



Todos tenemos el poder de detener el estigma del VIH.

ACT AGAINST AIDS



Hispanic Communications Network (HCN) is supporting the Centers for Disease Control and Prevention (CDC) and nonprofit partner Pinyon Foundation on a 5 year multimedia strategy designed to engage Spanish language media in CDC’s Act Against AIDS / Actúa Contra el SIDA –Let’s Stop AIDS Together / Detengamos Juntos el VIH campaign.

Background

This initiative is designed to advance the National HIV/AIDS Strategy by increasing HIV awareness and prevention among affected Latinx, who represent a disproportionately high percentage of new HIV cases in the US, with long term outcomes of decreasing HIV infections and improving health outcomes for US Latinx living with HIV/AIDS. Working in close collaboration with CDC, HCN develops and implements a High Impact Prevention (HIP) Spanish language media engagement strategy to directly reach at risk Latinx through media channels and messengers they consume most. HCN’s approach consists of two HIP tactics: 1) Dissemination of HIV messaging via national Spanish language media; and, 2) Implementation of a national engagement effort – both of which leverage HCN’s reach via its La Red Hispana national media networks, and HCN’s existing relations with Spanish language media, to ensure HIV/AIDS messages are directly delivered to target Latino communities with measureable outcomes.



Strategy

On the media front, HCN’s strategy includes developing a suite of in language multimedia materials for each year’s core themes, brands and call to action determined by CDC, including CDC’s Una Conversación a la Vez anti stigma work; and, Mi Razón and Lo Estoy Haciendo / La Prueba del VIH testing initiatives. HCN uses culturally driven “edutainment” approaches featuring dramatizations and influencer personalities (ranging from HCN’s talent and show hosts Dra. Isabel and Dr. Eduardo López Navarro to musical celebrities such as Los Huracanes del Norte) to create emotional and personal connections with priority audiences. Campaign efforts are launched annually via two (2) flights: the first in October surrounding National Latinx AIDS Awareness Day (NLAAD); and, the second in June during weeks leading up to National HIV Testing Day. For distribution, all materials are disseminated via HCN’s La Red Hispana national multimedia networks via radio, digital, social media and mobile platforms which directly reach over 7 million US Spanish speakers weekly in their homes, vehicles and places of work.

HCN also delivers technical capacity building and assistance for CDC’s HIV and PACT grantees to develop their own Hispanic media relations efforts. Grantees include health clinics, healthcare providers, and Hispanic serving organizations operating on national, state and local levels to develop their own media outreach efforts using HCN’s Spanishlanguage multimedia toolkit with their local media channels.

Impact

As of project year 3, the awareness campaign has delivered 98M impressions via radio and newspapers, together with nearly 3,000 engagements on Facebook in years 2 and 3. HCN also trained and provided technical support to 23 CDC grantees and allies of the Act Against AIDS campaign to enhance their own Spanish language media outreach and HIV testing promotional efforts, with many reporting results demonstrating an increase in Latinx community members testing for HIV.