



Overall Objectives of Strategic Initiative & Campaign

- Disseminate a 5 year plan to end new HIV infections endorsed by key stakeholders
- Report/celebrate annual progress of Strategic Plan accomplishments
- Development of new collaborations/relationships for HIV/AIDS care & prevention
- Development of new innovative interventions for HIV/AIDS care & prevention
- Monitoring or systematic evaluation of collaborative efforts
- Recruitment of general public supporters to HIV/AIDS care & prevention efforts
- Maintain public awareness of HIV/AIDS care & prevention efforts
- Normalization of HIV testing