

GETTING THE WORD(S) OUT

Ideas for Social Service Organizations

GOALS

- Change the way we talk about HIV.
- Reduce the shame and stigma surrounding the disease.
- Urge those who haven't been tested to get tested and those with HIV to get into treatment.
- Teach those without HIV about prevention methods, including pre-exposure prophylaxis (PrEP) and help them to make informed decisions about what is right for them.
- 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.

QUICKIES

- Use social media to spread the word: #uequalsumd #sciencenotstigma
- Order U=U info and wallet cards to have on your desk for clients to take.
- Hang U=U posters in your bathrooms and on your community boards.
- Put a link to the UequalsUMaryland.org campaign site on your website and social media pages.
- Sign the U=U consensus statement on UequalsUMaryland.org.

ACTIVITIES

Coordinating any of the activities below? 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.

- Host a staff lunch to share the facts about U=U.
- Put on a health community fair/expo focused on HIV prevention, testing, and education.
- Organize lunch-n-learn workshops or provide educational 'coffee talk' seminars with coffee, tea, and snacks featuring a U=U speaker for your clients.
- Host a community sex talk with a healthcare provider to discuss HIV and STI myths and facts.
- Coordinate support groups for people with HIV or those whose partners have HIV.
- Live stream a Q&A about U=U for your Facebook or YouTube followers.
- Hold quarterly *Are U in the Conversation?* sessions offering free, walk-in HIV testing and one-on-one chats about U=U, PrEP, PEP, and other prevention information.