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Page 1 of 1

Division of Public and Behavioral Health NEWS RELEASE

BetOnThisNV.org Goes Live: Raises Awareness and Eyebrows

New web site offers solid, hip, leading edge tips on HIV/AIDS prevention and care

Carson City – www.BetOnThisNV.org, the official web site for a campaign that will revolutionize HIV/AIDS prevention and care in Nevada, launched today. This user-friendly site was created by the Nevada Coalition for Safe Sex, in conjunction with the Nevada Division of Public and Behavioral Health. The resource-rich site contains information on condom use, safe sex strategies, and in-depth discussion on what activities can put someone at risk for HIV, AIDS, and other sexually transmitted infections (STIs). It's groundbreaking in that it may be the first in the nation to promote sexual health using game play.

Inside the site, users can find a special deck of NV SexSafe Cards. The deck is easily printed and includes up front information about specific sexual activities, their HIV/AIDS and STI risk factors. The deck also includes facts about HIV/AIDS, suggests risk-free romantic activities, and works to remove stigma associated with positive status through the sub-campaign "Living Well with HIV," which states that as long as patients stay in care, they can live longer and more fulfilling lives. Both an NV SexSafe app, which supplements the cards, and an app called NV SelfCare, which helps HIV positive individuals stay in care, are under development for iOS and Android platforms.

"Innovative health communication strategies are essential if we are to reach the right people," says Richard Whitley, DPBH Administrator. "Nevada is one of the first states to create a site like this, and I applaud the Nevada Coalition for Safe Sex."

Nevadans can get involved by visiting BetOnThisNV.org and spreading the word via social media. They can get up to date HIV/AIDS news, access regularly updated health resources, like where to obtain free and low cost HIV/AIDS tests and free condoms, and tap into a variety of helpful tools, community and government resources that will help prevent and care for HIV/AIDS. HIV positive Nevadans can also learn how to check if they are eligible to receive Ryan White program benefits. Tools, like the NV CareBinder, will help HIV positive individuals stay organized and in care by tracking doctors' orders, medications, psychological impact, and supportive resources.

The Nevada Coalition for Safe Sex, with members in the community, city and county public health districts, has been working on the BetOnThisNV initiative since January 2, 2013.

For information about the Division of Public and Behavioral Health, visit www.health.nv.gov.



A handwritten signature in blue ink that reads "Richard Whitley".

Richard Whitley, Administrator