TuSalud

’Let’s Stop HIV Together’ Awareness Campaign in Spanish

March 21, 2013

The U.S. Centers for Disease Control and Prevention (CDC) expanded its HIV awareness campaign, “Let’s Stop HIV Together,” by launching a Spanish-language version, “Detengamos Juntos el VIH,” according to a CDC statement. The campaign now includes new participants, offers more materials in both Spanish and English, and has a new website in Spanish to raise awareness and reduce stigma. The Spanish-language materials consist of public service announcements for radio and TV, three personal video stories, 12 campaign posters, and a brochure and palm card. All of these new materials can be found at the Act Against AIDS website. The campaign will be promoted in select cities, including Los Angeles and Miami. Visit the Act Against AIDS Facebook and Twitter pages for ways to get involved.

To learn more about the campaign, click here.

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http://beta.docker.tusaludmag.com/article/CDC-HIV-campaign-23676-9022