

## Campaign refocuses attention

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know that isn't true. Many gay-identified men have made changes they think will be sufficient to protect themselves but sometimes the strategies they are using are not 100 percent effective. These men continue to be at a relatively high level of risk."

Jacquelyn Clymore, executive director of the Alliance of AIDS Services-Carolina (AAS-C) in Raleigh, told *Q-Notes* she thinks the new national campaign will be effective in reaching the general population.

"That message — 'nine-and-a-half minutes' — wakes you up," she said. "I think it has the potential to make people say, 'Oh my God.' People will realize that we are not talking about a country in Africa, but that we are talking about this country. It could be very powerful."

Clymore said she's been surprised by the statistics showing radical drops in discussions about and awareness of HIV/AIDS. She hopes the new campaign will curb the ignorance and disinterest across the country but she has concerns that it will be largely ineffective for high-risk communities that have been the heavy targets of HIV prevention messages for years.

"I think we need to be talking to the gay community and asking that population, what would help you? Why aren't you hearing the message? What is wrong with the way we are delivering it," Clymore says of outreach to gay, bi and MSM men. "There is a lot of misinformation out there and it is not so much a sense of complacency as it is almost a sense of doom."

She says she sees more men thinking, "If I'm going to end up with it anyway, why wait?"

Wolitski said the problem with outreach to gay, bi and MSM men isn't as bad as it might seem. "I think the argument that people aren't listening to the message anymore is really an inaccurate one."

The CDC is partnering with the Kaiser Family Foundation to form a national media coalition that will support the efforts of the institution and the Act Against AIDS campaign. Fenton said the foundation will "engage media and entertainment industries at an even deeper level" including targeted media campaigns that complement the CDC's effort to reach specific communities of risk. ■

info: [www.nineandahalfminutes.org](http://www.nineandahalfminutes.org)

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