

HER Initiative launches “Between Us Girls” social media campaign



Atlanta, Mar 12, 2019 (IssueWire.com) - HER Initiative has launched its “Between Us Girls” social media campaign to foster and promote an environment that is conducive to open and honest dialogue surrounding HIV, STIs and the stigma associated with them within the black community.

“We are launching ‘Between Us Girls’ social media campaign to raise awareness about the impact of HIV on black women and to normalize testing and conversations around sexual health and well being which are taboo in the African-American community. When we realize that we are all at risk by simply being sexual beings we are better able to make decisions about our sexual health,” said Skyy Banks, Founder/CEO of HER Initiative.

HER Initiative is a nonprofit organization that provides comprehensive health education and fosters intergenerational healing through prevention programs, workshops and digital storytelling. Some of their programs and workshops include:

- *“Between Us Girls”*- A social media campaign and education and testing event series.
- *“Black Woman Whole”*- A full day intensive healing and reclamation retreat for women ages 18 and older.
- *“Youth Series”*- Designed to support the foundational, emotional and social development of youth.

This campaign will also include a multi-city tour hosting an interactive and educational workshop intended to promote and spread knowledge about HIV prevention among young black women, while also teaching the importance of making positive lifestyle choices.

For more information about the campaign or HER Initiative, please contact Amiracl Grant at amiracl_grant@ymail.com or visit their website at HERHealthInitiative.com.

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