PWN Joins Merck in Urging Women With HIV to ’Design’ Treatment

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Merck pharmaceuticals is linking up with Positive Women’s Network (PWN-USA) and music industry promoter and HIV advocate Maria Davis to ramp up its “I Design” national HIV education campaign and help tailor it to women, according to a release from the drug company.

Merck’s “I Design” campaign has been working for two years to help inspire and motivate HIV-positive people to speak to their health care providers about their unique treatment needs. This new leg of the initiative encourages women to speak up and push their doctors to “design” and “tailor” care plans specific to their individual health needs.

PWN-USA and Maria Davis, who has been living with HIV since 1995 and has been a vocal HIV advocate for organizations like Lifebeat, Music Fights HIV/AIDS, and BET’s Rap it Up campaign, will be joining existing I Design team members Mondo Guerra (from Project Runway All Stars) and acclaimed photographer Duane Cramer for the project.

The new “I Design” site includes a downloadable conversation checklist for patients and their doctors, quizzes on women and HIV, awareness videos and photos as well as the chance to design a digital textile to illustrate your own approach to managing the virus.

To learn more, visit the campaign website at projectidesign.com.

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