

National HIV Testing Day

PLAYBOOK FOR EMPLOYERS



U.S. BUSINESS ACTION TO END HIV

A HEALTH ACTION ALLIANCE INITIATIVE

PRESENTING SPONSORS



CHAMPION SPONSOR



CAMPAIGN SPONSORS



U.S. Business Action to End HIV was founded in 2022 by the Health Action Alliance, with support from ViiV Healthcare, to mobilize a growing coalition of private sector partners committed to filling gaps and accelerating progress to help end HIV in the U.S. by 2030.

The Health Action Alliance is a unique collaboration between leading business, communications, and public health organizations. We help employers navigate evolving health challenges, improve the health of workers, and engage with public health partners to build stronger, healthier communities. Founded in 2021 by the Ad Council, Business Roundtable, CDC Foundation, the de Beaumont Foundation, and the Robert Wood Johnson Foundation, HAA's network now includes more than 10,000 employers nationwide, reaching a quarter of U.S. workers.



healthaction.org



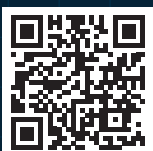
hello@healthaction.org

EDITORIAL NOTE

This resource was created by the Health Action Alliance, with financial support provided by Match Group and Walgreens. HAA is solely responsible for the content of this guide and maintains full editorial control over its programming and employer resources. For more information about how we work with corporate sponsors, please refer to our [Corporate Sponsorship Policy](#).

DISCLAIMER

This guide provides an overview of workplace health issues and is not intended to be nor should be construed as legal, business, medical, scientific or any other advice for any particular situation. The content included herein is provided for informational purposes only and may not reflect the most current developments as the subject matter is extremely fluid. This guide contains links to third-party websites. Such links are only for the convenience of the reader, user or browser; the Health Action Alliance does not recommend or endorse the contents of third-party sites. Readers of this guide should contact their attorney to obtain advice with respect to any particular legal matter. No reader, user or browser of this material should act or refrain from acting on the basis of information in this guide without first seeking legal advice from counsel in the relevant jurisdiction. Only your individual attorney can provide assurances that the information contained herein — and your interpretation of it — is applicable or appropriate to your particular situation.



Learn more by scanning the
QR code or visiting us at
HealthAction.org/endHIV

INTRODUCTION

Taking Action on HIV

June 27, National HIV Testing Day, is a landmark day observed each year to raise awareness about the importance of HIV testing and early diagnosis.

Established in 1995 by the U.S. Department of Health and Human Services, it encourages people to get tested and know their HIV status.

Employers have a unique opportunity to support public health efforts and improve workforce well-being by promoting routine HIV testing.

Research shows that 80% of new HIV cases in the U.S. are transmitted by people who are not aware they have HIV or are not receiving HIV care — underscoring a gap in awareness and access.

HIV testing is easy, fast, confidential, safe, and free testing options are widely available. Self-tests also make it possible for people to check their status when and where it's most convenient.

Making HIV testing a standard health care practice is key to early detection and prevention. Businesses can make a meaningful impact by sharing information, reducing stigma, and making it easier for employees to access services.

This playbook is designed to propel your company into action on National HIV Testing Day. Use it to raise awareness, educate employees and customers, and explore partnership opportunities. It includes six steps to help you make the most of the day and highlight the importance of HIV testing and knowing your status.



10 THINGS TO KNOW ABOUT HIV IN THE UNITED STATES TODAY



- 1 HIV is a chronic, preventable disease, and we now have the tools to end the epidemic.** Today there are more than 1.2 million people with HIV in the U.S. and nearly 32,000 new infections each year. Ninety-one percent of people with HIV are of working age.
- 2 HIV can impact anyone, regardless of sexual orientation, race, ethnicity, gender, or age.** Racism, HIV stigma, homophobia, poverty, and barriers to healthcare continue to drive disparities among some groups more than others – including Black and Hispanic communities; gay, bisexual, and other men who have sex with men; and transgender women.
- 3 HIV has been diagnosed in all 50 U.S. states, D.C., and Puerto Rico.** Nine of the 10 U.S. states with the highest rates of HIV infection are located in the South.
- 4 Teens and young adults continue to be at risk.** People under 35—including Millennials and Gen Z—account for more than half of new diagnoses.
- 5 One in eight people with HIV in the U.S. are unaware they have it.** And 80% of new cases are transmitted by people who are not aware they have HIV or are not receiving any care.
- 6 Getting tested for HIV is an essential part of whole-person health—**and making it a regular part of your healthcare routine helps protect yourself and others. Testing is quick, easy, confidential, and widely free. There are many resources available for people who need support with HIV testing and care.
- 7 A person living with HIV who is on treatment and maintains an undetectable viral load has zero risk of transmitting HIV to their sexual partners** (also known as Undetectable = Untransmittable or U=U).
- 8 Medicines for people without HIV, called PrEP and PEP, can reduce a person’s chance of getting HIV** when taken as prescribed. Yet, only 36% of the people who could benefit from taking PrEP are actually using it.
- 9 Fear and misinformation about HIV contributes to stigma,** affecting the mental and physical well-being of people with HIV, and prevents some people from getting tested and accessing prevention services like PrEP.
- 10 Workers with HIV are protected by the Americans with Disabilities Act (ADA) in the United States.** The ADA prohibits discrimination against individuals with disabilities, including HIV, in all aspects of employment, including hiring, firing, promotion, and compensation.

Sources: CDC, KFF, NIH.

6 Actions Employers Can Take on National HIV Testing Day

1 Share why getting tested for HIV matters.

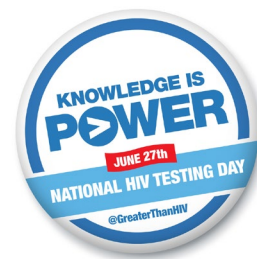
June 27, National HIV Testing Day, is a day to remind your employees about the importance of HIV testing, knowing their status, and if needed, connecting with care and treatment.

- Consider scheduling internal messaging for the week leading up to June 27, through team newsletters, Slack, or internal communications channels, emphasizing the importance of HIV testing and sharing where people can get tested.
- Print the [National HIV Testing Day informational flyer](#) included at the end of this playbook and share it with your team. Consider hanging it in the office breakroom or bathrooms where employees can scan the QR code linking to the national [HIV testing locator](#).
- Amplify the awareness day on your company's social platforms including sharing the importance of getting tested and knowing your status, with links to resources and care.



Check out these campaigns that offer free, downloadable information and graphics on HIV testing and National HIV Testing Day.

- [Greater Than HIV](#) is a public information campaign from KFF that provides HIV testing FAQs and digital resources, a free video library of real stories from real people about getting tested, and free downloadable graphics to promote National HIV Testing Day.
- [Let's Stop HIV Together](#) is a campaign developed by the CDC that offers testing campaign resources, educational tools, videos, and social graphics.



CASE STUDY

Mercer, a leader in health and HR consulting, showcased the vital role employers can play in promoting HIV testing awareness through a widely shared [article and video](#). By emphasizing the role of HIV testing in routine health care and the ease and accessibility of quick, non-invasive tests—including free at-home options—Mercer empowers companies to break down barriers, normalize testing, and build a workplace culture free of stigma.

2 Make it easier for your employees to get tested.

Whether on June 27th or any other day of the year, help your employees block time to get tested for HIV without any issues. By offering paid time off for testing, you will remove any potential barriers or concerns that employees may have about taking time away from work to get tested.

- Consider providing small prizes, rewards or other modest incentives (i.e. gift cards, coupons, tokens, etc.) to workers who get tested. Make sure incentives are aligned with your employee confidentiality policies. (For more on developing a policy, [click here](#))
- Cover out-of-pocket expenses associated with testing through your wellness incentive programs. This could include offering a gift card for transportation.



CASE STUDY

RadCube, a technology solutions company, launched a wellness program that prioritizes sexual health by linking wellness activities to tangible benefits. Through the anonymous Versante OSMe Buddy tool, employees access sexual health resources, earn wellness points, and qualify for paid time off, which they're encouraged to use for health needs like HIV and STI testing. By encouraging HIV and STI testing, the initiative has fostered a supportive, stigma-free culture of proactive care.

3 Let your employees know where they can get tested.

There are more options than ever to get tested for HIV. Rapid, non-intrusive HIV tests are widely available and can provide results within 20 minutes or less.

- HIV testing is available in most doctor's offices and health clinics and should be covered by health insurance without a co-pay, as required by the Affordable Care Act.
- Share the CDC's national HIV testing directory - gettested.cdc.gov - with your employees so they can enter their zip code and find local HIV testing locations near them.
- Let your employees know they can [get a free, rapid HIV test at select Walgreens nationwide on June 27](#), in partnership with Greater Than HIV, public health departments, and community-based organizations. Locations are searchable by zip code. No appointment needed.
- HIV self-tests, which can be done in the privacy of your home, are available for [free](#) or for purchase at many drug stores or online, and are often eligible for HSA, HRA and FSA reimbursement.



CASE STUDY

Since 2011, Walgreens has [teamed up](#) with Greater Than HIV, health departments, and community organizations nationwide to offer free HIV testing and information in select Walgreens stores on National HIV Testing Day. On June 27, Walgreens welcomes local HIV organizations in-store to provide HIV education, free rapid HIV testing and counseling. To date, the partnership has provided more than 93,000 free HIV and STD rapid tests, and even more people have been reached with HIV information and resources.

4 Partner with a local public health agency.

Consider partnering with a local public health department or other local provider to come onsite to speak to your employees about HIV and to offer on-site HIV testing as part of routine health screenings. Interested in planning your own event? Check out these [tips](#) for how to get started.

Integrating HIV testing with routine health services—like annual physicals, flu shots, or blood pressure screenings—helps reduce stigma by making it a standard part of everyday healthcare.

- **Pro tip:** If your company is going to offer on-site HIV testing, it's important you have a strong HIV non-discrimination and employee confidentiality policy in place to create a safe culture and environment for employees to thrive. Need a place to start? Employers can use our [Sample Workplace HIV Policy](#) as a template.



CASE STUDY

For over 35 years, Paramount Pictures has demonstrated its commitment to educating and engaging its workforce about HIV. Whether it's leading the annual AIDS walk, offering lunch-and-learns about HIV, or connecting with a local HIV organization, Paramount Pictures continues to find opportunities to learn from experts, become empowered, and continue the conversation. National HIV Testing Day is no exception, as they have hosted health fairs, relevant movie screenings, and engaging events like drag queen bingo to help raise awareness about the importance of HIV testing.

5 Promote HIV testing to your customers.

Consider sharing information about National HIV Testing Day directly with your customers on your social media, website, or consumer platforms.

Use existing resources and suggested messages from [Let's Stop HIV Together](#) and [Greater Than HIV](#), or create your own custom messages and graphics to communicate the actions your company is taking on National HIV Testing Day.

- Have a brick-and-mortar location? Share information with your customers in-store with informational palm cards at checkout, [special flyers](#) in dressing rooms or bathrooms, or through in-store announcements throughout the days leading up to June 27. You could even take it a step further and offer vouchers to obtain free HIV self-tests on-site.





CASE STUDY

Through their commitment to ending HIV in the U.S., Match Group and popular dating apps within their network, including Tinder, BLK, and Chispa, have committed to destigmatizing HIV through their platforms by providing education about HIV testing, prevention, and treatment directly to their users in conjunction with HIV awareness day and events, including National HIV Testing Day.

A MESSAGE FROM MATCH GROUP



6 Partner with employee resource groups.

Employee Resource Groups (ERGs) help build a sense of community and provide a safe space to discuss sensitive topics—which makes them valuable allies in HIV education to tackle stigma and discrimination.

- Use National HIV Testing Day as an opportunity to incorporate HIV education into ERG programming. Use this time to connect members with reliable information on HIV testing, prevention, and treatment.
- Identify a local public health official or HIV service organization that can participate as a guest speaker for a “lunch and learn” session to help provide culturally responsive information about HIV to your members.
- Plan an ERG off-site on National HIV Testing Day and get tested as a group. Making it a group activity can foster support and create community around the experience.
- Invite a Community Liaison from ViiV Healthcare to host an Immersive Learning Experience to facilitate a discussion centered on awareness, empathy, and action. Through insightful conversations, communities exchange ideas that inspire hope, ignite change, and motivate each other to think differently about HIV prevention, care, and treatment. Immersive Learning Experiences are offered at no additional cost to U.S. Business Action to End HIV members. Contact ViiVCL@ViiV.com for more information.



June 27 is National HIV Testing Day



**KNOW YOUR STATUS. PROTECT YOUR HEALTH.
EMPOWER YOUR FUTURE.**



Why It Matters

- 1 in 8 people with HIV in the U.S. are unaware of their status.
- Left untreated, HIV progressively weakens the immune system and can become life-threatening — but with care, people can live long, healthy lives.
- The only way to know your HIV status is to get tested.



The Good News

- HIV testing is easy, fast, confidential, and safe.
- Free and low-cost testing is available nationwide.
- Self-tests let you check your status at home—on your schedule.



If You Test Positive

- Effective treatments are available to treat HIV.
- With care and treatment, people with HIV can live long, healthy lives.
- Proper treatment can lower the virus to undetectable levels—making it untransmittable to others (U=U).



If You Test Negative

- Use your results to make empowered choices for your health.
- Learn about PrEP, a daily pill or long-acting injectable that helps prevent HIV.



Planning a Family?

- HIV testing during pregnancy is key to keeping both mom and baby healthy.



Let's Talk About It

- Open conversations about HIV reduce stigma and encourage more people to get tested and seek care—without fear of judgment.

**Take the First Step
This June 27**

**Find HIV testing
near you at
gettested.cdc.gov**



GO DEEPER:

Take Action to End HIV Year-Round

Join the U.S. Business Action to End HIV coalition

ENDING HIV NEEDS BUSINESS

We're at a pivotal moment. Ending the HIV epidemic in the U.S. is within our reach, but achieving this goal will require a united effort from all sectors of society —particularly the business community.

THE OPPORTUNITY

The private sector has long been a catalyst for change. Companies have a unique opportunity to drive meaningful change while strengthening their workplaces and communities. The Coalition brings together leading companies to harness their influence, resources, and innovation to help end HIV in the U.S.

The Coalition has mobilized over 100 employers to take bold steps to close gaps in awareness, prevention, and treatment. Member companies include major brands and large employers across industries such as energy, healthcare, technology, consulting, entertainment, digital services, and retail.

HOW OUR COMPANIES MAKE IMPACT

Coalition members are invited to commit to at least one of six actions, from raising visibility of HIV and educating your workforce, to partnering with community-based organizations and closing gaps in access to HIV care and prevention. Companies join a network of like-minded leaders who are working together to make a difference.

[Join us today!](#)

ADDITIONAL RESOURCES

- [Ending the HIV Epidemic - A Guide for Employers](#)
Employers can accelerate progress toward ending HIV in the U.S. This guide is designed to help you get started.
- [Sample Letter from Leadership](#)
No need to remake the wheel - use this sample letter as a starting point when crafting HIV messages to staff from your company's leadership.
- [Writing a Workplace HIV Policy](#)
Reinforce your commitment to ending HIV with a written Workplace HIV Policy. Employers can use our sample as a template.
- [Empowering HR Leaders - A Checklist for HIV in the Workplace](#)
Check out this checklist for HR and benefit leaders to support companies in their efforts to end HIV.

SIGN UP TO RECEIVE OUR NEWSLETTER

Get the latest updates on events, resources, opportunities for action, case studies, and more.

Sign up [here](#) to get started.

