



TALKING POINTS

What is Get Loud Louisiana?

- Get Loud Louisiana is a social marketing campaign to publicize the three complementary Ending the HIV Epidemic plans developed by New Orleans, Baton Rouge and the Louisiana Health Department, STD/HIV/Hepatitis Program.
- GLL is a call for everyone to start talking more about HIV, STIs, Hepatitis C, and sexual health. We want to break down the stigma and misconceptions that surround HIV, Hepatitis C and sexually transmitted infections.
- Also, GLL is a call to lift up the voices of those who are living with HIV and those who are impacted – and make sure they are the ones leading the way forward.

What is Ending the HIV Epidemic?

- Many community leaders across the United States are calling for an end to the HIV epidemic in their cities, their counties, and their states through the development of Ending the Epidemic (ETE or EHE) plans.
- Ending the HIV Epidemic is a national initiative developed by agencies across the U.S. Department of Health and Human Services (HHS) to pursue the goal of ending the HIV epidemic in the United States by 2030.
- In Louisiana, our goals are to:
 - Eliminate Stigma
 - Ensure Universal Access to Prevention Tools
 - Ensure Universal Access to Health and Community Resources
 - Improve Social Justice to Eliminate Health & Social Equities
 - Achieve a More Coordinated Response to End the HIV Epidemic

How to get involved?

- Attend World AIDs Day events and participate in the anti-stigma social media campaign. Learn more at GetLoudLouisiana.org and follow on social media.



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GET LOUD *Louisiana*



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How to get involved?

- Start talking more about HIV, STIs, Hepatitis C, and sexual health with family, friends, significant others, and healthcare providers. Speaking up begins to break down the stigma and misconceptions that surround HIV, Hepatitis C and sexually transmitted infections.
- If you are sexually active, get screened regularly for STIs (including HIV and syphilis). Learn more at LouisianaHealthHub.org
- **Share with your family and friends the message of U=U. Undetectable = Untransmittable.** People living with HIV who take their medication as prescribed and have an undetectable viral load, have no risk of transmitting HIV to their sexual partners.

What is World AIDS Day?

- World AIDS Day takes place on December 1st each year. It's an opportunity for people worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness.
- Each year, the Louisiana Department of Health, STD/HIV/Hepatitis Program recognizes World AIDS Day through social marketing campaigns and amplifying community-led events.
- This year, we are raising our voices to *Get Loud* about ending the HIV epidemic and encouraging everyone to participate in the Get Loud launch events.

GetLoudLouisiana.org

Websites to learn more...

- getloudlouisiana.org
- lahhub.org
- preventionaccess.org
- hiv.gov/federal-response/ending-the-hiv-epidemic/overview
- worldaidsday.org



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