

# AIDSvu:

## Driving the Conversation on HIV in America

### Executive Summary

AIDSvu is an interactive online mapping tool that visualizes the impact of the HIV epidemic on communities across the United States. The site aims to increase HIV/AIDS awareness and promote data-driven public health decision-making by providing up-to-date information for patients, educators, policymakers, healthcare workers, and activists through data releases, maps, educational resources, infographics, and blog posts.

On behalf of Gilead Sciences, in partnership with Emory University's Rollins School of Public Health and the Center for AIDS Research at Emory University (CFAR), Signal Group redesigned the platform to accommodate expanded HIV data and resources – refashioning AIDSvu for the future.

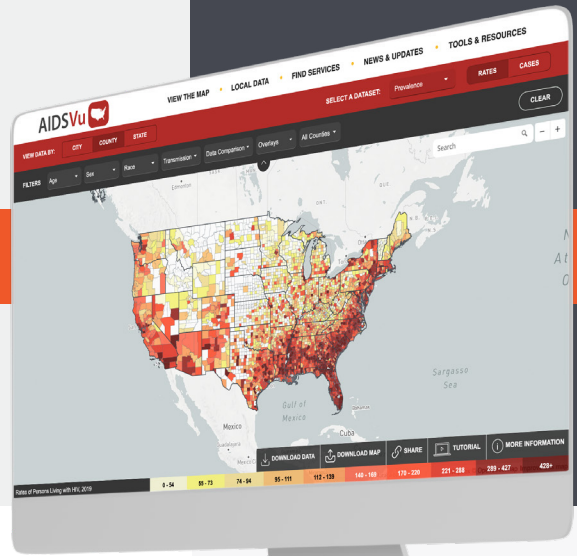
To amplify the redesign and release of updated data and resources, Signal Group developed and implemented a communications campaign to build AIDSvu's standing as a leading HIV educational resource and tool.

### Challenge

During COVID-19, the HIV epidemic experienced a steep decline in media coverage, resource availability, and policy-maker awareness. By expanding the HIV-related data available on AIDSvu and redesigning the platform to accommodate these new data and resources, Signal Group led an effort to reignite awareness and renew interest in the fight against HIV/AIDS.

### Strategy

Signal Group updated the AIDSvu platform into a more consumer-friendly, modern website that is approachable to multiple audiences. Then, Signal Group developed an outreach strategy to highlight new data, content, blogs, and infographics to promote AIDSvu as the leading authority on the HIV epidemic. The communications strategy utilized media, coalition and partner outreach, and social media to engage and expand the site's audience while providing critical public health information.



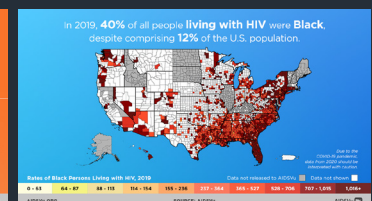
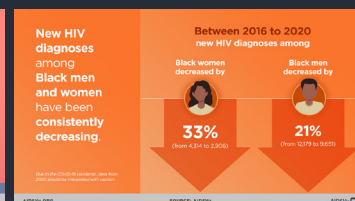
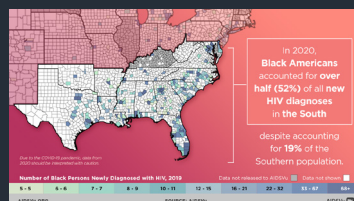
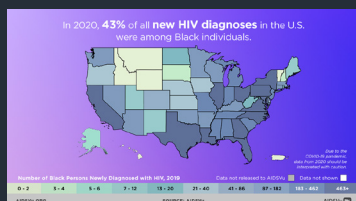
Through an integrated campaign, Signal Group achieved the following results during the 12-month campaign:

**6.9M** social media impressions 

**80+** infographics 

**27%** increase in website traffic 

**14** blogs featuring Q&As with leading HIV thought leaders 



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In addition to providing information to those who needed it, Signal Group's primary objectives were to:



Drive media coverage and academic use of HIV and HIV data, as well as and encourage data-driven content looking at the full spectrum of challenges in our nation's healthcare system and ending the epidemic in America.



Empower people to end the HIV epidemic in their communities by visualizing data, presenting insights, and catalyzing research to drive public health action across the U.S.

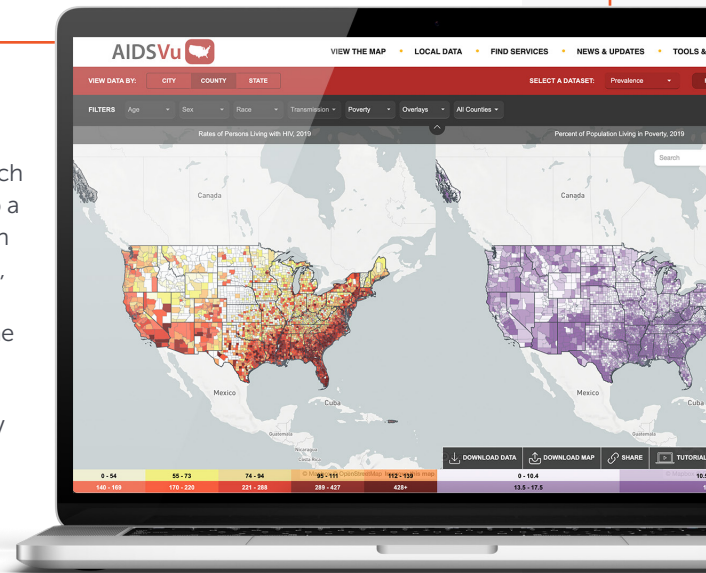


Inform policymakers at the local and national level of the HIV epidemics in their communities and empower smart policy decisions.

## AIDSVu Website Updates

Signal Group worked with experts at Emory University's Rollins School of Public Health in partnership with Gilead Sciences, Inc., and the Center for AIDS Research at Emory University (CFAR), on independent and secondary research to develop a map that visualizes HIV-related data by race/ethnicity, sex, age, and transmission category, and shows how HIV is related to various social determinants of health, such as high school education, poverty, and housing. Expanded data also included maps highlighting HIV criminalization laws status, as well as steps of the HIV care continuum, including viral suppression and late diagnoses.

Signal Group also provided updates that allowed users to locate services for HIV prevention, testing, and care – as well as NIH-funded HIV prevention, vaccine, and treatment trial locations. In addition, for the nine states in the Deep South, users can locate services for stigma reduction, overdose prevention/reversal, harm reduction, and trauma-informed care.



**50+**  
earned media  
placements



**118**  
citations in  
medical journals

## Results

In 2021, AIDSVu was viewed by more than one million people, featured in more than 50 media stories, sourced in more than 118 academic journal articles, and included in countless conference presentations, including by NIH NIAID Director, Dr. Anthony Fauci, and in multiple plenary presentations around the globe. Most notably, AIDSVu has cemented itself as a respected public health resource committed to empowering people to end the HIV epidemic in the U.S.

## About Signal Group

Signal Group is the only consultancy in Washington, DC, to offer seamless solutions for our clients' toughest challenges by combining public relations and lobbying with legal, regulatory, and litigation services through our parent company, Wiley LLP.

Signal Group is a fully integrated strategic communications, digital, lobbying, and public affairs firm with more than 30 professionals working for over 60 local, national, and international clients across a range of sectors. Working in partnership with our clients, we design, implement, and execute strategies to improve market share, limit regulatory risk, and improve public perceptions.



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