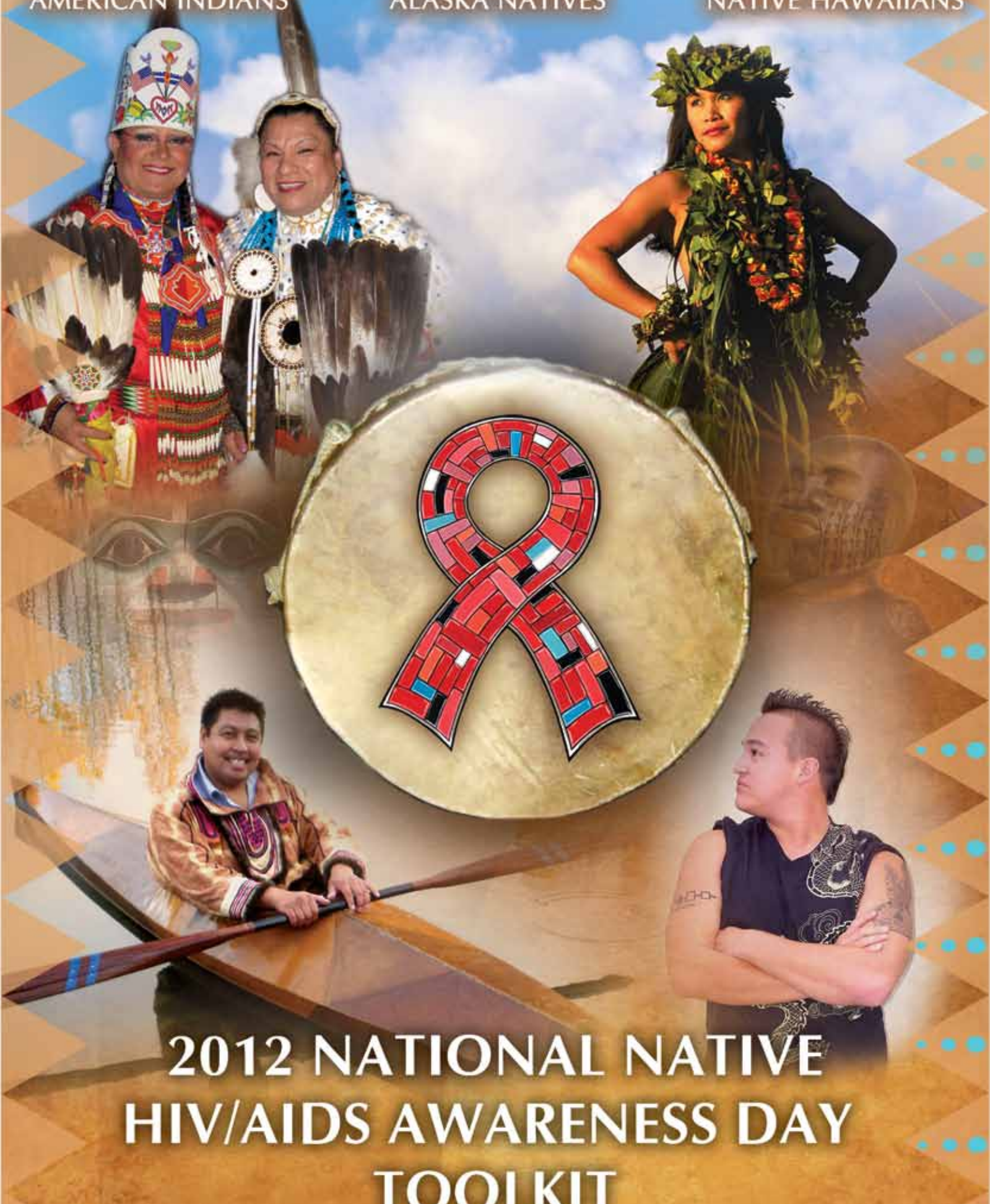


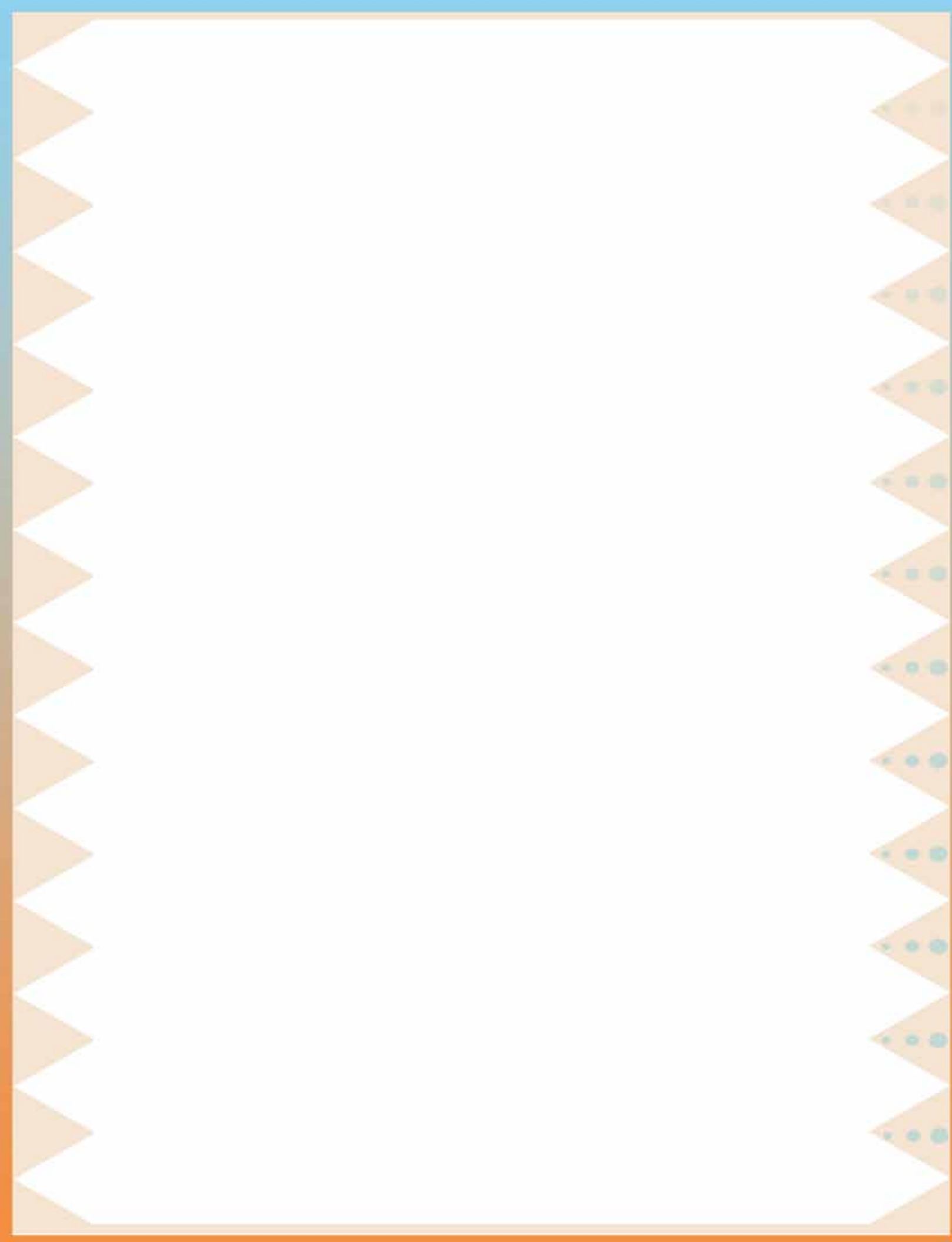
AMERICAN INDIANS

ALASKA NATIVES

NATIVE HAWAIIANS



2012 NATIONAL NATIVE HIV/AIDS AWARENESS DAY TOOLKIT



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

GREETINGS!

March 20, 2012 is the 6th annual National Native HIV/AIDS Awareness Day. As always a great opportunity for communities, health providers and government agencies to raise awareness about the impact of HIV in American Indian, Alaska Native and Native Hawaiian communities. On this day, diverse Native people across the US and Pacific—so often ignored in the larger US landscape—call for standardized HIV data reporting and more culturally competent HIV service providers to address the epidemic in Native communities.

With the recommendations outlined in the National HIV/AIDS Strategy (NHAS), the US is poised to address the HIV epidemic in the communities deemed hardest hit. While this is a great step forward for public health, the strategy fails to address Native communities and emerging populations affected by HIV. According to the Centers for Disease Control and Prevention, Native Hawaiians and other Pacific Islanders (NHOPI) and American Indian/Alaska Natives (AI/AN) have the third and fourth highest rates of new HIV infections respectively, despite their relatively small populations. This represents an enormous disparity, made even more alarming by the fact that flawed HIV surveillance and data collection methods often disguise the full impact of the disease in these communities.

Accurate and illustrative data is extremely difficult to obtain for all Native populations. For American Indians and Alaska Natives, reporting sources are varied due to sovereignty issues and misclassification, resulting in no reporting or at best, underreporting. The impact of the disease is similarly obscured for Native Hawaiians, who are alternately classified as “Pacific Islander,” “Asian/Pacific Islander,” “Asian” or simply “Other.” There is no standard for ethnic classification utilized by all 50 states and the 6 US-affiliated Pacific Island Jurisdictions. As a result, HIV incidence in Native communities is likely higher than current estimations.

There are over 565 federally recognized American Indian tribes and 229 Alaskan Native tribes. Native Hawaiian communities exist not just in Hawaii and the Pacific Island Jurisdictions, but also across the continental US. Many tribes are located in rural areas, while other communities are separated by the vast Pacific Ocean, making it difficult to access HIV prevention, testing and treatment services.

Overall, the purpose of this day is to: 1) encourage Native people to get educated and to learn more about HIV/AIDS and its impact in their community; 2) work together to encourage testing options and HIV counseling in Native communities; and 3) help decrease the stigma associated with HIV/AIDS. It is a time to honor those who have passed as well as those who are currently infected and affected by HIV/AIDS – it is a “Celebration of Life” for all Native people.

Please join us on this important day by organizing an event in your local community. This toolkit will assist you in planning and implementing your event by providing templates that can be used to market your event to your local newspaper, radio-station or other local media outlets.



ASIAN & PACIFIC ISLANDER
WELLNESS CENTER



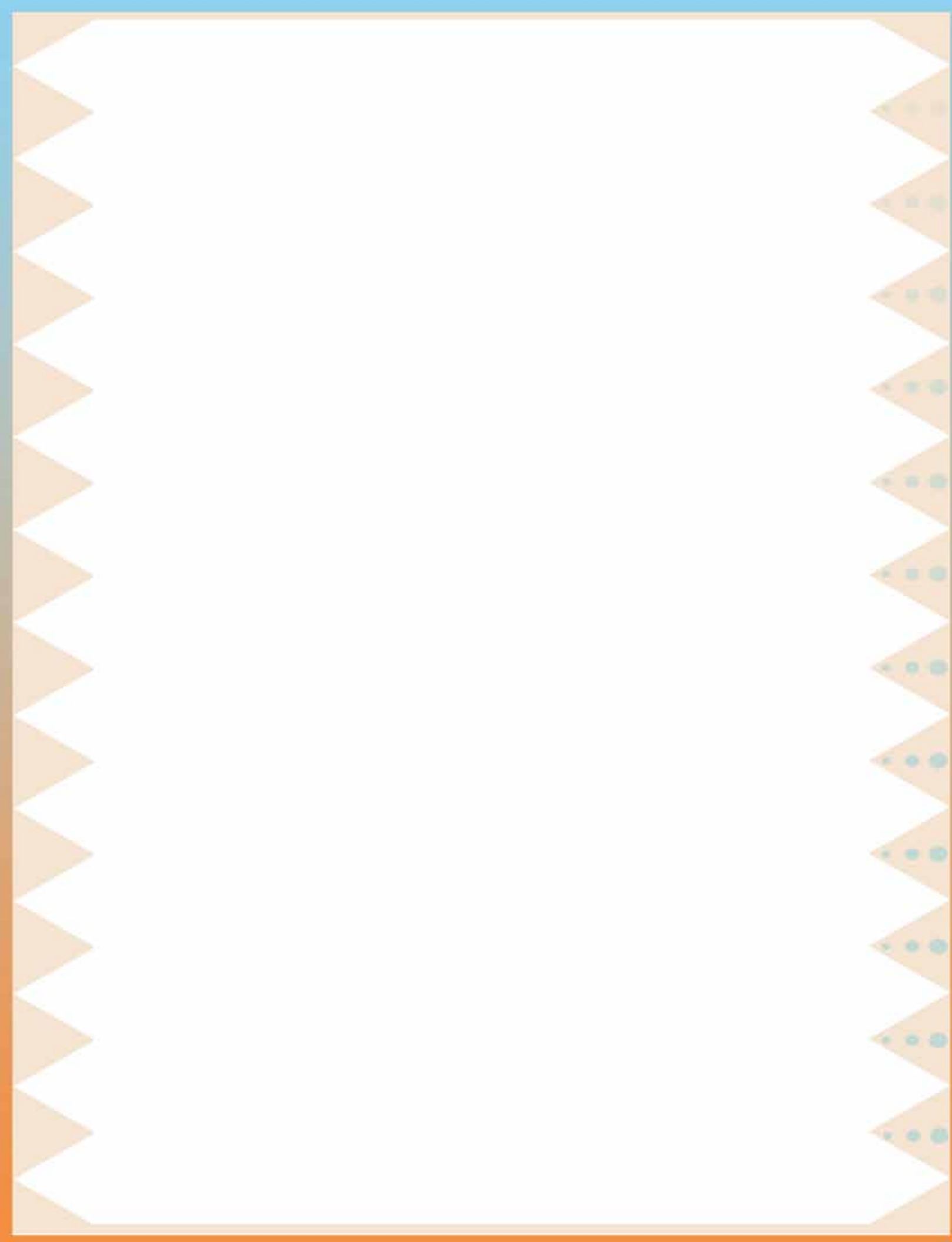
CA7AE: HIV/AIDS
PREVENTION PROJECT



GREAT PLAINS TRIBAL
CHAIRMEN'S HEALTH BOARD



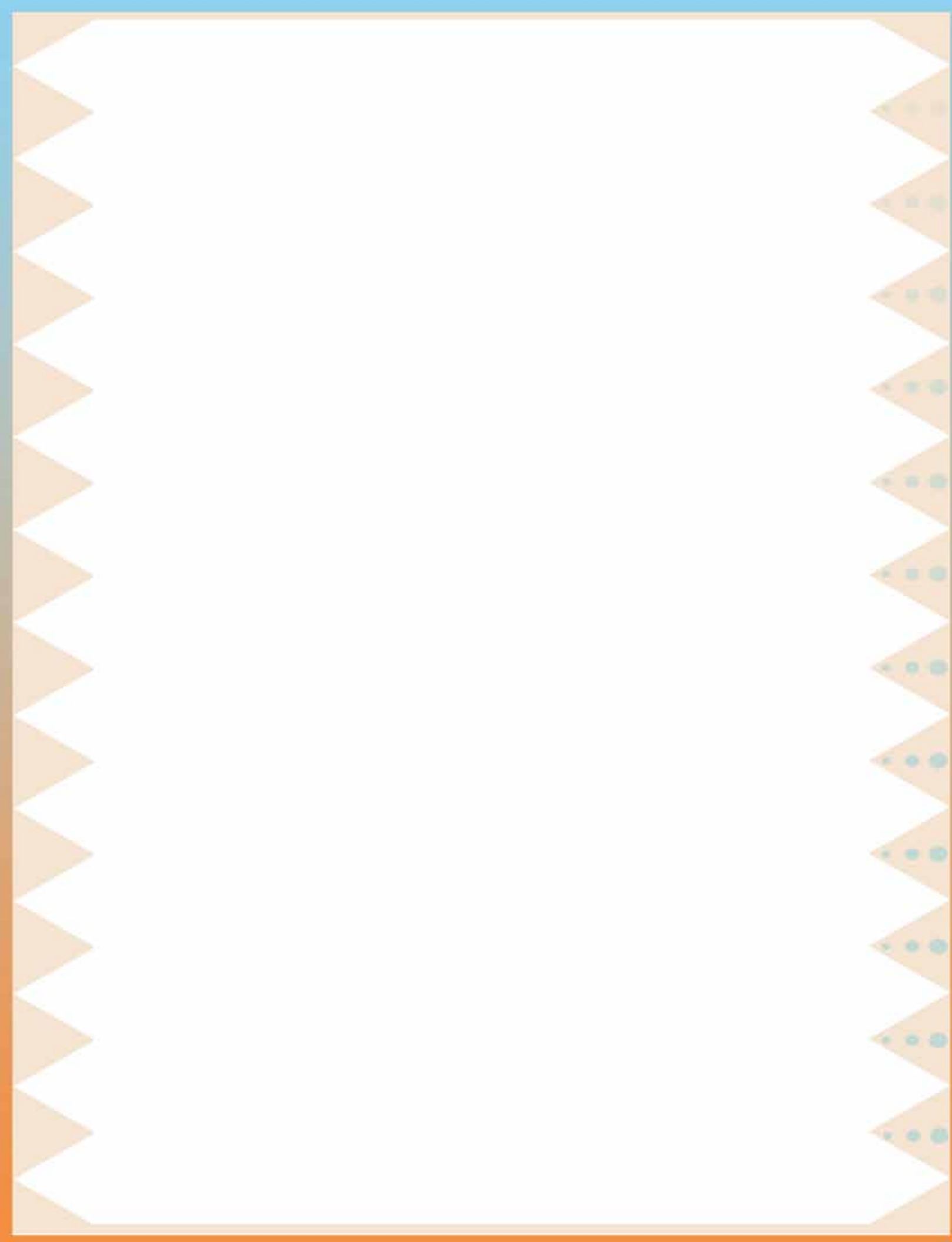
NATIONAL NATIVE
AMERICAN AIDS
PREVENTION CENTER



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

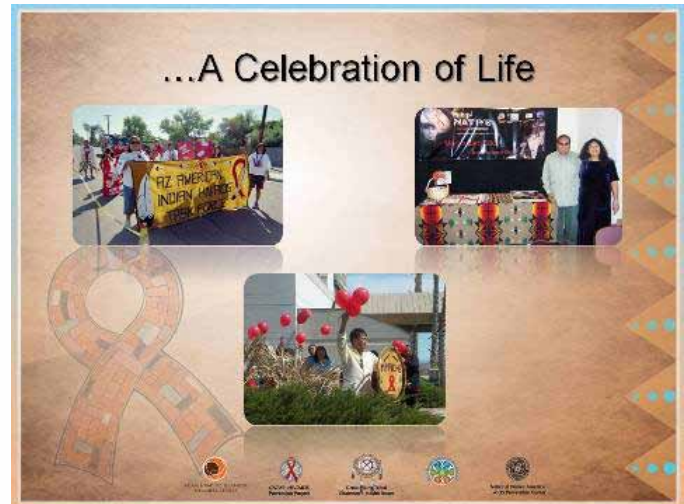
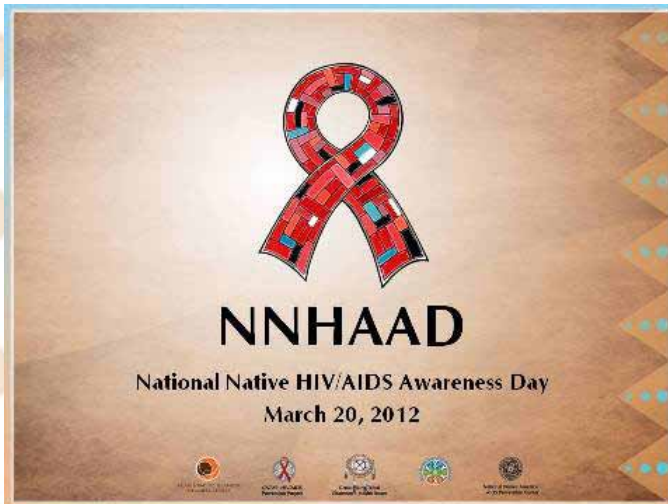
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NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PRESENTATION SLIDES



ABOUT NNHAAD

- National Native HIV/AIDS Awareness Day (NNHAAD) is held on the first day of Spring. It was initiated in 2007 and has been successful in promoting and educating Native people about HIV and AIDS.
- On this day, we encourage all Native communities to plan events to promote HIV testing and continue education of HIV and AIDS. It is also a day to honor those who are infected and affected by the disease, as well as to honor those who have passed as a result of AIDS related complications.

IMPACT OF HIV/AIDS IN NATIVE COMMUNITIES

- Historically, Native Communities have experienced higher rates of numerous health disparities than any other racial/ethnic group including HIV/AIDS.
- American Indians, Alaska Natives and Native Hawaiians are at a greater risk for HIV infection because of the co-factors that present both health and economic challenges.
 - These include sexually transmitted infections, poverty, alcohol abuse, intravenous drug use, and social co-risk factors (homophobia, mistrust/distrust, etc.)

IMPACT COMPARED TO OTHER ETHNIC GROUPS

- Native Hawaiians/Other Pacific Islanders and American Indians/Alaska Natives had the 3rd and 4th highest rate of new HIV infections, respectively. By the end of 2008, the rate was 22.8 per 100,000 persons for NHOPIs and 11.9 per 100,000 for AI/ANs.²
- Of persons who were diagnosed with HIV, AI/ANs had that shortest overall survival time, with 86% living longer than 3 years.¹
- Of persons who were diagnosed with HIV, more than 1/3 progressed to an AIDS diagnoses in less than 12 months. Only Asian and Hispanic/Latino populations had higher percentages.¹

NNHAAD Facts:

HIV/AIDS AMONG AMERICAN INDIANS AND ALASKA NATIVES POPULATIONS	HIV/AIDS AMONG NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER POPULATIONS
<ul style="list-style-type: none"> Since the beginning of the epidemic through 2009, 3,702 American Indians/Alaska Natives (AI/AN) have been diagnosed with AIDS.¹ An estimated 1,813 AI/ANs with AIDS have passed away.¹ By the end of 2008, there were an estimated 2,387 AI/ANs living with HIV/AIDS – 1,712 men, 647 women and 29 children.¹ 	<ul style="list-style-type: none"> An estimated 851 Native Hawaiians/Other Pacific Islanders (NHOPI) have been diagnosed with AIDS.¹ An estimated 351 NHOPIs with HIV/AIDS have passed away.¹ By the end of 2008, there were an estimated 305 NHOPIs living with HIV/AIDS – 242 men, 63 women, and no children.¹

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PRESENTATION SLIDES

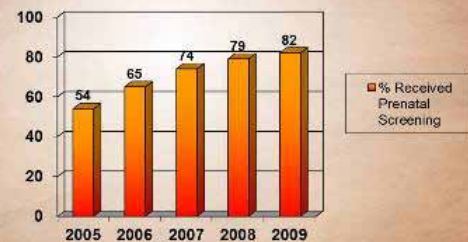
HIV/AIDS Among Native Children

- Since 2005, there have only been 3 American Indian/Alaska Native children under the age of 13 diagnosed with HIV – with no diagnoses in 2009.¹
- Since 2005, there has not been any Native Hawaiian or Other Pacific Island child diagnosed with HIV.¹
- Between 2005 and 2009, only one Native child under the age of 13, has been diagnosed with AIDS.¹

*Source: CDC Division of HIV/AIDS Prevention, HIV Surveillance System, 2005-2009. Data are preliminary and subject to change. HIV surveillance data are reported by state, territory, and tribal health departments. Data are not available for Alaska, American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands.



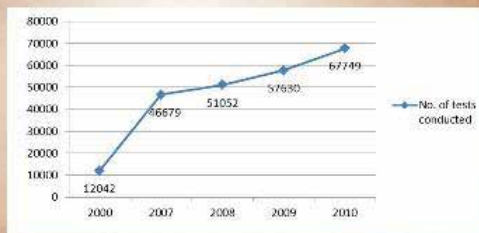
Increase in Testing Efforts



*Source: CDC Division of HIV/AIDS Prevention, HIV Surveillance System, 2005-2009. Data are preliminary and subject to change. HIV surveillance data are reported by state, territory, and tribal health departments. Data are not available for Alaska, American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands.



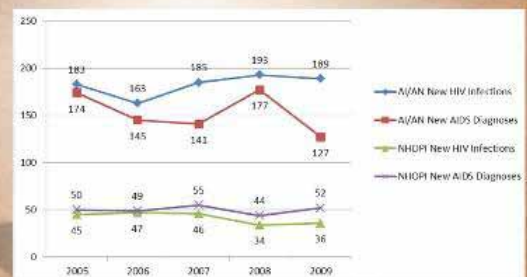
Increase in Testing Efforts



*Source: U.S. Department of Health and Human Services, Indian Health Service, Office of Clinical and Preventative Services, Division of Clinical and Community Services, HIV/AIDS Program. Collected from internal reports.



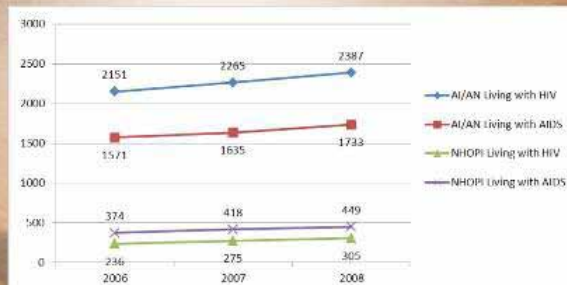
Number of New HIV and AIDS Diagnoses Annually



*Source: U.S. Department of Health and Human Services, Indian Health Service, Office of Clinical and Preventative Services, Division of Clinical and Community Services, HIV/AIDS Program. Collected from internal reports.



Number of Native People Living with HIV or AIDS

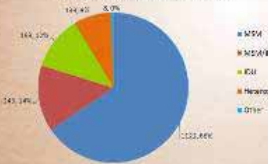


*Source: U.S. Department of Health and Human Services, Indian Health Service, Office of Clinical and Preventative Services, Division of Clinical and Community Services, HIV/AIDS Program. Collected from internal reports.

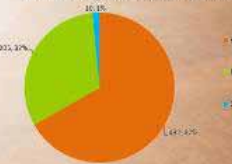


Transmission Categories

Transmission Categories Among AI/AN Males Living with HIV/AIDS (n=1712)¹



Transmission Categories Among AI/AN Females Living with HIV/AIDS (n=647)¹



*Source: U.S. Department of Health and Human Services, Indian Health Service, Office of Clinical and Preventative Services, Division of Clinical and Community Services, HIV/AIDS Program. Collected from internal reports.



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PRESENTATION SLIDES

A Celebration of Life: Events Across the Nation



A Celebration of Life: Events Across the Nation

- Types of Events held during past NNHAAD's:
 - Health Fair
 - Information Booths
 - Mini workshops
 - Mini Powwow
 - Theatre Performance
 - Candlelight Vigil
 - Sunrise Ceremony



"What you CAN do in your community..."

- Walk for Awareness
- Tribal/Religious Ceremony
- Wear Red Ribbons in your Organization
- Create a youth education/awareness event
- Host an Assembly with a guest speaker
- Market the NNHAAD materials
- Post on social marketing networks



NNHAAD Products



NNHAAD Products



Other Awareness Days

- February 7
National Black HIV/AIDS Awareness Day
- March 10
National Women & Girls HIV/AIDS Awareness Day
- May 13
HIV Vaccine Awareness Day
- May 15
National Asian & Pacific Islander HIV/AIDS Awareness Day
- June 8
Caribbean American HIV/AIDS Awareness Day
- June 27
National HIV Testing Day
- October 15
National Latino AIDS Awareness Day
- December 1
World AIDS Day



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PRESENTATION SLIDES

Resources

Asian & Pacific Islander (API) Wellness Center
(415) 292-3400
www.apiwellness.org

Commitment to Action for 7th Generation Awareness & Education (CA7AE):
HIV/AIDS Prevention Project
(800) 642-0273
www.hapo.colostate.edu

Great Plains Tribal Chairmen's Health Board (GPTCHB)
Northern Plains Tribal Epidemiology Center (NPTEC)
(605) 721-1922
www.gptchb.org

Inter Tribal Council of Arizona, Inc. (ITCA)
(602) 258-4822
www.itcaonline.com

National Native American AIDS Prevention Center (NNAAPC)
(770) 382-2244
www.nnaapc.org



Additional Resources

Centers for Disease Control and Prevention (CDC): www.cdc.gov

Substance Abuse and Mental Health
Service Administration (SAMHSA) - MAI: www.samhsa.gov

Find a local testing site at: <http://www.hivtest.org>

Get Federal information on HIV/AIDS at: www.AIDS.gov

Send a text message with your zip code to KNOWIT (566948)
to find a local HIV testing center.

National HIV/AIDS Hotline:
1 (800) 232-4636
1 (800) 344-7432 Spanish
1 (800) 243-7889 (TTY/TDD)



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

FACT SHEET

HIV/AIDS AMONG AMERICAN INDIANS AND ALASKA NATIVES POPULATIONS

- Since the beginning of the epidemic through 2009, an estimated 3,702 American Indians/Alaska Natives (AI/AN) have been diagnosed with AIDS.¹
- 1,813 AI/ANs with HIV/AIDS have passed away.¹
- By the end of 2008, there were an estimated 2,387 AI/ANs living with HIV/AIDS – 1,712 men, 647 women and 29 children.¹

HIV/AIDS AMONG NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER POPULATIONS

- An estimated 851 Native Hawaiians/Other Pacific Islanders (NHOPI) have been diagnosed with AIDS.¹
- An estimated 351 NHOPIs with AIDS have passed away.¹
- By the end of 2008, there were an estimated 305 NHOPIs living with HIV - 242 men, 63 women, and no children.¹

Figure 1: Number of New HIV and AIDS Diagnoses Annually ¹

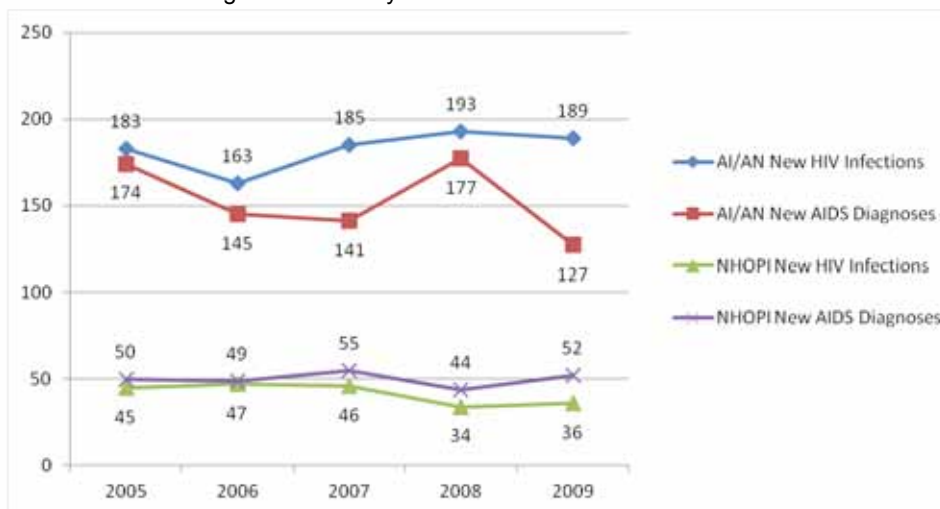
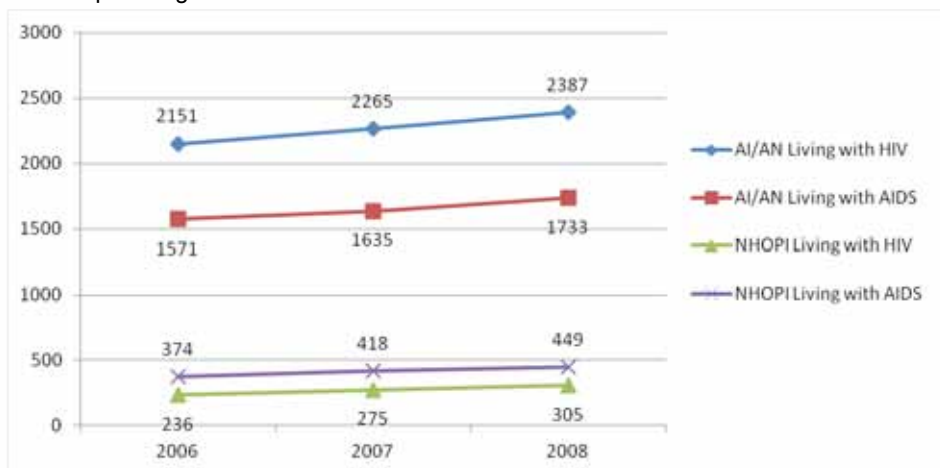


Figure 2: Number of Native People living with HIV or AIDS ¹



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

FACT SHEET

IMPACT COMPARED TO OTHER ETHNIC GROUPS

- Native Hawaiians/Other Pacific Islanders and American Indians/Alaska Natives had the 3rd and 4th highest rate of new HIV infections, respectively. By the end of 2008, the rate was 22.8 per 100,000 persons for NHOPIs and 11.9 per 100,000 for AI/ANs.¹
- Of persons who were diagnosed with HIV, AI/ANs had that shortest overall survival time, with 86% living longer than 3 years.
- Of persons who were diagnosed with HIV, more than 1/3 progressed to an AIDS diagnoses in less than 12 months. Only Asian and Hispanic/Latino populations had higher percentages.¹

HIV/AIDS AMONG NATIVE CHILDREN

- Since 2005, there have only been 3 American Indian/Alaska Native children under the age of 13 diagnosed with HIV - with no diagnoses in 2009.¹
- Since 2005, there has not been any Native Hawaiian or Other Pacific Island child diagnosed with HIV.¹
- Between 2005 and 2009, only one Native child under the age of 13 years of age, has been diagnosed with AIDS.

Figure 3: Percentage of Expecting Mothers Receiving Prenatal HIV Screening by IHS, Annually³

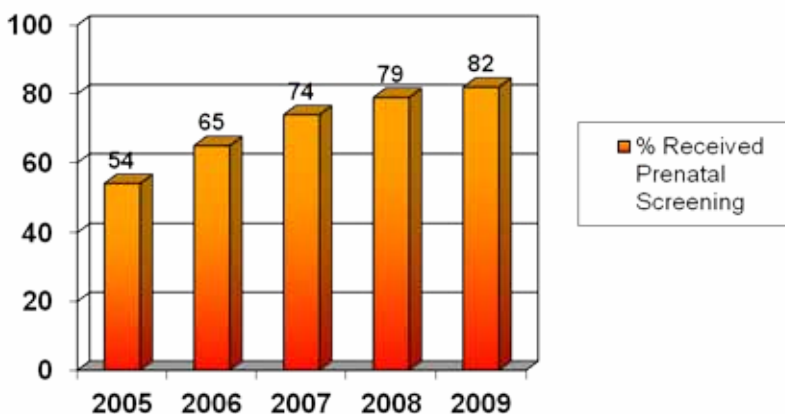
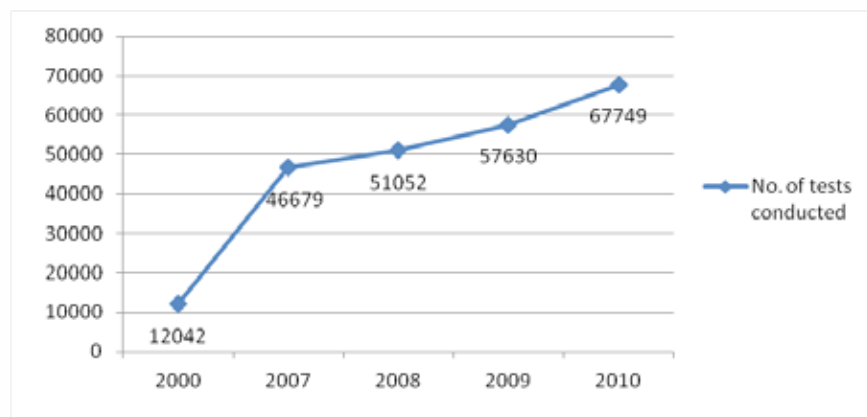


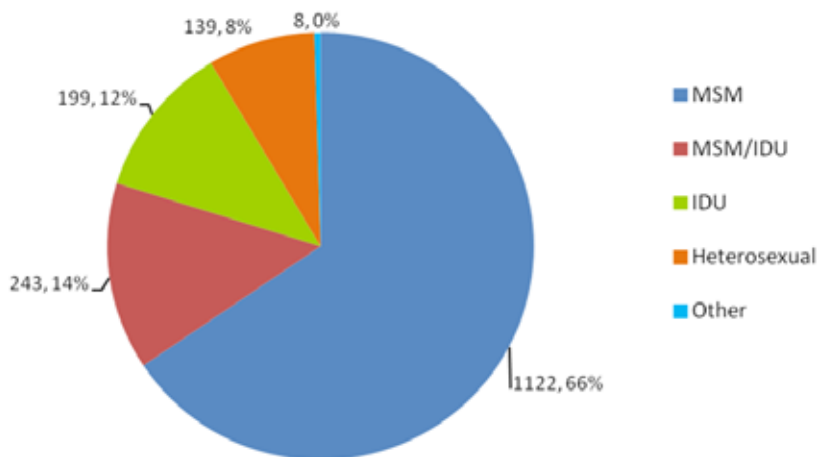
Figure 4: Number of HIV Tests Conducted by IHS by GPRA Year (2008 numbers inclusive of MAI funded tests)³



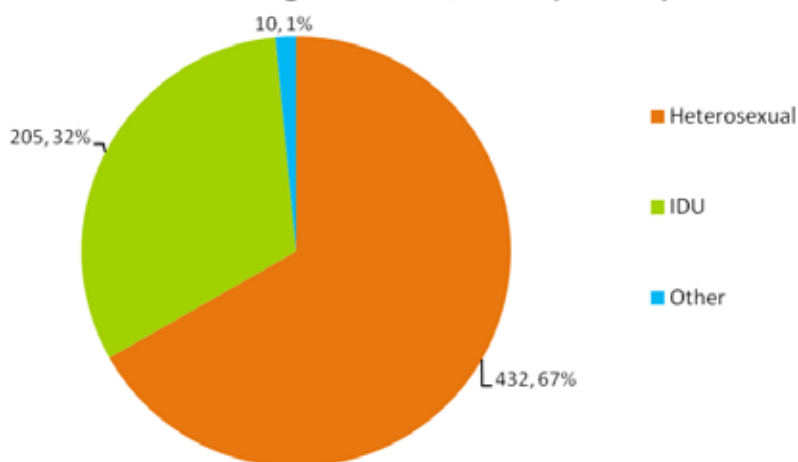
NATIONAL NATIVE HIV/AIDS AWARENESS DAY

FACT SHEET

Transmission Categories Among AI/AN Males Living with HIV/AIDS (n=1712)¹



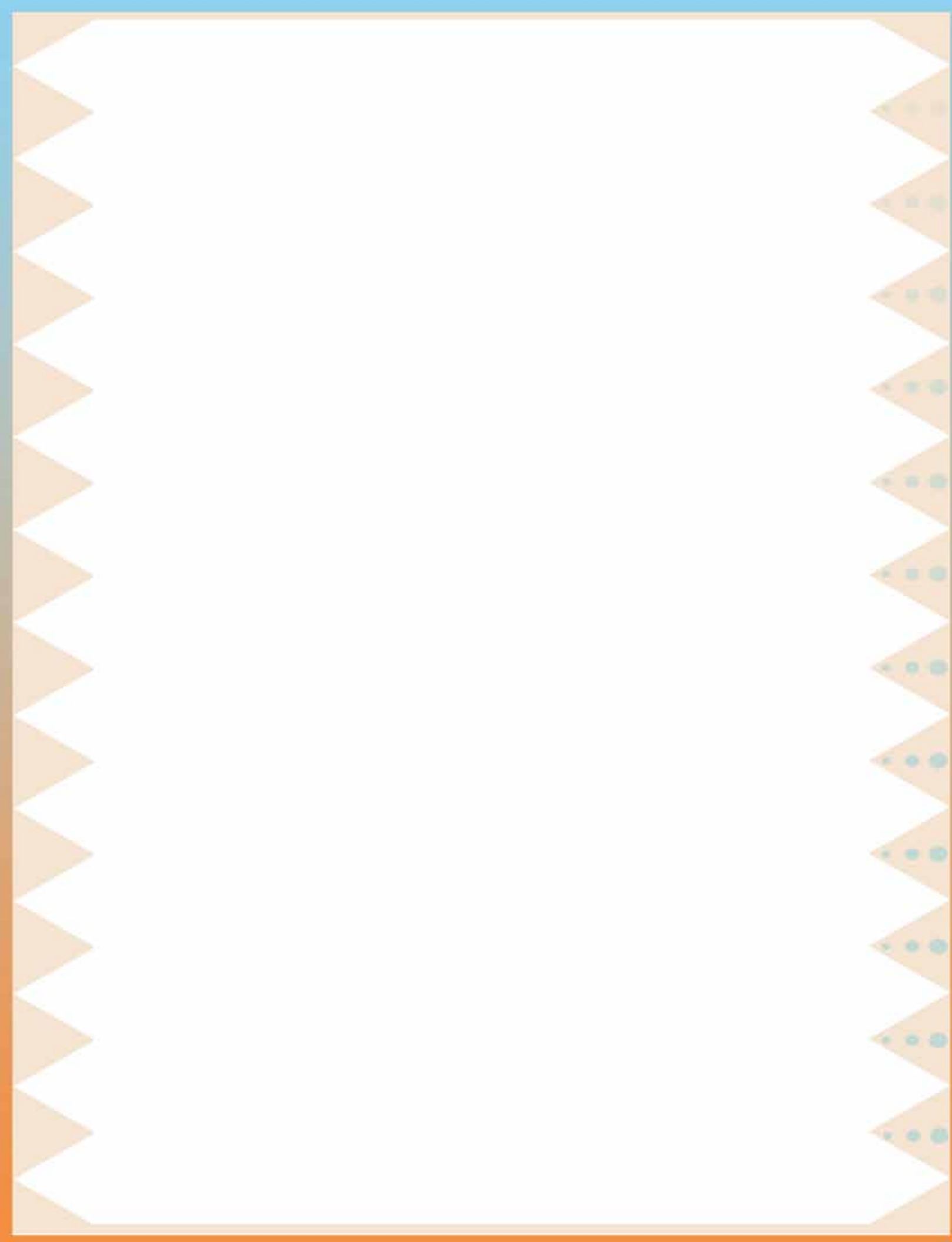
Transmission Categories Among AI/AN Females Living with HIV/AIDS (n=647)¹



CDCs latest surveillance report contains data from 2009 and from 40 states and 5 dependent areas. Actual numbers may be much higher as some states excluded from the report contain large populations of AI/ANs and NHOPIs (i.e. California, Washington, Oregon, Hawaii, and Montana).

Reference

- Centers for Disease Control and Prevention. HIV Surveillance Report, 2009. Vol. 21. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention; 2011: <http://www.cdc.gov/hiv/topics/surveillance/resources/reports/>. Published February 2011. Accessed June 24, 2011
- Centers for Disease Control and Prevention. HIV Surveillance Report, 2008. Vol. 20. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention; 2010: <http://www.cdc.gov/hiv/topics/surveillance/resources/reports/>. Published June 2010. Accessed July 29, 2011
- L. Neel (personal communication, August 5, 2010). U.S. Department of Health and Human Services, Indian Health Service, Office of Clinical and Preventative Services, Division of Clinical and Community Services. HIV/AIDS Program. Collated from internal reports.



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

ACTIVITY SHEET

WHAT YOU CAN DO TO RECOGNIZE NATIONAL NATIVE HIV/AIDS AWARENESS DAY

The National Native HIV/AIDS Awareness Day challenges Native people to create a greater awareness of HIV/AIDS in our communities. Think creatively how you can affect change in your community.

PROTECT YOURSELF

- Get tested for HIV! It's important to know your status in order to protect yourself and those you care about.
- Talk privately with your health care provider about your HIV risks.
- Learn about HIV risks associated with unprotected sex, drugs, and alcohol.
- Wear a condom when having sex and use clean syringes when injecting!
- Talk to your partner about HIV.

EDUCATE OTHERS & FIGHT STIGMA

- Contact your local HIV/AIDS service organization or state/local/tribal health department for HIV/AIDS prevention information.
- Organize a meeting with friends, neighbors, or other concerned community members to discuss drug and health issues in your community – together, people can make things happen!
- Post fact sheets about HIV/AIDS on bulletin boards, in local newspapers and web sites.
- Pass out HIV/AIDS information at health fairs, pow wows, meetings and events. Put up HIV/AIDS education and motivational posters.
- Don't allow your friends to spread misinformation about HIV/AIDS or use derogatory language; fight it with the truth and compassion.

MOBILIZE YOUR COMMUNITY

- Host an educational session in a local community center or school. Talk openly and honestly about HIV/AIDS prevention, while being sensitive to the people who are present.
- Talk to your community or spiritual leaders to gain their support for HIV/AIDS prevention and ask them to consider talking about HIV throughout the community.
- Hold a town hall meeting to discuss your community's risk for HIV.
- Disseminate copies of the National HIV/AIDS Strategy and facilitate discussions about how your community feels about this policy.
- Host a luncheon with community members to discuss HIV, STIs and other issues affecting the health and wellbeing of your community. It's a great way to get ideas, guidance, and support.
- Partner with your local AIDS service organization to hold an awareness day event that is Native specific. Examples of some past events include: health fairs, pow wows, sunrise ceremonies, memorials, honorings, art contests, sport tournaments, and motorcycle rides.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

ACTIVITY SHEET

- Write an editorial or article for the local newspaper on the state of HIV and HIV stigma in your community.
- Write a blog post about HIV in your community and invite others to comment.

SUPPORT PREVENTION EFFORTS

- Volunteer at a local HIV/AIDS organization.
- Host a fundraising effort for a local AIDS service organization or program.
- Donate food, equipment, and materials to a local HIV program or agency.
- Encourage local health department, clinics, and service organizations to offer HIV testing.
- Tour a prevention facility as part of an organized group or activity.
- Wear a red ribbon for the day and tell everybody that it represent HIV awareness.

BE A FRIEND

- Help someone living with HIV/AIDS by being a friend.
- Volunteer to prepare meals, clean house, or do some repairs for a friend living with HIV/AIDS who may not be able to perform these tasks.
- Encourage a friend to get tested for HIV.
- Share your experiences getting in HIV test with a friend

IN YOUR TRIBE

- Call for a Tribal, Village or Island Resolution or Proclamation to commemorate National Native HIV/AIDS Awareness Day. Acknowledge Resolution #SAC-06-002 that passed through the National Congress of American Indians 2006 Annual Session.

How can you get help to organize an Awareness Day activity?

Contact any of the following agencies for help with brainstorming and organizing events for your community.

Asian & Pacific Islander Wellness Center

730 Polk Street, 4th Floor
San Francisco, CA 94109
(415) 292-3420
<http://www.apiwellness.org>

Commitment to Action for 7th-Generation Awareness & Education (CA7AE): HIV/AIDS Prevention Program

357 Aylesworth Hall, SE
Fort Collins, CO 80523-1790
(800) 642-0273
<http://www.happ.colostate.edu>

Great Plains Tribal Chairmen's Health Board (GPTCHB)

1770 Rand Road, Bldg #2
Rapid City, SD 57702
(605) 721-1922
<http://aatchb.org>

Inter Tribal Council of Arizona, Inc. (ITCA)

2214 North Central Avenue, Suite 100
Phoenix, AZ 85004
(602) 258-ITCA (4822)
<http://www.itcaonline.com>

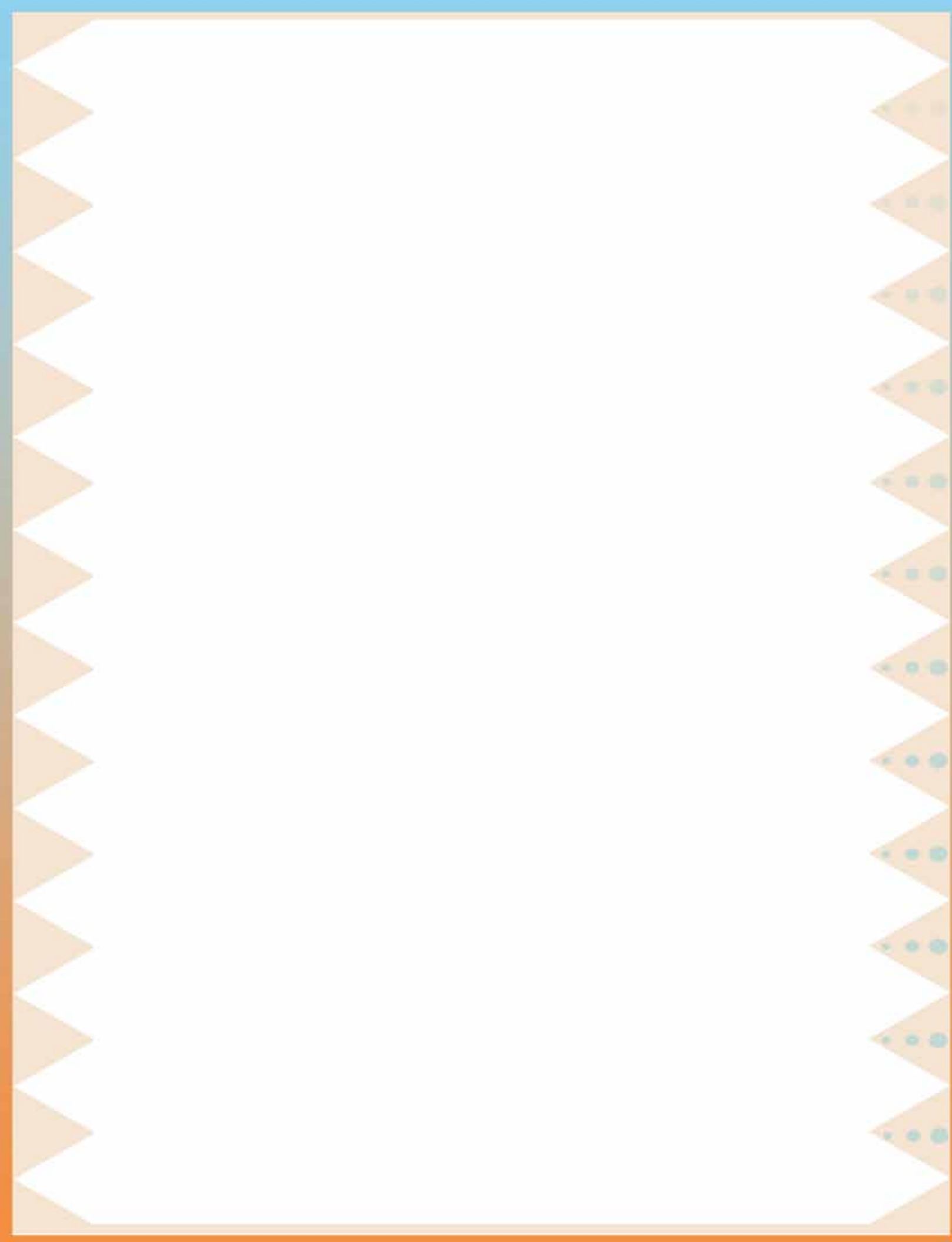
National Native American AIDS Prevention Center (NNAAPC)

720 S. Colorado Blvd., Suite 650-S
Denver, CO 80246
(720) 382-2244
<http://www.nnaapc.org>

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

QUESTIONS AND ANSWERS

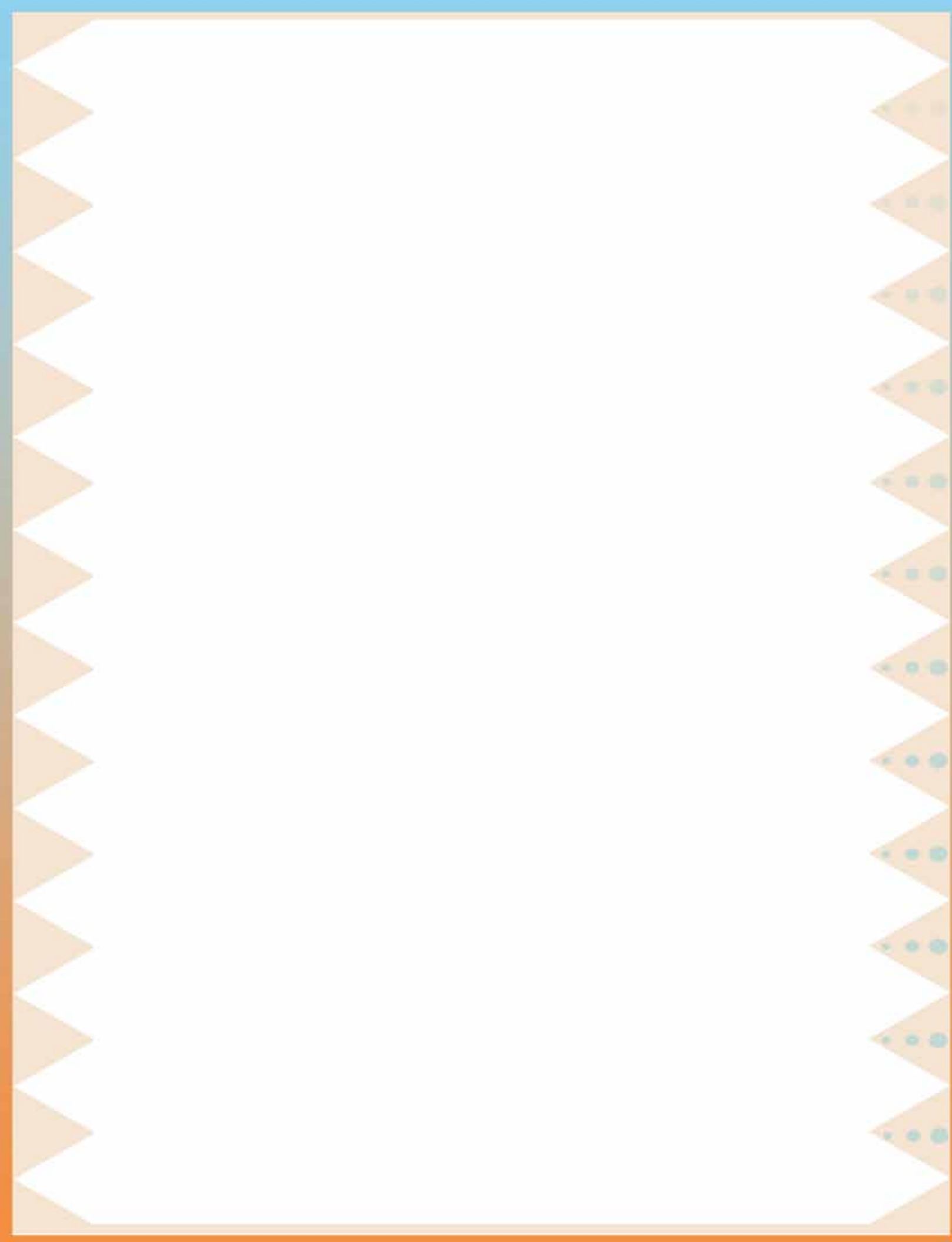
What is NNHAAD?	National Native HIV/AIDS Awareness Day (NNHAAD) is a national mobilization effort designed to inform Native communities about the prevalence of HIV/AIDS in Native populations (American Indians, Alaska Natives, and Native Hawaiians). It was established to encourage our people to become educated, get tested and get involved in HIV prevention at both a local and national level.
When it is recognized?	First Day of Spring - March 20
Why is there a need?	<ul style="list-style-type: none"> • Since the beginning of the epidemic through 2008, 3,629 American Indians/Alaska Natives (AI/AN) have been diagnosed with AIDS. • 1,847 AI/ANs with HIV/AIDS have passed away. • HIV is 100% PREVENTABLE!!
Where are the events?	To find a local event in your area, please visit: http://www.happ.colostate.edu/nad.html
Who are the partners?	<p>NNHAAD is a collaboration between five agencies who all work together to produce materials for this day. These agencies are commonly referred to as the NNHAAD Committee. The five agencies are:</p> <ul style="list-style-type: none"> • Asian & Pacific Islander Wellness Center • CA7AE: HIV/AIDS Prevention Project • Great Plains Tribal Chairmen's Health Board • Inter Tribal Council of Arizona, Inc., and • National Native American AIDS Prevention Center
Where do I get more information?	<p>You can get more information by visiting any of the following websites:</p> <p> http://www.apiwellness.org http://www.happ.colostate.edu http://www.aatchb.org http://www.itcaonline.com http://www.nnaapc.org </p>





Section 1:

MEDIA / SOCIAL MARKETING TECHNIQUES



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

MEDIA INVOLVEMENT

Tips for Creating a Media/Social Marketing Plan

What is a Media/Social Marketing Plan?

A media/social marketing plan is exactly that, a plan created by different marketing techniques that will help influence your community to make healthier choices. In this case, to make healthier decisions and behavior changes around HIV and AIDS.

Why use it?

The media/social marketing plan will: 1) raise awareness and educate individuals about HIV/AIDS; 2) encourage testing and early detection; 3) to decrease stigma and; 4) increase community support for prevention and testing.

What are your goals?

It is important to create a realistic goal for your marketing plan before initiating any marketing strategy.

Examples of some goals:

- Use social marketing strategies to help increase knowledge of local statistics related to HIV/AIDS.
- Increase awareness of HIV/AIDS information including local services available and contact information
- Reduce stigma associated with HIV/AIDS

Who is your audience?

- Educators
- HIV/AIDS Providers
- Social Service Providers
- Native Administrators/Community Leaders
- Health Care Professionals
- Families
- Specific subpopulations: youth, gay or two-spirit populations, elders, etc.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

MEDIA INVOLVEMENT

What messages do you want to promote and to what audience?

- Be clear and concise
- Create a catch phrase that encompasses the community's culture and that's also easy to remember
- Make certain your message is accurate and any data used are correct and cited from a reliable source.

What are the best modes of communication?

- Press Release
- Public Service Announcements (PSA)s
- Television Advertisement or News Spot
- Email
- Flyers and Newsletters
- Posters and Printed Media (Brochures, Pamphlets)
- Newspaper sources (Tribal, Local, State, etc.)
- Social Networking Sites (Facebook, MySpace, Twitter, etc.)
- Blogs
- Awareness Day Gift Items (pencils, pens, key chains, etc.)
- Word of Mouth
- Speakers Bureau
- Other: _____

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

MATRIX EXAMPLE OF MEDIA MARKETING PLAN

Target Audience	Goal	Audience	Display Site	Examples of Activites	Materials Needed
Individuals					
Individuals	Raise Awareness and Increase Interest in HIV/AIDS	Youth, Adult, Elders	Community Centers, Newspapers, Internet, Radio Stations	Health Fair	Press Releases, Fliers, Brochures, Posters, Incentives
Groups					
Groups	Promote Testing for HIV/AIDS	Basketball, Teams, High School Students	Health Clinics, Hospitals, Newspapers, High Schools, Youth Groups, Indian Education	Testing Day, Basketball Tournaments	Fact Sheets, Videos, Pamphelts, Fliers
Community					
Community	Promote National Native HIV/AIDS Awareness Day	Youths, Adults, Elders, Educators and Health Care Professionals	Radio Stations	Run PSA about NNHAAD	Supportive and knowledgeable People
Beyond the Community					
Beyond the Community	Raise Awareness and Increase Knowledge about HIV/AIDS	Virtually Unlimited Audience	Web Sites	Fliers, Build a Web Page Dedicated to Awareness Day, Links to HIV Resources	Internet, Web Sites

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

EXAMPLES OF MEDIA ACTIVITIES

- Encourage your Indian Education Programs, schools and Native youth groups to sponsor essay, poetry, and/or poster contests on the specific celebration.
- Approach your Native leadership council or city mayor to sign a resolution or proclamation in support of National Native HIV/AIDS Awareness Day and announce this proclamation to their constituents.
- Convene a town hall meeting and invite local health care providers, Native leaders, educators, community and cultural leaders, elders, and the general public to engage in a dialogue about the impact of HIV/AIDS in the community. Invite Native people living with HIV/AIDS to share their personal stories and experiences. Hold a reception for participants immediately following the town hall meeting.
- Highlight the observance of NNHAAD in your Native and clinic newsletters and on listservs, bulletin boards, or web pages used by your community members.
- Submit an HIV/AIDS awareness editorial or a letter to the editor to all of your Native and/or local newspapers. You may want to use or tailor the sample talking points in this Toolkit to address the specific needs within your community.
- Encourage your Native and/or local radio stations to broadcast PSAs leading up to NNHAAD in an effort to increase HIV/AIDS awareness. PSA scripts are included in this Toolkit or pre-recorded PSAs may be downloaded from www.AIDS.gov.
- Ask your Native leadership council to send a letter/memorandum to all Native members about National Native HIV/AIDS Awareness Day, and to inform them of available HIV services (e.g., HIV testing and/or counseling sites).
- Contact Native and local newspapers, television, and radio stations to encourage them to develop a story on the impact of HIV/AIDS in your community and/or let them know of your availability to be interviewed.
- Contact your local television and radio stations to participate as a guest on locally produced “morning” shows and/or radio call-in shows.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

MEDIA TALKING POINTS

The impact of HIV/AIDS in Native communities is a complex issue that can be difficult to convey in a few brief sentences. However, involvement of the media is important and essential to convey our key messages concisely. Below are a few central messages that should be included in your encounters with the press.

It is helpful to identify the key messages that eloquently convey the important points about your message. You can do this by writing down your responses to the following questions:

- What is the **problem** and what documents it as a problem?
- What are some **solutions**, short term and long term?
- What **action** do you want?

Sample Media Talking Points for NNHAAD

Problem: HIV and AIDS are rapidly increasing among Native Hawaiians, American Indian, and Alaska Native people. Though we have the smallest racial/ethnic population, we have the third and fourth highest rate per 100,000 persons of AIDS diagnoses, respectively. Few Native communities are aware of the magnitude of the HIV and AIDS threat to their community.

Solution: National Native HIV/AIDS Awareness Day is the first day of Spring each year. It is a time for American Indian, Alaska Native, and Native Hawaiian communities to raise awareness of the devastating effects HIV and AIDS have on Native communities. (If you are in a face to face meeting with the media, you may want to distribute fact sheets with your talk).

Action: Please join the combined efforts of Native communities and supporters across the nation in raising awareness about HIV/AIDS risk by helping to encourage:

- HIV testing and knowing your status, or
- Learning more about HIV/AIDS, how to protect yourself and your community, or
- Organizing a National Native HIV/AIDS Awareness Day event to raise awareness in your community

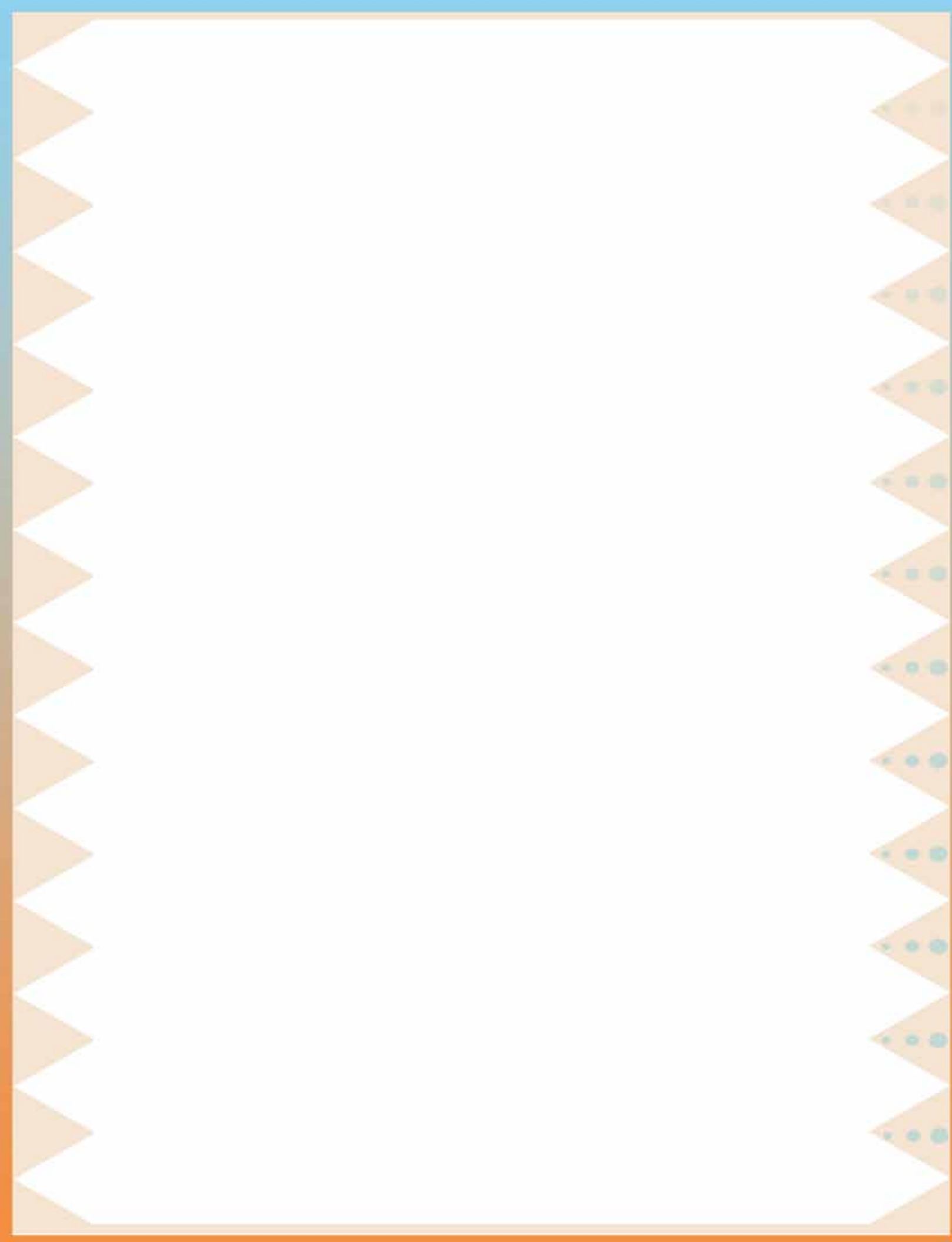
Any or all of these three actions can be used to enhance your Media Talking Points. Keep in mind that it is important to keep the action message short and simple.

Create your own Media Talking Points:

Problem:

Solution:

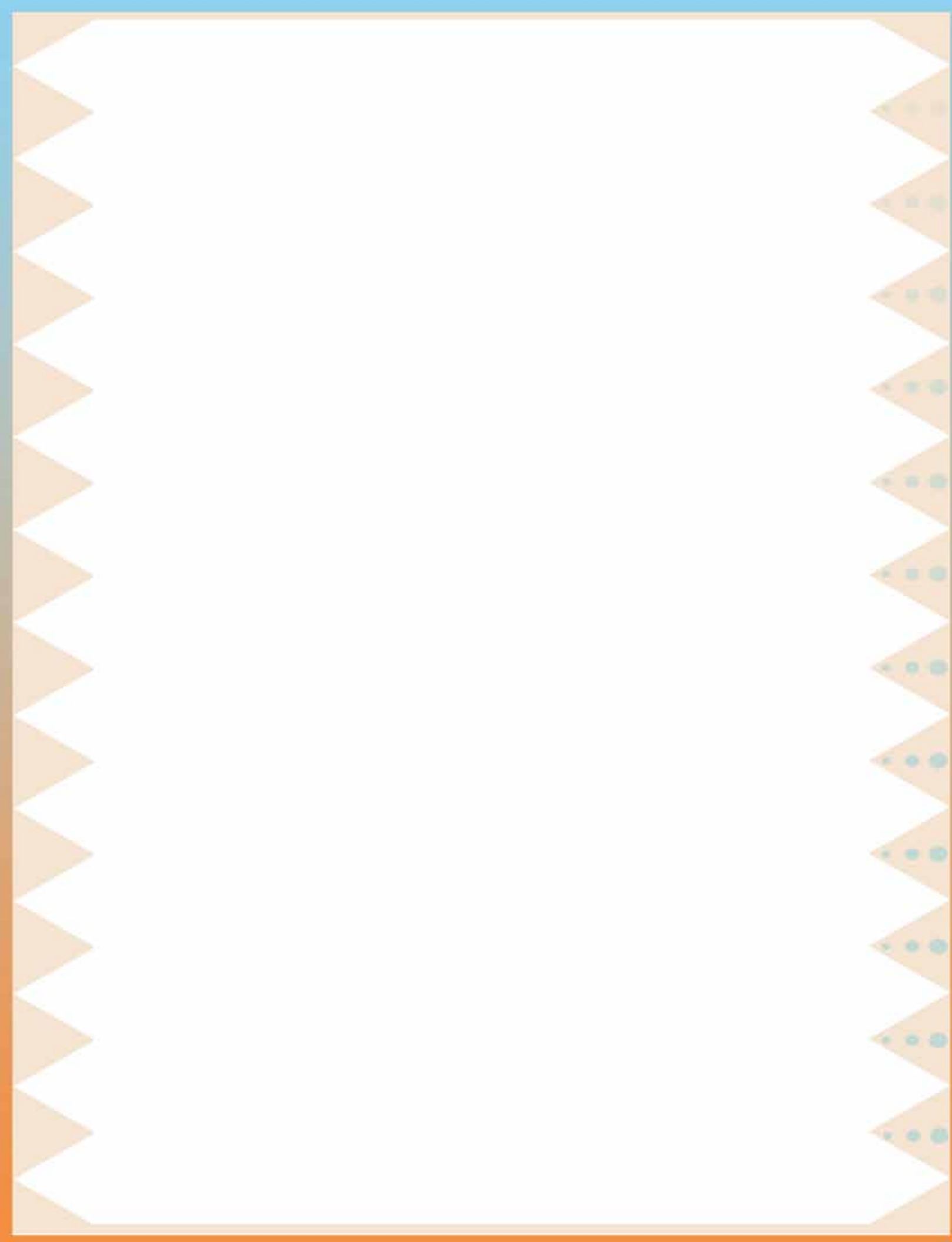
Action:





Section 2:

NATIONAL NATIVE HIV/AIDS AWARENESS DAY FORMS



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

COMMUNITY EVENTS MAP FORM

The National Native HIV/AIDS Awareness Day committee (Asian & Pacific Islander Wellness Center, Commitment to Action for 7th-Generation Awareness and Education: HIV/AIDS Prevention Project [CA7AE: HAPP], Great Plains Tribal Chairmen's Health Board [GPTCHB], Inter Tribal Council of Arizona, Inc. [ITCA], and National Native American AIDS Prevention Center [NNAAPC]) is honored to release the 2011 NNHAAD Nationwide Community Events Map. This online map was created to publicize events taking place across the country in recognition of National Native HIV/AIDS Awareness Day.

The map will feature a national map with links to individual state maps showcasing events taking place on or near March 20. Event information will include details of the event, time, and location.

To submit your event, please complete the following form and send it to any of the committee partners listed above. Please complete all of the required fields, incomplete entries will not be included on the map. Deadline for submission is March 11, 2011.

To view this year's map, please visit: <http://www.happ.colostate.edu/nad.html>

2012 NNHAAD Event Form		
Contact Information		
Name* (First and Last):		
Phone Number*:	Email*:	
Website:		
Event Information		
Event Title*:		
Date of Event*:	Start & End Time*: <i>Please circle Time Zone:</i> Eastern (EST) Central (CST) Mountain (MST) Pacific (PST) Alaskan (AKST) Hawaii-Aleutian (HST)	
Address/Location of Event*:		
City*:	State*:	Zip Code*:
Description of Activities:		

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PHOTO RELEASE FORM

I, (name) _____ hereby grant permission to the *National Native HIV/AIDS Awareness Day Committee*, the right to use and reproduce all photographs taken of me for National Native HIV/AIDS Awareness Day educational, publication, or marketing purposes, including website* purposes, without further compensation and consenting that all this material shall be solely and completely the property of the Awareness Day Committee.

* Please note that the website can be viewed throughout the world and not just in the United States as where US Law applies.

I also acknowledge that the organization named above may choose not to use my photo at this time, but may do so at its own discretion at a later date.

A. For individuals eighteen (18) years of age and over:

I hereby certify that I am 18 years of age or over, and I have read the contents of the above release, I give this consent voluntarily. I understand and agree to be bound by its content.

Signature

Witness

Print Name

Print Name

Date

Date

B. To be signed by parent or legal guardian of individuals under age of eighteen (18).

I am the parent or legal guardian of the individual named _____ to which this form applies and for whom I am giving this consent. I have legal authority to represent and bind the individual named.

I have read the contents of the above release, I give this consent voluntarily on behalf of the individual named. I understand and agree to be bound by its content.

Signature

Witness

Print Name

Print Name

Date

Date

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

POST-EVENT ACTIVITIES CHECKLIST

- ☐ After March 20, 2011, the committee will send out a NNHAAD Activities Evaluation Survey to your email address. Please watch for this survey, complete and return it. This survey collects data including the number of communities involved in NNHAAD, the types of activities that took place, community impact, and the events assistance provided. This information will create a database of all community activities so that the NNHAAD committee can share this information with Native participants and improve the following year's NNHAAD activities.
- ☐ Prepare news releases to send to any media outlets that did not cover your event and include any photos from your NNHAAD event. See Photo Release Form to obtain appropriate permission.
- ☐ Send thank you letters to leaders, community organizations, media outlets, speakers or others who contributed to or participated in your event.
- ☐ Ask the media for copies of the coverage of your event.
- ☐ Keep track of the leadership, media, community organizations and others that were invited so you can follow-up for next year's activities.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

POST-EVENT ACTIVITIES EVALUATION

The NNHAAD committee (*Asian & Pacific Islander Wellness Center, CA7AE: HIV/AIDS Prevention Project, Great Plains Tribal Chairmen's Health Board, Inter Tribal Council of Arizona, Inc., and National Native American AIDS Prevention Center*) greatly appreciates the work that you have done to organize a NNHAAD event in your community.

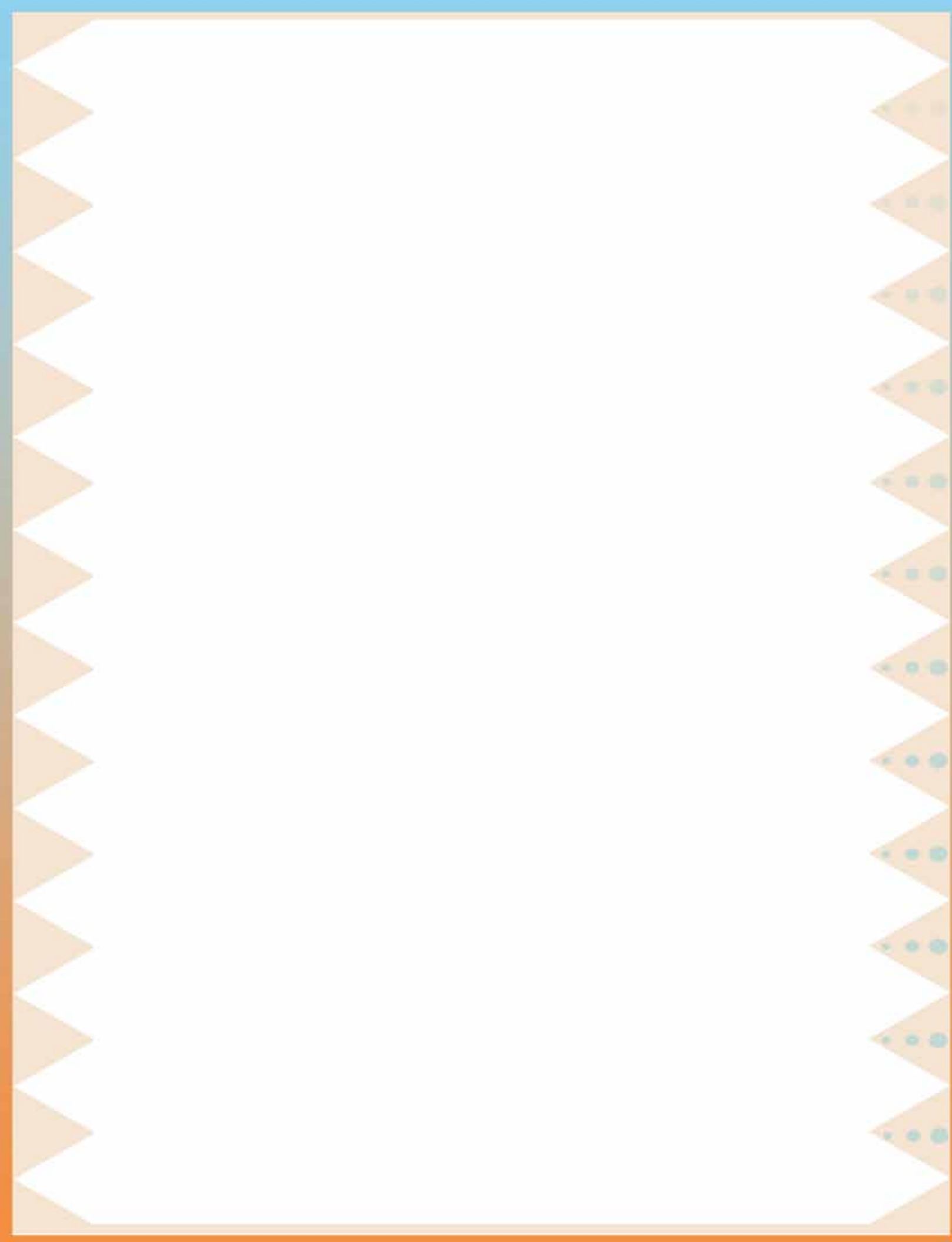
Please take a moment to let us know about your activities on this important day.

1. *Tribe or Organization Name:*
2. *Contact Information:*
3. *What activity or activities did you organize in your community? Please provide a brief description of your event.*
4. *How many people attended your event?*
5. *If HIV testing occurred, how many individuals received HIV counseling and testing services?*
6. *Did any media cover your event? If so, please provide an extra copy of the coverage for our Awareness Day files.*
7. *Do you have any photos of your event? If so, please provide an extra copy of the photos that we can have for our Awareness Day files. If you would like us to use your photos on any web sites or future materials, please provide a signed photo release of participants photographed.*
8. *Would you like to hold a similar event to observe NNHAAD next year?*
9. *What additional resources would be helpful for your event?*
10. *What could the National Native Capacity Building Assistance Network do to better assist you with planning your Awareness Day event next year?*



Section 3:

TEMPLATES AND EXAMPLES



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

MEDIA ADVISORY TEMPLATE

By sending a media advisory to local media outlets (newspapers, radio stations, or TV stations) you are alerting them to an important event on which they should report. This advisory lets them know the who, what, when, where and why of your event. If they are alerted early enough, it will allow them to assign someone to cover your event. This can lead to an article or story in your local newspaper.

You should send the media advisory to arrive 5-15 days in advance of your event. Some agencies send advisories out 30 days in advance. Follow-up with a phone call the day before the event to encourage them to cover it and answer any questions they have.

When you call, be ready with information about your event. Tell them how important your event is to the community, what you hope to accomplish, how many people you hope to reach and how their agency can play a vital role in making sure the community hears your message.

MEDIA ADVISORY TEMPLATE

Contact: [contact person's name]
Phone: [contact person's phone]
Fax: [contact person's fax]

FOR IMMEDIATE RELEASE

HEADLINE [MUST BE ALL UPPERCASE]

Subtitle [Upper and Lower Case]

[City], [State] [Long Date] -- "[Insert name of community] observes National Native HIV/AIDS Awareness Day." March 20, 2011 marks the fifth annual National Native HIV/AIDS Awareness Day, which is being observed by Native people and Native serving health organizations.

Who and What: The [insert name of Tribe, program, etc.] will hold [insert name of event] to acknowledge the impact of HIV/AIDS in Native communities.

When and Where: The [insert name of event] will be held [insert location] at [insert time] on March 20, 2011.

Why: Explain why this is an important issue and an important event for your community.

For more information or to schedule an interview, please contact [insert name of contact person] at [insert phone number].

End press release with the marks: ###. This lets the journalists know the release has ended. If your release jumps to the next page, write "more" at the bottom and center it. At the top of the corner of the next page, write "Page 2" and provide a subject reference.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PRESS RELEASE TEMPLATE

[INSERT AGENCY LOGO HERE]

PRESS RELEASE
For Immediate Release
[INSERT DATE OF RELEASE]

CONTACT:
[NAME OF MAIN MEDIA CONTACT] /
[PHONE NUMBER]

**5th ANNUAL NATIONAL NATIVE HIV/AIDS AWARENESS DAY:
MOBILIZING NATIVE COMMUNITIES TO FIGHT THE EPIDEMIC**
[Change to more specific lead; see sample]

[CITY, STATE.] March 20, 2012 is the 6th annual National Native HIV/AIDS Awareness Day, a national mobilization effort to engage and inform Native communities about the impact of HIV/AIDS in American Indian, Alaska Native and Native Hawaiian populations. [INSERT A SENTENCE SPECIFIC TO YOUR EVENT; SEE SAMPLE]. We encourage everyone, including our young people and elders, to become educated, get tested, and get involved in HIV prevention at both a local and national level.

Though HIV/AIDS is a preventable disease, a number of factors—including the lack of culturally competent health care and testing services, flawed HIV surveillance and data collection methods, and the shame and fear surrounding the disease—contribute to its impact in Native communities. According to the Centers for Disease Control and Prevention (CDC), Native Hawaiians and other Pacific Islanders (NHOPI) and American Indian/Alaska Natives (AI/AN) have the third and fourth highest rates of new HIV infections respectively. Despite this, over half of AI/ANs and almost 60% of NHOPI have never been tested for HIV. This represents an enormous disparity that can only be addressed by HIV prevention efforts tailored to fit the needs of the community.

“The statistics may not paint a clear picture of the HIV epidemic in Native communities, but we know we are affected. March 20th is about our community taking the lead to raise awareness,” says Stacy Bohlen, Board President of the National Native American AIDS Prevention Center.

[INSERT SHORT PARAGRAPH ABOUT LOCAL EVENT HERE; SEE SAMPLE]

About [INSERT AGENCY NAME]

[INSERT SHORT BLURB ABOUT YOUR AGENCY, INCLUDING YOUR MISSION STATEMENT; SEE SAMPLE]

###

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

EXAMPLE OF PRESS RELEASE



ASIAN & PACIFIC ISLANDER
WELLNESS CENTER

PRESS RELEASE

For Immediate Release
March 9, 2011

CONTACT:

Stephanie Goss / (415) 292-3420 ext. 330

5th ANNUAL NATIONAL NATIVE HIV/AIDS AWARENESS DAY SAN FRANCISCO COLLABORATIVE JOINS FORCES TO FIGHT HIV IN NATIVE COMMUNITIES

San Francisco, CA. March 20, 2011 is the 5th annual National Native HIV/AIDS Awareness Day, a national mobilization effort to engage and inform Native communities about the impact of HIV/AIDS in American Indian, Alaska Native and Native Hawaiian populations. Shake the Feathers—a collaboration between Bay Area American Indian Two-Spirits, Native American AIDS Project, and Native American Health Center—has joined forces with Asian & Pacific Islander Wellness Center to host a Sunrise Ceremony and community testing event in honor of the day. We encourage everyone, including our young people and elders, to get educated, get tested, and get involved in HIV prevention at both a local and national level.

Though HIV/AIDS is a preventable disease, a number of factors—including the lack of culturally competent health care and testing services, flawed HIV surveillance and data collection methods, and the shame and fear surrounding the disease—contribute to its impact in Native communities. According to the Centers for Disease Control and Prevention (CDC), **Native Hawaiians and other Pacific Islanders (NHOPI) and American Indian/Alaska Natives (AI/AN) have the third and fourth highest rates of new HIV infections respectively.** Despite this, over half of AI/ANs and almost 60% of NHOPI have never been tested for HIV. This represents an enormous disparity that can only be addressed by HIV prevention efforts tailored to fit the needs of the community.

"The statistics may not paint a clear picture of the HIV epidemic in Native communities, but we know we are affected. March 20th is about our community taking the lead to raise awareness," says Stacy Bohlen, Board President of the National Native American AIDS Prevention Center.

A Sunrise Ceremony will be held from 7:00 – 8:30 AM in Civic Center Park, adjacent to City Hall, featuring dance, music and prayer from American Indian, Alaska Native, and Native Hawaiian cultural practitioners. A community celebration will immediately follow with music and free food. Free, confidential and anonymous HIV testing will be available for everyone.

About the collaborators

San Francisco's National Native HIV/AIDS Awareness Day events are a collaboration between Asian & Pacific Islander Wellness Center, www.apiwellness.org, (415) 292-3400, and Shake the Feathers (Bay Area American Indian Two-Spirits, www.baaits.org, (415) 865-5616; Native American AIDS Project, www.naap-ca.org, (415) 431-6227; and Native American Health Center, www.nativehealth.org, (415) 621-8051). Shake the Feathers serves American Indian and Alaska Native populations while A&PI Wellness Center serves Native Hawaiian populations.

###

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

CITY PROCLAMATION TEMPLATE

Proclamation
Supporting the National Native HIV/AIDS Awareness Day
March 20, 2012

WHEREAS, we, the _____ do hereby establish and submit the following proclamation; and

WHEREAS, American Indians and Alaska Natives have experienced a long history of a lower health status when compared with other Americans which includes a lower life expectancy and higher disease occurrence than other racial/ethnic groups due to inadequate health education, disproportionate poverty, discrimination in the delivery of health care services and access to quality health care; and

WHEREAS, the spread of HIV/AIDS virus among Native Hawaiians, American Indians, and Alaska Natives poses a significant risk to the public health and well-being of these communities, who have the third and fourth highest rate per 100,000 persons of new HIV infections, respectively, in 2008 of all racial/ethnic groups despite having the smallest population; and

WHEREAS, of persons who were diagnosed with HIV, American Indians and Alaska Natives had the shortest overall survival time, with 87% living longer than 3 years, while in the state of Hawaii, Native Hawaiians/Other Pacific Islanders represent 8.8% of Hawaii's population yet account for 12% of the AIDS cases; and

WHEREAS, the above mentioned rates and statistics are held suspect and are believed to be much higher than the current rates of infection and death which are under reported due to lack of access to medical diagnosis, misclassification, and/or overall poor reporting; and

WHEREAS, there is potential for a great increase of HIV/AIDS in American Indians, Alaska Natives and Native Hawaiian communities, as evidenced by several co-risk factors such as high rates of sexually transmitted disease in their communities, poverty, social stigma, high substance abuse rates; and

WHEREAS, the status of HIV/AIDS epidemic among American Indians, Alaska Natives and Native Hawaiian people is a public health crisis that requires a focused national effort as well as tribal effort to bring attention to the prevention needs of Indigenous people and to raise awareness of the American public, the Administration, the Congress, and public health agencies on this issue.

NOW THEREFORE, I _____, MAYOR of the City of _____ do hereby proclaim the people support March 20th 2011 as the National Native HIV/AIDS Awareness Day.
I call upon the people of this city to observe this day with appropriate programs and activities.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

TRIBAL RESOLUTION TEMPLATE

Resolution to Support
National Native HIV/AIDS Awareness Day
A Celebration of Life
March 20, 2012

WHEREAS, American Indians and Alaska Natives have experienced a long history of a lower health status when compared with other Americans which includes a lower life expectancy and higher disease occurrence than other racial/ethnic groups due to inadequate health education, disproportionate poverty, discrimination in the delivery of health care services and access to quality health care; and

WHEREAS, the spread of HIV/AIDS virus among Native Hawaiians, American Indians, and Alaska Natives poses a significant risk to the public health and well-being of these communities, who have the third and fourth highest rate per 100,000 persons of new HIV infections, respectively, in 2008 of all racial/ethnic groups despite having the smallest population; and

WHEREAS, of persons who were diagnosed with HIV, American Indians and Alaska Natives had the shortest overall survival time, with 87% living longer than 3 years, while in the state of Hawaii, Native Hawaiians/Other Pacific Islanders represent 8.8% of Hawaii's population yet account for 12% of the AIDS cases; and

WHEREAS, the above mentioned rates and statistics are held suspect and are believed to be much higher than the current rates of infection and death which are under reported due to lack of access to medical diagnosis, misclassification, and/or overall poor reporting; and

WHEREAS, there is potential for a great increase of HIV/AIDS in American Indians, Alaska Natives and Native Hawaiian communities, as evidenced by several co-risk factors such as high rates of sexually transmitted disease in their communities, poverty, social stigma, high substance abuse rates; and

WHEREAS, the status of HIV/AIDS epidemic among American Indians, Alaska Natives and Native Hawaiian people is a public health crisis that requires a focused national effort as well as tribal effort to bring attention to the prevention needs of Indigenous people and to raise awareness of the American public, the Administration, the Congress, and public health agencies on this issue.

NOW THEREFORE BE IT RESOLVED, the _____ Tribal Council/Board supports
March 20, 2011 as the National Native HIV/AIDS Awareness Day.

Executed the _____ day of _____, 20____, in regular session of the
_____ Tribal Council by a vote of ____ yes ____ no, and ____ abstained.

Signed _____
President/Chairperson of Tribal Council

SAMPLE OF OFFICIAL RESOLUTION



NATIONAL CONGRESS OF AMERICAN INDIANS

The National Congress of American Indians Resolution #SAC-06-002

TITLE: Support the National American Indian, Alaska Native, and Native Hawaiian HIV/AIDS Awareness Day held on March 21, 2007

EXECUTIVE COMMITTEE

PRESIDENT

Joe A. Garcia
Ohkay Owingeh
(Pueblo of San Juan)

FIRST VICE-PRESIDENT

Jefferson Keel
Chickasaw Nation

RECORDING SECRETARY

Juana Majel
Pauma-Yuima Band of Mission Indians

TREASURER

W. Ron Allen
Jamestown S'Klallam Tribe

REGIONAL VICE-PRESIDENTS

ALASKA

Mike Williams
Yup'ik

EASTERN OKLAHOMA

Joe Grayson, Jr.
Cherokee Nation

GREAT PLAINS

Mark Allen
Flandreau Santee Sioux

MIDWEST

Robert Chicks
Stockbridge-Munsee

NORTHEAST

Randy Noka
Narragansett

NORTHWEST

Ernie Stensgar
Coeur d'Alene Tribe

PACIFIC

Cheryl Seidner
Wiyot

ROCKY MOUNTAIN

Raymond Parker
Chippewa-Cree Business Committee

SOUTHEAST

Leon Jacobs
Lumbee Tribe

SOUTHERN PLAINS

Steve Johnson
Absentee Shawnee

SOUTHWEST

Manuel Heart
Ute Mountain Ute Tribe

WESTERN

Kathleen Kitcheyan
San Carlos Apache

EXECUTIVE DIRECTOR

Jacqueline Johnson
Tlingit

NCAI HEADQUARTERS

1301 Connecticut Avenue, NW
Suite 200
Washington, DC 20036
202.466.7767
202.466.7797 fax
www.ncai.org

WHEREAS, we, the members of the National Congress of American Indians of the United States, invoking the divine blessing of the Creator upon our efforts and purposes, in order to preserve for ourselves and our descendants the inherent sovereign rights of our Indian nations, rights secured under Indian treaties and agreements with the United States, and all other rights and benefits to which we are entitled under the laws and Constitution of the United States, to enlighten the public toward a better understanding of the Indian people, to preserve Indian cultural values, and otherwise promote the health, safety and welfare of the Indian people, do hereby establish and submit the following resolution; and

WHEREAS, the National Congress of American Indians (NCAI) was established in 1944 and is the oldest and largest national organization of American Indian and Alaska Native tribal governments; and

WHEREAS, American Indians and Alaska Natives have long experienced lower health status when compared with other Americans that includes a lower life expectancy and higher disease occurrence than other racial/ethnic groups due to inadequate education, disproportionate poverty, discrimination in the delivery of health services, and access to adequate and quality health; and

WHEREAS, the spread of HIV/AIDS virus among American Indians, Alaska Natives, and Native Hawaiians poses a significant risk to the public health and well-being of these communities; and

WHEREAS, American Indians/Alaska Natives had the 3rd highest rate of AIDS diagnoses in 2004, despite having the smallest population; and

WHEREAS, through June 2004 the cumulative reported AIDS cases for American Indians/Alaska Natives was 3,084 and reported cases for HIV infection (not AIDS) was 1068; and

WHEREAS, data presented for Hawaiian/Part Hawaiian represent 8.6% of the Hawaii population and account for 11% (302) of the total reported AIDS cases as of June 30, 2005 and the proportion of Hawaiian cases has increased from 10.7% before July 1995 to 13% during the period from July 2000 – June 2005; and

WHEREAS, from 2000 through 2004, the estimated number of deaths among persons with AIDS decreased among whites, blacks, and Asian/Pacific Islanders but increased among American Indians/Alaska Natives; and

SAMPLE OF OFFICIAL RESOLUTION

NCAI 2006 Annual Session

Resolution SAC-06-002

WHEREAS, American Indians and Alaska Natives constitute less than 1% of the total HIV/AIDS cases causing the disproportionate impact of this disease to garner national attention and public health effort; and

WHEREAS, the abovementioned rates and statistics are held suspect and are believed to be much higher than the true rates of infection and death which are underreported due to lack of access to medical diagnosis, misclassification, and/or poor reporting; and

WHEREAS, there is potential for a great increase of HIV/AIDS in American Indian, Alaska Native, and Native Hawaiian communities, as evidenced by several co-risk factors such as high rates of sexually transmitted disease in our communities (i.e. gonorrhea, syphilis, and Chlamydia), poverty, social stigma (i.e. discrimination, racism, homophobia), high substance abuse rates; and

WHEREAS, the status of HIV/AIDS epidemic among American Indian and Alaska Native people is a public health crisis that requires a focused national effort to bring attention to the prevention needs of American Indian people and to raise the awareness of the American public, the Administration, the Congress, and public health agencies of this issue.

NOW THEREFORE BE IT RESOLVED, that the NCAI does hereby support the National American Indian, Alaska Native, and Native Hawaiian HIV/AIDS Awareness Day in its efforts to bring tribal and national awareness of HIV/AIDS among Native peoples to prevent its spread and to encourage HIV/AIDS testing; and

BE IT FURTHER RESOLVED, that the NCAI encourages all Native, as well as national and regional Native organizations to work together to develop strategies and commit the necessary resources to bring this effort to fruition; and

BE IT FINALLY RESOLVED, that this resolution shall be the policy of NCAI until it is withdrawn or modified by subsequent resolution.

CERTIFICATION

The foregoing resolution was adopted by the General Assembly at the 2006 63rd Annual Session of the National Congress of American Indians, held at the Sacramento Convention Center in Sacramento, California on October 1-6, 2006, with a quorum present.



President

ATTEST:



Recording Secretary

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PUBLIC SERVICE ANNOUNCEMENT TEMPLATE

VERSION 1

Television or Radio Public Service Announcement
60 – Second Announcement – Read Script

SPONSOR: _____

TOPIC/SUBJECT: National Native HIV/AIDS Awareness Day

FOR USE: March 2011

LENGTH: 60 seconds

VOICE:

MARCH 20TH, AS THE FIRST DAY OF SPRING, IS AN IMPORTANT TIME OF AWAKENING, BIRTH AND RENEWAL. IT IS AN IMPORTANT TIME FOR MANY NATIVE PEOPLES. IT IS ALSO NATIONAL NATIVE HIV/AIDS AWARENESS DAY. THIS IS A DAY TO REMEMBER THOSE WHO WE HAVE LOST AS A RESULT OF AIDS AND TO REIGNITE OUR COMMITMENT TO END THE SPREAD OF THIS DISEASE AMONG NATIVE PEOPLES. ON THIS DAY, WE ENCOURAGE ALL NATIVE COMMUNITIES TO PLAN EVENTS TO SUPPORT HIV AWARENESS. WE NEED TO CONTINUE TO FIGHT THE STIGMA OF THIS DISEASE, ENCOURAGE HIV TESTING, AND RAISE THE LEVEL OF KNOWLEDGE AND AWARENESS ABOUT HIV AND AIDS.

FOR MORE INFORMATION, PLEASE VISIT WWW.AIDS.GOV, OR TO FIND A TESTING CENTER NEAR YOU, VISIT WWW.HIVTEST.ORG. REMEMBER, ONE WAY TO PROTECT OUR FUTURE AND TO PROTECT OUR PEOPLE IS TO TAKE THE TEST! WE HAVE THE ABILITY TO MAKE A DIFFERENCE!

To request audio recordings of NNHAAD Official Public Service Announcement, please contact any of the following partnering agency found on the resource page.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PUBLIC SERVICE ANNOUNCEMENT TEMPLATE

VERSION 2

Television or Radio Public Service Announcement
60 – Second Announcement – Read Script

SPONSOR: _____

TOPIC/SUBJECT: National Native HIV/AIDS Awareness Day

FOR USE: March 2011

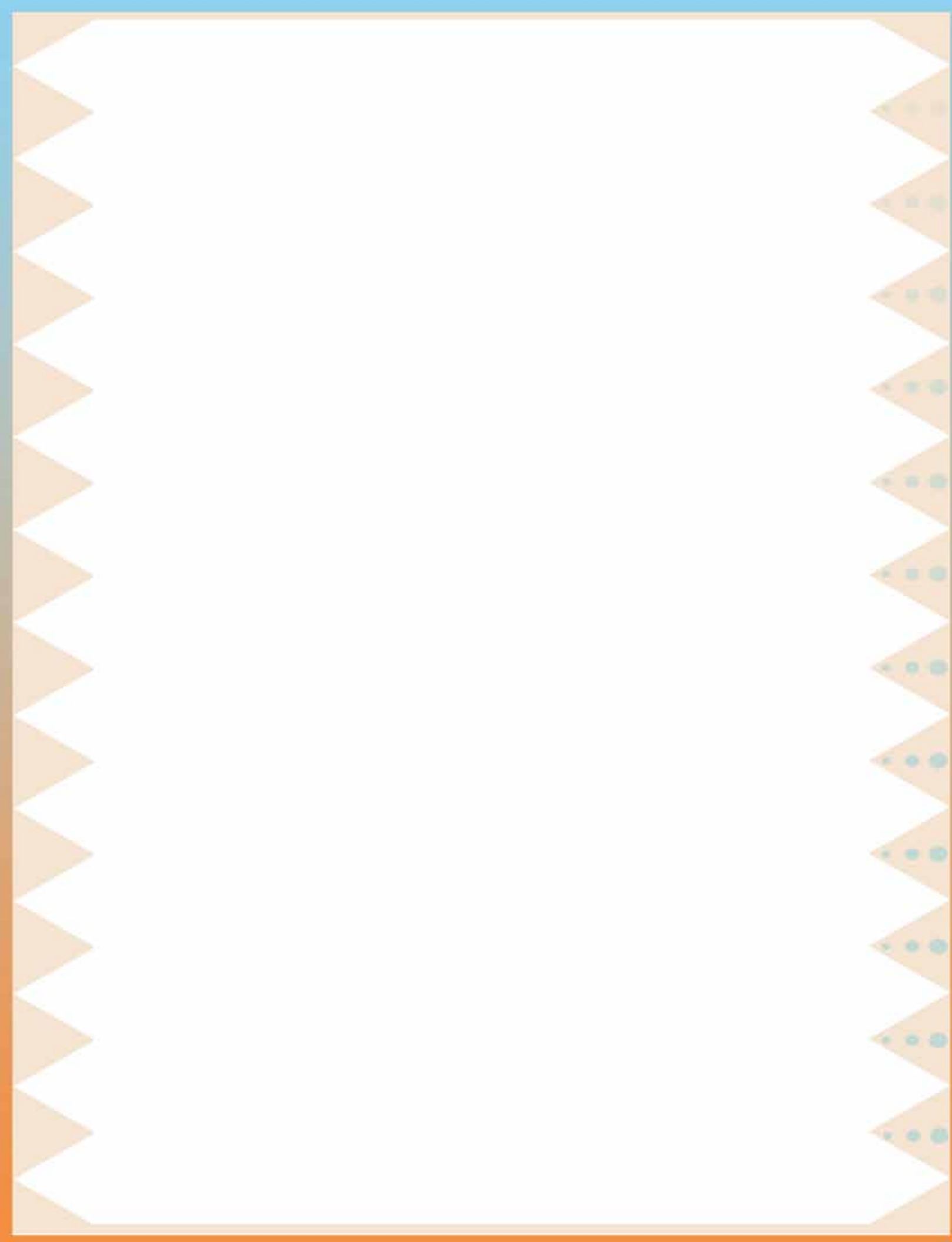
LENGTH: 60 seconds

VOICE:

MARCH 20TH MARKS THE 5TH ANNUAL NATIONAL NATIVE HIV/AIDS AWARENESS DAY. IT'S THE FIRST DAY OF SPRING AND IN MANY NATIVE COMMUNITIES, IT'S A TIME OF CEREMONY AND NEW BEGINNINGS. NATIONAL NATIVE HIV/AIDS AWARENESS DAY IS A DAY TO HONOR THOSE WHO HAVE PASSED AS A RESULT OF AIDS AND IT IS A TIME TO RENEW OUR COMMITMENT TO STOP THIS INFECTION AMONG OUR PEOPLE. WE ENCOURAGE ALL COMMUNITIES TO HONOR THIS DAY WITH AN EVENT TO SUPPORT HIV TESTING AND AWARENESS. TAKE THE TEST, FIGHT THE STIGMA AND PROMOTE A HEALTHY LIFESTYLE!

FOR MORE INFORMATION, PLEASE VISIT WWW.AIDS.GOV, OR TO FIND A TESTING SITE NEAR YOU, VISIT WWW.HIVTEST.ORG. THE BEST WAY TO PROTECT OUR FUTURE AND TO PROTECT OUR PEOPLE IS TO TAKE THE TEST!

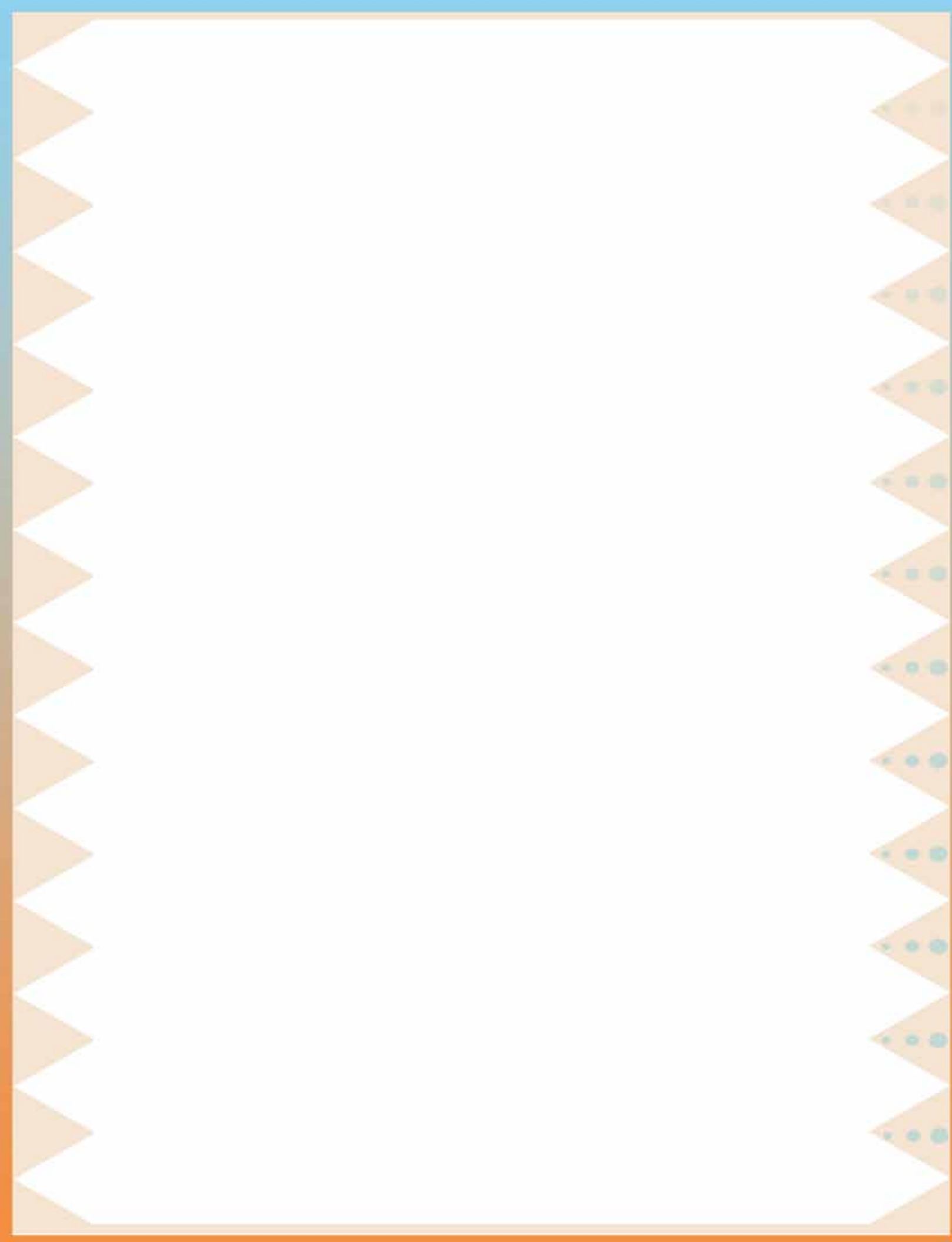
To request audio recordings of NNHAAD Official Public Service Announcement, please contact any of the following partnering agency found on the resource page.





Section 4:

NATIONAL NATIVE HIV/AIDS AWARENESS DAY EVENT



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

HOW TO PREPARE FOR AN NNHAAD EVENT

Community Mapping

- Define key community members (health care workers, community leaders, etc.) within your community who are willing to help with the event.
- Meet with local businesses that could potentially sponsor and support your event (local restaurants, retail stores, businesses, etc.)

Create HIV/AIDS awareness within your local community

- Distribute/post flyers and brochures

Preplan

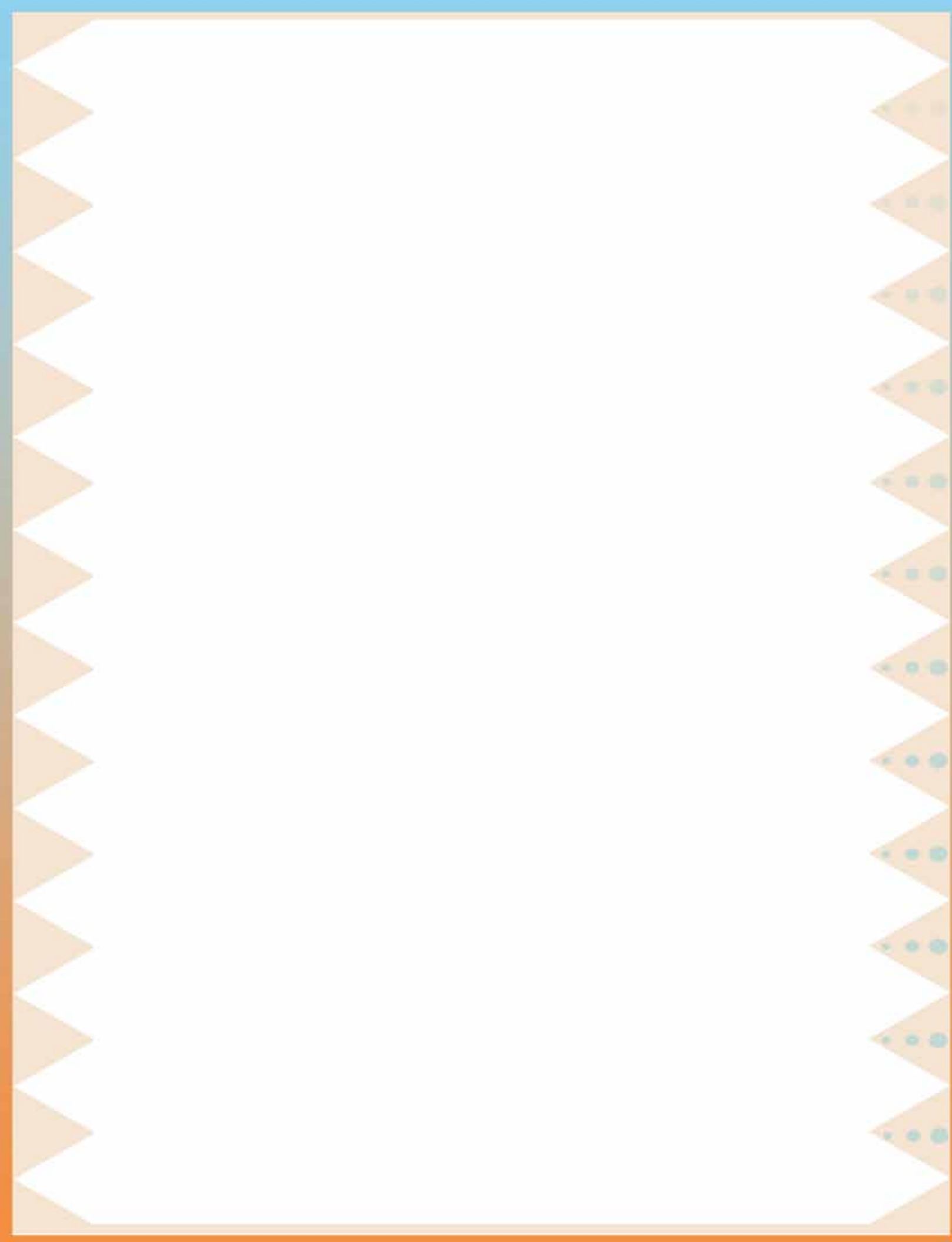
- Prepare a budget and outline expenses
- Register your event on NNHAAD partner website at <http://www.happ.colostate.edu>
- Partner with local resources such as health departments or Community Based Organizations (CBOs)
- Hold a fundraiser to benefit your NNHAAD event
- Use in-kind donation letters to approach other organizations or businesses for donation pitches
- Meet with local or elected officials to promote and support your event

Things to consider:

- What are your goals?
- What would it take to consider your event as being successful?
- What day/dates are you having your event?
- Is this a testing event? health fair? awareness event?
- If it is a testing event, are you CLIA certified? Do you have a location in mind to keep testing confidential? Will there be professional help or counseling available for individuals who test positive?
- Do you have activities in mind that are friendly for children?
- Are you going to incorporate other health screenings or health topics into your event?
- Are you going to have entertainment?
- Are you going to provide food?
- What resources do you have to work with?
- How are you going to publicize your event?
- Take pictures at your event, but remember to have appropriate consent from individuals who are photographed.

Post NNHAAD Activities:

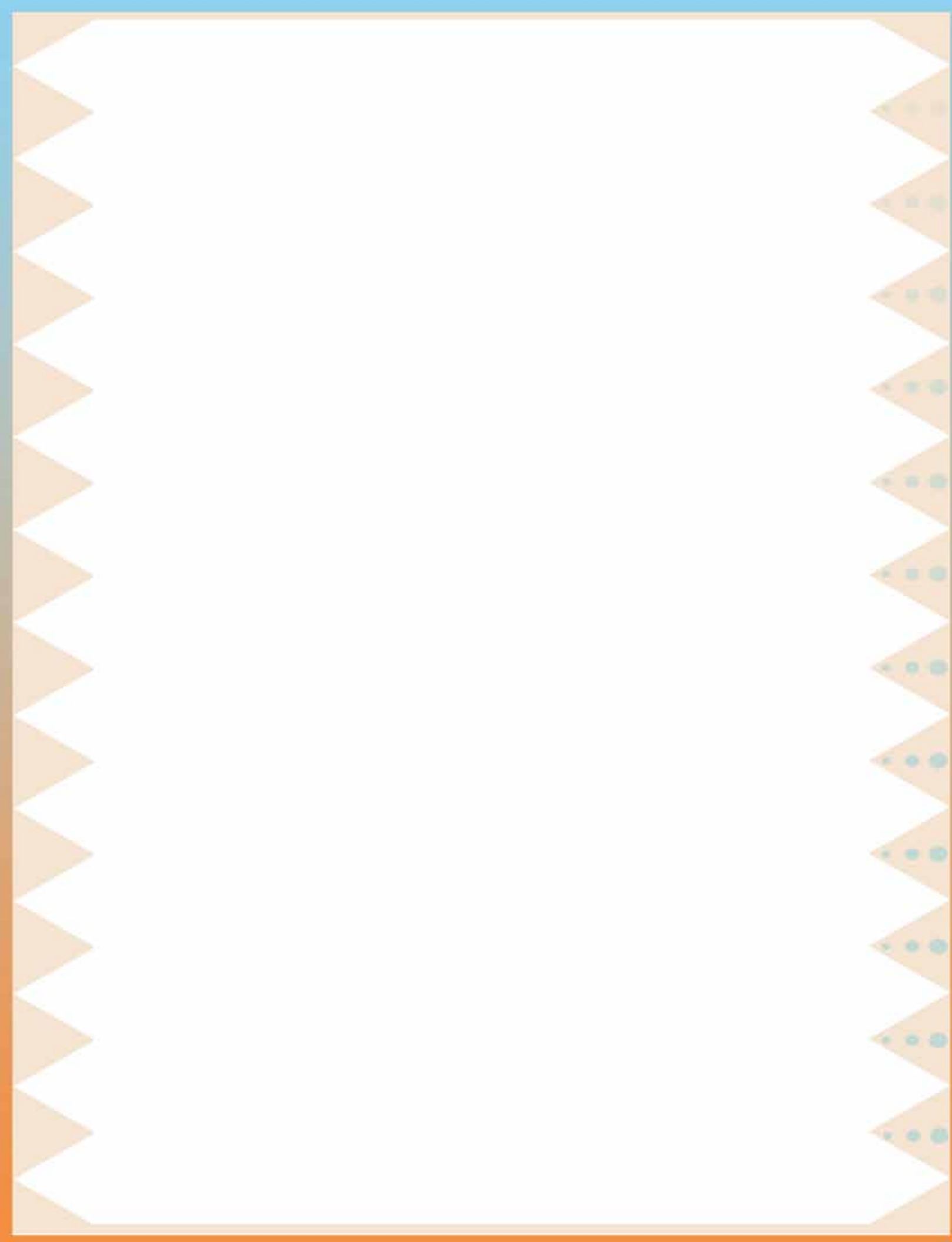
- Revisit your goals for your awareness event. Did you meet your goals?
- Do you consider your event successful?
- What would you do differently?
- What are some highlights and what were the challenges?
- Have you completed the Official NNHAAD survey?
- Publicly recognize supporters and volunteers
- Send Thank You letters to your sponsors, supporters, and volunteers.
- Finally, continue to talk about HIV/AIDS in your community



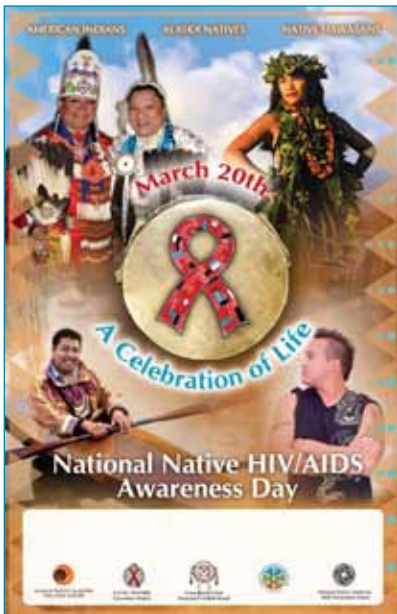


Section 5:

NATIONAL NATIVE HIV/AIDS AWARENESS DAY RESOURCES



NATIONAL NATIVE HIV/AIDS AWARENESS DAY PRODUCTS



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

RESOURCES

U.S. Department of Health and Human Services (HHS)

Centers for Disease Control and Prevention (CDC)

(800) CDC-INFO (232-4636)

<http://www.cdc.gov>

<http://www.hivtest.org>

Indian Health Services – HIV/AIDS Programs (IHS)

(301) 443-1289

<http://www.ihs.gov/MedicalPrograms/HIVAIDS/>

Office of HIV/AIDS Policy (OHAP)

(202) 690-5560

<http://www.AIDS.gov>

<http://www.hhs.gov/aidsawarenessdays>

Office of Minority Health (OMH)

(800) 444-6472

<http://www.omhrc.gov>

Substance Abuse and Mental Health Services Administration - Minority AIDS Initiative (SAMHSA)

<http://www.samhsa.gov>

For information on all national HIV/AIDS Awareness Days:

<http://www.hhs.gov/aidsawarenessdays>

NNHAAD COLLABORATIVE PARTNERS

Asian/Pacific Islander Wellness Center

730 Polk Street, 4th Floor

San Francisco, CA 94109

(415) 292-3420

<http://www.apiwellness.org>

Great Plains Tribal Chairmen's Health Board (GPTCHB)

1770 Rand Road, Bldg #2

Rapid City, SD 57702

(605) 721-1922

<http://aatchb.org>

National Native American AIDS Prevention Center

(NNAAPC)

720 S. Colorado Blvd., Suite 650-S

Denver, CO 80246

(720) 382-2244

<http://www.nnaapc.org>

Commitment to Action for 7th-Generation Awareness & Education (CA7AE): HIV/AIDS Prevention Program

357 Aylesworth Hall, SE

Fort Collins, CO 80523-1790

(800) 642-0273

<http://www.happ.colostate.edu>

Inter Tribal Council of Arizona, Inc. (ITCA)

2214 North Central Avenue, Suite 100

Phoenix, AZ 85004

(602) 258-ITCA (4822)

<http://www.itcaonline.com>

