

NATIONAL BLACK HIV/AIDS
AWARENESS DAY 2008 · PREVENTION IS POWER
Get **Educated.** Get **Tested.** Get **Involved.** Get **Treated.**



FEBRUARY 7, 2008
www.blackaidsgiving.org

PRESS CONFERENCE FORMAT

I. Welcome and Introduction

- A. Welcome and thanks to attendees, sponsors, partners, etc.
- B. Statement of subject and objective of the press conference
 - a. Overview of the HIV/AIDS problem/statistics in Black communities
- C. Preview of scheduled speakers (*names, background and affiliations*) and brief statement of what each speaker will talk about
- D. Introduction of speaker #1

II. The HIV/AIDS Public Health Perspective (Speaker #1)

- A. Status of public health effort to combat HIV/AIDS in Black communities
- B. Public health needs with regard to HIV/AIDS among Black communities
- C. General overview of available public health services
- D. Locations for screenings and other HIV/AIDS services
- E. Introduction of speaker #2

III. The HIV/AIDS Community Service/Activism Perspective (Speaker #2)

- A. Overview of community-based HIV/AIDS organizations/programs targeting Black communities
- B. Obstacles to success of community-based HIV/AIDS organizations/programs
- C. Strategies for improving success of community-based organizations and programs
- D. How people can get involved
- E. Introduction of speaker #3

IV. The HIV/AIDS Political Perspective (Speaker #3)

- A. Current political climate regarding HIV/AIDS in Black communities.
- B. Overview of past, current, and future HIV/AIDS political activities.
- C. History and current status of HIV/AIDS funding for Black communities
- D. How people can get involved

V. Question and Answer Session

VI. Wrap-up/Closing Statement