

# 2024 NATIONAL HIV TESTING DAY ACTIVATION



## Video, Photography & Media Guidelines

Thank you for being a part of the largest National HIV Testing Day event in the nation! On Thursday, June 27, 2024, [KFF's Greater Than HIV](#) and [Walgreens](#) are partnering with health departments and community organizations to provide FREE, confidential and rapid HIV and STD testing at store locations, answer questions about prevention and treatment and make referrals for other services including PrEP and HIV medical care.



No appointment is needed. Syphilis and hepatitis C testing will be available at select locations. Testing and results provided by local partners. Find a list of participating stores and hours at [GreaterThan.org/Walgreens](https://GreaterThan.org/Walgreens).

**Taking photos and videos of yourself and/or team members on-site is strongly encouraged!**

**Please review the following guidelines for on-site activities and promotions:**

- Video and Photography
- Media Interviews
- Sharing on Social Media
- Frequently Asked Questions

### Video and Photography

To ensure HIPAA compliance, below are on-site video and photography guidelines at local Walgreens stores for media outlets and testing partners from local health departments and community organizations. Please contact the Walgreens media relations team at [Media@Walgreens.com](mailto:Media@Walgreens.com) with filming requests and questions.

**Location:** Media outlets, reporters and partner organizations can capture video and photography outside of the store and toward the front of the store away from the pharmacy area. Filming or photography in the pharmacy, behind the pharmacy counter and in the pharmacy area, including the consultation window and the waiting room area, are strictly prohibited.

**Patient Privacy:** Patients should not be captured in video or photo during testing, and any patients filmed would need to have previously signed a HIPAA media authorization (provided on-site by Walgreens), 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. Sweeping shots of patients is not permitted. Note that it is not sufficient to merely mask the identities of patients (using techniques such as blurring, pixelation or voice alteration software).

### Media Interviews

The Walgreens media relations team must manage all interactions with the media/reporters and should be looped in immediately on any inbound inquiries. The Walgreens media relations team will lead on coordinating and navigating interview requests, gathering details and finalizing responses. Please direct all requests to [Media@Walgreens.com](mailto:Media@Walgreens.com) using the subject line: **NHTD media interview request**.

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## Sharing on Social Media

Testing partners and Walgreens staff, as well as community/clinical ambassadors and federal/state/local leadership making site visits, are encouraged to post original content and/or share NHTD posts from the Greater Than HIV and Walgreens social media channels. Please adhere to the video and photography guidelines above.

Visit the National HIV Testing Day [Digital Toolkit](#) for sample posts, graphics and other resources.

**Use the hashtags #HIVTestingDay and #NHTD and tag us in your posts for a chance to be featured on our platforms!**



	Greater Than HIV	Walgreens	KFF
Instagram	<a href="#">@GreaterThanHIV</a>	<a href="#">@Walgreens</a>	<a href="#">@KFF_org</a>
Facebook	<a href="#">@GreaterThanHIV</a>	<a href="#">@Walgreens</a>	<a href="#">@KFF</a>
LinkedIn		<a href="#">/Walgreens</a>	<a href="#">/KFForg</a>
X	<a href="#">@GreaterThanHIV</a>		<a href="#">@KFF</a>
Threads	<a href="#">@GreaterThanHIV</a>		<a href="#">@KFF_org</a>
TikTok	<a href="#">@GreaterThanHIV</a>	<a href="#">@Walgreens</a>	

## Frequently Asked Questions

### Can I take photos and/or videos during the testing event?

Yes! We welcome photos/videos showing your outreach, testing spaces and other event setup. Please adhere to the patient privacy guidelines above in the video and photography section. If there are people's faces or other identifying features appearing in the photos/videos, please ensure they give you their permission to be featured. Then, please send the photos and/or videos to [Community@kff.org](mailto:Community@kff.org) with the image release form(s) so they can be used in NHTD promotions and other materials.

### Can Walgreens signage be in my photos and/or videos?

Yes! We encourage you to take photos and/or videos featuring Walgreens signs, posters, etc.

### Where can I find the image release form?

Visit the National HIV Testing Day [Digital Toolkit](#) to download the image release form under the "Media Resources" section.

### How do I submit my organization's signed image release forms?

Please email them to [Community@kff.org](mailto:Community@kff.org).

