

# Imagine

Ending HIV.  
It's Possible.



## Campaign FAQ and How-to Guide

### What is This Document?

This document includes key messages to be used in EHE and *Imagine: Ending HIV. It's Possible.* campaign presentations you give to colleagues, stakeholders, and partners in your community. These talking points also explain the role of the TAP-in project in launching and supporting the Campaign and associated EHE efforts. (Note: These can be used verbatim without having to cite as a reference.)

### Why an EHE Campaign?



CAI, the TA provider for the TAP-in project, in collaboration with HRSA HAB, is launching the *Imagine: Ending HIV. It's Possible.* campaign. The campaign aims to unite EHE jurisdiction leaders and their subrecipients to reach EHE goals in the wake of the COVID-19 pandemic.



The campaign was designed by and is for jurisdiction leaders and their partners with input from people with HIV and HRSA HAB.



We have the knowledge about health disparities, structural inequities, and the people we need to reach most. We have the science to know what works and the tools and innovations to do things differently and affect real and meaningful change.



The goals of the *Imagine: Ending HIV. It's Possible.* Campaign include

- To increase the confidence of jurisdictions that EHE is achievable.
- To share best practices for care and community engagement to achieve viral suppression.
- And to highlight innovation and practice transformation.



We can make EHE a reality. We can work across silos; we can innovate, collaborate, and build community. We know that the whole is greater than the sum of its parts and, together, we can make a difference and see an end to HIV.

## How do I use Campaign Materials?

All *Imagine: Ending HIV. It's Possible*. Campaign materials can be found at <https://targethiv.org/imagine>

The materials can be used in a variety of ways. This includes:



Videos about the campaign and its goals. These can be shared with others to build buy-in and ignite excitement.



Fact sheets and videos with lessons learned from jurisdictions. These can help inform HIV work and collaboration.



Social media graphics, messaging, and editorial calendars. These can be copied and pasted for easy sharing across followers and partners.



Supporting localized EHE campaign efforts. Organizations and individuals can use graphics and videos with their own localized data and details; can invite people to share how they're working to end HIV in their communities; and can use campaign materials to elevate EHE efforts and calls to action, and much more.



Sharing information about the campaign through your meetings, conferences, listservs, social media, and more. This can help communicate EHE visions, priorities, and nurture leaders in your jurisdictions.