



# National HIV Testing Day

**JUNE 27**

**Playbook For  
Employers**

HAA ORGANIZING PARTNERS



**de Beaumont**  
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

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# 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 of HIV.**

## Why Get Tested?

An estimated one in seven people living with HIV in the U.S. does not know it. Left untreated, HIV can cause serious harm to one's health. The only way to know one's status is to get tested.

With effective HIV treatments widely available, the imperative for HIV testing has never been greater.

The CDC suggests that all people ages 13-65 years old get tested for HIV at least once, and individuals with [certain risk factors](#) should get tested more often. All pregnant people should also get tested for HIV so they can take steps to stay healthy and protect their babies.

HIV testing is easy, fast, confidential, and safe, and is the first step in knowing your HIV status. Free HIV testing is [widely available](#), and [HIV self-tests](#) can be performed when and where an individual chooses.

Getting tested is the gateway to accessing lifesaving treatment for those who test positive.

For those who test negative, testing can provide empowering information that can help them make decisions about their health care. For people at risk for HIV, a negative test can propel them to explore powerful preventive tools, including pre-exposure prophylaxis (PrEP), an FDA-approved prescription medication that protects against getting HIV.

**Use this playbook to take action in your workplace by leveraging the urgency of National HIV Testing Day through six actions.**





# 6 ACTIONS EMPLOYERS CAN TAKE ON NATIONAL HIV TESTING DAY

## 1. Encourage your employees to get tested on National HIV Testing Day.

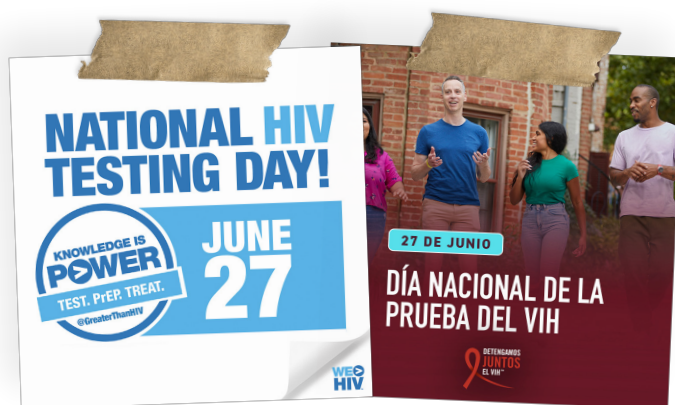
June 27, National HIV Testing Day, is a day to remind your employees about the importance of HIV testing, knowing their status, and if needed, getting care and treatment.

- 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.
- Hang flyers in your office breakroom or bathrooms with QR codes linking to the national [HIV testing locator](#).
- 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.

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

[Let's Stop HIV Together](#) is a campaign developed by CDC that offers testing campaign resources in [English](#) and [Spanish](#), as well as free [graphics](#) and suggested social media posts about 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.



## COMPANY IN ACTION:



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 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.

## 2. Provide paid time off for testing on June 27.

Make June 27th a day when your employees can 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.

Through this investment, your organization will not only be encouraging responsible health practices but also fostering a culture of care, trust and employee empowerment.

## 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 that can provide results within 20 minutes or less. HIV self-tests are also available for purchase and can be done in the privacy of your home.

- Share the CDC's national HIV testing directory - [gettested.cdc.gov](https://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 on June 27](#) in over 250 cities nationwide, in partnership with Greater Than HIV, public health departments, and community-based organizations. Locations are searchable by zip code. No appointment needed.
- For workers who prefer to self-test at home, [Together TakeMeHome](#) provides up to two free HIV self-tests every 90 days to anyone in the U.S. ages 17 or older. Self-tests are also available for purchase at many drug stores or online, and are often eligible for HSA, HRA and FSA reimbursement.



## COMPANY IN ACTION: *Walgreens*

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 76,900 free HIV tests, and even more people have been reached with HIV information and resources.



## 4. Partner with a local public health agency to provide HIV education and testing on site.

- 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.

Combining HIV testing with other routine health screenings like flu shots and COVID-19 testing or vaccinations helps fight stigma by normalizing testing as part of overall healthcare.

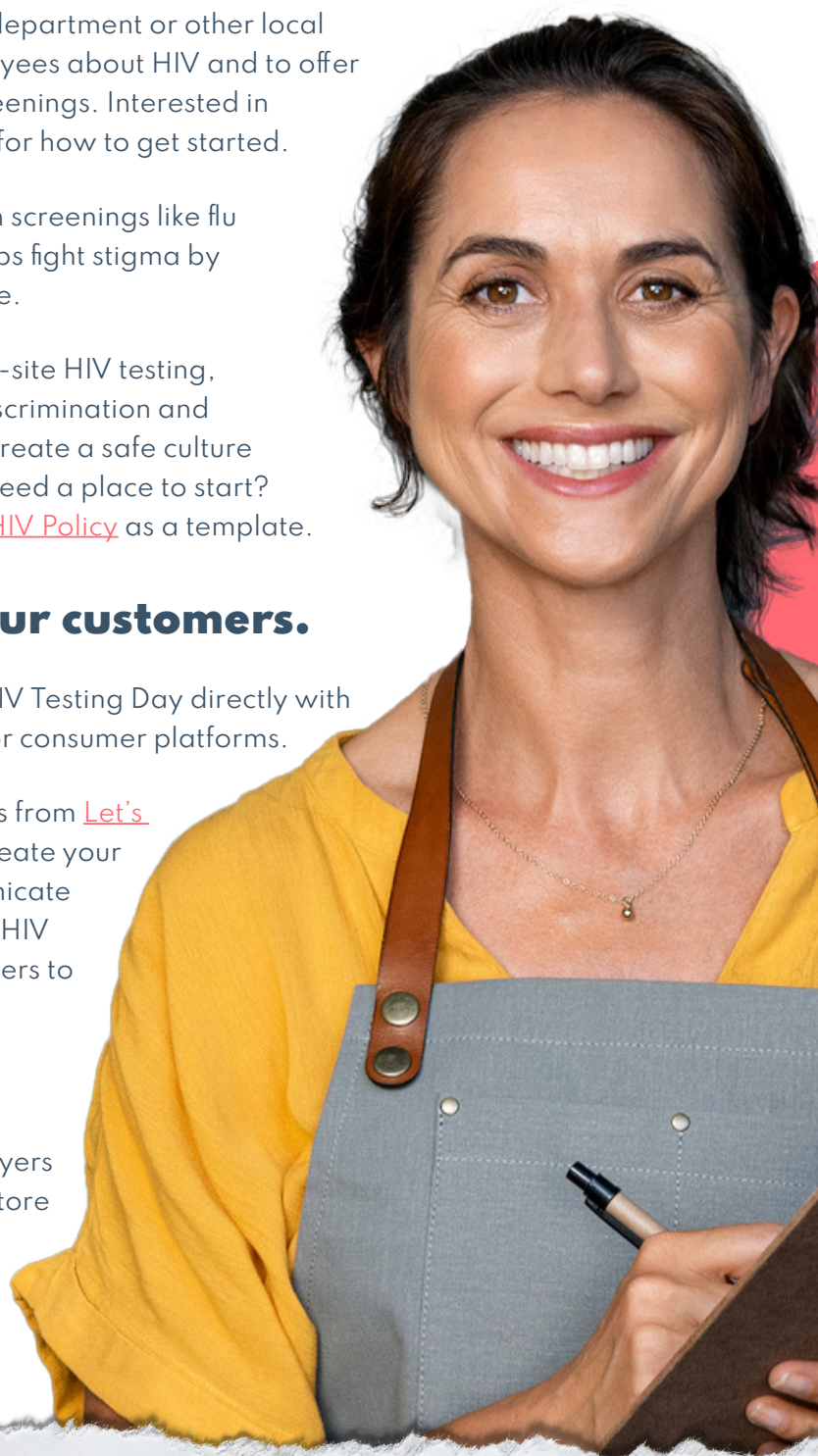
- **Pro tip:** If your company is going to offer on-site HIV testing, it's important you have a strong HIV non-discrimination and employee confidentiality policy in place to create a safe culture and environment for employees to thrive. Need a place to start? Employers can use our [Sample Workplace HIV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

## 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-and to extend the invitation for others to join in.

- 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.



### COMPANY IN ACTION: Match Group

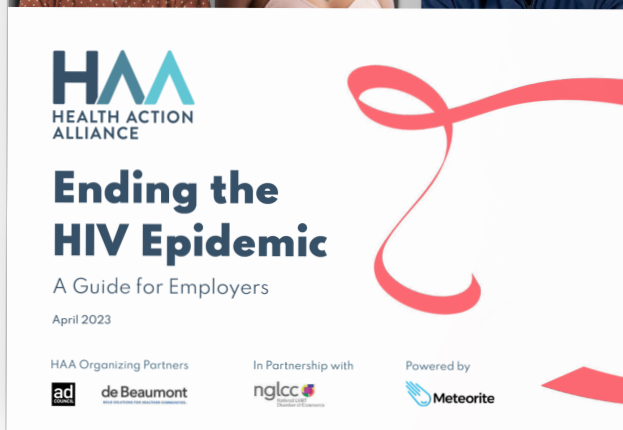
Through their commitment to ending HIV in the U.S., Match Group and popular dating apps within their network, including Tinder, BLK, and Chispa, have committed to destigmatizing HIV through their platforms by providing education about HIV testing, prevention, and treatment directly to their users in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



## 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/AIDS 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.



For more information about how employers can engage their workforce in HIV and accelerate progress toward ending the HIV epidemic in the U.S., check out the **Ending the HIV Epidemic: A Guide for Employers.**

[DOWNLOAD THE GUIDE](#)

# 10 THINGS TO KNOW ABOUT HIV IN THE UNITED STATES TODAY

1

Today there are more than 1.2 million people with HIV in the U.S. and more than 35,000 new infections each year. Ninety-one percent of people with HIV are of working age.

2

People with HIV in ongoing care and [treatment](#) can live long, healthy lives and [prevent the spread of the virus to others](#).

3

Getting tested for HIV and making it part of your healthcare routine is an important step in protecting yourself and others. Testing is quick, easy and confidential. There are [many resources available](#) for people who need support with HIV testing and care.

4

One in seven people with HIV in the U.S. are unaware they are infected, and 80% of new infections are transmitted by people who are not aware they have HIV or are not receiving any HIV care.

5

Medicines for people without HIV, called [PrEP](#) and [PEP](#), can reduce a person's chance of getting HIV when taken as prescribed, and can reduce long-term health costs. Yet, only 25% of the people who could benefit from taking PrEP are actually using it.

**Sources:** [CDC](#), [Kaiser Family Foundation](#), [NIH](#), [New England Journal of Medicine](#).

6

HIV can impact anyone, regardless of sexual orientation, race, ethnicity, gender or age. Racism, HIV stigma, homophobia, poverty and barriers to health care 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.

7

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 PrEP and other prevention services.

8

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.

9

Teens and young adults continue to be at risk, with those under 35 accounting for more than half of new HIV diagnoses.

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.

# U.S. BUSINESS ACTION TO END HIV

a Health Action Alliance initiative

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 to help employers navigate evolving health challenges, improve the health of workers and engage with public health partners to build stronger, healthier communities.

Learn more at [healthaction.org](https://healthaction.org).

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## THIS GUIDE WAS DEVELOPED IN PARTNERSHIP WITH



The National LGBT Chamber of Commerce (NGLCC) is the largest advocacy organization dedicated to expanding economic opportunities and advancements for LGBTQ people, and the exclusive certifying body for LGBTQ-owned businesses. Learn more at [nglcc.org](https://nglcc.org).

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## EDITORIAL NOTE

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