



WNCAP

Western North Carolina AIDS Project

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HIV OUTREACH CAMPAIGN Begins in Cleveland County

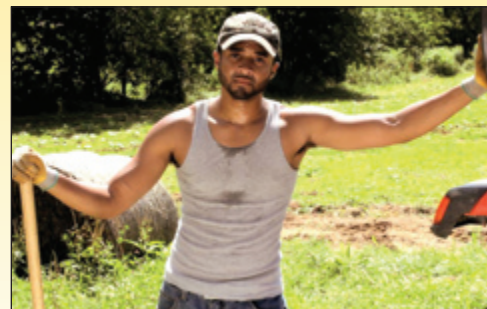
WNCAP is launching a multi-media outreach campaign specifically focused on the importance of HIV testing among African-Americans in Cleveland County. State disease surveillance reports indicate alarming rates of new HIV and STD infections among African-Americans in that area. The campaign will use four, thirty-second televised public service announcements (PSAs) as well as print-ads to promote the importance of regular testing for HIV and STDs such as syphilis and chlamydia. This initiative is funded by the NC Office of Minority Health and Health Disparities which seeks to lower HIV and STD infection rates and increase accessibility to and frequency of HIV/STD testing by young individuals between the ages of 15-25 and the community at-large.

The project is the brainchild of WNCAP's Minority Health Educator, Brodderick Roary and Executive Director, Jeff Bachar. The public service announcements were filmed by local director/producer Adam Taylor in Cleveland County and the Asheville area. Taylor is an award-winning director and photographer who has worked with a wide variety of clients including General Motors, Coca-Cola and UPS. Local actors are featured in the PSAs and print versions of the campaign which directly addresses the importance of regular HIV/STD testing, particularly among African-Americans.

"Given the urgent tone of the campaign, we wanted the message to be accessible," said Brodderick Roary. "We will be using the campaign for our HIV-related education and community outreach in the Cleveland County region. We wanted to make something that would hold the viewers' attention, but we also did not want to offend anyone." Print versions of the campaign have already appeared in the Gaston Gazette and the Shelby Star and the public service announcements will be hitting the airwaves soon.

For more information on WNCAP's Cleveland County outreach efforts, contact Brodderick Roary at broary@wncap.org (704)484-5257 or (828)367-8823

For more information on director Adam Taylor, www.adamtaylorpictures.com



Above and below are images from the Community Focused Eliminating Health Disparities Initiative campaign's public service announcements and print ads.

WNCAP PRESENTS
POSITIVE PREVENTION
5k-12k
NOVEMBER 3, 2013
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A FUNDRAISER BENEFITTING
THE WESTERN NORTH CAROLINA AIDS PROJECT
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Logos: WNCAP, CDC, ACT against AIDS, and a red ribbon logo.