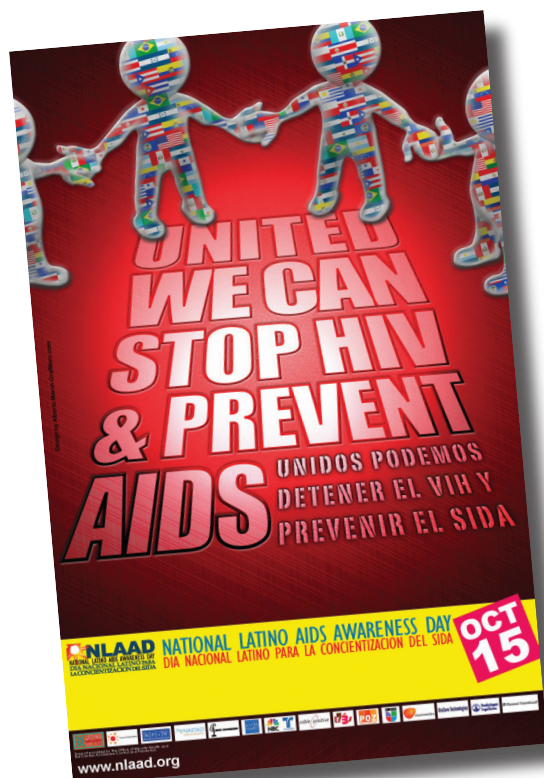


NATIONAL LATINO AIDS AWARENESS DAY 2009

NLAAD
ANNUAL
REPORT

“While I do testing year round, during NLAAD we focus on finding new ways and places where to test Latinos. Last year, we tested in embassies and consulates, in local drugstores, retirement homes, and in various communities that are hard to reach.”

—Ileana Morales, Access to Care Director



BACKGROUND on NLAAD: Every year, since 2003, the Latino Commission on AIDS partners with local, regional, and national organizations to mobilize a broad and far-reaching consortium of community based organizations, leaders from the Latino community, city and state health departments, and elected officials. Through press conferences, health fairs, cultural celebrations, and other activities, Latinos/Hispanics around the country recognize the tremendous toll HIV has taken on their local and national communities and the importance of prevention and care through HIV testing.

The principle theme of NLAAD has been the promotion of HIV testing for the Latino community. Every jurisdiction organizes and initiates activities for HIV testing, as well as activities addressing other important community-specific HIV/AIDS issues. NLAAD provides local Latino/Hispanic AIDS organizations and organizations that serve Latinos with an important opportunity to bring attention to the conditions which facilitate the spread of HIV in their communities and the struggles faced by Latinos/Hispanics living with HIV/AIDS.

NLAAD BY THE NUMBERS

35

NUMBER OF STATES IN
THE U.S. WHERE AN NLAAD
EVENT WAS HELD

350

NUMBER OF EVENTS
HELD DURING NLAAD
NATIONWIDE

420

NUMBERS OF PARTNERS
WHO WERE PART OF THE
NLAAD NETWORK.

IMPACT OF NLAAD 2009 : Latinos/Hispanics in the U.S. represent 15.3% of the population but account for 18.0% ¹ of people living with AIDS and are now reported to be 21.6 % of those living with an undiagnosed HIV infection.² Testing is the essential first step in linking people with HIV to medical care and ongoing support to help them establish and maintain safer behaviors. CDC data shows that Latinos progress to AIDS faster than any other racial or ethnic group with 41% being diagnosed with AIDS within 12 months after learning of their positive HIV status.

Uniting the Latino/ Hispanic community (the youngest, largest and fastest growing ethnic minority group in the U.S.) under the theme of ***Unidos Podemos Detener el VIH y Prevenir el SIDA*** (United we can Stop HIV and Prevent AIDS), NLAAD solidified support from 420 partners who together, organized 350 events in 35 states cities across the U.S. Through a partnership with **OraSure Technologies**, 10,000 HIV testing kits were donated to NLAAD partners that were CLIA waived HIV testing certified sites, thus providing counseling and testing services to thousands of Latinos/Hispanics and making tens of thousands more aware of the challenges faced by Latinos/Hispanics in confronting the HIV/AIDS crisis in their local communities. In addition, 2,000 campaign kits were distributed to partners across the country. Additionally, the NLAAD website (www.nlaad.org) serves as an information-sharing, resource-distribution and community mobilizing vehicle where NLAAD network members are able to publicize information about their organization, advertise local NLAAD activities and interact with other NLAAD members. It serves as a mechanism for disseminating NLAAD's message and connecting key stake holders with local, regional, and national resources.

**10,000
ORASURE
HIV TESTING
KITS WERE
DISTRIBUTED
AMONG
NLAAD
PARTNERS.**



**2,000
CAMPAIGN
KITS WERE
DISTRIBUTED
TO PARTNERS
AROUND THE
COUNTRY.**



KEY PARTNERSHIPS: Across the country, NLAAD has become an organizing mechanism that serves as a catalyst beyond October 15th and stays in place for the whole year. Examples include the Metropolitan Latin AIDS Coalition (MLAC), formerly known as the Northern Virginia NLAAD Coalition, the Bay Area National Latino AIDS Awareness Day (BANLAAD), the Los Angeles-NLAAD coalition, and the Community Cooperative Council on HIV/AIDS Prevention in Minnesota.

LEADING BY EXAMPLE: TAKING THE HIV TEST.

NLAAD partnerships include celebrities and public leaders such as Dayana Mendoza, Miss Universe 2008, and Stefania Fernandez, Miss Universe 2009, who both publicly took the HIV test.



These NLAAD coalitions are unique in how our national planning committee has been able to increase the capacity of these organizations. Comprised of community-based organizations different capacities in many major cities, these NLAAD coalitions or committees, take NLAAD's messages and images, tailor them to their communities and convert NLAAD into a very unique community experience. The key to these organizations' success has been their ability to share expertise, knowledge, and resources. NLAAD, through the Latino Commission on AIDS provides them with the building blocks of the campaign and they in turn tailor it to meet their local needs.

In addition to serving as an organizing mechanism, where coalitions are built and become standing bodies that coordinate year-round AIDS awareness activities (i.e. testing, community outreach, etc.), fostering partnerships with key national organizations and bodies such as the Congressional Hispanic Caucus, the Centers for Disease Control and Prevention, Planned Parenthood Federation of America, the Awareness Days Cross Coordination Group, the National Alliance of State and Territorial AIDS Directors, and with the Kaiser Family Foundation and Univision, have elevated NLAAD's presence on both a national and local level and as a result support from additional entities has been secured.



RELIGIOUS LEADERS ADVOCATING HIV TESTING FOR HISPANICS/LATINOS.

Reverend Claudia de la Cruz of
Washington Heights, New York.



AIDS WALK, INFORMATION BOOTHS ON HIV EDUCATION, HISPANIC/LATINO CULTURAL CELEBRATION.
These are just a few of the many different ways NLAAD was celebrated around the country.

THE NATIONAL ALLIANCE OF STATE AND TERRITORIAL AIDS DIRECTORS (NASTAD):

NASTAD represents the nation's chief state health agency staff who have programmatic responsibility for administering HIV/AIDS healthcare, prevention, education, and supportive service programs funded by state and federal governments. NASTAD provides national leadership to achieve these goals, advocates for necessary federal funding and promotes communication between state and local health departments and HIV/AIDS care and treatment programs. By solidifying a partnership between NLAAD and NASTAD, the level and the number of health departments involved in planning or funding NLAAD activities has increased year over year.

In 2009, the Manager for Racial and Ethnic Health Disparities under the Latino portfolio at NASTAD and the Director of National Latino AIDS Awareness Days began presenting at national conferences together on NLAAD as an effective model for community mobilization, and began developing tools and resources for health departments. Conference calls were set up for members of NASTAD's Latino Advisory Committee (LAC) where best practices and lessons learned were shared by other LAC members that had previously planned and carried out NLAAD events. In addition, these conference calls were utilized as a sounding board for the development of resources and tools that would benefit health department staff in the NLAAD planning process.

NLAAD BY THE NUMBERS

26

NUMBER OF HEALTH
DEPARTMENTS THAT
PARTICIPATED IN NLAAD
IN 2007.

59

NUMBER OF HEALTH
DEPARTMENTS THAT
PARTICIPATED IN NLAAD
IN 2008.

66

NUMBER OF HEALTH
DEPARTMENTS THAT
PARTICIPATED IN NLAAD
IN 2009.



USING ART FOR HIV/AIDS AWARENESS.

At an event in New York City, local artists like Gabriel Aguilar Blancas displayed artwork related to HIV/AIDS education and health promotion.

PLANNED PARENTHOOD FEDERATION OF AMERICA : Establishing a partnership with an organization with such a large national presence is important for the cultivation and establishment of partnerships with local Planned Parenthood affiliates located across the country. In addition, support through this partnership has been solidified in areas where NLAAD has not previously had a presence and more specifically in areas where Latinos have not traditionally migrated such as Iowa and Kansas.

- 2007: 3 Planned Parenthood sites organized and carried out NLAAD events
- 2008: 17 Planned Parenthood sites organized and carried out NLAAD events
- 2009: 19 Planned Parenthood sites organized and carried out NLAAD events

AWARENESS DAYS CROSS COORDINATION GROUP: This AIDS Awareness Days Cross Coordination group began in 2006 with the leadership of AIDS.gov. NLAAD has been a member of this group since 2006 and currently, the NLAAD director is part of the leadership transition team that is developing methods by which all national awareness day leads will continue to share best practices, lessons learned, key resources, and evaluation tools for implementing national awareness day activities.

NATIONAL CONFERENCES AND PRESENTATIONS: National conferences provide another forum to disseminate NLAAD's message; to meet NLAAD partners face-to-face; network; set up meetings with national partners; and present on campaign successes and lessons learned; provide the audience with essential tools/skills that can be used and implemented by partners when organizing events, in retaining and recruiting key partners, seeking support, etc. Some of the conferences include:

- National HIV Prevention Conference in Atlanta, GA
- United States Conference on AIDS (USCA) in San Francisco, CA
- NASTAD's Adelante Arizona Regional Conference in Phoenix, AZ
- The Current State of the Deep South in Charlotte, NC
- The African American & Hispanic/Latino Leadership Conference on HIV/AIDS in Kentucky
- The National Conference on Latinos and HIV/AIDS in New York City



SPREADING THE MESSAGE.

“Amor Temprano en la Mañana” at the AMOR 93.1 Radio Station took the HIV test during a live broadcast in commemoration of National Latino AIDS Awareness Day.

CONGRESSIONAL HISPANIC CAUCUS (CHC): The CHC has supported and sponsored NLAAD’s Congressional Briefings since 2006. The CHC officially endorses NLAAD every year by issuing a resolution on the house floor and, disseminating an official statement and press release in support of NLAAD. This support is essential to spread NLAAD’s message to other elected officials and key policy makers.

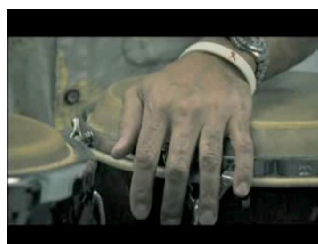
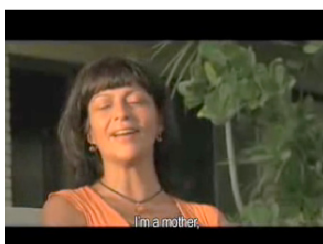
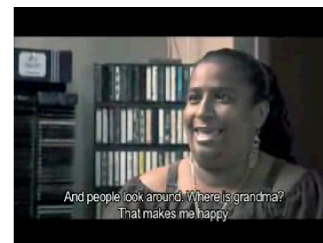
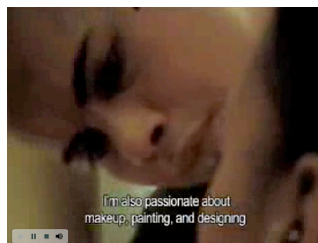
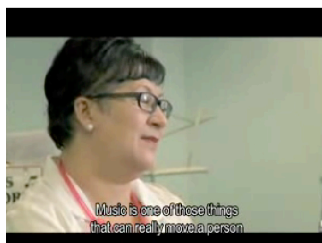


SOY... (“I AM...”) A PUBLIC SERVICE CAMPAIGN - In conjunction with National Latino AIDS Awareness Day, Univision and the Kaiser Family Foundation launched SOY... (“I am...”); an innovative public health campaign, which seeks to confront stigma and debunk myths about HIV by encouraging Latinos/Hispanics to talk openly about

AIDS. This campaign was debuted nationally on October 15, 2008 and was the first Spanish-language media campaign featuring the personal stories of a diverse group of Latinos/Hispanics living with HIV and the people who love them. A new series of SOY...PSAs were developed for 2009 and were also available to all national Univision affiliates in key Latino/Hispanic markets (Miami, Los Angeles, New York).

SPEAKING OUT.

Several people living with HIV offered their testimonials in SOY PSAs as a way to end the stigma associated



WASHINGTON DC BRIEFING - Prior to NLAAD, a Congressional Briefing is held on Capitol Hill in collaboration with the National Alliance of State and Territorial HIV/AIDS Directors (NASTAD), the Metropolitan Latino AIDS Coalition of Washington, DC, the Congressional Hispanic Caucus, the Hispanic Federation and National Hispanic/Latino AIDS Action Network (NLAAN). The briefing emphasized the impact health care reform will have on the Latino HIV/AIDS community and focused on the important role the US Census plays in ensuring that Latinos are no longer undercounted, that adequate funding is provided for programs that impact Latinos/Hispanics and stressed the need to ensure that Latinos complete the census survey.



**Jeffrey Crowley, Office
of National AIDS
Policy (ONAP)**



**James Albino, ONAP; Liliana
Rañón, NLAAD; Guillermo
Chacón, Latino Commission on
AIDS; Soraya Galeas, Planned
Parenthood of DC**



**Jen Kates,
Kaiser Family Foundation**

EVALUATION 2009:

In order to improve upon the NLAAD campaign and to assess the immediate effectiveness of NLAAD as a public health media campaign designed to increase awareness and encourage testing behaviors we conducted four evaluation activities: (1) web survey for event organizers; to provide information on activities, testing events, and participant demographics; (2) street intercepts in the cities of Atlanta, DC, Los Angeles, Chicago, and New York with the general Latino public before and after NLAAD; (3) a media contextual/citation analysis; and (4) an NLAAD website usability survey was conducted at National Council of La Raza's conference to assess the usefulness of the NLAAD website and begin to create a more user-friendly format.

The evaluation data for 2009 is still being collected, compiled and analyzed.

¹ Centers for Disease Control and Prevention. HIV/AIDS Surveillance Report, 2007. Vol. 19. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention; 2009:[inclusive page numbers]. <http://www.cdc.gov/hiv/topics/surveillance/responses/reports/>.

² Centers for Disease Control and Prevention. New Analysis Provides More Detailed Picture of Population Living With Undiagnosed HIV Infection in the United States: Suggests Significant Gaps in Knowledge of Infection across Multiple Risk, Racial, and Age Groups. Media release. February 9, 2009.