

White House Starts HIV Awareness Campaign

BY HEIDI SPLETE

WASHINGTON — The Obama administration has launched the first major U.S. initiative against HIV/AIDS in more than a decade.

The 5-year campaign, "Act Against AIDS," is a joint effort of the Centers for Disease Control and Prevention, the Department of Health and Human Services, and the White House to educate

the public about HIV/AIDS, which remains a serious problem in the United States despite advances in treatment that allow more patients to survive longer.

Recent data from the Kaiser Family Foundation show that concern about HIV has declined in recent years, said Dr. Kevin Fenton, director of the CDC National Center for HIV/AIDS. "People don't recognize that they are at risk, and they engage in high-risk behavior," he said.

The goal of the campaign is to educate the public about the risks of HIV.

The campaign kicks off with a series of public service announcements, including radio, online, and public transportation ads with the theme "Every 9½ Minutes." According to data from the CDC, approximately 56,000 Americans become infected with HIV each year, which translates to one person becoming infected every 9½ minutes.

The campaign also will target specific communities that are at increased risk for HIV, starting with the African American community, said Melody Barnes, assistant to the president and director of the White House Domestic Policy Council. Targeted outreach is also planned for the gay, bisexual, and Latino communities, she said.

Consumer information regarding the educational campaign can be found at nineandahalfminutes.org. ■



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Before prescribing LIDODERM, please refer to the accompanying brief summary of full Prescribing Information.

References: 1. Cluff RS, Rowbotham MC. Pain caused by herpes zoster infection. *Neurol Clin.* 1998;16(4):813-832. 2. Dworkin RH, O'Connor AB, Backonja M, et al. Pharmacologic management of neuropathic pain: evidence-based recommendations. *Pain.* 2007;132(3):237-251. 3. Dubinsky RM, Kabbani H, El-Chami Z, Boutwell C, Ali H. Practice parameter: treatment of postherpetic neuralgia. An evidence-based report of the Quality Standards Subcommittee of the American Academy of Neurology. *Neurology.* 2004;63(6):959-965. 4. Lidoderm Prescribing Information. Chadds Ford, PA: Endo Pharmaceuticals Inc; 2008.

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