mind. Learn more
- Know your HIV prevention options and find the one that works for you
 - There is power in prevention for all women. Learn more about condoms, #PrEP and other prevention options
- There are more HIV prevention options than ever before. Choose what's best for you
 - You have the power! There are more ways than ever available to help prevent #HIV. Learn more and choose what's best for you:
- Prevent HIV like a boss
 - Be the boss you know you are! Join us in spreading the word to help prevent HIV. Find out what #HIV prevention options work for you:
- PrEP=Freedom
 - PrEP gives you the freedom to take control of your sexual health and prevent #HIV
- It is your sex life. Choose what's right for you.
 - Your sexual health matters! Taking control of your sex life means knowing your #HIV prevention options, like using condoms, taking PrEP, and making the best decision for YOU. Explore your options:
- #StartTalkingHIV with your partner to take the next step and bring your relationship to a new level. We can all help #StopHIVTogether. Learn more:
- During uncertain times, one thing you can be sure of is that #PrEP is highly effective at preventing #HIV:
 - ✓ Visit [cdc.gov/StopHIVTogether](https://www.cdc.gov/StopHIVTogether)
 - ✓ Scroll down to find the PrEP locator
 - ✓ Type in your zip code to find a PrEP provider near you.
- PrEP is for ME
 - Did you know #PrEP is for women too? Adding #PrEP to your sexual health toolbox can help you prevent #HIV. Share the facts about PrEP and other HIV prevention options. Learn more: [website]
- Take care of your sexual health
 - You know what's best for you. So, take control of your sexual health. #PrEP is an option to prevent #HIV. Is it right for you?
- PrEP is safe to take while pregnant or breastfeeding
 - Protect yourself and your #baby! #PrEP can prevent you both from getting #HIV during pregnancy or while breastfeeding. Get the facts:
- I take PrEP because I'm worth it.
 - Why do you take #PrEP? Share with us. Learn more:
- HIV prevention is for us and our family.
 - HIV prevention starts with us! There are many ways to prevent #HIV. Find the best options for you and your family:
- Condoms are just one way to prevent HIV and other STIs. #PrEP is another option to help you prevent #HIV your way. Learn more about all your HIV prevention options:

Multi-Topic Social Media Toolkit

- #HIVTreatmentWorks to help sexual partners too. When you are undetectable, you will not transmit #HIV to a partner through sex. Learn more by visiting: [website] #TalkUndetectable #StopHIVTogether
- Take care of your overall health
 - #HIVTreatmentWorks best when combined with a healthy diet and physical activity. Taking care of your overall health can help you live well with #HIV and improve your well-being. Learn more by visiting: [website]#StopHIVTogether
- #HIVTreatmentWorks best when taken daily as prescribed. But even people who have been on treatment for a long time can sometimes get off track. Get the facts and get back on track today to live well. Learn more by visiting: [website] #StopHIVTogether
- The only way to know for sure whether you have #HIV is to get tested. Once you know your status, share it with your partner. Communicating about your #HIV status can help you make the best decisions for your overall health. Find a location near you: [website] #StartTalkingHIV #DoingItTogether #StopHIVTogether
- Are you thinking about starting #PrEP? Or looking for an #HIVtesting site? Visit [website] and use the locator tool to find HIV prevention services near you! #StartTalkingHIV #StopHIVTogether
- “Do you know your status?” “Yes, I’m positive. On meds 3 years. Undetectable and healthy!” “Oh, cool. Thanks for letting me know. I’m negative, and I am on PrEP.”
 - When the conversation about #HIV is open, honest, and kind, everyone wins. To learn conversation starters, visit: [website] #TalkUndetectable #StartTalkingPrEP #StopHIVTogether
- Friends don’t let friends perpetuate #HIVstigma. If you have a friend with #HIV, offer support by learning the facts and discovering ways to #StopHIVStigma. Learn more by visiting: <https://bit.ly/stopHIVstigma> #StopHIVTogether
- #DYK that you can help end harmful stress for people with #HIV simply by being supportive, and letting people living with HIV know they are not alone? To learn more, visit: [website] #StopHIVStigma #StopHIVTogether
- Stigma, fear, and discrimination can be barriers to #HIV testing and treatment. It is time for this to change! Visit [website] to see how you can help make a difference. #StopHIVStigma #StopHIVTogether
- You don’t have to do it alone! Invite a friend to go get tested for #HIV today and find out your status together! Find a location near you: [website] #DoingItTogether #StopHIVTogether
- “What if my HIV test is positive?” “You can still live a health life. Talk to your health provider about starting HIV treatment right away.”
 - Getting tested can help us start conversations about #HIV and allows us to make informed decisions about our health. Visit [cdc.gov/DoingIt](https://www.cdc.gov/DoingIt) to find a testing site and learn your status. #DoingItTogether #StopHIVTogether
- Window Period. The time between when a person gets HIV and when a test can accurately detect it is called the window period. The window period varies from person to person and also depends on the type of HIV test. No HIV test can detect HIV immediately after infection.
 - Each type of HIV test has a “window period” that varies from person to person and depends on the type of test. Talk to your provider to determine the best test for you. #DoingIt #StopHIVTogether

Treatment as Prevention Social Media Messages

Twitter	Facebook/Instagram
<p>#DYK that becoming and staying #undetectable keeps you healthy and prevents you from transmitting #HIV to your sex partners? Being undetectable is HIV prevention.</p> <p>Learn more: [website]</p>	<p>#DYK that becoming and staying #undetectable keeps you healthy and prevents you from transmitting #HIV to your sex partners? Being undetectable is HIV prevention.</p> <p>Learn more: [website]</p>
<p>Find an HIV provider who can help you navigate the journey to becoming & staying #undetectable so you can live well and prevent transmission to your sexual partner.</p> <p>Undetectable = Untransmittable</p> <p>Learn more: [website]</p>	<p>You can live well with HIV. Find an HIV provider who can help you navigate your journey to becoming and staying #undetectable. Being undetectable also prevents transmission to your sexual partner.</p> <p>Undetectable = Untransmittable</p> <p>Learn more: [website]</p>
<p>You deserve to be healthy & live your best life! An HIV provider can help you find the right treatment plan to become #undetectable. Being & staying undetectable also prevents transmission to your sexual partners.</p> <p>Learn more: [website]</p>	<p>You deserve to live your life to the fullest! Find a supportive provider and the right treatment options to help you become and stay #undetectable. Being undetectable helps keep you healthy and prevents transmission to your sexual partner.</p> <p>Learn more: [website]</p>
<p>YOU MATTER! You are more than your HIV status and can live a long, healthy life by staying in #HIV care and becoming #undetectable. Getting and keeping an #undetectable viral load also means you will not transmit HIV to your sexual partner.</p> <p>Undetectable = Untransmittable</p> <p>Learn more: [website]</p>	<p>Just a friendly reminder: YOU MATTER! You are more than your HIV status and can live a long, healthy life by staying in #HIV care treatment and becoming #undetectable. Getting and keeping an #undetectable viral load also means you will not transmit HIV to your sexual partner.</p> <p>Undetectable = Untransmittable</p> <p>Learn more: [website]</p>

D. Ad Buy Messages

Social Media Updated Copy and Taglines

Topic	Ad Copy
Prevention	<p>Ad Copy</p> <ul style="list-style-type: none"> • Choose the HIV prevention options that work for you! • Don't let HIV stand in your way. • Find the HIV prevention options that work for you. • Let's be the generation that ends HIV. • Take control of your health and make the best decisions for you. • Preventing HIV is up to all of us. Make sure you're ready with the facts. Learn your options. • There are so many ways to prevent HIV. What tools will you use? • You plan for everything in your life. Preventing HIV should be no different. • There are more HIV prevention options than ever before. <p>Tagline Copy:</p> <ul style="list-style-type: none"> • Take control of your health • Explore your options today • Ready to talk about HIV? • Prevent HIV your way
Stigma	<p>Ad Copy:</p> <ul style="list-style-type: none"> • Learn what you can do to help stop HIV stigma and support those you love. • Let's change the way that we think about HIV stigma. • Share the facts about HIV. Together, we can help increase HIV awareness in our communities. • We can all stop HIV stigma by speaking up against stigmatizing words or actions. • When we speak up against HIV stigma, we can stop HIV together. <p>Tagline Copy:</p> <ul style="list-style-type: none"> • Help stop HIV stigma • Stand up to stigma • Pledge to Stop HIV Stigma
Treatment	<p>Ad Copy:</p> <ul style="list-style-type: none"> • Being undetectable means freedom. Get in HIV care today. • Find a provider and discuss your HIV treatment options today. • Get in care and stay in care to live well with HIV. • Get in care, stay in care, and support others to do the same. • Getting on treatment is the first step to living a healthy life with HIV. • Getting in care is the first step to living a long, healthy life. • Good mental health will help you live your life to the fullest with HIV.

	<ul style="list-style-type: none"> • HIV treatment keeps you healthy and protects others. • HIV treatment works. Stay in care and live well. • If you are living with HIV, getting, and keeping an undetectable viral load is the best thing you can do to stay healthy. • If you have fallen out of HIV care today is the day to start again. • Living a long and health life starts with HIV treatment. • The sooner you get on treatment, the sooner you can reach an undetectable viral load. <p>Tagline copy:</p> <ul style="list-style-type: none"> • Get in care • Get in HIV care today • HIV treatment works • Start your journey • Stay in care
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Self-testing

THEME	MESSAGE	CALL TO ACTION
<i>Ease and privacy</i>	Test for HIV anywhere you choose. You're in control.	Free HIV self-test
	Test for HIV anywhere you choose. It's safe, easy, and private.	Free HIV self-test
	Test yourself for HIV. It's safe, easy, free, and confidential.	Free HIV self-test
	Do you know your HIV status? Test at home for free to find out.	Free HIV self-test
<i>Taking control of one's health, empowerment</i>	Take control of your sexual health with an HIV self-test.	Free HIV self-test
	Take control of your sexual health with an at-home HIV test.	Free HIV self-test
	Own your sexual health. This free HIV self-test puts the power in your hands.	Free HIV self-test
	An HIV self-test is the ultimate control. You decide when. You decide where.	Order for free today
<i>Knowledge</i>	Knowing your HIV status gives you power. Test yourself for free.	Order for free now

	Knowing your HIV status gives you power. Test at home for free.	Order your free test
	Do you know your HIV status? Test at home for free to find out.	Order your free test
	Knowing your HIV status is the first step to taking charge of your health.	Order your free self-test today.
Togetherness (“us” language versus “you”)	Together, we can all get tested. Testing for HIV is easy and free.	Free HIV self-test
	We can all get tested and together, we can stop HIV.	Free HIV self-test
	Knowing our HIV status gives us power. We can test at home for free.	Order for free today
COVID, uncertainty, social distancing	Even when you’re staying at home, you can stay in charge of your sexual health.	Order a free HIV self-test
	Even when you’re staying in, you can stay in charge of your sexual health.	Free HIV self-tests
	These are uncertain times, but you can be certain about your sexual health.	Order a free HIV self-test
COVID, uncertainty, social distancing; sharing test kits, ordering two kits	Staying home together? Get tested for HIV together.	Order TWO free tests today
	Boo’d up at home? Get tested for HIV together with two free self-test kits delivered to you.	Order free tests now
	Staying home together? Get tested for HIV together with two free self-tests delivered to you.	Order free tests now
Frequency of testing for gay men	Knowing your HIV status lets you make decisions to keep you and your partner healthy. You may benefit from getting tested every 3-6 months.	Free HIV self-tests
Non-HIV messaging (The layout of these ads would require that the Let’s Stop HIV	Testing can give you peace of mind in the privacy of your own home.	Learn more Order a free HIV self-test

<i>Together logo be prominent enough for people to relate HIV to the message w/o depending on the word, "HIV," in the copy).</i>	Testing can give you peace of mind in just 20 minutes.	Order a free HIV self-test
	Check your status. You're in control. It's free, safe, and easy.	Free HIV self-test
	Take control of your sexual health. Test at home for free.	Order a free HIV self-test
	Stay in charge of your sexual health. Test at home for free.	Free HIV self-test
	Stay tested. Stay in the know.	Free HIV self-test
Sharing test kits, ordering two kits	Get tested for HIV together with two free self-test kits delivered to you.	Order a free HIV self-test now
	Know your HIV status. Test together.	Order two free HIV tests
	Do it together. Get two free HIV self-test kits delivered to you.	Order your free HIV self-tests
	Do it with your best friend*. Get two free HIV self-test kits delivered to you. <i>*non-gendered romantic options: boo, spouse, special someone, significant other, datemate, babe, bae</i> <i>*humorous/tongue-in-cheek/off-beat options: favorite barista, new roommate, hot neighbor, ex who is now your bestie</i>	Order two free HIV self-tests
	One for you. One for them. Order two free HIV self-tests. You'll both be in the know.	Order free tests now
	Take one and pass it on. Order two free HIV self-test kits and share one with a friend.	Get two free tests
	It's better together. Get two free HIV self-test kits and test together.	Get your free tests
	Two tests means two more beautiful humans who know their HIV status.	Order 2 free self-tests.

	Be the strength your friend needs. Order two free HIV self-test kits and test together.	Order now
	There's strength in numbers. Be there for each other. Test for HIV together.	Order 2 free self-tests
Sex positive, innuendo (for dating apps)	Take me home. I'm what you've been looking for.	Order a free HIV self-test
	Like to be in control? Take me home.	Order a free HIV self-test
	Take me home. I've got the answer to your question.	Get a free HIV self-test
	Before this goes further, do you know your HIV status?	Order 2 HIV self-tests today
	I like someone who takes charge. And that starts with knowing your HIV status.	Order free HIV self-tests
	Are you hosting? I'll come to your door.	Order a free HIV self-test
	I'm easy. I'm discreet. I'll come to you.	Order a free HIV self-test
	<p>Show yourself some love. HIV self-tests give you power your health by knowing your status</p> <p>Show yourself some love. Know your HIV status and give yourself the power.</p> <p>Show yourself some love. HIV self-tests put the power in your hands.</p>	Free HIV Self-Test
Speed, Ease	Faster than baking a cake. Testing for HIV is a piece of cake with a free self-test delivered to you.	Order your free HIV self-test today
	Easier than picking the next show to binge. Order a free HIV self-test kit in just three minutes.	Order free now
	What will you do with your 20 minutes? Get rapid results with a free HIV self-test.	Free HIV Self-Test
	Faster than your toddler can tie their shoes. Get your results in just 20 minutes with a free HIV self-test.	Free HIV Self-Test

Updated Multi-Topic Ad Buy Messages

- Copy: You never know where the night may go. Be ready.
Call-to-Action: Prevent HIV with PrEP
- Copy: If you take him home, take a home HIV test together.
Call-to-Action: Learn more about HIV self-testing
- Copy: You both know where this is going.
Before you hit the sheets, talk about HIV prevention.
Call-to-Action: Learn more
- Copy: prep puts you in control
Call-to-Action: Find a prep provider near you
- Copy: Communication is sexy. Start talking before things get too hot.
Call-to-Action: Talk condoms for HIV prevention.
- Copy: Open or monogamous. There's HIV prevention options for every relationship.
Call-to-Action: Prevent HIV Today
- Copy: Anon or romantic, you have options.
Call-to-Action: Explore your HIV prevention options.
- Copy: Long-term or one night. You have options.
Call-to-Action: Explore your HIV prevention options.
- Copy: Take pride in your animal side. Prevention can be fun.
Call-to-Action: Explore your HIV prevention options.

A/B Testing Messages

- Copy: HIV prevention can be as easy as one pill a day | Copy: PrEP prevents HIV and can be taken safely with hormone therapy
 - Call-to-Action: Learn more about PrEP
- Copy: Be there for those you love. Get in HIV care today. | Copy: We don't just do it for ourselves. We do it for them. Get in HIV care today.
 - Call-to-Action: Find out more
- Copy: You have the power to help end HIV stigma | We have the power to end HIV stigma
 - Call-to-Action: Find out how.
- Copy: Being undetectable can help you and your partners stay healthy | Copy: Communication is foreplay. Let's prevent HIV together
 - Call-to-Action: Learn more about being undetectable
- Copy: Knowing your HIV status is the first step to staying healthy. | Copy: Take Charge. Take the Test. On your time. In your space.
 - Call-to-Action: Learn about HIV self-tests
- Copy: Learn you HIV status without leaving home | Copy: Testing makes us stronger
 - Call-to-Action: Get info on HIV self-testing
- Copy: The time to end HIV stigma is now
 - Call-to-Action: Learn how | Speak out against HIV stigma
- Copy: You are magic and PrEP gives you power
 - Call-to-action: Learn about PrEP | Find a PrEP provider near you

