

Organization:

PACT Workplan Template

CATEGORY A: Digital and Social Media

OUTCOMES:

- Increased exposure to CDC's *Let's Stop HIV Together* campaign materials and messages among people disproportionately affected by HIV, people with HIV, and health care providers
- Increased HIV-related information seeking behaviors among people disproportionately affected by HIV, people with HIV, and health care providers

ACTIVITY 1:
Disseminate CDC's *Let's Stop HIV Together* campaign materials and messages via digital and social media communication channels.

Tactic 1 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic
					<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression
	Indicator				

Tasks/Deliverables

Tactic 2 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic
					<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression
	Indicator				

Tasks/Deliverables

CATEGORY A: Digital and Social Media

**ACTIVITY 1
(Continued)**

Tactic 3 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic
					<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression
	Indicator				

Tasks/Deliverables

Tactic 4 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic
					<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression
	Indicator				

Tasks/Deliverables

Organization:

CATEGORY A: Digital and Social Media

OUTCOMES:

- Increased exposure to CDC's *Let's Stop HIV Together* campaign materials and messages among people disproportionately affected by HIV, people with HIV, and health care providers
- Increased HIV- related information seeking behaviors among people disproportionately affected by HIV, people with HIV, and health care providers

ACTIVITY 2: Leverage partners, and networks to expand the reach of CDC's Let's Stop HIV Together campaign materials and messages.	Tactic 1 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic	
						<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression	
		Indicator					
	Tasks/Deliverables						
	Tactic 2 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic	
							<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression
		Indicator					
Tasks/Deliverables							

CATEGORY A: Digital and Social Media

**ACTIVITY 2
(Continued)**

Tactic 3 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic
					<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression
	Indicator				

Tasks/Deliverables

Tactic 4 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic
					<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression
	Indicator				

Tasks/Deliverables

Organization: _____

CATEGORY B: Events

- OUTCOMES:**
- Increased exposure to CDC’s Let’s Stop HIV Together campaign materials and messages among people disproportionately affected by HIV, people with HIV, and health care providers
 - Increased HIV-related information seeking behaviors among people disproportionately affected by HIV, people with HIV, and health care providers

ACTIVITY 1: Disseminate CDC’s Let’s Stop HIV Together materials and messages at in-person and virtual events.	Tactic 1 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic	
						<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression	
		Indicator					
	Tasks/Deliverables						
		Tactic 2 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic
							<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression
			Indicator				
Tasks/Deliverables							

CATEGORY B: Events

ACTIVITY 1 (Continued)	Tactic 3 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic <input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression	
		Indicator					
	Tasks/Deliverables						
		Tactic 4 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic <input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression
			Indicator				
	Tasks/Deliverables						

Organization: _____

CATEGORY B: Events

- OUTCOMES:**
- Increased partner engagement with CDC’s Let’s Stop HIV Together materials and messages
 - Increased cross-community support for HIV prevention, testing, and referral strategies

ACTIVITY 2: Leverage partners and networks to expand the reach and dissemination of CDC's Let's Stop HIV Together materials and messages at in-person and virtual events.	Tactic 1 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic	
						<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression	
		Indicator					
	Tasks/Deliverables						
	Tactic 2 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic	
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		Indicator					
Tasks/Deliverables							

CATEGORY B: Events

ACTIVITY 2 (Continued)	Tactic 3 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic	
						<input type="checkbox"/> Patient-Centered Care <input type="checkbox"/> General HIV Prevention <input type="checkbox"/> Prevention Communication <input type="checkbox"/> Condoms <input type="checkbox"/> PEP <input type="checkbox"/> PrEP <input type="checkbox"/> Stigma <input type="checkbox"/> Testing/Screening <input type="checkbox"/> Self-Testing <input type="checkbox"/> Treatment <input type="checkbox"/> Viral Suppression	
		Indicator					
	Tasks/Deliverables						
		Tactic 4 <i>(Please include start and finish date)</i>	Target	Data Source	Key Partner	Lead Personnel	Campaign Topic
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