



STATE OF NEW YORK DEPARTMENT OF HEALTH

Corning Tower The Governor Nelson A. Rockefeller Empire State Plaza Albany, New York 12237

Antonia C. Novello, M.D., M.P.H., Dr.P.H.
Commissioner

Dennis P. Whalen
Executive Deputy Commissioner

February, 2005

Dear Colleague:

Recently, the New York State Department of Health AIDS Institute launched a very exciting new HIV prevention campaign entitled, HIV STOPS WITH ME. Developed in collaboration with Better World Advertising, this campaign is different from other prevention efforts. The cornerstone of this HIV prevention campaign is its 10 "spokesmodels." They are real people with HIV infection who are committed to practicing HIV prevention. They have inspiring stories to tell and are eager to share HIV prevention messages and their own life experiences with other people with HIV.

Our initial campaign efforts primarily target HIV-positive women of color and men who have sex with men/gay men in the New York City metropolitan and Buffalo, New York areas. The goals of the HIV STOPS WITH ME prevention with positives campaign are:

- to decrease HIV transmission
- to improve the health of people living with HIV/AIDS (PLWHAs)
- to reduce the stigma associated with HIV infection.
- to have HIV seen through the eyes of real people

The campaign seeks to accomplish these goals by:

1. Empowering people living with HIV to become active participants in the effort to halt the epidemic.
2. Portraying HIV positive persons as responsible, productive people who are leaders in HIV prevention efforts.
3. Increasing the self-esteem of HIV-positive persons.
4. Increasing the sense of community among HIV-positive individuals.
5. Linking HIV-positive persons to HIV care and services.
6. Facilitating positive risk behavior change.

The HIV STOPS WITH ME campaign is particularly timely given the recent concern about a publicized case of HIV in New York City with resistance of the three major types of drugs and rapid progression. With your assistance, we have an excellent opportunity to spread the campaign's messages to people living with HIV in New York State and to do so in a manner that resonates as real. I urge you to take part in this campaign and to help make it a success.

Your cooperation is needed in the following ways:

1. Distribution of Campaign Materials

Posters, postcards, and palm cards are available that promote the campaign's prevention messages and provide the New York State Department of Health HIV/AIDS Hotline number to locate care and services. The materials also reference the campaign's web site (www.HIVSTOPSWITHME.org), sponsored by Gay Men's Health Crisis. Sample materials are enclosed along with an HIV STOPS WITH ME Campaign Materials Order Form to request materials in quantity.

We're counting on you to make the campaign visible in your community. You can help by posting materials in your agency and distributing materials to your HIV-positive patients/clients. Please complete and return the attached HIV STOPS WITH ME Campaign Materials Order Form today!

2. Linking Spokesmodels with PLWHAs

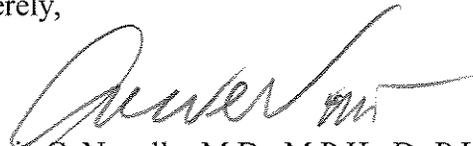
The campaign's effectiveness also hinges on spokesmodels having opportunities to meet and interact with people living with HIV/AIDS. The spokesmodels are available to discuss HIV prevention at HIV support group meetings, educational forums for PLWHAs, health fairs, and at locations where PLWHAs gather.

We're counting on you to create these opportunities. Please complete and return the attached HIV STOPS WITH ME Spokesmodel Engagement Request Form today.

Additional information about the HIV STOPS WITH ME campaign is attached. Please direct questions about the campaign to AIDS Institute staff Ileene Mills Yashpeh at (212) 268-6164 or via e-mail: imy01@health.state.ny.us or William D. Karchner at (518) 473-2300 or via e-mail: wdk01@health.state.ny.us.

I appreciate your support and active involvement in the success of this important HIV prevention campaign.

Sincerely,



Antonia C. Novello, M.D., M.P.H., Dr.P.H.
Commissioner
New York State Department of Health

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New York State Department of Health AIDS Institute
HIV STOPS WITH ME
Campaign Materials ORDER FORM – For the NYC Metropolitan Area

1.) To order materials, please complete this mailing label:

Name: _____
 Title: _____
 Organization: _____
 Address: _____

 Phone: _____ e-mail _____

2.) Mail or Fax Order Form to: Ileene Mills Yashpeh, Director, HIV Educational Materials
 New York State Department of Health/AIDS Institute
 5 Penn Plaza, 1st Floor
 New York, N.Y. 10001
 Fax: (212) 268-6077

Posters- (NYC Metro Area) Quantity (Please circle quantity requested)

Luna (English)	1 5 25
(Spanish)	1 5 25
Denise (English)	1 5 25
(Spanish)	1 5 25
Martha (English)	1 5 25
(Spanish)	1 5 25
Scott (English)	1 5 25
Lee (English)	1 5 25
Annette (English)	1 5 25
Tom (English)	1 5 25

Postcards- (NYC Metro Area) Quantity (Please circle quantity requested)

Luna (English)	1 5 25
(Spanish)	1 5 25
Denise (English)	1 5 25
(Spanish)	1 5 25
Martha (English)	1 5 25
(Spanish)	1 5 25
Scott (English)	1 5 25
Lee (English)	1 5 25
Annette (English)	1 5 25
Tom (English)	1 5 25

Palm Cards- (NYC Metro Area) Quantity (Please circle quantity requested)

Luna (English)	1 5 25 Other, please specify _____
(Spanish)	1 5 25 Other, please specify _____
Denise (English)	1 5 25 Other, please specify _____
(Spanish)	1 5 25 Other, please specify _____
Martha (English)	1 5 25 Other, please specify _____
(Spanish)	1 5 25 Other, please specify _____
Scott (English)	1 5 25 Other, please specify _____
Lee (English)	1 5 25 Other, please specify _____
Annette (English)	1 5 25 Other, please specify _____
Tom (English)	1 5 25 Other, please specify _____

**New York State Department of Health AIDS Institute
HIV STOPS WITH ME
Campaign Materials ORDER FORM – For Buffalo**

1.) To order materials, please complete this mailing label:

Name: _____
 Title: _____
 Organization: _____
 Address: _____

 Phone: _____ e-mail _____

2.) Mail or Fax Order Form to: Ileene Mills Yashpeh
 Director, HIV Educational Materials
 New York State Department of Health/AIDS Institute
 5 Penn Plaza, 1st Floor
 New York, N.Y. 10001
 Fax: (212) 268-6077

<u>Posters- (Buffalo)</u>	<u>Quantity</u> (Please circle quantity requested)
Al (English)	1 5 25
Charles (English)	1 5 25
Darlene (English)	1 5 25

<u>Postcards- (Buffalo)</u>	<u>Quantity</u> (Please circle quantity requested)
Al (English)	1 5 25
Charles (English)	1 5 25
Darlene (English)	1 5 25

<u>Palm Cards- (NYC Metro Area)</u>	<u>Quantity</u> (Please circle quantity requested)
Al (English)	1 5 25 Other, please specify _____
Charles (English)	1 5 25 Other, please specify _____
Darlene (English)	1 5 25 Other, please specify _____

New York State Department of Health AIDS Institute

HIV STOPS WITH ME
Spokesmodel Engagement Request Form
For the NYC Metropolitan Area & Buffalo

1.) To request a Spokesmodel Engagement, please complete this information:

Name:
Title:
Organization:
Address:

Phone: e-mail

2.) Complete this Request Form and Mail or Fax to:

Ileene Mills Yashpeh
Director, HIV Educational Materials
New York State Department of Health/AIDS Institute
5 Penn Plaza, 1st Floor
New York, N.Y. 10001
Fax: (212) 268-6077

Number of Spokesmodels requested:

If you have a preference, please circle the name(s) of the Spokesmodel(s) requested.
If you have no preference, please indicate "No preference."

In the NYC Metro Area:

Spokesmodel Languages Spoken

Luna English & Spanish
Denise English & Spanish
Martha English & Spanish
Scott English
Lee English
Annette English
Tom English
No preference English
No preference Spanish

In Buffalo:

Spokesmodel Languages Spoken

Al English
Charles English
Darlene English
No preference English
No preference Spanish

Type of event:

Anticipated number of HIV-positive participants

Demographics of audience (if known)

Languages spoken by audience

Location of event:

Date of event: Start Time: End Time:

New York State Department of Health AIDS Institute

HIV STOPS WITH ME Prevention with Positives Campaign

- Campaign Summary
- Information Regarding Ordering Campaign Materials
- Information Regarding Spokesmodel Appearances
- Contact Information

I. CAMPAIGN SUMMARY

A. Goals and Objectives of the Campaign:

The goals of the HIV STOPS WITH ME prevention with positives campaign are to decrease HIV transmission, improve the health of people living with HIV/AIDS (PLWHAs) and to reduce the stigma associated with HIV infection. The campaign seeks to accomplish these goals by:

- 1.) Facilitating positive risk behavior change.
- 2.) Linking HIV-positive persons to HIV care and services.
- 3.) Empowering people living with HIV to become active participants in the effort to halt the epidemic.
- 4.) Increasing the sense of community among HIV-positive individuals.
- 5.) Increasing the self-esteem of HIV-positive persons.
- 6.) Portraying HIV positive persons as responsible, productive people who are leaders in HIV prevention efforts.

B. History of the Campaign:

Created in 1999 by Better World Advertising (BWA), a San-Francisco-based social marketing firm, the HIV STOPS WITH ME prevention with positives campaign originated in San Francisco where it was conducted in collaboration with the San Francisco Department of Public Health and other community partners with funding from the Centers for Disease Control and Prevention. Currently, the HIV STOPS WITH ME campaign remains fully operational and continues to thrive in San Francisco. The campaign also expanded to multiple additional jurisdictions including Boston, Los Angeles, Long Beach (CA), San Diego, Orange County (CA) and West Hollywood (CA). The campaign launched in June 2004 in Oregon and Seattle. On January 19, 2005, the campaign was launched in New York State.

C. Campaign Impact in Other Jurisdictions:

Detailed evaluations, using street outreach workers, have been conducted by BWA for the HIV STOPS WITH ME campaigns in San Francisco, Los Angeles, and the City of West Hollywood. The campaign is having a measurable impact in these jurisdictions. Overall, the evaluations indicate that:

- the target audience for the campaign recalls the key messages
- the target audience is more likely to engage in protective behaviors after exposure to the campaign.

For example, in West Hollywood (CA), 469 HIV-positive gay and bisexual men were surveyed. After exposure to the campaign:

- 73% stated they are more likely to use condoms with someone whose status is different or unknown.
- 65% stated they are more likely to focus on maintaining their health in regards to HIV.
- 59% stated they are more likely to think there is a strong, supportive HIV-positive community.
- 59% stated they are more likely to tell someone their HIV status.
- 58% stated they are more likely to have more knowledge about safer sex issues.
- 56% stated they are more likely to think that HIV positives have a responsibility to end HIV.

D. Campaign Methodology:

- This social marketing campaign recruits and utilizes local HIV-positive peers (“spokesmodels”) to convey prevention with positives messages to HIV-positive persons in a way that resonates with the target audience as “real.”
- Campaign slogans and themes are developed based on interviews with the spokesmodels and sound public health practices.
- Spokesmodels are volunteers and receive only a modest one-time stipend (per funding cycle) to help defray their campaign-related expenses.

E. Target Audience and Geographic Area to be Reached in NYS:

The campaign targets HIV-positive persons, particularly focusing on MSM/gay men and women of color in Buffalo and in the New York City Metropolitan Area.

F. Tailoring the Campaign to NYS:

In NYS, the campaign has been tailored to the needs of HIV positive New Yorkers:

- Ten local spokesmodels have been recruited and selected that reflect the rich cultural diversity of New York State particularly in terms of age, ethnicity, gender, and years living with HIV. They are individuals with a demonstrated commitment to promotion of HIV prevention with positives. Additional recruitment efforts will be conducted as the campaign continues.
- Volunteer Community Advisory Boards (CABs) have been convened in Buffalo and in the NYC metropolitan area to provide advice on the campaign. CAB members are representative of the target population in terms of ethnicity, age, gender, sexual orientation, HIV status and geographic residence.
- Focus groups with members of the target audience were conducted in Buffalo and the NYC Metropolitan Area to provide qualitative insight into the prevention needs of the HIV-positive community and to development and refine the campaign’s messages and materials.
- All campaign materials and activities include information to link HIV-positive persons to HIV care and services including the New York State Department of Health AIDS Hotline phone numbers.

G. Key Messages:

This campaign targets HIV-positive persons with educational messages about: prevention of HIV transmission, HIV reinfection/superinfection, and STD's, and effectively seeking care and caring for one's health. Spokesmodel messages may include condom usage, disclosure of status, medication/treatment adherence, and other risk reduction techniques as well as encouraging positive self esteem, sense of community, and a sense of hope for the future.

H. Campaign Materials & Media in NYS:

Media types and printed materials have been selected based on their effectiveness, cost efficiency and frequency of use by members of the target audience. Printed materials which are currently being utilized in this campaign include:

- posters
- postcards
- palm cards
- printed advertising in publications read by the target audience
- transit advertising (subway and bus).

II. TO ORDER CAMPAIGN MATERIALS

Campaign materials are free for organizations in New York State. **To order materials for the NYC Metropolitan Area (NYC, Westchester, Rockland, Putnam, Nassau and Suffolk counties) and Buffalo, please use the attached HIV STOPS WITH ME Campaign Materials Order Form.**

III. SPOKESMODEL AVAILABILITY FOR APPEARANCES

Ten HIV STOPS WITH ME spokesmodels have been selected including 7 for the NYC metropolitan area and 3 for the Buffalo campaign. The spokesmodels that were recruited have important messages and inspiring life stories to share with other HIV-positive persons. They are committed to practicing HIV prevention in their own lives and are AVAILABLE to discuss HIV prevention with other people living with HIV/AIDS. They range from 27 – 60 years of age and are diverse in terms of race, ethnicity, and gender. They include a transgendered person (male to female) for the NYC metropolitan area and bilingual persons in both locations.

To make arrangements for a spokesmodel engagement, please use the attached Spokesmodel Engagement Request Form. Please do not hesitate to contact the AIDS Institute or Better World Advertising staff listed below to discuss your ideas for involving campaign spokesmodels in your work with PLWHAs.

IV. CONTACT INFORMATION

For questions or further information, please contact:

Ileene Mills Yashpeh
AIDS Institute
Campaign Co-Coordinator
(212) 268-6164
e-mail: imy01@health.state.ny.us

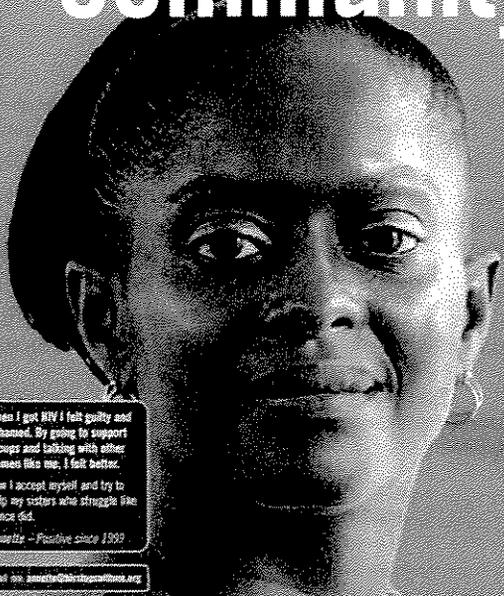
William D. Karchner
AIDS Institute
Campaign Co-Coordinator
(518) 473-2300
e-mail: wdk01@health.state.ny.us

Better World Advertising (in San Francisco, Ca)
(415) 837-1100

Les Pappas: lpbwa@aol.com

David Windt: david@socialmarketing.com

I believe in my
community



When I got HIV I felt guilty and ashamed. By going to support groups and talking with other women like me, I felt better. Now I accept myself and try to help my sisters who struggle like I once did.
Amelia - Positive since 1999

Visit us: amelia@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.

I believe in using
condoms

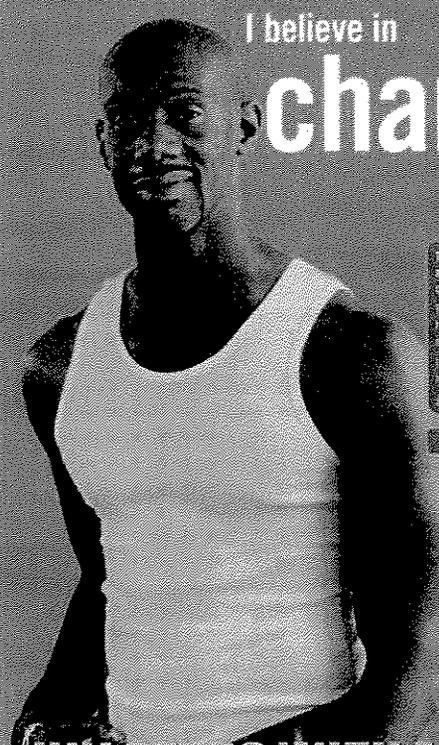


Using condoms protects my partners and me from HIV. I don't want anyone else to get HIV and I don't want to get any STDs. Being transgender has given me the strength to stick to my convictions and HIV won't change that.
Denise - Positive since 1994

Email me: denise@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.

I believe in
change

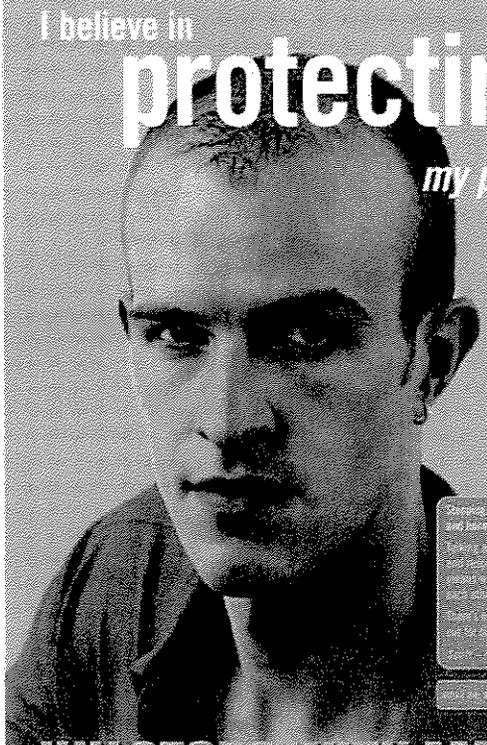


There were times when I wasn't as patient with my partners as I should have been. They've encouraged me to take things more slowly and to be more open to their needs. It's helped us build a stronger relationship and I'm proud of the changes we've made.
Michael - Positive since 2001

Visit us: michael@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.

I believe in
protecting
my partners



Stopping HIV starts by being open and honest about my status. Talking about the risks, getting and using condoms, and getting regular tests are all part of my plan to protect my partners and myself.
Chris - Positive since 2003

Visit us: chris@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.

I believe in
myself



Loving myself makes me strong
and takes away the worry of
disclosing my status.

I'm not afraid of rejection. If a
guy doesn't want to be with me,
because I'm positive it's his loss.

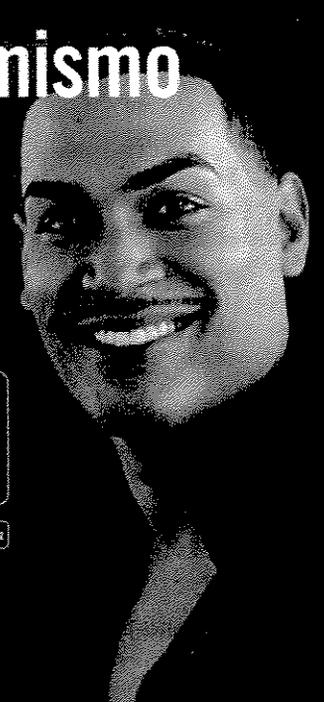
Lana - Positive Love 1995

For more info: help@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.

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Yo creo en
mí mismo



Axarme a mí mismo me hace
fuerte y me quita la preocupación
de revelar que soy positivo.

No le temo al rechazo. Así que si
alguien no quiere estar conmigo,
porque soy positivo, es su pérdida.

Lana - Positivo de Amor 1995

Para más info: help@hivstopswithme.org

HIV STOPS WITH ME.ORG
Llame 800.541.AIDS para servicios cerca de usted.

Design: Bruce 2237 © 2007 HIV Stop With Me. www.hivstopswithme.org

I believe in
honesty



I knew I had HIV before I got
tested, but I was scared to take
the test.

Now I know that honesty and
open communication with my
partners are the best ways to
prevent HIV and other STIs.

For more info: help@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.

Design: Bruce 2237 © 2007 HIV Stop With Me. www.hivstopswithme.org

Yo creo en la
honestidad



Yo sabía que tenía HIV antes
de irme a hacer el test, pero
tenía miedo y no quería
contárselo a nadie.

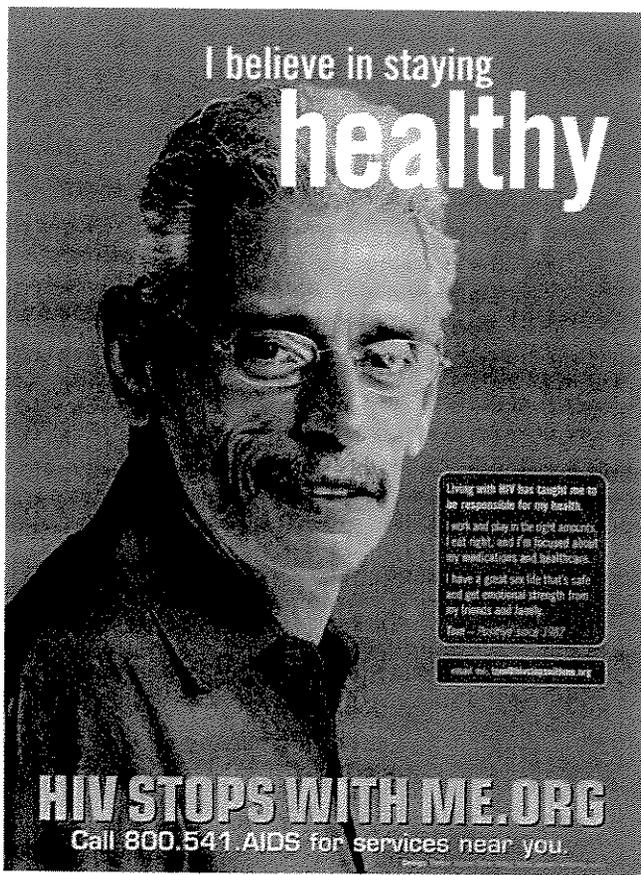
Ahora sé que la honestad y la
comunicación abierta con mis
socios son las mejores formas
de prevenir el VIH y otras ITS.

Para más info: help@hivstopswithme.org

HIV STOPS WITH ME.ORG
Llame 800.541.AIDS para servicios cerca de usted.

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I believe in staying
healthy

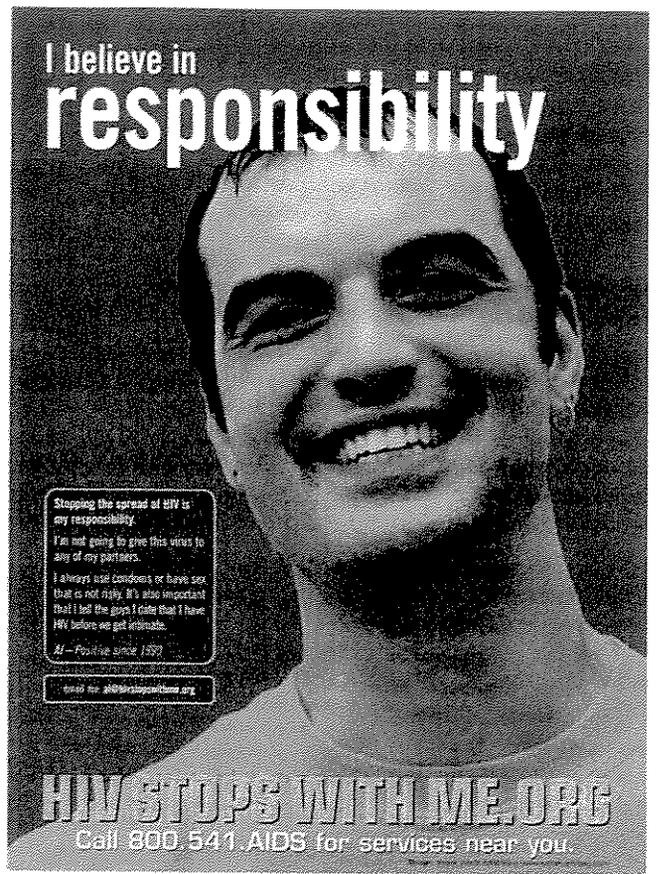


Living with HIV has taught me to be responsible for my health. I work and play in the right amount, I eat right, and I'm focused about my medications and healthcare. I have a great attitude that's calm and get emotional strength from my friends and family.
Bob - Positive since 1987

email me: bob@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.

I believe in
responsibility

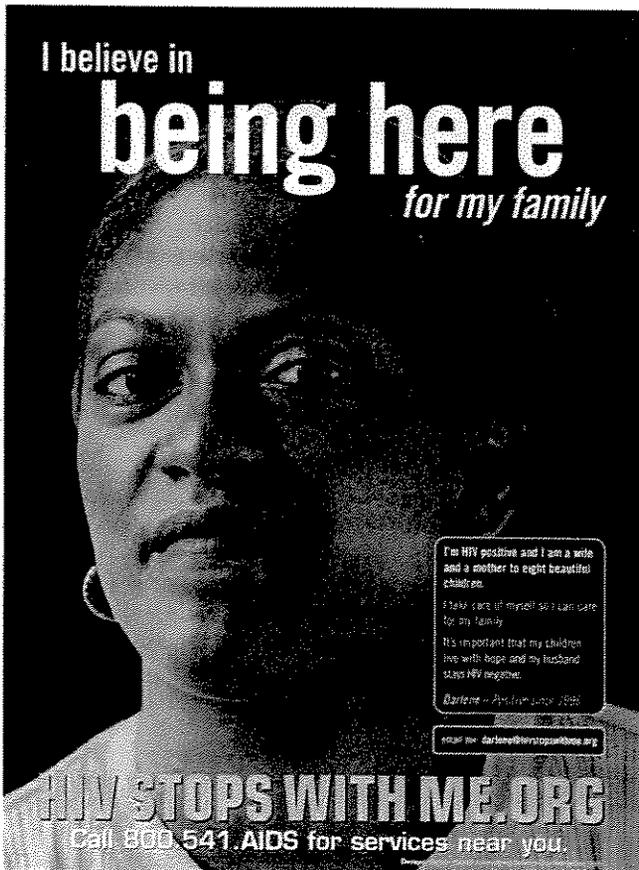


Stopping the spread of HIV is my responsibility. I'm not going to give this virus to any of my partners. I always use condoms or have sex that is not risky. It's also important that I tell the guys I date that I have HIV before we get intimate.
AJ - Positive since 1997

email me: aj@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.

I believe in
being here
for my family

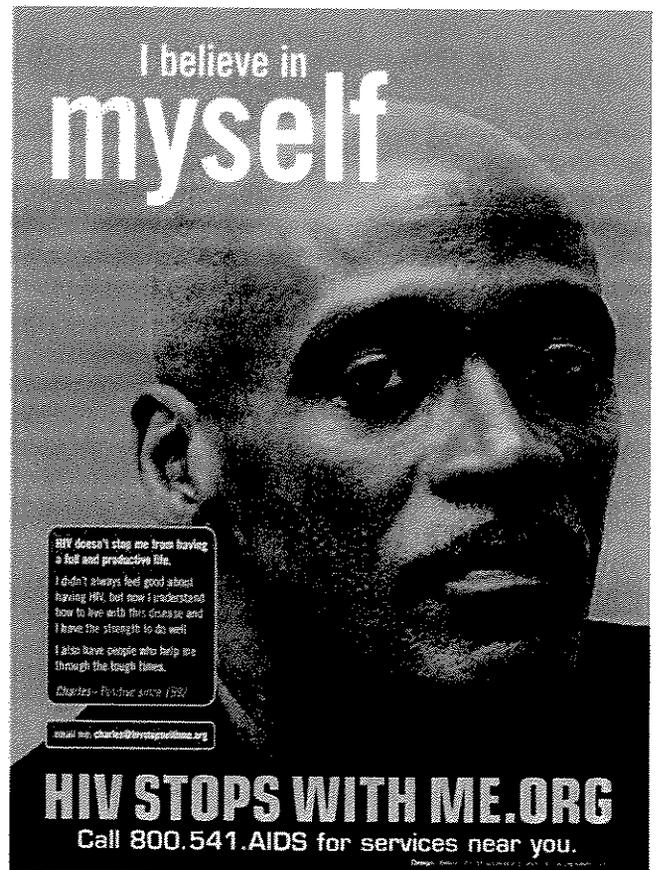


I'm HIV positive and I am a wife and a mother to eight beautiful children. I take care of myself so I can care for my family. It's important that my children see with hope and my husband stays HIV negative.
Darlene - Positive since 1996

email me: darlene@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.

I believe in
myself



HIV doesn't stop me from having a full and productive life. I didn't always feel good about having HIV, but now I understand how to live with this disease and I have the strength to do well. I also have people who help me through the tough times.
Charles - Positive since 1992

email me: charles@hivstopswithme.org

HIV STOPS WITH ME.ORG
Call 800.541.AIDS for services near you.