

Notice of Funding Opportunity PS21-2104

Partnering and Communicating Together (PACT)

Logic Model

Strategies and Activities	Short-Term Outcomes (1-2 years)	Intermediate Outcomes (3-4 years)*	Long-Term Outcomes (5+ years)*
<p>Category A: Digital and Social Media</p> <ol style="list-style-type: none"> Disseminate CDC's <i>Let's Stop HIV Together</i> campaign materials and messages via digital and social media communication channels Leverage digital influencers, partners, and networks (which are representative of the communities being reached) to expand the reach of CDC's <i>Let's Stop HIV Together</i> campaign materials and messages 	<ul style="list-style-type: none"> Increase exposure to CDC's <i>Let's Stop HIV Together</i> campaign materials and messages among people disproportionately affected by HIV, people with HIV, and health care providers Increase HIV-related information seeking behaviors among people disproportionately affected by HIV, people with HIV, and health care providers Increase partner engagement with CDC's <i>Let's Stop HIV Together</i> materials and messages 	<ul style="list-style-type: none"> Increase cross-community support for HIV prevention, testing, and referral strategies Increase HIV-related communication among engaged partners and networks Increase favorable attitudes and norms regarding HIV prevention, testing, and referral strategies Increase HIV prevention and testing behaviors Increase referrals and linkage to care among people with HIV Increase adoption of HIV screening, prevention, and care and treatment recommendations by health care providers within their clinical practices 	<ul style="list-style-type: none"> Increase early identification of people with HIV Increase knowledge of HIV status Increase viral suppression among people with HIV Reduce disparities in the rate of diagnoses among people at high risk for acquiring or transmitting HIV infection
<p>Category B: Events</p> <ol style="list-style-type: none"> Disseminate CDC's <i>Let's Stop HIV Together</i> materials and messages at in-person and virtual events Leverage partners and networks (which are representative of the communities being reached) to expand the reach and dissemination of CDC's <i>Let's Stop HIV Together</i> materials and messages at in-person and virtual events 			

*Intermediate and Long-Term Outcomes are not directly measurable through this NOFO, unless indicated in bold font.