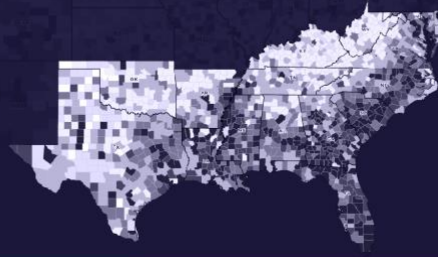


SOUTHERN POLICYMAKER ACADEMY

JULY 30-31 | ATLANTA, GA



PRESENTED BY:



SPONSORED BY:



Event Social Media Toolkit

The Southern Policymaker Academy is a critical meeting of the minds, where policymakers and advocates from a range of experiences come together to change the course of HIV's impact on the U.S. South.

Presented by Southern AIDS Coalition in partnership with the City of Atlanta, this is an opportunity for the experiences and voices of those impacted by HIV to align with political leaders and to come together to move the needle in bipartisan policy action for those impacted by HIV.

This toolkit can be used to advocate and amplify our cause.

Below please find:

1. Sample press release language about the event
2. Sample social media content related to the event
3. Additional resources to support you in your digital advocacy

For advocates: [CLICK HERE \(https://rb.gy/nhj0sc\)](https://rb.gy/nhj0sc) to identify your local and state elected representatives. Once you have identified your representative, please direct all social media posts to your elected officials' social media accounts using the "@" function.

Draft Press Release Template

FOR IMMEDIATE RELEASE

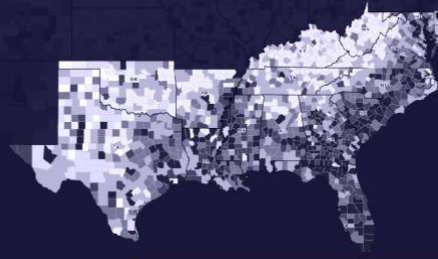
DATE: XX/XX/XXXX

[Insert Press Contact]

Policymakers & Advocates Across the U.S. South Convene to Strategize Solutions to Address Health Equity for All

SOUTHERN POLICYMAKER ACADEMY

JULY 30-31 | ATLANTA, GA



PRESENTED BY:



SPONSORED BY:



Millions of people in the U.S. are living with HIV, and thousands of new cases are reported every year. Addressing health disparities will require policymakers and communities coming together to determine solutions

[City, State] – [Date] – Today, [Insert Member Name] joined advocates and community members at the [Southern Policymaker Academy](#), which was formed to identify opportunities and policy action to address HIV and other health disparities impact on the southern region. Millions of people in the U.S. are currently living with HIV, and Black, Hispanic/Latinx, and Southern communities bear a disproportionate burden of the epidemic.

“We know that we can do more to address the inequities that exist and members of the community are experts of their own experiences. We wanted to bring those experiences to people capable of making policy changes so they can have the tools, data, resources, and community input to enact meaningful change. That was the reasoning behind hosting the Southern Policymaker Academy,” said Dafina Ward, Executive Director of Southern AIDS Coalition (SAC).

Presented by SAC in partnership with the City of Atlanta, the Southern Policymaker Academy was an opportunity for the experiences and voices of those impacted by HIV to align with political leaders and to come together to move the needle in bipartisan policy action for those impacted by HIV.

“If we’re to truly reach our goal of preventing and ending the HIV epidemic by 2030, then it will take an ‘all hands on deck’ approach to create meaningful policy changes. I applaud the work of SAC and the City of Atlanta convening such powerful voices on the issue and look forward to working with them to address the HIV epidemic in my district and within the broader U.S. South,” said [insert member’s name].

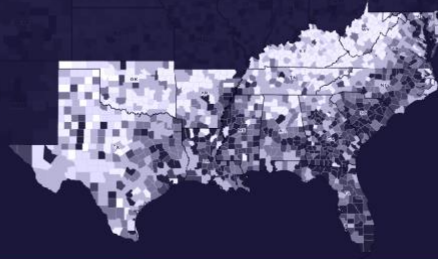
To learn more about ways to address the HIV epidemic, visit <https://policymakeracademy.southernaidscoalition.org/resources/>.

To locate HIV testing, prevention, and treatment services near you, visit <https://aidsvu.org/services/#!/testing>.

###

SOUTHERN POLICYMAKER ACADEMY

JULY 30-31 | ATLANTA, GA



PRESENTED BY:
SAC
SOUTHERN AIDS COALITION

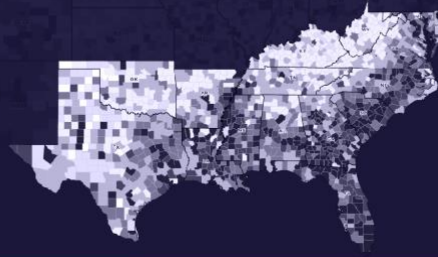
SPONSORED BY:
GILEAD
Creating Possible

Draft Social Media

- The Southern Policymaker Academy is a critical meeting of the minds, where policymakers and advocates can come together to change the course of HIV's impact on the U.S. South. #SPA24 #SouthernPolicyAcademy
 - *Take picture (a selfie or with attendees) & attach to social media post*
 - The South accounts for more than half (52%) of all new HIV diagnoses, yet only represented 38% of PrEP users in 2022. We need policy action to advance PrEP for all in the Southern U.S. <https://rb.gy/vqftng> #SPA24 #SouthernPolicyAcademy
 - [CLICK HERE](#) to download infographic
 - Living with HIV is not a crime. Learn more about policy solutions to modernize outdated laws that criminalize HIV here: <https://rb.gy/lc8gqm> #SPA 24 #SouthernPolicyAcademy
 - [CLICK HERE](#) to download infographic
 - Disparities in social determinants of health drive the disproportionate impact of HIV in the south. Learn more about policy solutions to address these barriers here: <https://rb.gy/xyjbn8> #SPA24 #SouthernPolicyAcademy
 - [CLICK HERE](#) to download infographic
 - Want to learn how to alleviate barriers to HIV prevention, care, and treatment in the South? Learn more on the importance of open and unrestricted access to medicines by viewing our Open Access Toolkit here: <https://rb.gy/en0piw> #SPA24 #SouthernPolicyAcademy
 - We need new and bipartisan champions and state and local leaders vocally supporting HIV programming and funding. Learn more about what local leaders can do in this fight against HIV here: <https://rb.gy/y MDF16> #SPA #SouthernPolicyAcademy
-

SOUTHERN POLICYMAKER ACADEMY

JULY 30-31 | ATLANTA, GA



PRESENTED BY:



SPONSORED BY:



Additional Resources

To learn more about the impact of HIV within communities, explore AIDSvu's resources:

- Read AIDSvu's [local and national data](#) to learn more about HIV in the United States
- Read more about AIDSvu's [recently released PrEP data and launch of PrEPvu.org](#)
- Visit AIDSvu's exhaustive [data on HIV testing](#)
- Read AIDSvu's "[Deeper Look](#)" on HIV in the U.S. South
- Read AIDSvu's recent interview with Marvell Terry on [Black men in the South, HIV, and PrEP](#)
- Find available HIV testing and care services near you with AIDSvu's [service locators](#)
- Read AIDSvu's resources on health equity:
 - [Dr. Ifeoma Udoh on HIV Prevention and Health Equity for Black Women](#)
 - [Health Equity & HIV](#)