



USCHA 2024: Attend an HIV.gov Generative AI and Social Media Lab

At the U.S. Conference on HIV/AIDS in New Orleans (#2024USCHA), HIV.gov hosts sessions on generative artificial intelligence and social media.

September 12, 2024 By [HIV.gov](#)

Note: Please track the current weather updates about the hurricane/tropical storm and visit [USCHA](#) for updates on the conference.

The Office of Infectious Disease and HIV/AIDS Policy is pleased to announce the continuation of the HIV.gov Generative Artificial Intelligence (AI) and Social Media Lab at this year's [US Conference on HIV/AIDS \(USCHA\)](#) in New Orleans, Louisiana. Following last year's lab at USCHA and our work at other conferences, this lab offers attendees the opportunity to explore applications of cautious and transparent use of generative AI. We are also hosting a workshop on this topic.

Each lab session is tailored to attendees' interests—ranging from curiosity about generative AI to seeking ways to possibly enhance their communication strategies and work. No prior experience with AI or advanced communications tools is required to participate. Attendees are encouraged to sign up for a session [using this link](#) or visit us at the OIDP booth at USCHA.

The lab will be hosted in Imperial Room 10, Level 4, from 10 am to 5 pm (CDT) from Thursday, September 12th, through Saturday, September 14th (learn about other OIDP activities at the conference by [reading this blog](#)).

For those unable to participate in USCHA, we will share tips and lessons learned on the use of generative AI in an upcoming blog post, along with a summary of our workshop. If you would like to share your use of generative AI in communications, please email us at contact@hiv.gov.

Lab Structure and Objectives

Sessions are 20-30 minutes long, and attendees will work with a mentor. These sessions may focus on:

- Trying generative AI applications in HIV communications
- Developing strategic plans for social media and content creation
- Discussing innovative approaches to reach and engage target audiences

- Exploring any other relevant communications or generative AI topics

The primary goals of the labs are to:

- Provide a knowledge-sharing space for generative AI and health communications discussions, share what the HIV.gov team has learned about the cautious and transparent use of generative AI and other communications tools and policies, and foster relationships with communications professionals engaged with various communities affected by HIV.

Generative AI Workshop

Additionally, we encourage conference attendees to attend the Generative AI Workshop, “Expanding the Reach of HIV Communications Through Generative AI,” on Sunday, September 15th, from 9 to 11 am (CDT). This workshop will provide a more in-depth exploration of generative AI’s cautious and transparent use in health communications.

Please read [our blog](#) to learn more about HIV.gov’s use of generative AI to promote federal HIV resources, policies, and programs. Also, please follow HIV.gov for live updates from USCHA and [read the HIV.gov blog from September 9th](#) on other OIDP activities at the conference.

[This blog post](#) was published September 9, 2024, on HIV.gov.