

Greater Than AIDS is a collaboration among a broad coalition of public and private sector partners. It is developed in support of Act Against AIDS, a multi-year effort by the U.S. Centers for Disease Control & Prevention (CDC) to help refocus attention on HIV/AIDS in the United States.

The Kaiser Family Foundation – a leader in health policy and communications – provides strategic direction and day-to-day management, as well as oversees the production of the media campaign. The Black AIDS Institute is a founding partner, providing leadership and technical assistance. Additional financial and substantive support is provided by the Ford Foundation, Elton John AIDS Foundation and MAC AIDS Fund.

JOIN THE CONVERSATION

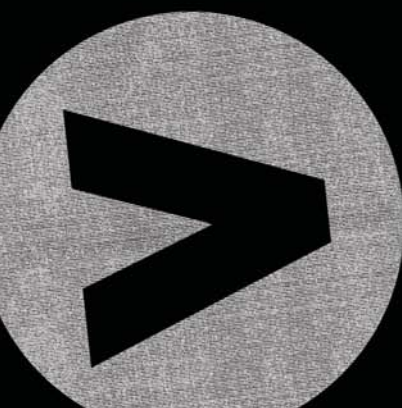


facebook.com/greaterthan aids



twitter.com/greaterthan aids

WE > ME
PRESENCE > ABSENCE
COURAGE > COWARDICE
COMPASSION > NEGLECT
UNITED > DIVIDED
TOLERANCE > PREJUDICE
ACCEPTANCE > REJECTION
SEEN > UNSEEN
RESPECT > CONTEMPT
SAFE > SORRY
KNOWLEDGE > IGNORANCE
FAITH > DESPAIR
LIFE > DEATH
LOVE > HATE
INSPIRED > COMPLACENT
ACTION > APATHY
KNOWING > DOUBT
TALKING > SILENCE
HOPE > FEAR
NOW > NEVER



greaterthan.org

WE > AIDS
greaterthan.org

The Greater Than AIDS movement responds to the AIDS crisis in the United States, in particular the severe and disproportionate epidemic among Black Americans. Through a national media campaign and community outreach, Greater Than AIDS aims to elevate the public's knowledge and understanding of HIV/AIDS and confront the stigma surrounding the disease. Although national in scope, the effort is targeted to communities heavily affected by HIV/AIDS.

- > **A national campaign** supported by leading media companies that provide distribution for Greater Than AIDS public service ads and related content across an array of platforms, including radio, television, outdoor, print and online.
- > **Special Promotions** with media, consumer brand and other private sector partners help extend the reach of the national campaign and provide more in-depth and integrated content.
- > **Partnerships** with Federal, state and local health departments and AIDS offices, AIDS service organizations and others support targeted efforts to reach priority groups and local populations.
- > **greaterthan.org** serves as a central referral and resource, providing accessible, accurate information about HIV/AIDS, including a searchable database with local HIV testing centers by zip code.
- > **facebook.com/greaterthanids** and **twitter.com/greaterthanids** provide platforms for interaction and conversation and serve as a vehicle for ongoing community engagement and mobilization.

THE MESSAGE

Greater Than AIDS is about the power of individuals acting together to achieve a greater goal – reducing the spread of HIV and the stigma associated with the disease. By stressing unity, hope, and empowerment, Greater Than AIDS seeks to inspire each and every one of us – in our relationships, families, and communities – to do our part to stem HIV/AIDS by:

- Being informed
- Acting with respect
- Speaking openly
- Using condoms
- Getting tested – and treated as needed
- Getting involved

What binds us together is GREATER THAN what drives us apart. If enough people believe in the truth of that proposition, and act on it, we might not solve every problem, but we can get something meaningful done.

Barack Obama, December 1, 2006 (World AIDS Day)

THE NEED

Today in the U.S., more than 1.1 million people are living with HIV and/or AIDS – nearly half are Black Americans, far surpassing any other racial or ethnic group. In 2008, the U.S. Centers for Disease Control and Prevention (CDC) reported the domestic epidemic had been undercounted and was significantly worse than prior estimates with 40 percent more infections occurring annually than previously believed.

HIV is *preventable* – and new treatments can dramatically improve and extend the lives of those already infected. Yet, despite medical advances, AIDS remains a serious disease – indeed deadly threat, especially for Black Americans who are more likely to die as a result. By confronting the misconceptions and stigma that keep people from taking actions – such as talking openly, using protection, getting tested and accessing treatment – it is possible to stem the spread of HIV and reduce the devastating effects of the disease.

