

CDC-RFA-PS15-1505 Logic Model: Enhancing HIV Prevention Communication and Mobilization Efforts Through Strategic Partnerships

Strategies and Activities	Short-Term Outcomes	Intermediate Outcomes	Long-term Outcomes
<p>Dissemination of HIV messaging and communication</p> <ul style="list-style-type: none"> Disseminate Act Against AIDS (AAA) campaign materials, messaging and other CDC resources via various communication channels (e.g., email, newsletter, broadcast) Integrate AAA campaign materials, messaging and other CDC resources into existing and/or new communication channels (e.g., website, Facebook, Twitter, Instagram) <p>Implementation of National Engagement Efforts</p> <ul style="list-style-type: none"> Disseminate Act Against AIDS campaign materials, messaging and other CDC resources at national events Facilitate HIV testing at national engagement efforts Form and coordinate strategic partnerships 	<p>Individual Outcomes (among target audience):</p> <ul style="list-style-type: none"> <i>Increased exposure to AAA campaigns and corresponding HIV-related messaging</i> <i>Increased facilitation of administering HIV tests</i> <p>Community:</p> <ul style="list-style-type: none"> <i>Increased partners promoting HIV prevention strategies</i> 	<p>Individual Outcomes (among target audience):</p> <ul style="list-style-type: none"> <i>Increased HIV-related information-seeking behaviors</i> <i>Increased number/percent who receive an HIV test</i> 	<ul style="list-style-type: none"> Increased HIV preventive and testing behaviors among the target audience Reduced undiagnosed HIV infection among the target audience Increased cross community support for HIV-prevention, testing, and referral strategies Decreased in HIV incidence among the target audience

Italics indicates project period outcomes.