



National Black HIV/AIDS Awareness Day

February 7, 2010

what chapters can do

February 7, 2010 marks the tenth annual observance of National Black HIV/AIDS Awareness Day. Established in 1999 by the Centers for Disease Control and Prevention (CDC) in collaboration with five national organizations serving the African American community, NBHAAD provides community organizations, local governments, faith organizations, and individuals with an opportunity to raise awareness and take action about on the disproportionate impact of HIV/AIDS on African Americans.

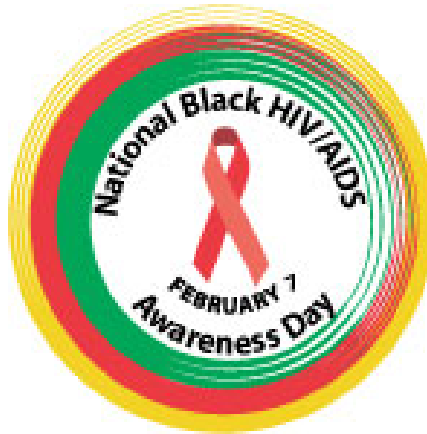
The most recent data from the U.S. Centers for Disease Control and Prevention (CDC) indicate that more than 1.1 million Americans live with HIV, and that an estimated 56,000 new infections occur in the United States every year. That means that every 9½ minutes (on average), someone in the United States is infected with HIV, the virus that causes AIDS.

African Americans have been disproportionately affected by HIV/AIDS since the epidemic's beginning, and that disparity has deepened over time. African Americans account for:

- more new HIV infections,
- more AIDS cases,
- more people estimated to be living with HIV disease, and
- more HIV-related deaths

than any other racial/ethnic group in the U.S.

Although Black Americans represent only 12% of the U.S. population, they account for 45% of new HIV infections and 46% of people living with HIV disease in 2006. Blacks also account for almost half of *new* AIDS diagnoses (49%) in 2007. Of the approximately 1.1 million people living with HIV/AIDS in the U.S, more than 500,000 are Black.



The epidemic has had a disproportionate impact on Black women, youth, and gay and bisexual men, and its impact varies in African

American communities across the country. Disturbingly, however, if it stood as a country of its own, Black America would have the 16th largest HIV/AIDS epidemic in the world. A sobering fact to consider as we observe NBHAAD and remember the significant impact the epidemic continues to have in our own communities.

The day, however, also provides us with an opportunity to celebrate the many lives saved by HIV prevention efforts and extended through treatment programs. It also serves as a reminder that we all must do more—as individuals, organizations, communities, and as citizens—to fight the spread of HIV and AIDS.

Please consider what your chapter might do on this important national observance day to educate your members about HIV/AIDS. Below are a number of tips with links to resources that might be of assistance to you.

Integrate HIV/AIDS into your regularly scheduled programs and activities the week of February 7. Use the observance of National Black HIV/AIDS Awareness Day and the media attention it receives as an opportunity to integrate HIV/AIDS awareness, prevention and/or testing into activities your chapter has already planned for that week.

- Post an NBHAAD [poster](#).
- Distribute [fact sheets](#) about HIV/AIDS and African Americans. Other fact sheets available [here](#).
- Play a brief [public service announcement](#) at the beginning of a meeting to raise awareness and motivate participants.
- Add a brief discussion item about HIV/AIDS to the agenda of a chapter meeting already taking place around that time.

Educate your staff and committee chairs about HIV/AIDS. During a regularly scheduled staff or chapter meeting on or around February 7, initiate a discussion about the impact of HIV/AIDS in your community and what your chapter can do to address it in the year ahead. Similar discussions will be taking place in community organizations across the nation that week. If helpful, invite a representative from your local public health department or a local AIDS service organization to talk to your staff and/or committee chairs about how HIV/AIDS is impacting your community and what opportunities there are to assist with prevention efforts.

Feature HIV Testing on your web site. The In the United States, one out of every five Americans who is infected with HIV *does not know it* because s/he has never been tested. For this reason, the CDC recommends that all sexually active Americans get tested for HIV as part of their routine health care. Help spread the word about the importance of HIV testing. CDC offers several free web tools that you could add to your web



site in observance of NBHAAD to educate visitors about this issue. [CDC's HIV Testing Widget](#) (right) can easily be added to your web site and allows site visitors to confidentially search for nearby HIV testing locations. The CDC's new public education campaign—Act Against AIDS—reminds us that *every 9½ minutes, someone in the U.S. is infected with HIV*. Consider adding a [button or banner](#) (sample below) to your web site linking to this information-rich site.



Promote HIV/AIDS awareness on your web site. Additional tools that you can post on your web site are available from the Greater Than campaign. Greater Than AIDS is a public information campaign of the [Black AIDS Media Partnership](#), a sustained commitment among major U.S. media companies to work together to address the AIDS crisis facing Black Americans. Organized as part of Act Against AIDS, a multi- year effort by the [U.S. Centers for Disease Control and Prevention](#) (CDC) to help refocus national attention on the HIV/AIDS crisis in the United States, the Partnership is undertaking a coordinated campaign presented under a common brand - Greater Than AIDS - to reach Black Americans with life-saving information about HIV/AIDS and to confront the stigma surrounding the disease.



Access web banners, buttons and videos that you can embed on your web site, or your

chapter's page on a social networking site, at
<http://www.greaterthan.org/get-involved/share>

Share your success. We want to hear from you!
Let us know if your chapter is observing
NBHAAD. Please send a brief description of your
initiatives to: nc100bwael@aol.com

***Thank you for all that you do to prevent the
spread of HIV and AIDS in your community!***