

Imagine

Ending HIV.
It's Possible.



CAMPAIGN LAUNCH WEBINAR
June 30, 2022

1:00 PM – 2:00 PM ET
12:00 PM – 1:00 PM CT
11:00 AM – 12:00 PM MT
10:00 AM – 11:00 AM PT

Ending
The
HIV
Epidemic



Technical Assistance Provider
innovation network

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Agenda

- Campaign Goals and Objectives
- Tools and Resources
- Philadelphia's Model for Radical Customer Service
- Q/A

TAP-in: Fostering Innovation for Impact

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under Contract #**U69HA33964**. The contents are those of the authors and do not necessarily represent the official views of, nor an endorsement by, HRSA, HHS or the U.S. Government.

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Strengthen and support implementation of jurisdiction Ending the HIV Epidemic (EHE) Plans to contribute to achievement of reduction in new reported HIV cases by 90% by 2030.



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For TA, contact us at TAP-in@caiglobal.org

Goal

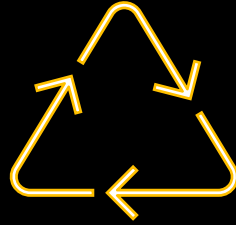
A targeted campaign to increase confidence that EHE is achievable by using innovative best practices to reach viral suppression among people who have not yet been successfully maintained in care.

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Objectives



Messaging that creates a sense of urgency



Multi-platform strategy to ignite energy



Demonstrate that EHE is achievable



Showcase examples of successful strategies

Audiences

Primary Audiences

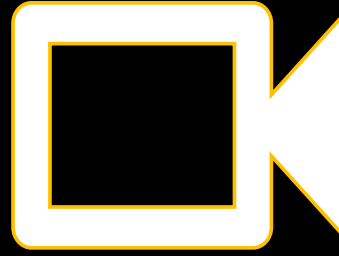
- EHE jurisdiction leaders
- Subrecipients
- Quality improvement staff

Secondary Audiences

- Clients/consumers, including EHE planning bodies

Toolkit Resources

#ImagineEndingHIV



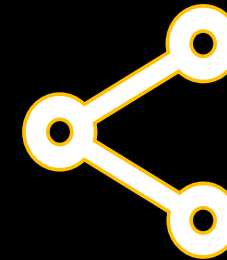
Video Testimonials
of Successful
HIV Interventions



Fact Sheets on
Small Wins &
Using Data



EHE Talking Points



Shareable Social
Media Graphics
and Posts

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View this video at <https://www.youtube.com/watch?v=tOGBTGE9pJU>



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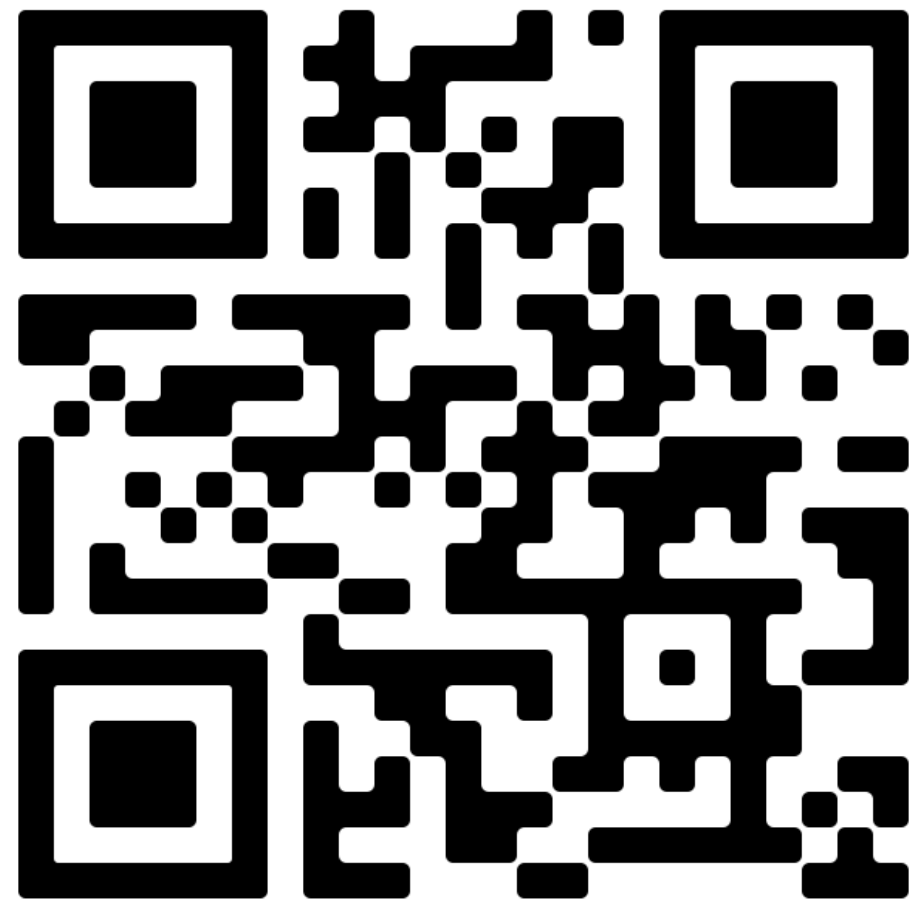
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View this video at <https://www.youtube.com/watch?v=5gnYSaxPnt4> @11:46 minutes.



Questions & Answers



Scan the QR Code

TargetHIV.org/Imagine

Thank You

Visit TargetHIV.org/imagine

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