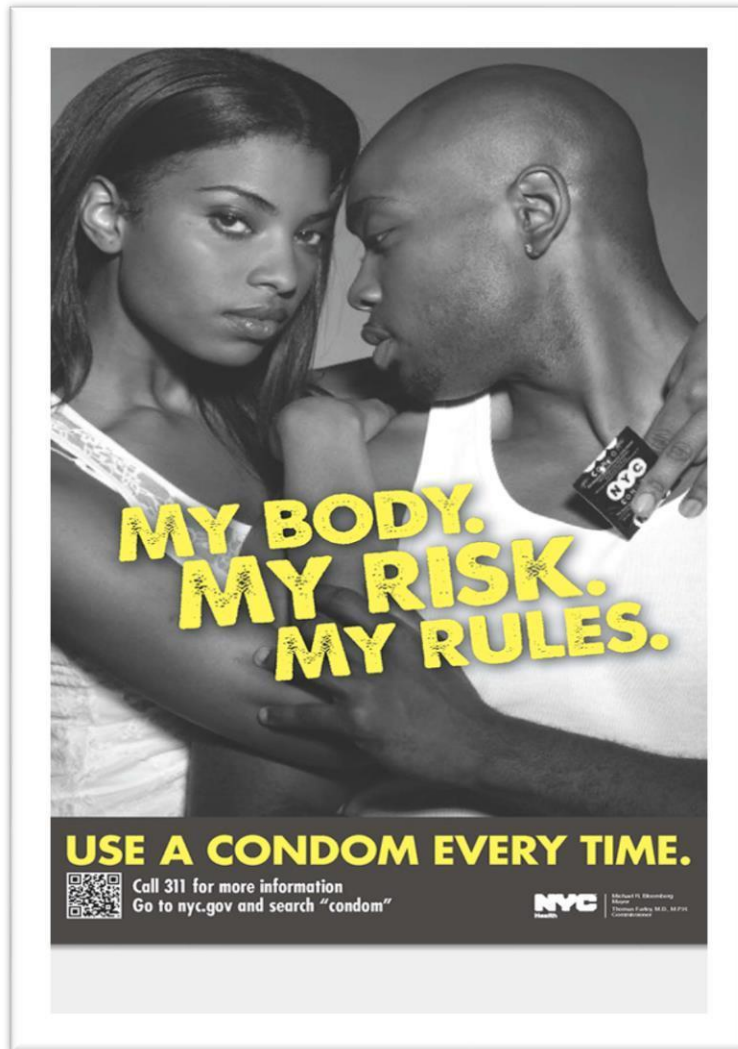




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CAMPAIGN: HIV Prevention



It is a fact that HIV rates are increasing in women of color, but is this fact known by the very group it is affecting? Exploratory research with women of color built the foundation for this sensitive campaign and created a deeper understanding of the challenges faced by this often misunderstood and misrepresented demographic.