WE'RE STILL HERE

HIV STOPS WITH ME
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: 69%
- Same as Before: 30%
- Less Likely: 1%

- Use condoms with HIV-negative/unknown status partners? Yes: 69%, No: 30%
- Disclose HIV status before sex? Yes: 33%, No: 64%
- Feel responsible to stop HIV transmission? Yes: 74%, No: 22%

IMPACT
The HIV-affected community in New York City and Buffalo, NY, from August to December 2011, saw a significant increase in the number of people living with HIV/AIDS who were engaged in the campaign.

GOALS
PREVENT, EMPOWER, REDUCE

HISTORY
Created by Better World Advertising, the campaign began in San Francisco, CA. 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.

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