



VDH and HIV Treatment Works  
August 9, 2016



## Who am I and Why do You Care?

- Shaun Amanda Herrmann
- ndp
- ndp + Virginia Department of Health HIV Prevention Services
  - HIV Treatment Works
  - Audience





HIV TREATMENT WORKS

GET IN CARE. STAY IN CARE. LIVE WELL.



## Act Against AIDS

### HIV Treatment Works



Language:



[Get In Care](#)

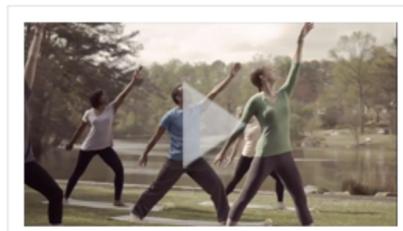
[Stay In Care](#)

[Live Well](#)

[Resources](#)

[Social Services Providers](#)

[Campaign Materials](#)



More than 1.2 million people in the United States are living with HIV. This campaign features people from across the United States who are living with HIV talking about how sticking with care and treatment helps them stay healthy, protect others, and live longer, healthier lives.

This campaign shows how people living with HIV have overcome barriers to get in care and stay on treatment. On this website, you will find information encouraging people living with HIV to get in care and stay on treatment, as well as resources on how to live well.

[Order Free Campaign Materials](#)





# Message and CTA

## HIV Treatment Works Videos

Language: English



- Get In Care +
- Stay In Care +
- Live Well +
- Resources for People Living with HIV +
- Resources for Social Services Providers +
- Campaign Materials -
- Banners +
- Posters
- Palm Cards
- Infographics
- HIV Treatment Works Videos**
- Profiles of People Living Well with HIV

### Get Tested

Find an HIV testing site near you.

[Order Free Campaign Materials](#)

### Follow Act Against AIDS

- Act Against AIDS
- @talkHIV
- Act Against AIDS
- Get Email Updates on AAA

 <p><a href="#">Campaign PSA</a></p>	 <p><a href="#">Getting in Care</a></p>	 <p><a href="#">Living Well</a></p>
 <p><a href="#">Jada's Story</a></p>	 <p><a href="#">Jamie's Story</a></p>	 <p><a href="#">Whitney's Story</a></p>
 <p><a href="#">Aaron's Story</a></p>	 <p><a href="#">Christopher's Story</a></p>	 <p><a href="#">Cedric's Story</a></p>
 <p><a href="#">Chris' Story</a></p>	 <p><a href="#">Malina's Story</a></p>	 <p><a href="#">Jennifer's Story</a></p>



Customize for VDH



"HIV, you didn't take my hope,  
and you won't take my life."

Vernial -  
Living with HIV since 1987.

Hear his story >

Get in care. Stay in care. Live well. **ACT** **against AIDS** **VDH** VIRGINIA DEPARTMENT OF HEALTH

**HIV**  
TREATMENT  
WORKS

"HIV, my life revolves  
around the people I love.  
Not around you."

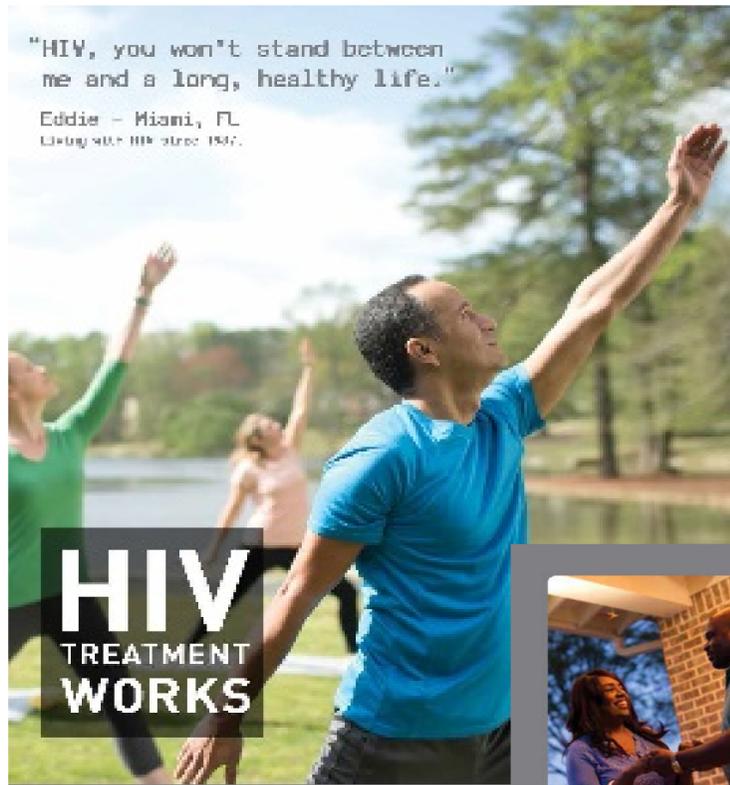
Chris - Living with HIV  
since 2010

Hear his story >

**HIV**  
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"HIV, you won't stand between  
me and a long, healthy life."

Eddie - Miami, FL  
Living with HIV since 1987.

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Managing HIV is like having a long-term condition. You'll have to deal with it for the rest of your life. When I first found out I had HIV, I was a little scared. But I realized that I could still live a long, healthy life. I just had to take care of myself. Being healthy, taking my medication, working, and being with the people I love.

Get in care. Stay in care. Live well.



cdc.gov/HIVTreatmentWorks  
For questions and resources, call 1-800-457-4145



**HIV**  
TREATMENT  
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Get in care. Stay in care. Live well.

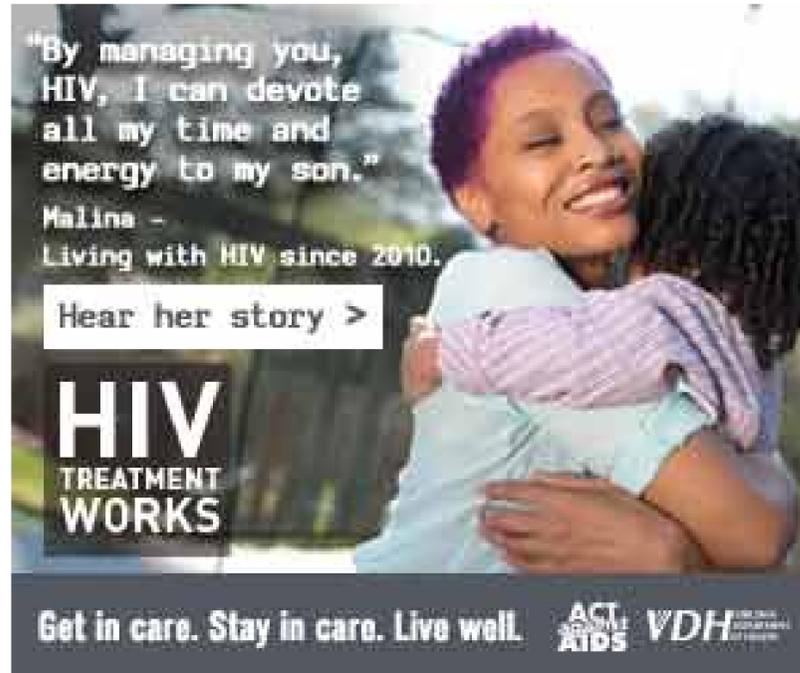
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**HIV**  
TREATMENT  
WORKS

Get in care. Stay in care. Live well.

cdc.gov/HIVTreatmentWorks  
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"By managing you,  
HIV, I can devote  
all my time and  
energy to my son."

Malina -  
Living with HIV since 2010.

Hear her story >

**HIV**  
TREATMENT  
WORKS

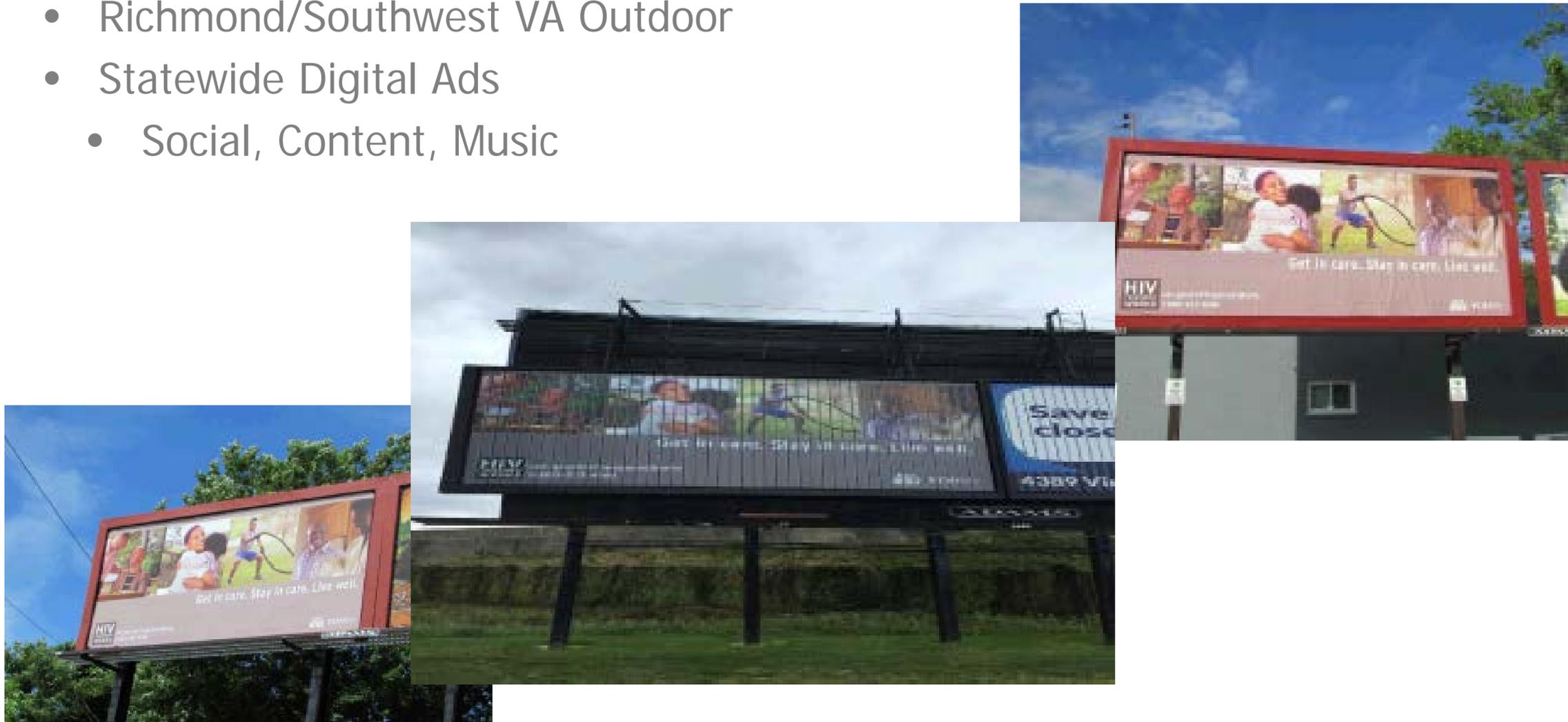
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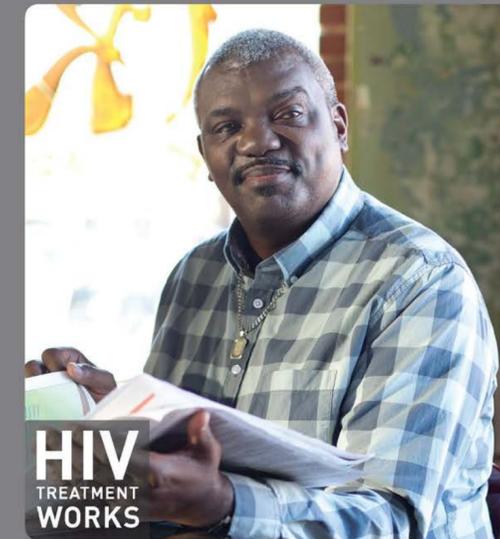


## Media Overview and Timing: What's Next in 2016?

- September
  - Richmond/Central VA Papers (around Virginia Pride)
  - Richmond/Southwest VA Outdoor
  - Statewide Digital Ads
    - Social, Content, Music



“I fought for my country.  
Now I'm bringing the  
fight to my HIV.” – Reggie



Living with HIV since 1985.

As a military guy, I know how to follow orders. So when my doctor told me to start and stay in treatment, I listened. Now my treatment regimen is part of my life. That means I take my pills, I keep my medical appointments, I stay connected to support groups and I keep up with the latest education. Treatment works for me, and now I show other veterans who are HIV-positive how it can work for them.

**Get in care. Stay in care. Live well.**

[cdc.gov/HIVTreatmentWorks](http://cdc.gov/HIVTreatmentWorks)  
For questions and resources, call 1-800-533-4148

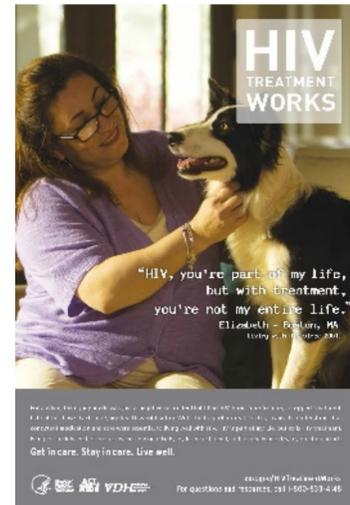




## Materials for You

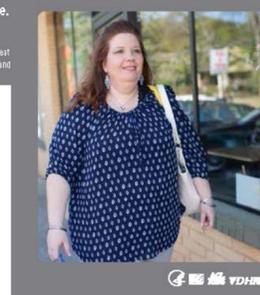
- POSTERS

- Elizabeth (with dog)
- Eddie (outdoor exercise)
- Katrina (shopping)
- Cedric (cooking)



- PALM CARDS

- Reggie (veteran)
- Katrina (shopping)
- Aaron (dinner)
- Angie (dancing)
- Christopher (basketball)



Thank you!

