



## Quick Q & A

### What is NBHAAD?

**National Black HIV/AIDS Awareness Day** is a national HIV testing and treatment community mobilization initiative designed to increase the awareness of HIV/AIDS prevention, care and treatment among Blacks in the United States and Diaspora.

The movement has four main objectives that it hopes to realize within Black communities:

- **Education:** To distribute information about HIV/AIDS locally.
- **Testing:** Establish February 7 as an annual day to get an HIV test.
- **Involvement:** Increase the number of Blacks involved locally.
- **Treatment:** For those testing HIV+, to get them aware of treatment services and information.

### When is it recognized?

**February 7, 2010**

### Why is there a need?

- In 2007, HIV was the **fourth** leading cause of death for Black men and **third** leading cause of death for Black women, ages 25-44.
- In 2006, both Black men and women had the highest HIV death rates per 100,000 men and women respectively, ages 25-34 and 35-44.
- Blacks represent approximately 13% of the United States population, but almost half of the AIDS cases.
- HIV is 100% preventable!

### Where Are the Events?

NBHAAD is a nationwide movement, with organizers planning activities and events in thousands of locales. An emergency **Call to Action** has been made for the 18 cities with the highest prevalence of HIV/AIDS in Black communities. These cities are **Atlanta, Baltimore, Chicago, Cleveland, Dallas, Detroit, Houston, Los Angeles, Miami, New Orleans, Newark, New**

**York, Oakland, Philadelphia, Raleigh-Durham, San Francisco, Trenton and Washington, D.C.**

**Who Are the Organizers?**

NBHAAD is directed, planned and strategically overseen by organizations/groups, commonly referred to as the *Strategic Leadership Council*. This group works in partnership with planners and organizers all across the United States to ensure events and activities planned are organized and delivered the best way possible. *Healthy Black Communities, Inc.* serves as the lead organization responsible for managing communications, materials development and dissemination, and brand management.

**For More Information:**

[www.blackaidsday.org](http://www.blackaidsday.org)