The AIDS Institute Launches RyanWhiteAction.org

Integrated and aggressive digital campaign will help grow support for Ryan White Program

Tampa, Fla. – The AIDS Institute (TAI) today announced the launch of an integrated and aggressive digital campaign through RyanWhiteAction.org to build support across the nation for the continuation of the Ryan White Program. The campaign will include a petition, social media advertising and direct messages to Congressional leaders, where success stories can be shared about the Program.

In launching RyanWhiteAction.org, TAI’s Executive Director Michael Ruppal shared, “We need the Ryan White Program to continue to ensure that individuals living with HIV/AIDS have coverage completion. Congressional leaders need to hear from us and RyanWhiteAction.org gives us the opportunity to collect stories from across the country on the essential footprint the Ryan White Program has in all communities.”

The Ryan White Program complements the important health care components of the Affordable Care Act (ACA). However, it is important to understand that the Ryan White Program delivers life-saving and highly specialized care to more than 500,000 individuals living with HIV/AIDS in the U.S.
Ruppal added, “From primary care services to drug assistance; navigators and case management to continued education and outreach, the Ryan White Program delivers comprehensive care to half a million individuals every year. We invite supporters of the Ryan White Program to be active participants through RyanWhiteAction.org and help us ensure that this vital program continues and that it receives optimal funding.”

A longtime and bipartisan supported program, the Ryan White Program is the most important federal program designed specifically for people living with HIV in the United States. With more than 500,000 people with HIV receiving care and treatment, it continues to play a critical role in the delivery of life-saving care. For close to 25 years, the life and legacy of Ryan White has touched millions of people who have been affected by the disease and who receive the comprehensive and integrated care they need.

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