



NATIONAL HIV AWARENESS MONTH

THE SOLUTION IS ALL OF U.S.

Get Involved!

- Use the NHAM logo on any program or project you are doing in association with National HIV Awareness Month
- Initiate employee education activities during the month of July via email blast, social media or printed materials
- Add information about NHAM to your website and use social media to engage your consumer base (we can provide tweets, news blasts, and other information for your teams to utilize and customize)
- Offer a company-supported initiative that encourages HIV testing (provide testing onsite or vouchers for free testing)
- If you are a retail entity, consider printing information about NHAM or HIV in the United States on your receipts or handing out materials to your customers (we can work with you to develop appropriate materials)
- Ask each of your employees to have a conversation about HIV with their family
- Create novel incentives for employees and customers to turn awareness into action to fight HIV in the United States (get tested, reach out to your civic organizations, churches, or elected officials)
- Get creative!
 - > **Credit card companies**-make all prescription and health-related charges interest free for 90-days
 - > **Retailers**-provide free testing vouchers
 - > **Movie theaters**-show PSA's in the preview period before the main attractions shows during the month of July
 - > **Sports teams**-undertake special events in your stadiums/at your fields (testing, offering education materials, etc.)
 - > **Cell phone companies**-send out a system-wide text