



**SPEAKOUT**  
IT STARTS WITH  
A CONVERSATION  
#SpeakOutHIV

**#SpeakOutHIV**  
Nationwide

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## Snapshot

### TARGET POPULATION

LGBT youth ages 25 and under-specifically gay and bisexual men

### SETTING

Social media outlets including Facebook, YouTube, Twitter, Instagram, Tumblr, and Google Plus

### FOUNDED

2013

### DESIGN/THEORY

Digital Storytelling

### HIV CARE CONTINUUM

Bar before the Bars to Retention in Care  
Diagnosis  
Linkage to Care  
Retention in Care  
HAART Therapy  
Viral Suppression

### LINKS



## Innovations

Greater Than AIDS produces and distributes targeted campaigns for priority audiences. One such campaign is #SpeakOutHIV, an LGBTQ youth-driven social media initiative which aims to reduce stigma related to sexual orientation, gender identity and HIV status as young people “speak out” or talk more openly about HIV, being gay, bi-sexual, and/or transgender. #SpeakOutHIV encourages open communication about HIV in personal relationships, with healthcare providers, and within the community. The cross-platform campaign features youth who are HIV-negative as well as those who are living with HIV.

The #SpeakOutHIV campaign began with personal stories recorded by young gay and bisexual men in a digital storytelling workshop in Washington, DC. The movement spread across the U.S., calling those affected by HIV and allies to #SpeakOutHIV. The campaign partners with local and state health departments to provide print and digital resources for dissemination of customized #SpeakOutHIV public health campaigns. For example, #SpeakOutHIV features access to on-line discussions boards where participants can discuss preventive practices to address PrEP availability for young men.

In 2010, U.S. Centers for Disease Control and Prevention (CDC) reported that young black MSM (ages 13-24) accounted for

**45% of new HIV infections among BLACK MSM** — **55% of new HIV infections among YOUNG MSM overall**

STAKEHOLDERS

Advocates for Youth

AIDS United

Black AIDS Institute

Human Rights Campaign (HRC)

Kaiser Family Foundation

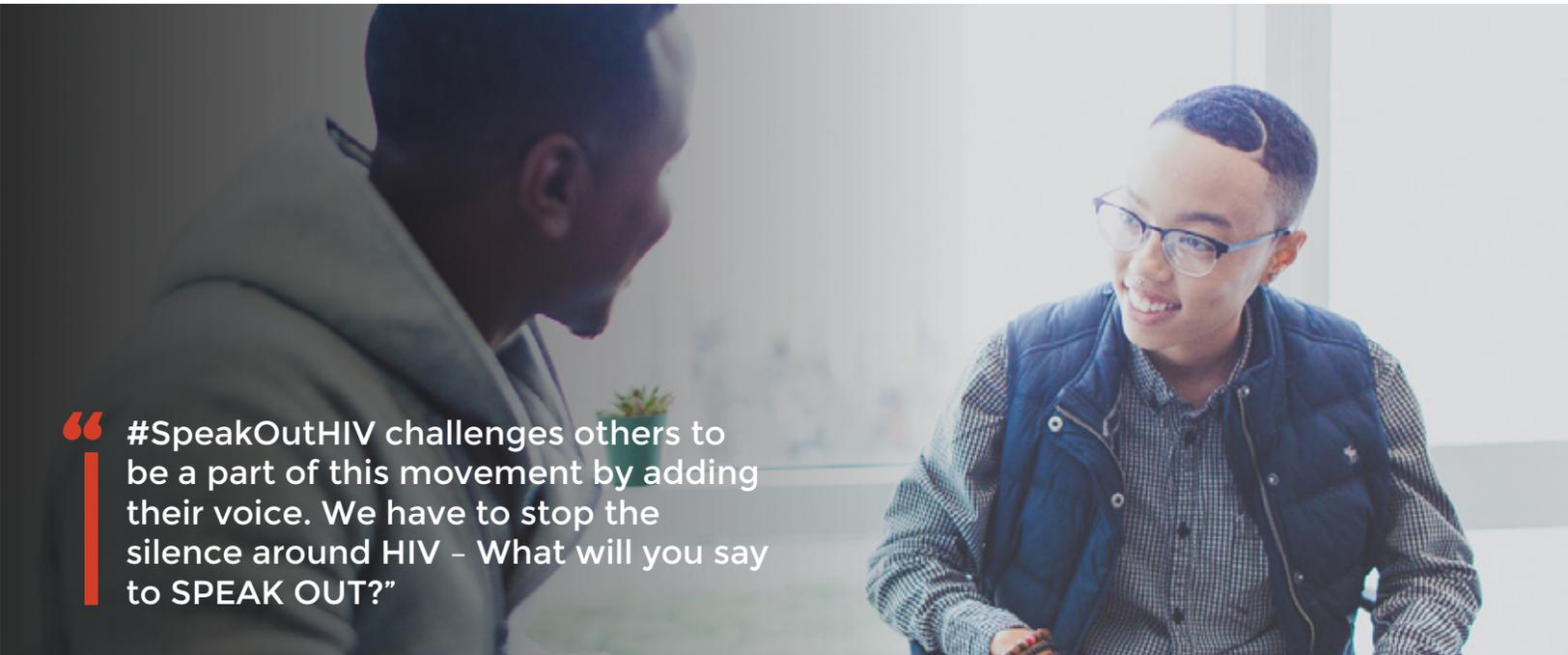
NASTAD

State health departments (notably TX and GA)Name

## Services

The campaign has 70 youth ambassadors who have received extensive training on digital storytelling and create two-minute personal videos to encourage peers to speak out and talk openly) about HIV via social media and targeted community outreach events. Ambassadors serve four-month terms and recruit two to four peers each month. These peers have the opportunity to recruit other participants to “speak out”. Individuals can record a video message, snap an “usie”, or post a Speak Out message on their social media platforms. The conversation continues in real life with the youth ambassadors in various forums across the country, including college campuses as well as local and state-level HIV community planning groups.

According to a survey from the Kaiser Family Foundation,



“ #SpeakOutHIV challenges others to be a part of this movement by adding their voice. We have to stop the silence around HIV – What will you say to SPEAK OUT?”



### Contact

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### Downloads

N/A

### Links

Greater Than AIDS Speakout  
Campaign Website