



Top 5 Tips on How to Get Started

“Imagine: Ending HIV. It’s Possible” (Imagine Campaign) is intended to inspire the HIV workforce to advance the Ending the HIV Epidemic in the U.S. (EHE) initiative’s goals to broaden key HIV prevention and treatment strategies and achieve a 90 percent reduction of new HIV infections by 2030. Participation in the national Imagine Campaign enables you to be a part of something bigger. By following these tips, the Imagine Campaign will help you, along with other jurisdictions, build excitement and maintain momentum to achieve the EHE goals.

For questions and to request technical assistance, contact us at TAP-in@caiglobal.org.

Imagine
Ending HIV.
It's Possible.

1

Secure Leadership Buy-in

When rolling out a new awareness program, it's important to make sure your leadership is on board and understands the Imagine Campaign's goal and what is being asked of staff.

- Schedule a meeting with leadership to show them TargetHIV.org/Imagine and introduce them to the Imagine Campaign video.
- Have a list of talking points to help managers prepare for any potential questions from direct reports.
- Detail how the Imagine Campaign aims to improve staff's leadership capacity and to support local health department leaders, teams, and partners from the 47 HRSA-funded EHE jurisdictions to implement innovative interventions along the HIV care continuum.
- Be clear about your jurisdiction's goals for using the Imagine Campaign to support EHE efforts. This understanding will help with both organizational transparency and buy-in.
- Describe how the Imagine Campaign provides EHE jurisdictions and their community partners with access to multimedia content created in collaboration with design and marketing professionals. The Imagine Campaign content is:
 - **EHE focused.** It builds excitement around the goal of ending HIV and promotes innovation and collaboration.
 - **Tailorable.** Your organization and subrecipients can tailor the content to reach your priority populations more effectively and support/promote your specific EHE initiatives/goals.
 - **Interactive.** The Imagine Campaign is designed to foster engagement from leadership, staff, community partners, and clients in advancing EHE goals.
- Note how the Imagine Campaign materials were thoughtfully designed and are easy to access. They include customizable designs, social media graphics, virtual backgrounds, PowerPoint slides, and more. Additional training is available around the Campaign and how to customize resources to support your jurisdiction's EHE work. Contact us at TAP-in@caiglobal.org.
- Explain that Imagine: Ending HIV. It's Possible. is TAP-in's national campaign to inspire the HIV workforce to end the HIV epidemic by reducing the number of new HIV infections by 90% by 2030. Share with them the Imagine Campaign's social media hashtag, #ImagineEndingHIV to use on social media posts.

Campaign Talking Points



- We have the science, the tools, and the innovations to do things differently, affect real and meaningful change, and end HIV.
- The *Imagine: Ending HIV. It's Possible.* campaign launched in 2022 to unite EHE jurisdiction leaders and their subrecipients in achieving their EHE goals.
- Designed by and for jurisdiction leaders and their partners, with input from people with HIV and HRSA HAB, the Imagine Campaign reflects our knowledge of health disparities, structural inequities, and the people we need to reach most.
- 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.
- Let's work across silos to innovate, collaborate, and build community.
- CAI's TAP-in is funded by HRSA HAB as the national Ending the HIV Epidemic provider.



PPT slide to share with leadership with talking points that can be shared with program managers and all staff.

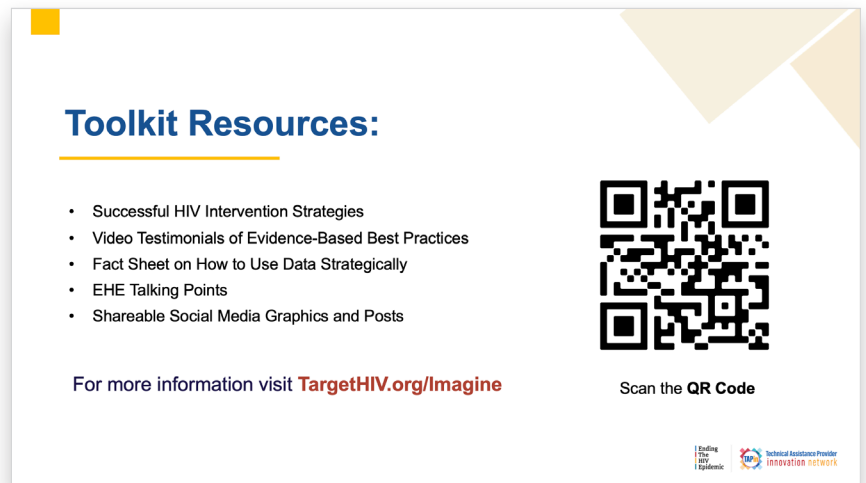
2

Determine Meetings/ Communications Channels to Announce Kickoff

Once you have received buy-in from leadership and identified Imagine Campaign assets to use or tailor to support your EHE efforts, the next step is to inform the rest of the staff and schedule an Imagine Campaign kickoff. No kickoff is too big or too small. The primary purpose here is to spread the word to the rest of the staff in the best way you see fit. The communications channels are where your target audience receives information, such as weekly e-newsletters, regularly scheduled provider or quality improvement meetings, or a lunch and learn session.



Printable document to be hung in lunch/break rooms with the date of kickoff meeting.



Imagine Campaign information directing people to TargetHIV.org/Imagine that can be used when meeting with community partners.



Sample email with Imagine Campaign header graphic.

3

Nominate or Select Imagine Champions

A successful campaign needs a spokesperson and champion at the jurisdiction level to rally the troops and serve as an EHE leader. Champions across the network and community can also be engaged to support these efforts. A person from your jurisdiction can volunteer, be appointed, or be nominated by their peers — it's valuable to have a point person.

- EHE Champions should lead by example, actively using the Imagine Campaign's materials and encouraging staff, subrecipients, and other community members and stakeholders to do the same. During staff and/or provider meetings, Champions can foster excitement in furthering EHE goals by sharing Imagine Campaign videos and collateral.
- Champions can use the Campaign email signature in their email correspondence, the Campaign's background for internal and external meetings, the PPT informational slide within their presentations, and encourage others to ask questions and engage in promotion of EHE goals as well.



4

Create a Virtual Suggestion Box



Ideas for internal awareness and improvement initiatives can and should come from all team members. Creating a virtual suggestion box can empower anyone to step up and propose new ideas to meet your EHE goals.

- Create a Survey Monkey link to allow staff to share great suggestions anonymously to encourage better participation. Be sure to send out the survey several times to ensure individuals have multiple opportunities to share their suggestions.
- You can also create a separate virtual suggestion box for those in your community to express their interest in engaging more long-term in HIV planning, programming, etc.
- In addition to collecting the suggestions, it's essential to regularly review, share, and act on the suggestions you've received, so participants know they have been heard. This will help you build continued excitement as you work towards your EHE goals.

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Keep the Momentum Going

Ending the HIV Epidemic is a marathon, not a sprint. Continuing the Imagine Campaign activities over time will keep the excitement going. After the kickoff event, it's essential to schedule fun ways to continue engagement. The activities below can be readily completed. To encourage community engagement, collaboration, and innovative thinking around the Imagine Campaign, jurisdictional subrecipients, community organizations, and other stakeholders can be invited to participate in organizational Imagine Campaign activities, either remotely or during special in-person events and engagements. Proposed activities include:

- Pick a day once-a-month and invite staff to wear an Imagine Campaign color like blue or red during work.
- Take a photo of team members wearing the Imagine Colors, add the Imagine Campaign logo and share it.
- Communicate with subrecipients to keep the Imagine Campaign meaningful over time. When you have a dress-up day, invite the subrecipients and other community members/stakeholders to do the same— either on their own or at a special event at the EHE lead agency.
- Each New Year is a new year to achieve EHE goals. Incorporate Imagine Campaign activities into your organization's calendar to help maintain momentum in meeting EHE goals.
- Ask team members to use the Imagine Campaign virtual background for meetings and add the Imagine Campaign logo to email signatures.
- Hang up signs in lunchrooms/break rooms to keep the Imagine Campaign in people's minds.
- Celebrate small wins and recognize team members who find possible solutions to a challenge or suggest a new way to look at available data.
- At regular meetings and check-ins, share lessons learned as well as suggestions that come in from the virtual suggestion box.
- Resend the virtual suggestion box link periodically to remind staff to add their ideas.
- To encourage community engagement, collaboration, and innovative thinking around the Imagine Campaign, share the suggestions submitted to the virtual suggestion box and invite them to share their own as a means to expand and promote long-term, meaningful opportunities for people to engage in this work.
- Tailor the Imagine Campaign's editable graphics and materials, so these remain fresh over time. Updates can reflect emerging priorities, messages, activities, and recommendations from the virtual suggestion box.
- Share success stories to foster community engagement and maintain momentum including those of people with HIV positively impacted by your EHE efforts. These success stories can be shared via your website, e-newsletter, blog, or social media and accompanied by links that correspond to service offerings from your organization. This approach can help elevate EHE stories and help drive new traffic to your services for further engagement.



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Keep the Momentum Going

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Visit TargetHIV.org/Imagine for additional details about the Imagine Campaign and to download materials highlighted in this document.



Imagine Campaign virtual background



Photo template with Imagine Campaign logo



Imagine Email signature

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