



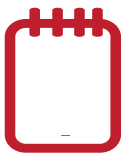
FACING AIDS

in your community

Available on the
App Store

Over 30 years. That's how long it has been since the first cases of AIDS were reported in the United States. HIV is still a reality for more than **1.1 million** Americans. Nearly **one** of every **five** people living with HIV in the United States doesn't know it.

Through AIDS.gov's *Facing AIDS* photo sharing initiative, you and your community can help reduce stigma and promote HIV testing by putting a face to AIDS. Here's how it works:



1. organize

Pick a time, place, and location for your event

Ask a local store, café, faith organization, school, health center, AIDS walk, or other group to consider hosting or partnering with you. Promote your event widely on social network sites, blogs, websites, flyers, and more.



2. write

Get your messages ready

Have an iPhone or iPad? Download the free *Facing AIDS* app to upload photos and customize digital messages instantly. Using paper signs? Print *Facing AIDS* signs at facing.AIDS.gov or create your own and print copies for everyone who might attend your event—try to avoid shiny paper, use thick markers, and write big and clearly. Encourage people to share their personal messages about why they are *Facing AIDS*.



3. snap

Take your photo or choose one you've already taken

If you're using the *Facing AIDS* mobile app, you can use existing photos from your photo stream, or snap new ones. Once you select your photo, the app automatically adds your customized sign to the photo. If you're using paper signs, you just need a digital camera or phone with a camera. You also might consider renting a photo booth or setting up a backdrop. Once you have permission, take photos of people with their signs. Make sure that you can read the signs.



4. share

Upload and share your photos online

The mobile app allows you to directly upload photos to the *Facing AIDS* gallery. If you're not using the app, you can upload your photos online at facing.AIDS.gov. Feature the photos on your website and social network sites and profiles. Tell your friends and family how they can get involved!

Throughout your event and when you share your photos, remind people that they can find local HIV testing sites and other services at <http://locator.AIDS.gov> or download the Locator app from the iTunes store.



AIDS.gov

facing.AIDS.gov