

A community where all can achieve optimal health



Dave Koch
Director

Press Release

For Immediate Release
Thursday, June 13, 2019

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Love Yourself. Get Tested.

Johnson County Public Health (JCPH) to host marketing campaign launch party in accordance with Iowa City PRIDE 2019.

Saturday, June 15th marks the 49th Iowa City PRIDE Festival. Throughout this week there are a number of community events to raise awareness, increase LGBTQIAA visibility, and celebrate diversity. Be sure to visit www.iowacitypride.org to learn about event details!

On Friday, June 14th, Johnson County Public Health will host an event at MERGE Iowa City from 4pm-7pm to launch our new marketing campaign, specific to the department's Integrated Testing Services program. The department is very excited to kick off the "Love Yourself. Get Tested." campaign. This public event will offer refreshments, and free and confidential rapid HIV testing will be available to those interested.

At Johnson County Public Health, "we encourage everyone to get tested," says Kathryn Edel, Health Educator. "Unfortunately, many barriers to HIV testing remain. Stigma and discrimination continues to deter people from receiving an HIV test. Talking about HIV and working to normalize the testing process is the first step towards dismantling stigma."

Please join us this Friday to help celebrate our new marketing campaign! We would love to hear your thoughts regarding our messaging, provide you with free materials, and more! If you are unable to attend Friday's event, but have any questions, thoughts or suggestions, please feel free to contact Health Educator, Kathryn Edel at kedel@co.johnson.ia.us.



#LOVEYOURSELF.GETTESTED

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