



# Is time to **Get Real** about HIV/STDs

How REALtalkDC promotes HIV/STD testing to DC youth

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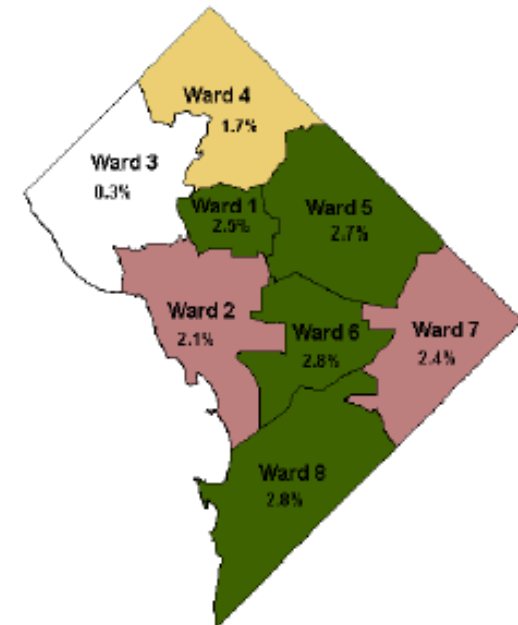
# Overview

- HIV in DC
- The REALtalkDC Campaign
- The Future



## HIV/AIDS in DC

- 3% of DC residents living with HIV/AIDS.
- 9% of infants born with HIV in US born in DC
- 70% of HIV+ people in DC are late testers
- Disproportionately affects black community.



Rates of Persons Living with HIV/AIDS by Ward in the District of Columbia, through 2007 (N=12,174)

# A Solution



IT'S TIME TO **GET REAL**  
**ABOUT HIV/STDS**

**MYTH:** HIV DOESN'T AFFECT  
YOUNG PEOPLE LIKE ME.

**TRUTH:** 1,000 - 1,500 YOUNG PEOPLE  
UNDER 20 ARE BELIEVED TO BE  
INFECTED WITH HIV IN D.C.

2 FIND **FAST TESTING** 4 **FREE** IN DC

TEXT  
"REALTALK"  
TO 61827

GET TESTED. KNOW YOUR STATUS.  
For more information, visit: [realtalkdc.org](http://realtalkdc.org)

Standard rates apply.

**metro  
iTeen  
AIDS**

4TEENz ONLY  
Health Care  
Network  
Children's  
Health Connection  
The Woman's Collective  
DOH  
District of Columbia  
Department of Health  
Government of the  
District of Columbia  
Office of Family Health



What is “Real Talk”?

How does this  
connect to the  
social marketing campaign?

# Goals of REALtalkDC

Get Tested!

Get Educated!

Use Condoms!

# REALtalkDC Campaign Elements

## **New Media**

Text Message

Campaign

Website

Social Networking Sites

## **Print Ads**

## **Events**

**Realtalk1 – find free  
clinics and condoms in  
your area!**

**Realtalk2 – learn about  
REALtalkDC events in  
your area!**

**REALtalk3 - Play the  
“Get Real ’bout HIV!”  
quiz!**

Where do you live?  
(Press the number next  
to the area where you  
live)

(33) SE

(34) NE

(35) NW

(36) SW

**Freestyle @ 651 Penn.  
Ave., SE**

**(Eastern Market Metro)**

**M-F 4-8PM. Ask to  
speak to one of our  
testers, call  
202-543-9355**


## Website

RealTalkDC - Internet Explorer provided by Dell  
http://www.realtalkdc.org/

IT'S TIME TO **GET REAL** realtalkdc.org  
**ABOUT HIV/STDs**

TEXT 'REALTALK' TO 61827

2 FIND **FREE** TESTING & CONDOMS IN DC

-  To find testing centers in DC, click here
-  Find upcoming events near you
-  Think you know about HIV & STDs?  
Test your knowledge.

HAVE SOME REALTALK ON OUR REALCHAT COMING REALSOON

**metro ireen AIDS**

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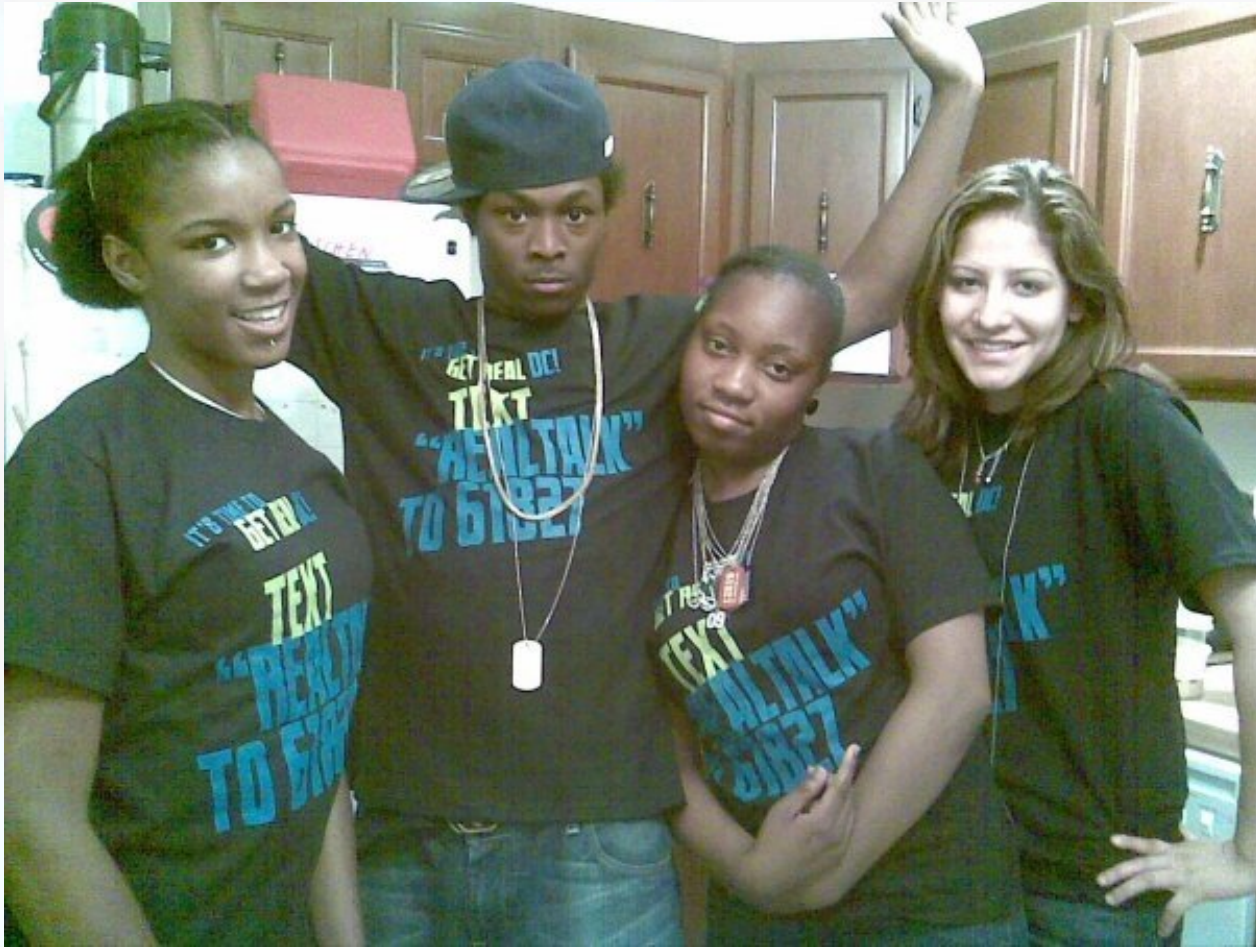
# Print Ads



# Events



# REALtalk Reps



## REALtalkDC Successes

1. Youth report REALtalkDC a motivating factor in getting tested.
2. Exposure to different campaign elements increased motivation to get tested.
3. Campaign increased testing among young people.
4. Over 4500 text messages sent to REALtalkDC.
5. Ferebee Hope - connecting youth to care.

# The Future of REALtalkDC

Partnerships

Creating a “movement”

Thank you

Text “REALtalk”  
to 61827