



GETTING THE WORD(S) OUT

Ideas for Colleges & Universities

WHY

Among the many challenges young adults face today are HIV and other sexually transmitted infections (STIs). In fact, one in five of all new HIV infections every year is among 13-24 year olds.* Encouraging our youth to protect themselves and to know the facts about HIV prevention and transmission can empower them to help reduce that number. Today, we are hopeful that the information in this toolkit will help you get the word out about a breakthrough in HIV prevention: undetectable equals untransmittable, or U=U.

GOALS

- Create an open dialogue to reduce the shame and stigma surrounding the disease.
- Encourage students to be aware of the risks of unprotected sex, intravenous drug use, and other activities that could expose them to HIV and other STIs.
- Teach about prevention methods, including pre-exposure prophylaxis (PrEP) and encourage informed decision making.
- Spread the word that with consistent treatment that fully suppresses HIV to undetectable levels in the blood, HIV cannot be transmitted through sex. HIV is a proven form of HIV prevention.

ACTIVITIES

WHEN COORDINATING ANY OF THE IDEAS THAT FOLLOW, WE SUGGEST YOU ENGAGE EXPERTS TO HELP SHARE THE INFORMATION. Contact the Baltimore City Health Department or connect with a U=U Maryland coalition partner for support, including expert speakers and information about free HIV testing - visit UequalsUMaryland.org/tools-events for more information.

- Include HIV, PrEP, U=U, and STI prevention as a part of a broad student health discussion during freshman orientation.
- Hang U=U infographics or posters and provide rack cards or folded business cards, available on UequalsUMaryland.org, in the student health center, cafes, and dorm community boards.
- Provide HIV and STI information, along with information about U=U and PrEP, in the student health section of the school website.
- Invite a person living with HIV to talk about U=U as a part of a speakers' series.
- Include a U=U information table during campus events.

- Create a campus campaign related to ending HIV in our community.
- Use school email, texting, social media, digital signage, cable TV stations, and radio stations to share information.
- Offer opportunities for student clubs and associations to challenge each other to better promote spreading the word about U=U and measure success via the prominence of each clubs' promotional hashtag or number of social media shares or likes.
- Work within the science department to develop class curricula that explores, reviews, and discusses the U=U research.
- Use national HIV and AIDS awareness days as opportunities to highlight statistics, real facts, and advances in HIV treatment and prevention. Details about the days are available on the Centers for Disease Control and Prevention website, CDC.gov. Days include:
 - September 27: National Gay Men's HIV/AIDS Awareness Day - #NGMHAAD
 - October 15: National Latinx AIDS Awareness Day - #NLAAD
 - December 1: World AIDS Day - #WAD
 - February 7: National Black HIV/AIDS Awareness Day - #NBHAAD
 - March 10: National Women and Girls HIV/AIDS Awareness Day - #NWGHAAD
 - March 20: National Native HIV/AIDS Awareness Day - #NNHAAD
 - **April 10: National Youth HIV & AIDS Awareness Day - #NYHAAD**
 - April 18: National Transgender HIV Testing Day - #NTHTD
 - May 19: National Asian & Pacific Islander HIV/AIDS Awareness Day - #NAPIHAAD
 - June 5: HIV Long-Term Survivors Awareness Day - #HLTSAD
 - June 8: National Caribbean American HIV/AIDS Awareness Day - #NCAHAAD
 - June 27: National HIV Testing Day - #NHTD