

Overview of the Orange County Strategies for Developing an Anti-Stigma Campaign

The following is an overview of the development of the campaign to reduce HIV stigma in Orange County.

Prevention Needs Assessment:

- An independent consultant (Facente Consulting) was hired in 2012 to conduct a needs assessment for HIV Prevention services in Orange County based on the release of the National HIV/AIDS Strategy and revised guidelines for implementing HIV prevention services.
- The goal of the needs assessment was to provide recommendations to improve HIV prevention services to ultimately reduce the incidence of HIV in Orange County.
- One theme that was identified was the need to develop a county-wide campaign to reduce the stigma regarding HIV amongst the general population. "It's merely a campaign to help people in Orange County realize that HIV is there, there is something they can do about it, and they should do something about it."

Development of the Campaign:

- Public opinion poll, 8% of respondents thought there is a cure for HIV/AIDS
- If people believe there is a cure, there may be an increased risk for transmission
- There currently is no Orange County specific education piece for the general public
- There is still a lot of stigma about HIV

Approach to Campaign:

- Target campaign to those who do not know about HIV
- Generalize the campaign, remember the diversity of Orange County
- Make it clear that this is an Orange County campaign
- Keep messaging positive (no fear approaches)

Plan for Disseminating Campaign Message:

- Use as part of email signature line
- T-shirts and signs for community events (AIDS Walk, Health Fairs, Pride, etc.)
- Campaign available for community use: <http://ochealthinfo.com/phs/about/dcepi/hiv/ocasc>
- Post on buses, bus shelters, and billboards, if funding becomes available
- The campaign materials will also be available in Spanish and Vietnamese

Campaign Logo: HIV It's a Human Thing....

Campaign Tag Lines: Tag lines must be approved. To request a tag line, contact Martha Garcia at MGarcia@ochca.com.

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| • Let's talk about it OC | • Prevent it OC | • Talk to your loved ones OC |
| • Learn the facts OC | • Get tested OC | • Talk to your partners OC |
| • Ask about HIV OC | • Talk to your doctor OC | • Talk to your parents OC |
| • Educate yourself OC | • Use protection OC | • Talk to your family OC |
| • Talk about HIV OC | • Wear a condom OC | • Talk to your children OC |



Let's talk about it **OC**