MODHSS

U = U Campaign

**Social Graphic 1:**

**Caption:** Antiretroviral Therapy, or ART, can help you achieve viral suppression if you’re living with HIV. And getting closer to undetectable means untransmittable, keeping you and the ones you love healthy.

A green sign with black text

Description automatically generated

**Headline:** Start Your Journey

**Call to Action:** Learn More

**Social Graphic 2:**

**Caption:** An HIV diagnosis doesn’t define you. Antiretroviral Therapy, or ART, can get you closer to undetectable AND untransmittable, meaning HIV can’t be spread, and it’s more accessible than ever!

A green and white background with black text

Description automatically generated

**Headline:** Do it for You

**Call to Action:** Learn More

**Social Graphic 3:**

**Caption:** Take the first step to a healthy life with HIV. Get in care and talk to your provider about Antiretroviral Therapy.

A black background with white text and a yellow sticker

Description automatically generated

**Headline:** Achieve Viral Suppression

**Call to Action:** Learn More

**For the social videos, we recommend keeping the captions VERY short. The following are simply screenshots of the videos you have seen.**

**A screen shot of a television screen

Description automatically generated**

**Caption:** Achieve viral suppression with Antiretroviral Therapy.

**Call to Action:** Learn More

**A blurry image of a car

Description automatically generated**

**Caption:** Antiretroviral Therapy helps you live healthy.

**Call to Action:** Learn More

**A poster with text on it

Description automatically generated**

**Caption:** Get closer to undetectable and untransmittable.

**Call to Action:** Learn More

**A close up of a book cover

Description automatically generated**

**Caption:** An HIV diagnosis doesn’t define you.

**Call to Action:** Learn More

A poster of a person's body

Description automatically generated

**Caption:** Start your HIV medical care journey!

**Call to Action:** Learn More