

GET REAL. GET TESTED.

ISSUE

Over 32,000 North Carolinians living with HIV disease.

North Carolina has averaged about 1,800 new HIV reports annually, which is up from the number of cases reported in the 1990s.

Approximately 30% of the individuals newly reported each year with HIV disease also represent new AIDS cases.

This significant proportion of late diagnoses indicates the need for increased HIV testing.

CAMPAIGN MESSAGE

Know your HIV status

Know your partner's HIV status

North Carolina's statewide HIV testing campaign

Evelyn Foust, Director, Communicable Disease Branch, North Carolina

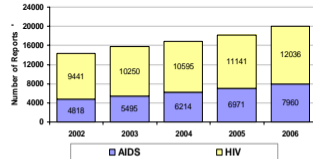
Debra Bost, Martha Buie, Bernard Davis, Constance Jones, Marti Eisenberg Nicolaysen, Holly Watkins
1902 MSC, Raleigh, North Carolina, 27699-1902

CAMPAIGN OBJECTIVES

Test people for HIV

Identify persons living with HIV/AIDS who need care

Provide HIV and AIDS prevention and education messages to the general public



Persons living with HIV/AIDS in North Carolina, 2002-2006

PROJECT

The general campaign, which is Phase I, consisted of a series of educational announcements, which ran statewide on multiple television stations for one year.

Phase II, a targeted testing campaign, was conducted, concurrent with the general campaign

Partnering with local community based organizations and local health departments, the N.C. Communicable Disease Branch selected several communities in the state, based on reported morbidity rates, in which to conduct intensified and targeted testing.

RESULTS

From 2006 to 2007, HIV testing increased by 18% in North Carolina

During 2007, over 7,000 rapid HIV tests were performed at non-traditional test sites.

2,248 people were tested during the 2006-2007 Get Real, Get Tested events

Identified 27 newly tested people who tested positive for the HIV-1 antibody

Identified 23 people who were positive for syphilis

Targeted campaign conducted in 11 locales across North Carolina.

Over the past year, Get Real, Get Tested commercials have reached over three million viewers.

¡ASEGURATE! ¡HASTE LA PRUEBA!

LESSONS LEARNED

Providing a combination of intense education, outreach and testing has proven to be an effective method for identifying persons living with HIV/AIDS and getting them referred to care as early as possible

Outreach for the testing events is key

Every testing locale is different – there is no one plan that will fit every locale.

