



Imagine: Ending HIV. It's Possible. is a transformative new campaign for ending the HIV epidemic.

The Ending the HIV Epidemic in the U.S. initiative, while ambitious, IS possible. We have the tools, resources, and science to lead the way.

Geared toward Ryan White HIV/AIDS Program jurisdictions, **Imagine: Ending HIV. It's Possible.** encourages implementing new approaches and strategies to yield positive, sustainable outcomes to improve the lives of people with HIV.

We've created a campaign toolkit for jurisdiction leaders, their teams, and partners that includes the following resources:

- Successful HIV intervention strategies
- Video testimonials of evidence-based and evidence-informed best practices
- A factsheet highlighting how to use data strategically
- Ending the HIV Epidemic in the U.S. talking points
- Shareable social media graphics and posts
- and much more

We invite you to visit <https://targethiv.org/imagine> to learn more about the campaign and how to use the downloadable resources.

Working together, we CAN build a future without HIV.

Sincerely,

/Laura Cheever/

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