



Introduction to the Tool Kit

It is my pleasure to introduce you to the **National Black HIV/AIDS Awareness Day (NBHAAD) 2012** Planning Toolkit. This toolkit is designed to serve as a guide to assist you in your planning of an event/activity for **February 7, 2012**. We know each and every year that planning is essential to the work needed to stem the tide of HIV and AIDS in Black communities domestically in the United States and throughout the Diaspora.

According to the CDC, in 2009, an estimated **16,741** Blacks were diagnosed with AIDS in the US, a number that has slowly decreased since 2006. By the end of 2008, an estimated **240,627** Blacks with an AIDS diagnosis had died in the US. In 2007, HIV was the **ninth** leading cause of death for all Blacks and the third leading cause of death for both Black men and Black women aged 35–44.

It's time for the village to come together and do the work!

For our 12th year, we want to raise the bar on the much needed work to be done in Black communities around HIV/AIDS prevention, care, and treatment. Our theme "**Changing the Course of HIV/AIDS, 1 Black Life at a Time!**" takes us through the many facets of who and what we are as Black People. Nobody is disposable and we have to challenge that mindset in our homes, communities, workplace, churches, mosques, temples, fraternities and sororities. We have a chance to be better than we have ever been and not beat one another down for not doing whatever someone else thought we should have done last year.

We have to say, **240,627 Black folks** dying from this single disease is an overwhelming number to keep in our mind and hold on to. That means we have to acknowledge, Black people we know and love are being lost each and every year and we have to commit to preventing this number from climbing even higher.

This tool kit serves as an avenue for community leaders, activists and stakeholders to gain knowledge and skills around what they can do to help prevent, educate, involve and access treatment for those affected by HIV/AIDS. It includes a wealth of ready-to-use materials and resources that help to reinforce the importance of getting educated, tested, treated and involved.

Should you need additional support (*i.e. conference call, email, or material review*) please don't hesitate to contact me directly via phone (404-454-5469) or email (montee@blackaidsday.org).

Until there's a cure, I am...

A handwritten signature in purple ink that reads 'LaMont Evans'.

LaMont "Montee" Evans, *Chief Executive Officer - Healthy Black Communities, Inc.*
Chairperson – **National Black HIV/AIDS Awareness Day 2012**



FACT SHEET

Changing the Course of HIV/AIDS, 1 Black Life at a Time!

Did you know? ...

When we look at HIV/AIDS by race and ethnicity, Blacks have **more illness** (*Blacks represent only 12% of the U.S. population, yet account for 45% of new HIV infections and 46% of people living with HIV disease in 2006*); and **more deaths** (*Blacks accounted for 57% of deaths due to HIV in 2007 and the survival time after an AIDS diagnosis is lower on average than it is for most other racial/ethnic groups*). In 2009, Blacks accounted for 44% of all new HIV infections.

The AIDS diagnosis rate per 100,000 among Black adults/adolescents was **9 times** that of whites in 2008. The AIDS diagnosis rate for Black men (**85.5**) was the highest of any group, followed by Black women (**39.9**). By comparison, the rate among white men was 10. The rate of new infections is also highest among Blacks and was **7 times** greater than the rate among whites in 2006.

Among the U.S. population overall, Blacks are more likely than whites to report having been tested for HIV in the last 12 months (*40% compared to 14%*). Among those who are HIV positive, CDC data indicate that **33%** of Blacks were tested for HIV late in their illness—that is, diagnosed with AIDS within one year of testing positive for HIV (*in those states/areas with HIV name reporting*); by comparison, 30% of whites and 36% of Latinos were tested late.

In 2009, an estimated **16,741** Blacks were diagnosed with AIDS diagnosis in the US, a number that has slowly decreased since 2006. By the end of 2008, an estimated **240,627** Blacks with an AIDS diagnosis had died in the US. In 2007, HIV was the **ninth** leading cause of death for all Blacks and the **third** leading cause of death for both Black men and Black women aged 35–44.

The number of new HIV infections per year among Blacks is down from its peak in the late 1980s, but has exceeded the number of infections among whites since that time; new infections have remained stable in recent years.

A recent analysis of 1999–2006 data from a national household survey found that 2% of Blacks in the U.S. (*among those ages 18–49*) were HIV positive, significantly higher than whites (**0.23%**). Also, the prevalence of HIV was higher among Black men (**2.64%**) than Black women (**1.49%**).

At some point in their lifetimes, **1 in 16** Black men will be diagnosed with HIV infection, as will **1 in 32** Black women.

From 2005–2008, the rate of HIV diagnoses among Blacks increased from 68 per 100,000 persons to 74 per 100,000. This increase reflects the largest increase in rates of HIV diagnoses by race or ethnicity.

Of all Black men living with HIV/AIDS, the primary transmission category was sexual contact with other men, followed by injection drug use and high risk heterosexual contact.

Of all Black women living with HIV/AIDS, the primary transmission category was high risk heterosexual contact, followed by injection drug use.

Of the estimated 141 infants perinatally infected with HIV, 91 (65%) were Black (*CDC, HIV/AIDS Reporting System, unpublished data, December 2006*).

There are approximately 1.1 million people living with HIV/AIDS in the U.S, including more than 500,000 who are Black.

If you didn't know, now you do!

**National Black HIV/AIDS Awareness Day:
Get educated! Get tested! Get involved! Get treated!**

For more information, log onto www.blackaidsday.org.





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 newly testing **HIV+** and those coming to terms with their status, get them aware of treatment services and information.

When is it recognized?

February 7, 2012

Why is there a need?

- **In 2006**, HIV was the **ninth** leading cause of death for all Blacks and **third** leading cause of death for Black men and women, ages 25-44.
- **In 2009**, an estimated **16,741** Blacks were diagnosed with AIDS in the US, a number that has slowly decreased since 2006.
- Blacks represent approximately 14% of the United States population, but 44% of all new HIV infections.
- HIV is 100% preventable!

Where Are the Events?

NBHAAD is a nationwide movement, with organizers planning activities and events in thousands of locales. We are making an emergency **Call to Action** for all cities with the highest prevalence of HIV/AIDS in Black communities. Some of those cities being **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.** Even if your city is not listed, **one HIV infection** in Black America is one too many.

Who Are the Organizers?

Healthy Black Communities, Inc. is responsible for serving as the lead organization working with local, regional and national partners to direct, plan and strategically oversee the events/activities held each year. A *National Planning Council* 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. As the lead organization, *Healthy Black Communities, Inc.* is responsible for managing communications, materials development and dissemination, as well as brand maintenance.

For More Information:

www.blackaidsday.org



PRESS RELEASE

For Immediate Release: (Insert Date)
COMPANY/ORGANIZATION
Contact: (Insert Name)
T: XXX-XXX-XXXX • F: XXX-XXX-XXXX

A DAY WITH THE STARS - CELEBRITIES NEEDED TO SHOW SUPPORT FOR NATIONAL BLACK HIV/AIDS AWARENESS DAY -

What does **President Barack H. Obama** (*during his term as Illinois Senator*), **Congressman Elijah E. Cummings**; **Tony Dungy**; **Idris Elba**; **Kimberly Elise**; **Lance Gross**; **Hill Harper**; **Taraji P. Henson**; **Tom Joyner**; **Congresswoman Barbara Lee**; **Ludacris**; **Master P**; **Tangi Miller**; **Patrik-Ian Polk**; **General Colin Powell**; **Sheryl Lee Ralph**; **Gloria Reuben**; **Romeo**; **Rev. Edwin Sanders**; **Tavis Smiley** and **Congresswoman Maxine Waters** all have in common? They have all served as spokespersons for **National Black HIV/AIDS Awareness Day (NBHAAD)**, recognized on **February 7th** of each and every year, since 2000.

“**National Black HIV/AIDS Awareness Day** is a national HIV/AIDS testing and treatment community mobilization effort designed to encourage Blacks across the United States and Territorial Areas to **get educated, get tested, get treated, and get involved** with HIV/AIDS, as it continues to devastate Black communities,” says **LaMont “Montee” Evans**, of Healthy Black Communities, Inc. and overseer of the NBHAAD National Planning Council. “This year marks the 12th annual observance of NBHAAD and we are so thankful that celebrities and community activists have supported this initiative in the past.” The NBHAAD Strategic Leadership Council is looking for local, national and international celebrities to lend their voice, time, resources and talent to help mobilize Blacks around HIV/AIDS.

With startling statistics hitting the Black community each and every year, it is easy to see why we need celebrities and community activists to lend their support; and hopefully everyone in the nation will follow suit. Of all racial and ethnic groups in the United States, HIV and AIDS affects Blacks the most. In

Black AIDS Day

Page Two

2009, an estimated **16,741** Blacks were diagnosed with AIDS in the US, a number that has slowly decreased since 2006. By the end of 2008, an estimated **240,627** Blacks with an AIDS diagnosis had died in the US. In 2007, HIV was the **ninth** leading cause of death for all Blacks and the **third** leading cause of death for both Black men and Black women aged 35–44.

Although NBHAAD is a nationwide effort, organizers are focusing efforts on key cities with the highest HIV/AIDS cases to ensure that Black communities realize the epidemic is not slowing; and is picking up steam in certain parts of the country. Some of those cities include **Atlanta, Baltimore, Chicago, Dallas, Detroit, Houston, Los Angeles, Miami, New Orleans, Newark, New York, Oakland, Philadelphia, Raleigh-Durham, San Francisco, Trenton and Washington, D.C.**

NBHAAD is directed, planned and organized by a group known as the **National Planning Council** who partners with local, regional and national community stakeholders to mobilize communities and address specific issues in regards to local epidemics and best practices that are science based and will influence the course of HIV in Black communities across the country.

For more information on **National Black HIV/AIDS Awareness Day**, visit www.blackaidsday.org.

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MEDIA ADVISORY

For Immediate Release: (Insert Date)
COMPANY/ORGANIZATION
Contact: (Insert Name)
T: XXX-XXX-XXXX • F: XXX-XXX-XXXX

NATIONAL BLACK HIV/AIDS AWARENESS DAY IS FEBRUARY 7TH, 2012

Mark your calendars and set the date! February 7, 2012 is **National Black HIV/AIDS Awareness Day (NBHAAD)**, a national HIV/AIDS testing and treatment community mobilization initiative designed to encourage Blacks across the United States and Territorial Areas to **get educated, get tested, get involved, and get treated** around HIV/AIDS, as it continues to devastate Black communities.

In 2009, an estimated **16,741** Blacks were diagnosed with AIDS in the US, a number that has slowly decreased since 2006. By the end of 2008, an estimated **240,627** Blacks with an AIDS diagnosis had died in the US. In 2007, HIV was the **ninth** leading cause of death for all Blacks and the **third** leading cause of death for both Black men and Black women aged 35–44. Unfortunately, many of those who are infected with HIV are unaware of their status and may unknowingly transmit the virus to others. It's time to mobilize and talk about this devastating disease so we can make a difference... and there's no better time than February 7th! On this commemorative day, Blacks are encouraged to *get educated, get tested, get involved, and get treated* around HIV/AIDS. Special events such as press conferences, town hall meetings, health fairs, church services, community marches and rallies, candlelight vigils, and free HIV testing will be held throughout the nation.

"We have to challenge the mindset and notion that Black people are disposable based on their sexual orientation, drug addiction or behavior, we didn't have that option on the slave ships or plantations – so why now? We can turn this epidemic around if we act now." says **LaMont "Montee" Evans**, of Healthy Black Communities, Inc, NBHAAD Chairperson and overseer of **NBHAAD National Planning Council**.

While Blacks represent approximately 14% of the U.S. population, the Centers for Disease Control and Prevention reports that the group accounts for 44% of the nation's new HIV infections.

In its twelfth year, NBHAAD organizers remain focused on all cities where Black communities are disproportionately impacted and the epidemic is not slowing. Some of these cities include **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.**

Several Black celebrities and community leaders have served as the face and voice of this huge effort while encouraging thousands of Black communities to mobilize and do something that will be long-lasting in the fight against HIV/AIDS. Past spokespersons include: **President Barack H. Obama (during his time as Illinois Senator), Congressman Elijah E. Cummings; Tony Dungy; Idris Elba; Kimberly Elise; Lance Gross; Hill Harper; Taraji P. Henson; Tom Joyner; Congresswoman Barbara Lee; Ludacris; Master P; Tangi Miller; Patrik-Ian Polk; General Colin Powell; Sheryl Lee Ralph; Gloria Reuben; Romeo; Rev. Edwin Sanders; Tavis Smiley; and Congresswoman Maxine Waters.**

Currently, NBHAAD is directed, planned and organized by a group known as the **National Planning Council** who partners with local, regional and national partners to mobilize communities and address specific issues in regards to local epidemics.

For more information on **National Black HIV/AIDS Awareness Day**, visit www.blackaidsday.org.

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PRESS CONFERENCE PLANNER

A press conference is a well-planned media event in which an organization/individual invites journalists to hear them speak and address questions. Television stations and networks really value news conferences because today's TV news programs air for hours at a time and they need ever-larger quantities of footage. Listed below is a suggested format for a press conference:

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 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



*Note: Localize this calendar listing and send it to print media in your area two to three weeks in advance of your events. Be sure to **follow up** with reporters responsible for the listing to ensure they received the information and to pitch your event for coverage.*

CALENDAR ALERT

For Immediate Release: <insert date here>
NAME OF ORGANIZATION/GROUP/COMPANY
Media Contact: <insert name here>
T: XXX.XXX.XXXX ▪ F: XXX.XXX.XXXX

[NAME OF CITY] JOINS NATIONAL INITIATIVE TO FIGHT HIV/AIDS IN BLACK AMERICA

WHAT: On February 7, 2012, Black leaders, organizations and community stakeholders of **[city]** will come together in unity to respond to the crisis of HIV and AIDS in the city's Black communities, and to officially observe **National Black HIV/AIDS Awareness Day** (NBHAAD).

Local HIV/AIDS outreach organizations will conduct programs in their communities including **[list types of scheduled activities]**.

Nationwide, more than 3,000 organizations in more than 600 cities will participate in the twelfth annual observance of **National Black HIV/AIDS Awareness Day**.

NBHAAD is a nationwide HIV/AIDS testing and treatment community mobilization initiative designed to encourage Blacks across the United States to get educated, get tested, get involved and get treated around HIV/AIDS, as it continues to devastate Black communities.

To locate NBHAAD events in your area, log on to www.blackaidsday.org

WHO: **[List local organizations participating in NBHAAD]**

WHEN: February 7, 2012
[list times for events]

WHERE: **[list event locations]**

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FUNDRAISING TIPS

FINDING SPONSORS AND PARTNERS IN YOUR COMMUNITY

National Black HIV/AIDS Awareness Day provides a great opportunity for you to build relationships with organizations that are connected to the Black community, or that can provide funding, in-kind donations or venue locations.

BEFORE YOU BEGIN:

- Determine **who you want to approach** for funding/sponsorship/partnering. Here are some examples:
 - Friends of your organization.
 - Like minded organizations – those serving other local social and health care needs of Blacks in your area.
 - Advertisers in the community – particularly billboard companies and other metropolitan transit advertising agencies.
 - Businesses with an established presence in the Black community (*e.g. grocery stores, banks and other financial institutions, restaurants, etc.*).
 - Community organizations (*e.g. churches, fraternal organizations, chambers of commerce, etc.*).
 - Individuals with influence in the community.
 - Media (*e.g. television stations, newspapers, and radio stations*).
- Determine **who from your organization will make initial contact**. If someone has a good contact at a specific business, you may want that person to be the one to do the asking. Create a table/spreadsheet outlining your target contact list and who will be responsible for making contact with each person/organization on the list.
- Establish **levels of sponsorship** including in-kind gifts. Below are a few ways that individuals/businesses can show their support for your event.
 - **Monetary donations**. Be sure to itemize what is needed and what various levels of donations will “buy”. You might consider having a Name Sponsor who contributes a specific percentage of the total cost (*e.g. 50%*) and whose name, logo and other identifiers are used on signs, hand-outs, etc. The Name Sponsor should be publicly thanked for their support of your event(s)/activity(ies).
 - **In kind gifts**. Grocery stores may donate food and drinks for your event. A movie theater may donate free movie passes to use as an attendance incentive.

Be creative in brainstorming the various products and/or services that would be useful and consider those stores as well.

- **Volunteers.** Businesses may encourage their staff to sign up to volunteer for your event(s)/activity(ies), to pass out flyers door-to-door or assist in other ways. Be willing to allow others to help you leading up to, and on the day of the event(s)/activity(ies).
- **Publicity support.** Churches, sororities, fraternities and others may include information about your event(s) in their member newsletter. Local barbers or beauty shops might hand out flyers or display posters in their shops.
- **Media partners.** You might ask non-competitive media – (e.g. a radio station, a television station and a newspaper) – to be media partners and work with you to publicize your event(s)/activity(ies) regularly in the week leading up to February 7. You can list your “media partners” on promotional materials.
- Determine **levels of recognition** for sponsors. What do the sponsors get in return? Do they get their name on posters or signs at your event(s)? Do you mention them in your interviews with local media? Make sure that the return investment for the sponsor fits the donation.

HOW TO ASK:

Once you know **who you want to approach** for sponsorship/funding/partnering, here is how to proceed:

- **Explain the need.** You need compelling information that shows the potential sponsor or partner why it is important for them to get involved. Prepare information that can be sent or left behind, including fact sheets about HIV/AIDS rates locally, regionally, and nationally, newspaper articles that illustrate the impact of HIV/AIDS in your area, and the press materials you plan to use in your campaign. Some health departments are able to provide HIV/AIDS data and statistics zip code by zip code.
- **Allow time for a reply.** It may take weeks, if not months; for an organization to be able to make a decision about donating. Give them as much time as possible to reply. However, be sure to follow up with them periodically to make sure you are still being considered for a donation.
- **Schedule a face-to-face meeting.** Find out who you should talk with about sponsorship and schedule a meeting with them. Be armed with information including fact sheets about HIV/AIDS rates and press materials whenever you meet with a potential sponsor. Also, be sure to take a formal invitation letter addressed to the individual with whom you are meeting. Do your research about any support they have provided in the past to your organization, community, or HIV/AIDS overall.
- **Be punctual & Dress to impress.** Once you have set up and confirmed a meeting, be sure to show up on time and wearing clothing that compliments the environment you are entering. When in doubt, dress suits for women and business casual for men is appropriate.

- Or, **mail a personalized letter with your factual information.** In-person meetings are far more preferable, but if this is not possible, find out who you should send information to regarding sponsorship and mail them a personalized letter. Always follow-up with a telephone call and try to schedule a meeting to determine if a donation is feasible and to discuss next steps.
- **Keep a record.** Make sure that you keep correspondence with organizations on file. This will make it easier for you to approach them in the future. It also helps you track each and every contribution/donation solicited and received.
- **Send a thank-you note.** In addition to thanking your sponsors and partners, let them know the impact NBHAAD had in your community, as well as nationwide. Let them know how many people participated and share success stories that affirm the importance of the event. You will have to gauge your relationship with the sponsor to determine if you should also include pictures in your correspondence. Then, put their names on your list to call next year. A thank you card *with a personal note* written inside along with your business card will go a long way in helping them to remember you, just in case you need their support next year.

Special Note: **Please don't hesitate to contact Healthy Black Communities, Inc. to provide a second eye or give constructive feedback on ideas you may have regarding fundraising. P: 404-454-5469 | E: info@blackaidsday.org**



Sample Letter to the Editor

[insert date]

Letters to the Editor

[insert newspaper name]

To the Editor:

HIV/AIDS is a crisis out of control in Black communities throughout the United States of America. The continued severity of the HIV/AIDS epidemic in Black communities cannot be underestimated. Our challenge in 2012 is to stem the tide and save the lives of Black people locally, regionally, nationally, and internationally!

For almost 12 years now, **February 7 has been designated as National Black HIV/AIDS Awareness Day (NBHAAD)**. NBHAAD is a national HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States and Territorial Areas to **get educated, get tested, get treated, and get involved** with HIV/AIDS, as it continues to devastate Black communities. Currently, NBHAAD is directed, planned and organized by a group known as the **National Planning Council** who partners local, regional and national stakeholders to mobilize communities and address specific issues in regards to local epidemics and best practices that will influence the course of HIV in Black communities across the country. *Healthy Black Communities, Inc.* serves as the NBHAAD Chairperson and organization responsible for coordinating communications, material development and dissemination, and brand maintenance.

Public figures such as **President Barack H. Obama (during his time as Illinois Senator), Congressman Elijah E. Cummings; Tony Dungy; Idris Elba; Kimberly Elise; Lance Gross; Hill Harper; Taraji P. Henson; Tom Joyner; Congresswoman Barbara Lee; Ludacris; Master P; Tangi Miller; Patrik-Ian Polk; General Colin Powell; Sheryl Lee Ralph; Gloria Reuben; Romeo; Rev. Edwin Sanders; Tavis Smiley; and Congresswoman Maxine Waters** have all contributed their advocacy as spokespersons to this effort.

For 2012, we are mobilizing communities to be the voice and face. The theme for 2012 is ***Changing the Course of HIV/AIDS, 1 Black Life at a Time!*** with the intentions to ensure that we as Black people unite and take care of one another. We are asking Black community stakeholders concerned about HIV/AIDS in their community to become the voice for change by submitting a mini-video through the website that is centered on one or all four of the objectives of **NBHAAD** – education, testing, involvement, and/or treatment. All people, regardless of lifestyle or HIV status, *can* and *should* get involved with developing and sharing an HIV/AIDS message to their families and communities.

National Black HIV/AIDS Awareness Day 2012: Get educated! Get tested! Get involved! Get treated! For more information on **National Black HIV/AIDS Awareness Day**, log onto www.blackaidsday.org.

Sincerely,

[name of person sending letter]
[title],
[organization, agency, group name]



Sample letter for Faith-based leaders to include in bulletins

Dear Pastor or Senior Overseer:

HIV/AIDS remains a persistent threat to the health and well-being of Black communities. Faith based leaders all over the country are stepping up their effort in honor of the 12th commemoration of **National Black HIV/AIDS Awareness Day – February 7, 2012**. They are doing this to meet the crisis that confronts Black communities every day. This year's theme: ***Changing the Course of HIV/AIDS, 1 Black Life at a Time!*** Underscores the need for faith based leaders, groups and organizations to work hand in hand to instill value and worth into Black communities.

February 7th is **National Black HIV/AIDS Awareness Day**, a national HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States, Territorial Areas and Diaspora to ***get educated, get tested, get involved, and get treated*** around HIV/AIDS, as it continues to devastate Black communities.

When looking at HIV/AIDS by race and ethnicity alone, Blacks have more illness (*Blacks represent approximately 14% of the U.S. population and account for 44% of all new HIV infections and 46% of people living with HIV disease*); and more deaths (*Blacks accounted for 57% of deaths due to HIV in 2006 and the survival time after an AIDS diagnosis is lower on average than it is for most other racial/ethnic groups*).

There is an Ethiopian Proverb that reads, "*When spider webs unite, they can tie up a lion.*" As a person of influence within the Black community, we are asking you to join us in encouraging Blacks across the United States and Territorial Areas to ***get educated, get tested, get involved, and get treated*** around HIV/AIDS. Statistics show that Blacks continue to be disproportionately affected by HIV/AIDS. Let's continue the work of bringing change to Black America!

It seems that the cost of living continues to rise, but the cost of dying is lessening. We need your voice, influence, passion and commitment in this fight to save our Beloved Community from an epidemic that is 100% preventable. To find out more information about **National Black HIV/AIDS Awareness Day (NBHAAD)**, please visit www.blackaidsday.org.

Sincerely,

[name of person sending letter]

[title]

[organization, agency, group name]



Sample letter for Greek Fraternity and Sorority leaders/members to include in newsletters and online websites

Dear Leader:

As an entity requiring members to go through an orientation process; fraternities and sororities like yours are known for bringing empowerment, enrichment, and education to Black people. For the crisis at hand, we are calling on you to help educate the nation. Do you know how bad **HIV/AIDS** is ravishing **Black America**? The statistics from the Centers for Disease Control and Prevention (*CDC*) are alarming and definitely a wake-up call.

When looking at HIV/AIDS by race and ethnicity, Blacks have **more illness** (*Blacks represent approximately 14% of the U.S. population and account for 44% of all new HIV infections and 46% of people living with HIV disease*); and **more deaths** (*Blacks accounted for 57% of deaths due to HIV in 2006 and the survival time after an AIDS diagnosis is lower on average than it is for most other racial/ethnic groups*).

February 7, 2012 marks the 12th commemoration of National Black HIV/AIDS Awareness Day (NBHAAD). NBHAAD is a national HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States and Territorial Areas to **get educated, get tested, get involved, and get treated** around HIV/AIDS, as it continues to devastate Black communities. NBHAAD is directed, planned and organized by a group known as the **National Planning Council** who partners with local, regional and national community stakeholders to mobilize Black communities and address specific issues in regards to local epidemics and best practices that will influence the course of HIV in Black communities across the country.

Public figures such as **President Barack H. Obama (during his time as Illinois Senator), Congressman Elijah E. Cummings; Tony Dungy; Idris Elba; Kimberly Elise; Lance Gross; Hill Harper; Taraji P. Henson; Tom Joyner; Congresswoman Barbara Lee; Ludacris; Master P; Tangi Miller; Patrik-Ian Polk; General Colin Powell; Sheryl Lee Ralph; Gloria Reuben; Romeo; Rev. Edwin Sanders; Tavis Smiley; and Congresswoman Maxine Waters** have all contributed their advocacy as spokespersons to this effort.

For 2012, we are mobilizing communities to be the voice and face. The theme for 2012 is ***Changing the Course of HIV/AIDS, 1 Black Life at a Time!*** with the hopes that we challenge the mindset that Black people are disposable. We are asking Blacks all over to become the voice for change by submitting a mini-video through the website that is centered on one or all four of the objectives of **NBHAAD** – education, testing, involvement, and/or treatment. All people, regardless of lifestyle or HIV status, *can* and *should* get involved with spreading the HIV/AIDS message to their families and communities.

**National Black HIV/AIDS Awareness Day 2012: Get educated! Get tested! Get involved!
Get treated!** For more information on **National Black HIV/AIDS Awareness Day**, log onto
www.blackaidsday.org.

Sincerely,

[name of person sending letter]

[title]

[organization, agency, group name]



Sample Proclamation

NOTE: Call your local City Hall or State offices to identify the person to whom a letter and sample proclamation should be sent.

A RESOLUTION to designate February 7, 2012, as "**National Black HIV/AIDS Awareness Day**" in [name of city or state]

WHEREAS February 7, 2012, is the twelfth year commemoration and observance of *National Black HIV/AIDS Awareness Day*; and

WHEREAS, this observance is a nationwide effort to mobilize Black communities to get educated, get tested, get involved and get treated around HIV/AIDS, as it continues to devastate Black communities; and

WHEREAS, *National Black HIV/AIDS Awareness Day* is directed, planned and strategically overseen by a *National Planning Council* led up by Healthy Black Communities, Inc. to mobilize community based organizations and stakeholders involved in HIV/AIDS prevention, care and treatment; and

WHEREAS, [number] residents of [city or state] are living with HIV and [percentage] of these men, women and children are Black; and

WHEREAS, [list the names of state or city organizations that are involved] are hosting community events to recognize this day and its importance to Blacks and all concerned citizens; and

WHEREAS, it is fitting that we join with these local, national and international groups to express our strong support for *National Black HIV/AIDS Awareness Day* and the initiatives to prevent the spread of HIV/AIDS in Black communities and provide access to and utilization of HIV/AIDS prevention, treatment and support services to those affected by HIV/AIDS; now, therefore,

BE IT RESOLVED BY THE [name of governing body] that we designate **February 7, 2012**, as *National Black HIV/AIDS Awareness Day* in [city/state], and encourage local residents to strongly support this day and participate in events planned to commemorate the occasion.



PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release: (Insert Date)
COMPANY/ORGANIZATION
Contact: (Insert Name)
T: XXX-XXX-XXXX • F: XXX-XXX-XXXX

NATIONAL BLACK HIV/AIDS AWARENESS DAY IS FEBRUARY 7TH

: 10 seconds

FEBRUARY 7, 2012 IS NATIONAL BLACK HIV/AIDS AWARENESS DAY. TAKE TIME TO GET EDUCATED, GET TESTED, GET INVOLVED AND GET TREATED! WE ARE CHANGING THE COURSE OF HIV/AIDS, ONE BLACK LIFE AT A TIME!

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PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release: (Insert Date)
COMPANY/ORGANIZATION
Contact: (Insert Name)
T: XXX-XXX-XXXX • F: XXX-XXX-XXXX

NATIONAL BLACK HIV/AIDS AWARENESS DAY IS FEBRUARY 7TH

: 15 seconds

NATIONAL BLACK HIV/AIDS AWARENESS DAY IS FEBRUARY 7, 2012. THIS IS OUR TIME TO GET EDUCATED, GET TESTED, GET INVOLVED AND GET TREATED. WE ARE CHANGING THE COURSE OF HIV/AIDS, ONE BLACK LIFE AT A TIME! TO LEARN MORE, VISIT WWW.BLACKAIDSDAY.ORG.

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PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release: (Insert Date)
COMPANY/ORGANIZATION
Contact: (Insert Name)
T: XXX-XXX-XXXX • F: XXX-XXX-XXXX

NATIONAL BLACK HIV/AIDS AWARENESS DAY IS FEBRUARY 7TH

: 30 seconds

IN 2012, WE ARE CHANGING THE COURSE OF HIV/AIDS, ONE BLACK LIFE AT A TIME! WHO BETTER TO DO IT THAN US? WHEN BETTER TO DO IT THAN NOW? WHERE BETTER TO DO IT THAN HERE? FEBRUARY 7, 2012 IS NATIONAL BLACK HIV/AIDS AWARENESS DAY. LET'S GET EDUCATED, GET TESTED, GET INVOLVED AND GET TREATED! THOSE WE HAVE LOST ARE LOOKING DOWN ON US HOPING WE DO THE RIGHT THING FOR GENERATIONS YET TO COME! TO LEARN MORE, VISIT **WWW.BLACKAIDSDAY.ORG**.

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