

# NATIONAL HIV COMMUNITY PARTNERSHIP



## Walgreens Guidelines for National HIV Testing Day Activities

Thank you for being a part of National HIV Testing Day (NHTD) 2023! Walgreens and Greater Than HIV, a public information initiative of KFF, along with health departments and community organizations, are providing FREE HIV testing and counseling as part of the largest in-store NHTD event on **Tuesday, June 27**.

Hundreds of participating Walgreens stores are welcoming local health departments and community organizations to provide free, confidential and fast test results on-site, without the need to schedule an appointment. You can find a list of participating stores and hours at [greaterthan.org/walgreens](https://greaterthan.org/walgreens).

We're looking forward to sharing this incredible event with media, but please review the following guidelines for in-store activities and promotion:

- Filming guidelines
- Media interviews
- Sharing on social media

### Filming Guidelines

To ensure HIPAA compliance, below are on-site filming guidelines at local Walgreens stores for media outlets and our partners from local health departments and community organizations.

- Media outlets, reporters and partner organizations are strictly prohibited from taking pictures or video in the pharmacy, behind the pharmacy counter and in the pharmacy area, including the consultation window and the waiting room area, or of any pharmacy patient receiving a pharmacy consultation, waiting in line or in the waiting room area, without the express written permission of the Walgreens media relations team.
- If you'd like to request to film inside Walgreens, please contact Walgreens media relations team at [media@walgreens.com](mailto:media@walgreens.com). Any patients on camera discussing or receiving a health service **must sign a HIPAA form prior to filming**, and it must be returned to the Walgreens media relations team. If a patient agrees on being filmed, we recommend this footage is shot in a consultation room or other private area, not in front of the pharmacy.
- For patient privacy reasons, we recommend filming toward front of store and staying away from the pharmacy area or filming outside of stores.
- Filming toward the pharmacy area and capturing the pharmacy area in the background of any shot is also prohibited. Note that it is not sufficient to merely mask the identities of patients (using techniques such as blurring, pixilation or voice alteration software).

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## Media Interviews

The Walgreens media relations team must manage all interactions with the news media / reporters, from navigating interview requests, gathering details and finalizing responses. Please direct these requests to [media@walgreens.com](mailto:media@walgreens.com) using the subject line: **NHTD media interview request**.

## Sharing on Social Media

Walgreens team members, pharmacists and partners are encouraged to share the promotional NHTD posts made on the Walgreens corporate social media channels, as well as promote NHTD from your personal social media pages.

Below are sample posts, images and graphics you can edit and use for your social media feeds. Visit the [Digital Toolkit](#) for more.

# JUNE 27th IS NATIONAL HIV TESTING DAY!

Visit a participating Walgreens for  
a FREE HIV test and to find out the  
latest in prevention and treatment.

Find a store near you!



## Hashtag and tagging options for posts:

#NationalHIVTestingDay

#NHTD

#HIVTesting

#Walgreens

#GreaterThanHIV

@Walgreens

@GreaterThanHIV