Conversation Starters

Two CDC campaigns aim to get folks talking about HIV and treatment.

November 10, 2014 By Trent Straube

Here’s something to talk about: Although Latinos account for 17 percent of the U.S. population, they make up 21 percent of new HIV cases. To inspire Latinos to talk openly about the virus with their family, friends and communities, the Centers for Disease Control and Prevention (CDC) launched the “One Conversation at a Time” campaign, which is part of its Act Against AIDS initiative. Through ads, videos, posters and fact sheets featuring Latinos, the new campaign hopes to increase awareness and decrease stigma.

Through another campaign, the CDC hopes to get a different message out to everyone living with the virus: Get in Care, Stay in Care, and Live Well. Created with the input of 100 HIV-positive people from across the nation, the “HIV Treatment Works” campaign shows how people overcome the challenges to getting and staying in care. Controlling the virus can lead to many health benefits, such as making you less infectious. Although slightly more than a million Americans are HIV positive, only about 25 percent of them have an undetectable viral load. And that’s something else to talk about.

© 2026 Smart + Strong All Rights Reserved.

http://beta.docker.poz.com/article/cdc-HIV-campaigns-26401-9890