



Ending
the
HIV
Epidemic

CELEBRATING PRIDE TOGETHER

The Let's Stop HIV Together Toolkit for Planning a Successful Pride Event

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A Let's Stop HIV Together Guide for Pride

Starting to plan for Pride season?

Pride events are full of opportunities to engage with the LGBTQ community and share important messages to reduce HIV stigma and address testing, prevention, and treatment. This toolkit contains information and resources developed by CDC's *Let's Stop HIV Together (Together)* campaign that can support your organization's activities during Pride season. The *Together* campaign has developed Pride-perfect materials to help you meet your audiences where they are. We have posters, palm cards, brochures, and more to use on-site, as well as web banner ads and social media assets that you can use to “wrap around” your *Together* Pride events. We encourage you to use our social media assets throughout Pride season for promotion and engagement. The materials address the full array of key HIV topics including HIV testing, condoms, pre-exposure prophylaxis (PrEP), HIV treatment, being undetectable, and reducing HIV stigma. We also have resources and tips to help you evaluate the success of your efforts.

To help you plan your activities, this guide is divided into sections with specific strategies for implementing

the *Together* campaign for Pride season, gaining visibility at your local Pride festival, and conducting post-Pride activities. It also includes ideas to help you host a virtual *Together* online Pride event when you can't attend a festival or when circumstances don't allow for in-person events.

From all of us at the *Together* campaign, thank you for everything you do to raise awareness about HIV prevention, testing, treatment, and stigma. We hope that you find our materials, resources, and tips helpful. Have a wonderful Pride season!

- For more information about the *Together* campaign, visit cdc.gov/StopHIVTogether.
- To find downloadable campaign materials, visit cdc.gov/StopHIVTogether/library.
- To order print materials, visit cdc.gov/cdc-info. You can select from a variety of topics including HIV awareness, testing, treatment, PrEP, and stigma.
- To ask us a question, email StopHIVTogether@cdc.gov.



Prepare for Pride

Pre-Pride Activities (In-Person & Virtual Pride)

A Pride event in your community is a prime time to highlight your HIV work. Raising HIV awareness and tapping into conversations during your Pride event and throughout Pride month can be a key opportunity to further messaging in your local community. Whether this is your first Pride or you've had a presence at Pride events for years, it's important to be prepared. This section includes tips and information that will help you get ready to attend your local Pride festival, gather the materials and resources you will need on the ground, and promote your organization's attendance at Pride.

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**Take Pride in
Choosing Your
Prevention Options**

Set Yourself Up for Success

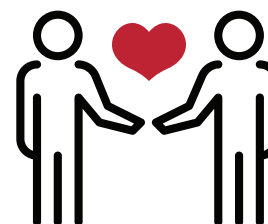
Decide what you want to focus on.

What is it that you hope to accomplish this Pride season? Do you want to increase HIV testing? Reduce HIV stigma? Encourage condom use? Promote more open communication between sexual partners? Encourage those with HIV to become undetectable? It is a good idea to figure out what you want to focus on before you even secure a booth so that you can be as effective as possible in gathering resources and deciding what activities to participate in.



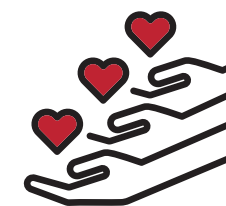
Promote & offer HIV Testing

If you want to promote testing and your organization doesn't offer it, identify a local health department or community-based organization to offer HIV testing and try to get booth space next to them.



Support people living with HIV

If you want to promote health to people with HIV, think about how you can provide information or partner with local healthcare providers to improve linkages and access to care services.



Help stop HIV stigma

If you want to reduce stigma, consider partnering with people who can help educate about stigma reduction. Share educational materials at your booth about stigma reduction.

Plan Ahead

After you've secured your participation at your local Pride festival, you'll get helpful information from the Pride organizers. Consider these additional ideas to help your event run smoothly and don't forget to plan ahead on collecting metrics.



Recruit volunteers to help

Once you've got a team in place, create a volunteer list and schedule that includes time slots and volunteers' contact information.



Coordinate on-site HIV testing

If your organization is equipped to offer testing, be sure your booth has enough room for a private location. If you don't offer testing, see if your local health department or a community-based organization that offers HIV testing is attending Pride. Reach out to them to get their booth location so you can refer attendees to the testing locations. You may also consider asking the Pride coordinators for a booth space next to or near the testing organization to help attendees easily locate the testing location.



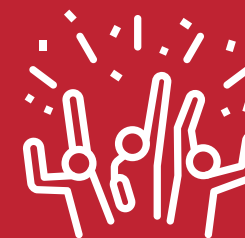
Conduct pre-event promotion

Start digital and print promotion at least 2-3 weeks before the event to encourage a good turnout. If you have a limited budget, social media, flyers and posters, and local radio air time are good ways to get the word out about your Pride participation. If you have a larger budget, consider paid ads on social media, Google, or radio, as well as paid billboards, transit ads, or print ads in local newspapers or magazines.



Prepare talking points & messages

Make sure everyone working at your booth is prepared with talking points and messages. Also, make sure your team is prepared to answer questions about HIV testing, prevention, and treatment options, and how to combat HIV stigma. Visit the **Together** website, CDC's **HIV Basics** webpage, and the CDC's **HIV Risk Reduction Tool** for the most current information and resources. You also want to have information about your organization and where to find local HIV prevention and treatment services.



Make your team comfortable

Amenities such as water, snacks, chairs, and a Bluetooth speaker to play music can help your team members and booth visitors enjoy their day.

Download Free Campaign Materials

As you gather materials and resources for Pride event attendees, review the *Together* campaign materials and assets and select those that best align with your goals and your audiences. Download our suite of **Pride Promotion Assets** that includes printable posters, social media assets, and more. See the Appendix for detailed information about these assets.

In addition, *Together* has created materials that are tailored for LGBTQ audiences. You can download and print some of our more popular materials to share at Pride events. You can also order printed versions of most of these materials from **CDC-INFO** using the Publication (Pub) ID.

Remember to note the quantity of each of the materials you started with before the Pride event so you can determine how many were distributed.

PRIDE TIPS: ADDITIONAL RESOURCES

The *Together* campaign has many other resources covering testing, prevention, treatment, and stigma for a range of audiences. Visit [cdc.gov/StopHIVTogether](https://www.cdc.gov/StopHIVTogether) for our full suite of materials, including **videos**, which you might also want to share depending on your booth setup.



CLICK THE ITEM TO DOWNLOAD:

- 1** PrEP Brochure (English)
(Pub ID 222331)
- 4** Stigma Language Guide (Spanish)
(Download Only)
- 6** Stigma Pledge Cards
(Pub IDs 300883, 300879, 300882, 300877, 300880, 300881, 300878)
- 2** PrEP Brochure (Spanish)
(Pub ID 222330)
- 5** Palm Cards for Gay and Bisexual Men
(Pub IDs 300235, 300234, 300241, 300242, 300243)
- 3** Stigma Language Guide (English)
(Pub ID 300497)

Co-brand with the Together Campaign

In addition to downloading or ordering *Together* materials, there may be opportunities to work with the *Together* campaign to co-brand materials with your logos or local contact information. Co-branding opportunities are available to health departments and other agencies and groups. For more information, email StopHIVTogether@cdc.gov.



Share Your Vision on Social Media

The key is to create content that is relevant, appealing, and useful.

Social media channels like Facebook, Instagram, and Twitter are tools to support your organization's mission and engage with your priority audiences, especially during Pride season. In the weeks leading up to your community's Pride activities, posting Pride-related content can help motivate your followers to join you as you celebrate Pride. This is also a strategic time to integrate Pride messages into your HIV-related content. See the Appendix for sample social media posts you can tailor to fit your needs and maximize your reach.

The *Together* campaign also has a variety of evergreen social media content in English and Spanish in our regularly updated **Social Media toolkits**. Using pre-created messages can help extend your presence and keep the conversation going with your followers after Pride season.



PRIDE TIPS: EXPANDING REACH

In addition to your own social media channels and hashtags, tagging others in your social media posts (i.e., attaching the name of a related organization or individual, and name/location of local Pride event) helps you extend your reach. We also encourage you to use the hashtag **#StopHIVTogether** and tag us at **@StopHIVTogether** to join our larger conversation.

Pride Day In-Person

Having a visible presence at a Pride event is a meaningful way to engage with your community. It's a reminder of why we do the work we do. These personal interactions are opportunities to promote HIV messaging, share resources, and celebrate the LGBTQ community. We hope the tips and suggestions in this section ensure your *Together* Pride participation is "one for the books."

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Take Pride in Knowing Your HIV Status

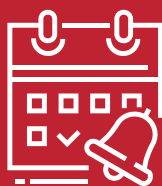
Event Day Tips

No doubt, your Pride organizers will have lots of specific logistical information for you. We're here to offer you some lessons we have learned that may make your Pride day even better. Setting up your space strategically, establishing a smooth foot-traffic flow, and creating a positive vibe at your booth will help you have a successful day.



Arrive at your booth early

Arrive at the event site early to set up your booth. If your booth is one that people will enter and move around in, be sure to create an easy-to-navigate flow.



Develop a staff schedule

Have a staffing schedule that includes time slots, contact information, and roles and responsibilities. Make sure your team knows that keeping track of the number of booth visitors and quantity materials is important for evaluation.



Reach out to your team

Make sure your team knows their shift, any location updates, and what they may need to bring.



Display your materials

Display your *Together* materials in a way that is organized and inviting. Note the starting totals of your inventory. At the end of the event, when you count how many are left, you'll be able to report exactly how many materials you distributed.



Designate a team lead

If possible, assign one person to orient volunteers as they arrive for their shifts. That person can remind volunteers of their roles, talking points, and any other important information.

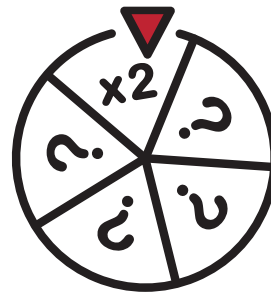


Count your attendees

If you are tracking the number of individuals you engage with at your booth, using clickers/counters can make this easier.

Boost Your Booth

Make your booth both fun and educational.



Play a game

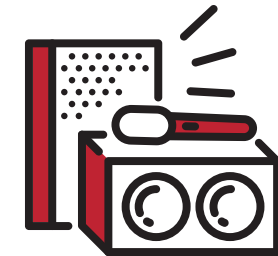
Create a wheel for people to spin with various **stigma questions and facts**.

Create a card game where individuals turn over a card with HIV-related questions; if they answer correctly, they can win a prize.



Take photos & videos

Before taking photos or capturing video, be sure to know your organization's guidelines on this activity. There may be limitations on what can and cannot be featured in the photos or videos. In addition, you may need to have participants sign a release form in order to use their likeness. Be sure to let people know how you plan to use their image.



Play music

Playing music attracts people to your booth and keeps your team energized throughout the day. Another option is to see if there is a local radio station that will be broadcasting at Pride. You may even be able to get the radio station to partner with you to promote your booth or organization's services. Popular and upbeat music helps make participants want to join in and can encourage discussion and engagement.

Engage Attendees

Engagement is the heart of Pride.

One-on-one discussions with members of the community are the best way to learn more about what they are interested in, what motivates them, and what they'd like to learn more about. This provides you with an opportunity to tailor your messages about HIV prevention, testing, and treatment in the moment. You can suggest the ideal *Together* materials for each attendee based on their needs. You can also provide referrals for services, including HIV testing and prevention methods, so keep a list of local organizations on hand.



Be proactive

Invite passers-by to your booth by waving or saying, "Happy Pride." Introduce yourselves and describe your organization. Share messages and answer questions by providing *Together* campaign materials (such as palm cards) and information from your organization.



Let your team shine

Play to your team members' strengths. Outgoing team members can engage passers-by in conversation and invite them into your booth. Those with deeper knowledge about your resources and messages can handle the one-on-one conversations.






Stay professional

Focus on making your interactions personal but also professional. Get to know people. Ask them questions. But remember to respect people's personal space and privacy. Although it's a Pride event, there may be attendees who are not yet out to friends and family, and they may be nervous about sharing.

Social Media Activities

Use your social media channels on the day of Pride to keep your followers up to date and inspire them to attend the event. You can post photos to promote your location and activities. Be sure your social media handles and hashtags are clearly visible at your booth location. Remember to use hashtags that are culturally relevant and consider engaging local organizations to more effectively reach your local population.

CHANNEL	SOCIAL MEDIA TIPS
	<ul style="list-style-type: none"> • Go live from Facebook to give people updates. • Feature local influencers or personalities who visit your booth. • Post photos and short videos about what is happening at your booth. • Post throughout the day because people check Facebook often.
	<ul style="list-style-type: none"> • Try live tweeting to encourage people to stop by your booth or play your trivia games. • Use any local hashtags for the Pride event, in addition to #StopHIVTogether. • Encourage people to use your hashtags, as well as #StopHIVTogether. • Share the location for on-site HIV testing. • Tag your partners, especially those who are also participating at Pride.
	<ul style="list-style-type: none"> • Go live on Instagram. • Use Instagram stories. • Include your hashtags and #StopHIVTogether, as well as other popular Pride-related hashtags, including the local Pride hashtag. This will help attendees find your posts.

Virtual Pride Day

When situations arise that lead to canceled or postponed in-person Pride events, or if you are unable to participate in-person due to budgetary, staffing, or other constraints, consider hosting a virtual Pride event. Virtual events can incorporate panel discussions, performances, games, live Q&A sessions, and much more. Get creative! When you host an online event, you can reach an audience beyond your locality. Consider partnering with local organizations, influencers, performers, artists, and media to create these events—especially if you're new to virtual events. If you plan to host a virtual event, make sure you begin promoting it at least 2–3 weeks in advance for a good turnout. Virtual events still require careful planning and realistic timelines to work through logistics, promotion, and implementation.

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A person is holding a rainbow Pride flag in the foreground. The background is a blurred night scene of a city street with other people and lights. The text is overlaid on the image in a large, white, sans-serif font.

**Take Pride in
Getting and Staying
on HIV Treatment**

Host Online

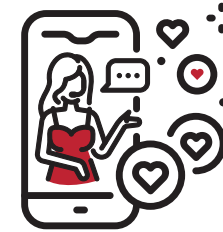
Reach your audience at home.



Programming/content

Determine the type of programming you would like to include. For example, you could:

- Host an online panel discussion about HIV treatment featuring people with HIV and healthcare providers.
- Curate a series of pre-recorded videos of performances that intersect art, education, and culture.
- Host a live Q&A session with influential local advocates and community representatives.
- Offer facilitated breakout rooms to make space for more personal conversations.



Promotion

Be sure to promote your event. Use similar tactics as you would for an on-the-ground Pride event.

Ask local celebrities or influencers to cross-promote the event—this can greatly expand your reach.

Check out our [Partner with Us](#) web page for assistance.

Promote the event on your social media. Include an overview, logistics, and a line-up of presenters and performers to generate more interest and help attendees know what to expect.



Best practices

Create events that last between 60–90 minutes. This will help increase focus and participation.

Keep the event dynamic. Try to avoid segments that go too long. Instead, create multiple short segments. This may increase the length of time viewers stay engaged.

If possible, incorporate music, graphics, animation, and video for variety.

Plan for interactivity. Consider using polls, short surveys, Q&A sessions, shout-outs, and breakout rooms. These types of activities are important to keep your virtual participants engaged.

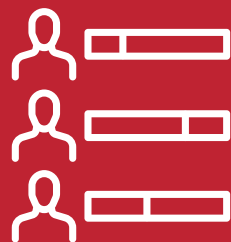
Plan Your Virtual Event

Virtual events still require careful planning. The information below includes some best practices for hosting online events.



Identify the platform that is best suited for your event

Zoom, WebEx, GoToMeeting, Facebook, StreamYard, and Twitch are some popular options. Zoom has the capability to live stream from your social media channel and includes virtual hand-raising. Note: Any mention of specific platforms or services are provided solely as a service and do not constitute endorsement by CDC or the federal government.



Consider using a registration platform

Platforms such as Zoom, WebEx, and GoToMeeting allow attendee tracking and can provide guests with an access code for added security. Or consider using a registration platform like Eventbrite where you can share log-in information, offer opt-in for digital materials, and capture registration demographics.



Develop an agenda for your event

Develop an agenda that takes timing, logistics, and potential challenges into consideration. Make sure your agenda aligns with your goals.



Conduct a technical run-through

Test the technology, lighting, and sound and conduct a practice run-through to familiarize participants with the platform interface and help them feel confident to engage online. This is especially helpful if your event is live.

Post-Pride Activities

Congratulations! You did it! We hope that your *Together* Pride event was wonderful and that your hard work paid off. Remember, the energy and excitement of Pride can continue after the day's events have ended. Here are some suggestions to keep the momentum going.

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Take Pride in Reducing HIV Stigma

Post-Pride Activities



Reach out to your team

Reach out to your team and volunteers to thank them for their time and effort. You can also ask them to share insights or information they learned during the event. This information can inform future materials or message development and help improve your organization's outreach efforts.



Email partners

If you have a partner email listserv, send an e-blast to acknowledge any partners that supported you. Include calls to action such as following you on social media and downloading *Together* resources.



Save your photos

Save all photos and video footage to a central online location. Be sure to save any release forms that you collected.



Save your new contacts

If you made new connections or collected contact information, be sure that information is saved somewhere for future outreach and partnership development.



Take inventory of your materials

If you haven't already, take inventory of remaining materials. This will be key to determining how many products you shared at your booth.






Save your metrics

If you tracked attendee engagement using clickers/counters, save that data to inform plans for future Pride events to maximize success and engagement. Please consider sharing your metrics and your experiences with the *Together* campaign. We would love to know how it went.

Reach Out After Pride

During the days that follow Pride, post messages to your social media thanking the community for their support. This can strengthen the bonds created through your Pride outreach. Let people know about your upcoming events and if you will be posting photo or video content in the coming days. Here are some suggestions for posting to different platforms in the days and weeks following your event.

CHANNEL	SOCIAL MEDIA TIPS
	<ul style="list-style-type: none"> • Post photos of your booth and visitors—especially if you hired a vendor for a professional photo booth. • Post links to <i>Together</i> resources. • Go live to say “thank you” in person.
	<ul style="list-style-type: none"> • Post a “thank you” message. • Include your hashtags and #StopHIVTogether, as well as links to resources for further engagement.
	<ul style="list-style-type: none"> • Post photos of your booth and visitors. • Consider creating a custom Instagram filter that promotes your organization. • Use the Stories feature to let your followers know what you're up to post-Pride.

Report Metrics

Capturing and analyzing event metrics can inform your future Pride participation. Here are some possible metrics, including ones for virtual events.

IN-PERSON PRIDE METRICS	VIRTUAL PRIDE METRICS
<ul style="list-style-type: none"> • Number of people engaged • Number of materials distributed • If you had a photo booth, total number of photos taken • Number of staff/volunteers on the ground daily • Number of on-site HIV tests administered (you may need to coordinate with the group that did the testing) • Number of partner organizations who visited your booth • Anecdotes from attendees 	<ul style="list-style-type: none"> • Number of people registered • Number of actual participants • Number of people opting to receive materials digitally • Number of participants in breakout rooms • Number of referrals to local health departments or community-based organizations • Number of likes, shares, retweets, and comments • Quotes, testimonials, and feedback

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Social Media Promotion







Pride month (June) and your local community's Pride season are pivotal times to raise awareness of your organization's services and HIV prevention, testing, and treatment. During these times, you can leverage social media hashtags that can connect you to a larger audience. For example, using #Pride during Pride month may extend your reach to the LGBTQ community.

Here is suggested copy you can use to promote HIV messages throughout Pride season. Remember that photos, animations, and videos make your social media posts even more engaging.

HASHTAG	SAMPLE MESSAGES
#StopHIVTogether	When we show support to people with #HIV, we make it easier for them to live healthy lives and stay in care. Join us and help #StopHIVStigma today. Learn more: cdc.gov/StopHIVTogether/Stigma . #StopHIVTogether
#StopHIVStigma	HIV stigma can keep people from getting tested and treated for HIV. Our goal this #Pride season is to #StopHIVStigma once and for all, but we can't do it alone. Let's do it together! Learn how to talk about #HIV and challenge stigma: cdc.gov/StopHIVTogether/Stigma .
#HIV	Have Pride! We all have a role to play to #StopHIVTogether. Learn more about #HIV prevention strategies, testing, treatment, and ways to combat HIV stigma at cdc.gov/StopHIVTogether .
#Pride	This #Pride season can be a great time to explore new #HIV prevention options so we can #StopHIVTogether. Talk to your doctor or healthcare provider about starting #PrEP, a daily pill that can reduce your risk of getting HIV. Learn more at cdc.gov/StopHIVTogether/Prevention .
#PrideTogether	We're excited to celebrate #PrideTogether! We all have a role to play, so let's #StartTalkingHIV during this Pride season and #StopHIVTogether.
#LGBTQ	Stigma, fear, and discrimination affect the lives of #LGBTQ people and are barriers to community members in seeking HIV testing or treatment. We can all help #StopHIVStigma to #StopHIVTogether.







Pre-Pride Sample Posts

Before your Pride event, you can use the following social media messages and content to promote your Pride participation as well as HIV-related messaging. This content includes copy, links, and suggested images, but you can tailor the content to fit your needs. The images are available in the [Pride Promotion Assets package](#).

CHANNEL	POST COPY	IMAGE
	Happy #Pride! [INSERT FESTIVAL NAME/ HASHTAG] is only a few days away! During this Pride season, it is important to #StartTalkingHIV. Learn more about how you can help #StopHIVTogether at cdc. gov/StopHIVTogether .	
	Happy #Pride! [INSERT FESTIVAL NAME/ HASHTAG] is only a few days away! During this Pride season, it is important to #StartTalkingHIV. Learn more about how you can help #StopHIVTogether at cdc. gov/StopHIVTogether .	
	Happy #Pride! [INSERT FESTIVAL NAME/ HASHTAG] is only a few days away! We all have a role to play to @StopHIVTogether. Learn more about #HIV prevention strat- egies, treatment, and ways to combat HIV stigma at cdc.gov/StopHIVTogether .	

Post-Pride Sample Posts

After the event, use the following social media messages and content to promote your Pride participation as well as HIV-related messaging. This content includes copy, links, and suggested images, but you can tailor the content to fit your needs. The images below are available in the [Pride Promotion Assets package](#).

CHANNEL	POST COPY	IMAGE
	[FESTIVAL NAME/ HASHTAG] may be over, but it is never too late to find new ways to #StopHIVStigma. Learn how to talk about HIV and combat stigma with #Pride: https://bit.ly/3f1qkHg	
	[FESTIVAL NAME/ HASHTAG] may be over, but it is never too late to find new ways to #StopHIVStigma. Learn how to talk about HIV and combat stigma with #Pride: https://bit.ly/3f1qkHg	
	[FESTIVAL NAME/ HASHTAG] may be over, but it is never too late to see how you can help #StopHIVStigma. Learn more at cdc.gov/StopHIVTogether/stigma . #StopHIVTogether	

Email Promotion

Email promotion via listservs or through personal networks can amplify HIV messaging during local Pride events. It's also another way to raise community members' knowledge of HIV prevention, testing, and treatment strategies. Consider using this sample message copy.

New message

To...

Subject...

Happy Pride! During this Pride season, we can work to stop HIV stigma and promote HIV testing, prevention, and treatment. CDC's *Let's Stop HIV Together (Together)* campaign has materials and resources that make it easy to get the word out. When community-based organizations, AIDS service organizations, local health departments, digital influencers, and other stakeholders work together, our collective efforts can have an even greater impact. Below are some ways you can help us stop HIV together. What activities can you commit to this month?

- Visit the *Let's Stop HIV Together* [website](#) to check out the latest videos and use the [materials library](#) to search for materials by topic, audience, language, and format.
- Follow the *Together* campaign on [Instagram](#), [Facebook](#), and [Twitter](#).
- Follow Start Talking. Stop HIV. on [Instagram](#) and [Facebook](#). This part of the *Together* campaign has [materials and messages](#) for gay and bisexual men.
- Share *Together* content on your social media channels using the hashtag #StopHIVTogether.
- Embed videos on your organization's website by using the [YouTube links](#).
- Place [web banners](#) on your websites and link to the *Let's Stop HIV Together* website.
- Share links with other HIV/AIDS organizations, prevention planning groups, and colleagues working on HIV prevention, testing, treatment, and stigma reduction.

A [Send](#)



From all of us at the *Together* campaign, we hope that you find this Celebrating Pride Together Toolkit helpful as you plan your Pride activities and raise awareness about HIV prevention, testing, treatment, and stigma. Also, we'd love to hear from you. Please feel free to share your experiences or questions with us by sending an email to StopHIVTogether@cdc.gov.



@StopHIVTogether



@StartTalkingHIV



@CDCHIV



@StartTalkingHIV



@CDC_HIVAIDS