HIV Awareness Campaign to Launch in Washington, DC

September 25, 2008

District of Columbia Mayor Adrian M. Fenty announced plans on September 24 to launch a large-scale “social marketing” campaign on HIV in an effort to highlight the seriousness of the epidemic and reduce it, The *Washington Post* reports. The city has signed a five-year contract with a marketing firm to help spread the news and erase the stigma attached to the virus.

According to the article, the District government has improved its performance this year in fighting the HIV/AIDS epidemic by implementing needle exchange programs and expanding testing and education efforts in schools. However, the District is still believed to have the highest rate of new infections in the United States.

“We do know that we have a modern epidemic in the District and we need a modern response,” said Shannon L. Hader, head of the District’s HIV/AIDS Administration.

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