What’s the Message?!

February 23, 2011 By Oriol R. Gutierrez Jr.

I will be on a panel on Wednesday, February 23, in New York City at GMHC discussing whether scare tactics are effective in HIV prevention campaigns aimed at gay and bisexual men.

The discussion comes in the wake of the recent “It’s Never Just HIV” campaign by the New York City Department of Health and Mental Hygiene.

In 2010, a public service announcement featuring a photo of anal cancer ran online and TV. In 2011, printed ads from the PSA are now on subways.

Full disclosure: I am not a fan of the campaign. Click here to read my blog post explaining why.

Come on by if you can ... Here are the details:

UPDATE: Click here to read coverage of the event from the Housing Works blog.

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