

Status Is Everything

SM, Print (Bus, Billboard), SMS

Status Is Everything (SIE) is a pioneering public health social marketing campaign targeting African American MSM between the ages of 18-24 in the Greater Newark area. SIE is the first HIV testing campaign in NJ to combine new- and traditional media strategies: text messaging, Twitter, Facebook, PSAs and outdoor advertising. Candidates have 24-hour access to Newark-based testing centers: by texting NJ+YourZipCode (NJ07102) to 36363, 1-866-HIV-CHECK, and www.statusiseverything.org.

At the XVIII International AIDS Conference in Vienna, Austria July 18-23, 2010, Status Is Everything was recognized as a 'Premier Health Campaign in an Urban Area.'

