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Cuyahoga County Board of Health
HIV Prevention & Care

Social Media Toolkit



UNDETECTABLE
(CAN'T FIND IT)

UNTRANSMITTABLE
(CAN'T SHARE IT)

CAMPAIGN INTRODUCTION

Undetectable=Untransmittable is a social marketing campaign funded by the Cuyahoga County Board of Health. The goal of this campaign is to increase knowledge among People Living With HIV/AIDS that being HIV undetectable means they cannot transmit the virus (U=U), how HIV treatment protects their health, and how U=U helps to end HIV stigma.

SOCIAL MEDIA POSTING

To boost awareness of this campaign, kindly share the branded materials made available in this toolkit on your social media channels (*Facebook, Instagram, Twitter*) and websites:

Campaign ads

Branded images

Suggested captions

In your caption, be sure to include the campaign hashtag, *#CantFindItCantShareIt*, so that people can follow online conversations about the campaign. Here are a few secondary hashtags you might also want to use:

#UEqualsU

#UdetectableHIV

#EndHIVStigma

Suggested Social Media Captions

Copy, paste, and share any or all of the following:

1. HIV treatment protects your health and your life. Get started with HIV medication, known as ART (antiretroviral treatment), as soon as possible after your diagnosis. Not sure how to get started? Visit LoveLeadsHere.org. #CantFindItCantShareIt
2. Fact: HIV medicine reduces your HIV viral load to an amount so low that it cannot be detected in your blood. And that means you cannot transmit HIV sexually. Undetectable=Untransmittable (U=U). Learn more at LoveLeadsHere.org. #CantFindItCantShareIt
3. “I want people to understand that being undetectable makes people less afraid of me and the letters H-I-V.” Share this message: Undetectable equals Untransmittable. Undetectable HIV means you have no risk of transmitting HIV sexually to an HIV-negative partner. For more info and a list of resources, go to LoveLeadsHere.org. #CantFindItCantShareIt
4. HIV treatment is 100% effective at preventing HIV through sexual activity. Learn more about how you can improve your health and get to ZERO risk of passing on the virus to your sex partner: LoveLeadsHere.org.

Side note: HIV treatment does not prevent the spread of HIV through breastfeeding or intravenous drug use. #CantFindItCantShareIt

5. “Being Undetectable means I am protecting MY Health, MY Life and MY Community. PERIOD.” Access to HIV treatment is a right that every person living with HIV/AIDS should have. In Cuyahoga County and worldwide, let’s work together to make sure this happens. For more about U=U, visit to LoveLeadsHere.org. #CantFindItCantShareIt
6. Adherence to HIV meds is key. When you don’t take your meds regularly, your viral load increases. This jeopardizes your health and heightens the risk of transmitting the virus through sex. Learn more about how you can protect your health (and your partner’s, too): LoveLeadsHere.org. #CantFindItCantShareIt
7. “Being undetectable means I can spread love without spreading fear and stigma.” U=U has helped many people living with HIV/AIDS and their lovers, friends, and family understand that with HIV treatment, it is possible to enjoy long and healthy lives without the fear of passing on the virus to others. Learn more at LoveLeadsHere.org . #CantFindItCantShareIt
8. HIV medication benefits anyone living with the virus. Some people are drug resistant, but thankfully, there are many types of HIV medications that can help you become undetectable. Your health care provider will help you come up with a treatment plan that works for you: LoveLeadsHere.org . #CantFindItCantShareIt

9. HIV medication works! U=U requires regular testing to make sure your HIV is still undetectable. Regular checkups for viral load testing as well as STI testing every four months is recommended – especially if your partner and you have other sexual partners. Take care of YOU LoveLeadsHere.org. #CantFindItCantShareIt
10. Even if your HIV is undetectable, it's still important to discuss your preferred means of protection with your sex partner – whether they are HIV negative OR living with HIV. PrEP protects HIV negative people from getting the virus, while using condoms is recommended to prevent sexually transmitted infections (gonorrhea, syphilis, and chlamydia). Together, they provide maximum protection and peace of mind. Learn more about U=U: LoveLeadsHere.org. #CantFindItCantShareIt

Shareable Campaign Images

To download images visit <https://www.loveleadshere.org/u=u/#share>

Ben (Facebook/Instagram)



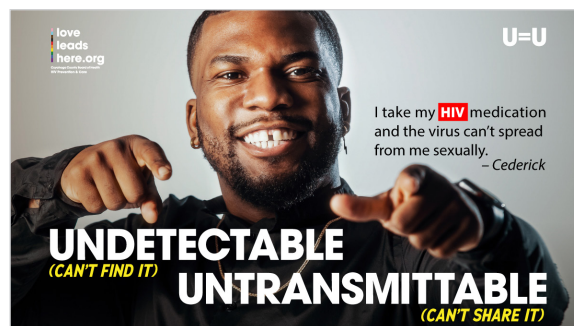
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Cederick (Facebook/Instagram)



(Twitter)



Cliff (Facebook/Instagram)



(Twitter)



Lashayy (Facebook/Instagram)



(Twitter)



Branded Images

