



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]