

WE'RE STILL HERE

HIV STOPS WITH ME

BETTER WORLD ADVERTISING
We maintain a fervent commitment to improving society and assisting individuals through social marketing. Our goal is to improve the quality of human life by designing and implementing strategies that achieve high levels of community education, self-efficacy and beneficial behavior changes.
www.socialmarketing.com

PREVENTION WITH POSITIVES

CONCEPT

Showcase PEOPLE LIVING WITH HIV as highly visible COMMUNITY PEER LEADERS who INSPIRE AND SUPPORT OTHERS to be responsible for prevention.



RESULTS

AFTER VIEWING THE CAMPAIGN:

More Likely
Same as Before
Less Likely



Use condoms with HIV negative/unknown status partners?



Disclose HIV status before sex?



Feel responsible to stop HIV transmission?



The campaign was persuasive?



The campaign should be expanded?

IMPACT



The We're Still Here campaign phase ran in New York City and Buffalo, NY from August to December 2011. 209 evaluation surveys were conducted with people living with HIV/AIDS who were exposed to the campaign.

GOALS

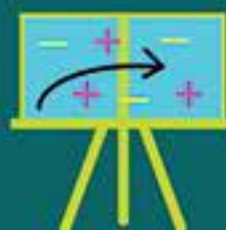
PREVENT
EMPOWER
REDUCE

PREVENT transmission by EMPOWERING HIV positive individuals to make behavior changes that protect their sexual partners. REDUCE related stigma through improved self-esteem among persons with HIV.

CONCLUSION

Sustained social marketing efforts can promote secondary prevention of HIV by supporting norms and behaviors among HIV positive individuals that reduce transmission.

STRATEGY



- Promote self-esteem
- Promote disclosure of status
- Instill sense of personal responsibility
- Promote safer sex techniques and condom use
- Support health maintenance
- Increase sense of a supportive community

HISTORY

Created by Better World Advertising, the campaign began in San Francisco, CA where it was conducted in collaboration with the San Francisco Department of Public Health and other community partners with funding from the Centers for Disease Control and Prevention. It has expanded to Boston, MA; Los Angeles, Long Beach, San Diego, Orange County and West Hollywood, CA; Alaska; Seattle, WA; Oregon; Virginia; Maryland and New York.

