

We Can Stop HIV One Conversation at a Time



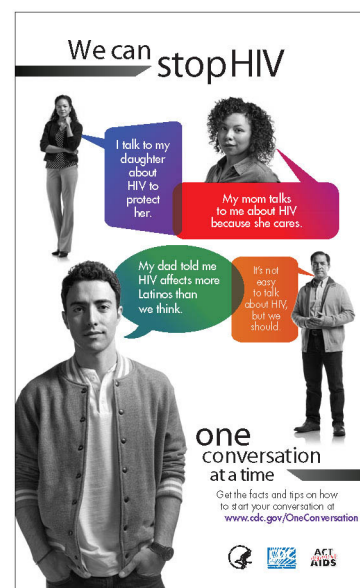
Encouraging Latinos to Speak Up to Raise HIV Awareness and Decrease Stigma

CDC's *We Can Stop HIV One Conversation at a Time* is a new national, bilingual campaign that encourages Latinos to talk openly with family, friends and partners about a range of HIV-related topics, including prevention, testing, and treatment.

Research suggests that communication about HIV increases knowledge about HIV risk, prevention, and testing. However, many Latinos are not having these important conversations even though they are among the hardest-hit by HIV in the United States.

Campaign concepts, messages and images reflect input from Latinos across the country, as well as key Latino community organizations. *We Can Stop HIV One Conversation at a Time* features a diverse group of Latino men and women and highlights important facts and messages to prompt open conversations about HIV.

The *We Can Stop HIV One Conversation at a Time* campaign website (www.cdc.gov/OneConversation) features up-to-date information on HIV transmission, testing and prevention, as well as practical tips for starting conversations about HIV.



Many in Latino Communities Are Not Talking about HIV

Latinos bear a disproportionate burden of HIV in the United States: they make up 16 percent of the U.S. population but account for 21 percent of new infections each year.¹ The rate of new HIV infections is almost three times greater among Latino men than white men and four times greater among Latino women than white women.¹

Despite this reality, data show that many Latinos do not talk about HIV. One recent study found that only half of Latinos have talked with family and friends about HIV in the past year.² Even when Latinos are ready to discuss HIV, many do not have all the knowledge they need to start these important conversations: for example, recent surveys have found that nearly three-quarters of Latinos want more information to help them talk to their children about HIV.^{2,3}

Latinos may face particular challenges when it comes to talking about HIV. Discussions about sex may be considered taboo in many Latino families. In fact, research suggests that cultural norms foster silence about topics like sex.^{2,4} Placing these topics of conversation off-limits makes it difficult to talk openly about HIV risk and prevention.

Open Communication Is Critical to Reduce HIV Risk

There is an urgent need to overcome the barriers that prevent open conversations about HIV. Talking openly about HIV is essential to stopping the spread of HIV in Latino communities and in the United States as a whole. Research has shown that communication increases knowledge and positive attitudes about HIV prevention, HIV testing and condom use.^{5,6,7} Bringing HIV out into the open also helps fight the stigma and shame often associated with HIV, both within and beyond Latino communities.



Recognizing that it's not always easy to bring up HIV with family and friends, *We Can Stop HIV One Conversation at a Time* provides conversation starters and culturally-relevant topics that promote useful and accurate dialogue about HIV.

***We Can Stop HIV One Conversation at a Time* Components**

The national campaign will reach millions of Latinos in their everyday lives. Campaign elements include:

- **National and local advertising** – Print, radio, TV, online and mobile advertisements in media outlets that reach Latinos
- **Community engagement** – Outreach to Latinos at community events across the country
- **Promotional materials** – Posters, brochures, postcards and digital banner ads for distribution by local public health agencies, businesses and community-based organizations
- **Campaign website** (www.cdc.gov/OneConversation) – Information and resources about HIV transmission, testing and prevention as well as practical tips for starting conversations about HIV with family and friends
- **Social media** – Engagement on Facebook (www.facebook.com/ActAgainstAIDS), Twitter (@TalkHIV), and YouTube (www.youtube.com/CDCstreaminghealth) will spark online conversations about HIV and encourage community discussion using the hashtag #OneConversation,

We Can Stop HIV One Conversation at a Time is the latest campaign of CDC's *Act Against AIDS* initiative, a \$45 million national communication initiative to combat complacency about HIV in the United States. The campaign helps advance the goals of the National HIV/AIDS Strategy, which calls for reducing new infections, reducing stigma and discrimination against people living with HIV, and educating Americans about the threat of HIV and how to prevent it.

Other elements of the *Act Against AIDS* initiative that reach Latinos include:

- *Let's Stop HIV Together/Detengamos Juntos el VIH*, a national awareness and anti-stigma campaign for all Americans
- *Reasons/Razones*, a national, bilingual campaign to encourage HIV testing among gay and bisexual Latinos

References

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- ⁴ Cashman R et al. Exploring the sexual health priorities and needs of immigrant Latinas in the southeastern United States: A community-based participatory research approach. *AIDS Education and Prevention*. 2011 Jun;23(3):236-48
- ⁵ Albarracin J et al. Demographic factors and sexist beliefs as predictors of condom use among Latinos in the USA. *AIDS Care*. 2010 Aug;22(8):1021-8.
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