

### AUDIENCE

Influential and educated members of society.

### SCOPE

This feature-length documentary will follow our main character, Gina, a black woman living with HIV in New Orleans (see *time-line on page 2*). Open and outspoken about her condition, Gina represents the ideal response to a positive diagnosis. Throughout the film we will dive deeper into systemic issues that have affected Gina's life and ultimately led to her infection. We will pay close attention to the denial of condoms within Louisiana prisons and state-wide abstinence-only sex education policies and the conservative lobbying groups that fund such initiatives, denying proper protections for public health concerns.

### MESSAGE

Those that are diagnosed with HIV have two choices: hide it, or face it head-on. Those who hide die the fastest. Those who face their condition may move forward with treatment and a fuller life.

We as a society face the same choice. Our systems are diseased, plagued with prejudiced policies that are literally killing us. We can ignore it, or we can work to reform the system.

### INTANGIBLE BENEFITS

Spearheads advocacy of public health / political and social progress.

### TANGIBLE BENEFITS

Openness to sex ed leads to more people getting tested, and ultimately a reduction in the number of HIV cases. Ignites public call for reform of prison processes for the health of inmates and their communities. Public health officials / medical industry will reap the benefits.

### CALL TO ACTION

- Legalize condoms in prison.
- Reform ineffective Louisiana sex education system.
- Write an informed letter to your elected representatives.



## AUDIENCE

Those at Risk (i.e., everyone)

## SCOPE

To meet a rising demand, we will develop a secure testing verification system for people who wish to share their HIV status and then integrate their test results on popular “hook-up” apps (Grindr, Tinder, Jack’d) and dating apps (e-Harmony, OkCupid, Match.com). When a partnership with these companies is established, it will allow an individual to share their latest test results on their social media profiles. This will create a demand for testing and will be supported by a campaign focused on the end benefit of testing: open and honest sex.

## MESSAGE

Getting tested is important, but the main focus will reach beyond the action of getting tested and focus on living an honest and full life that includes responsible sex.

To normalize the reality that people are living with HIV and reduce the stigma surrounding the virus.

## INTANGIBLE BENEFITS

Breaking down the fear of actually getting tested and fear of negative repercussions from results.

Humanizes and advocates on behalf of the HIV+ population.

## TANGIBLE BENEFITS

Creates a greater demand for testing.

More testing locations and access to testing.

Due to more testing in general, the stigma decreases and ultimately a reduces the number of HIV cases.

## CALL TO ACTION

- Get tested and post your HIV status on your social media profiles.
- Send O-Face selfies to your elected representatives.



Grindr™

ZOOSK

eHarmony®

match.com®

tinder™

okcupid

#SHOW  
YOUR  
O

  
Verify

No matter who your partner is,  
the best sex, is honest sex.

Be open with your partner.  
Talk before you get off.





## NOTHING FEELS BETTER THAN THE TRUTH

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HIV doesn't end your sex life, but  
it should start a conversation

Talk before you get off.



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