CDC HIV Awareness Campaign Targets Gay and Bisexual Men

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Start Talking. Stop HIV. is a new national HIV/AIDS awareness campaign by the U.S. Centers for Disease Control and Prevention (CDC) for gay and bisexual men, according to a CDC statement. The campaign promotes communication between sexual partners about HIV risk and prevention strategies.

Conversations about HIV often don’t happen within relationships because people fear discrimination. This campaign offers ways to discuss topics such as HIV testing and HIV status; safer sex, including condoms and engaging in lower-risk sexual behaviors; and medications to prevent and treat HIV.

Created in consultation with more than 500 gay and bisexual men, the campaign shows real gay and bisexual men talking openly with their partners and sharing their experiences communicating about HIV. The campaign includes online and print advertisements, social media engagement and online videos.

This campaign is part of the Act Against AIDS initiative by the CDC, which includes Let’s Stop HIV Together, a general awareness campaign; Reasons/Razones, a campaign targeting Latino gay and bisexual men; and Testing Makes Us Stronger, a campaign targeting African-American gay and bisexual men.

Watch a behind-the-scenes video:

For more information, materials and videos, click here.

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