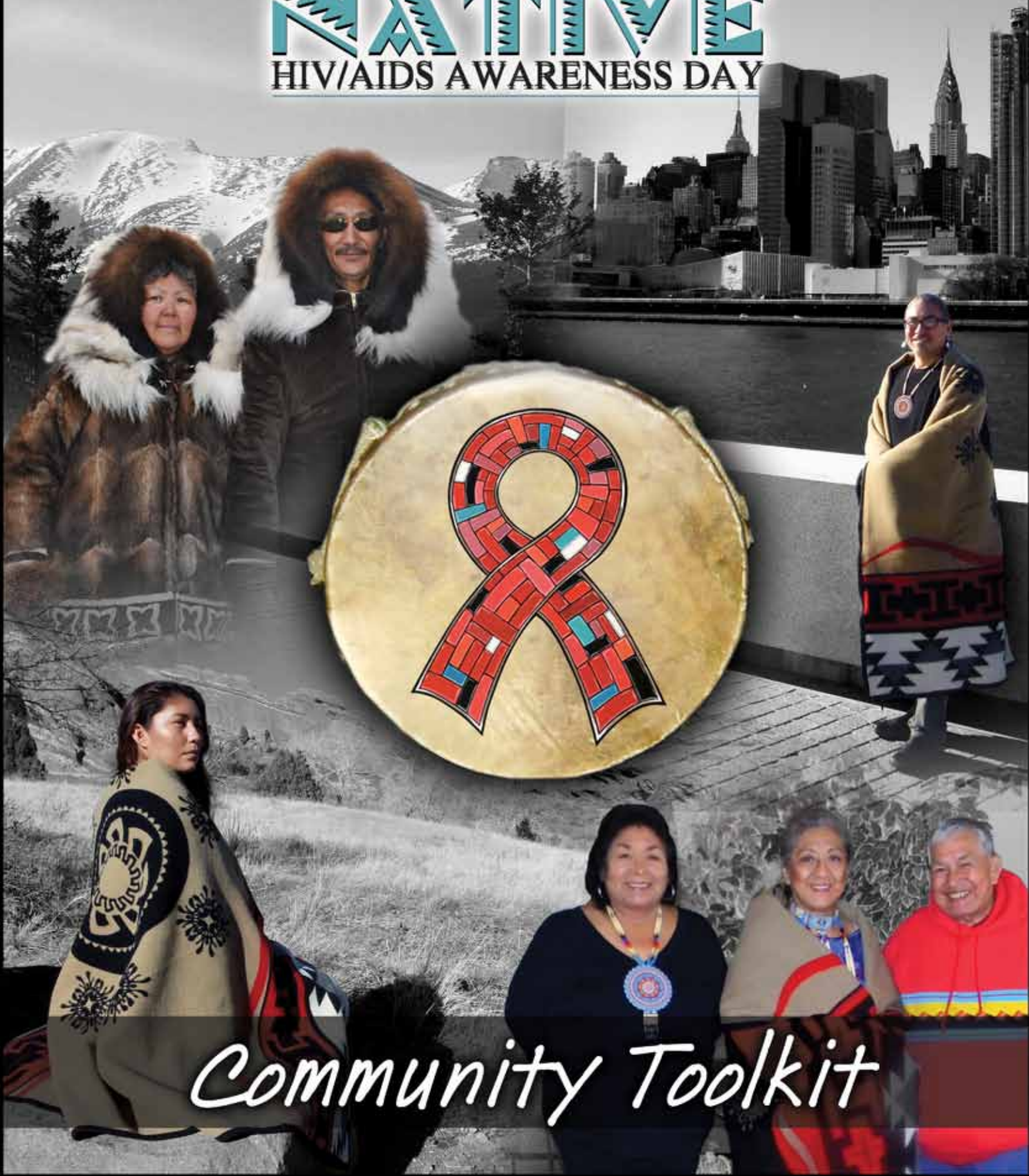


American Indians

Alaska Natives

Native Hawaiians

NATIONAL NATIVE HIV/AIDS AWARENESS DAY



Community Toolkit

American Indians

Alaska Natives

Native Hawaiians



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

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NATIONAL NATIVE HIV/AIDS AWARENESS DAY

INTRODUCTION & OVERVIEW

March 20, 2014 is the 8th 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 time for us to “Honor Our Ancestors, Protect Our People, and Take the Test!”

This toolkit is a resource to help you plan and implement your event by providing templates that can be used to market your event to your local newspaper, radio-station or other local media outlets.

Please join us on this important day!!



CATAE: HIV/AIDS
PREVENTION PROJECT



GREAT PLAINS TRIBAL
CHAIRMEN'S HEALTH BOARD



NATIONAL NATIVE
AMERICAN AIDS
PREVENTION CENTER



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

COMMONLY ASKED QUESTIONS ABOUT NNHAAD

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 2010, 3,722 American Indians/Alaska Natives (AI/AN) have been diagnosed with AIDS.• 1,893 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.nnhaad.org
Who are the partners?	NNHAAD is a collaboration between four 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: <ul style="list-style-type: none">• 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?	You can get more information by visiting any of the following websites: http://www.nnhaad.org (Official NNHAAD Website) http://www.happ.colostate.edu http://www.aatchb.org http://www.itcaonline.com http://www.nnaapc.org



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

WHAT CAN YOU DO TO RECOGNIZE NNHAAD

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, Sexually Transmitted Infections (STI) 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.
- 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.



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

WHAT CAN YOU DO TO RECOGNIZE NNHAAD

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 an 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. Example of Resolution #SAC-06-002 can be found on page 38.

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.

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

HOW TO PREPARE FOR AN NNHAAD EVENT

Community Mapping

- Identify key community members (health care workers, community leaders, etc.) who are willing to help with the event
- Conduct individual presentation overview and solicit support
- Develop contact information sheet to include name, title organization, phone number and email address
- Meet with local or elected officials to promote and support event
- Create listserv from contact sheet
- Schedule meeting time and date.

Preplan (at meeting with partners):

I. Identify Goals

- a. What do you want to accomplish with NNHAAD event (create awareness, encourage testing, decrease stigma, increase access to care)
- b. Who is your intended audience?

II. Identify dates(s)

- a. Will it be a 1 day event or more?
- b. Set date(s)

III. Identify type of event

- a. Testing event:
 1. Are you CLIA certified?
 2. Do you have a location in mind to keep testing confidential?
 3. Will there be professional help or counseling available for individuals who test positive?
- b. Health fair
- c. Awareness Event
- d. Concert
- e. Walk/Run
- f. Motivational Speaker

IV. Identify Supplemental Enticements for Participants

- a. Children, family friendly activities
- b. Food
- c. Incentives
- d. Entertainment
- e. Health screening/topic
- f. Taking pictures

V. Preplan

- a. Prepare a budget and outline expenses
- b. Register your event on NNHAAD website (<http://www.nnhaad.org>)
- c. Create in-kind donation letter
- d. Partner with local resources
- e. Hold a fundraiser to benefit your NNHAAD event

VI. Media/Social Marketing Techniques (Section 1)

- a. Media Involvement
- b. Media Marketing Plan Example
- c. Media Activities Example
- d. Media Talking Points



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

HOW TO PREPARE FOR AN NNHAAD EVENT

VII. Forms (Section 2)

- a. Community Events Map Form
- b. Photo Release Form
- c. Post-Event Activities Evaluation

VIII. Templates and Examples (Section 3)

- a. Media Advisory Template
- b. City Proclamation Template
- c. Tribal Resolution Template
- d. Official Resolution Sample
- e. Public Service Announcement Template and examples

IX. Post-Event (Section 4)

- a. Post-Event Activities Checklist
- b. Post-Event Evaluation

X. Resources (Section 5)

- a. NNHAAD Products
- b. Agency List

Other things to Consider

- What local resources can be used?

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



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PRESENTATION SLIDES



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

ABOUT NNHAAD

- National Native HIV/AIDS Awareness Day (NNHAAD) is held on the first day of Spring. This day was selected by the Native community, nationally, via survey. It was believed that this day best exemplified the ceremonies that occurred on the Spring Equinox for all Native groups (American Indian, Alaska Native, and Native Hawaiian). It was initiated in 2007 and since that time, 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 living with and affected by the disease, as well as to honor those who have passed as a result of AIDS related complications.

AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

HIV/AIDS IMPACT IN NATIVE COMMUNITIES

- Historically, Native communities have experienced higher rates of numerous health disparities than other racial/ethnic groups 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 risk co-factors (homophobia, mistrust/distrust, etc.)

AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

IMPACT COMPARED TO OTHER ETHNIC GROUPS

- Native Hawaiians/Other Pacific Islanders and American Indians/Alaska Natives had the 3rd and 5th highest rate of new HIV infections, respectively. By the end of 2011, the rate was 14.2 per 100,000 persons for NHOPIs and 9.3 per 100,000 for AI/ANs.¹
- Of persons who were diagnosed with HIV, AI/ANs had that shortest overall survival time, with 88% living longer than 3 years.¹
- Of persons who were diagnosed with HIV, more than 38% of AI/AN and 46% of NHOPI progressed to an AIDS diagnoses in less than 12 months, the highest percentages among all racial/ethnic groups.¹

¹ Diagnoses of HIV Infection in the United States and Dependent Areas, 2011, HIV Surveillance Report, Volume 22, <http://www.cdc.gov/hiv/data/2011surveillance-report/vol22.html>, Accessed November 2012

AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

NNHAAD Facts:

HIV/AIDS AMONG AMERICAN INDIANS AND ALASKA NATIVES POPULATIONS

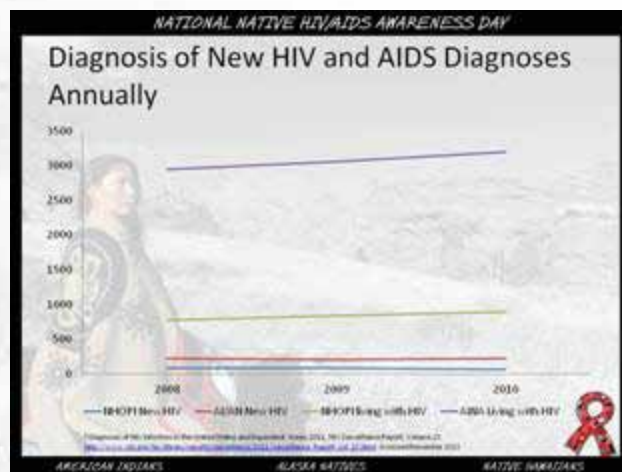
- Since the beginning of the epidemic through 2010, 3194 American Indians/Alaska Natives (AI/AN) have been diagnosed with HIV and 1696 with AIDS.¹
- An estimated 1945 AI/ANs with AIDS have passed away.¹
- By the end of 2010, there were an estimated 4890 AI/ANs living with HIV/AIDS – 3650 men, 1232 women and 9 children under 13 years old.¹

HIV/AIDS AMONG NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER POPULATIONS

- An estimated 894 Native Hawaiians/Other Pacific Islanders (NHOPI) have been diagnosed with HIV and 490 with AIDS.¹
- An estimated 364 NHOPIs with HIV/AIDS have passed away.¹
- By the end of 2010, there were an estimated 1384 NHOPIs living with HIV/AIDS – 1136 men, 259 women, and 4 children under 13 years old.¹

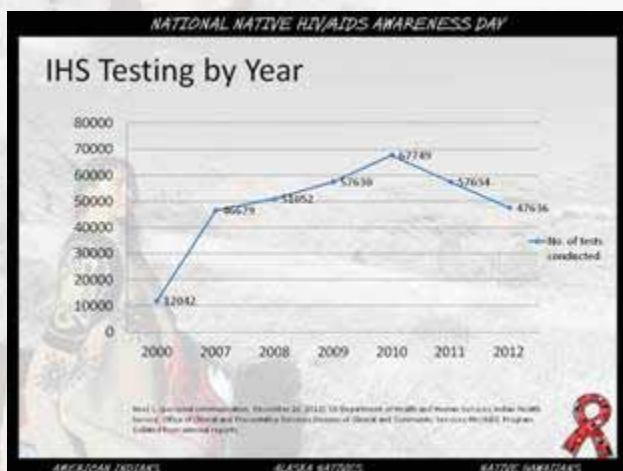
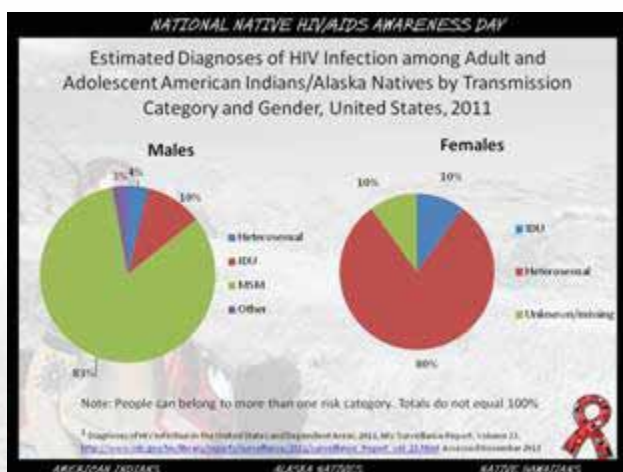
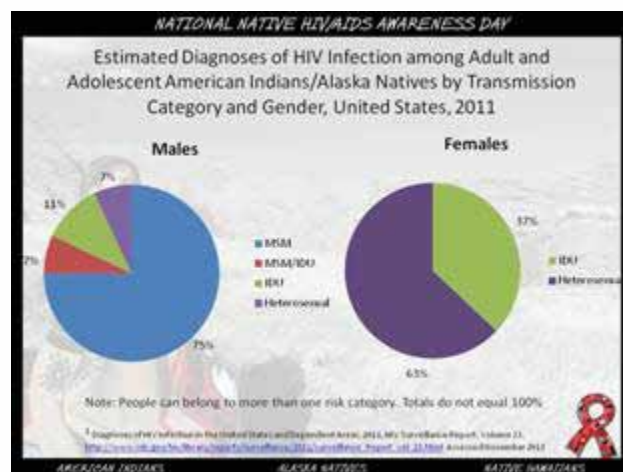
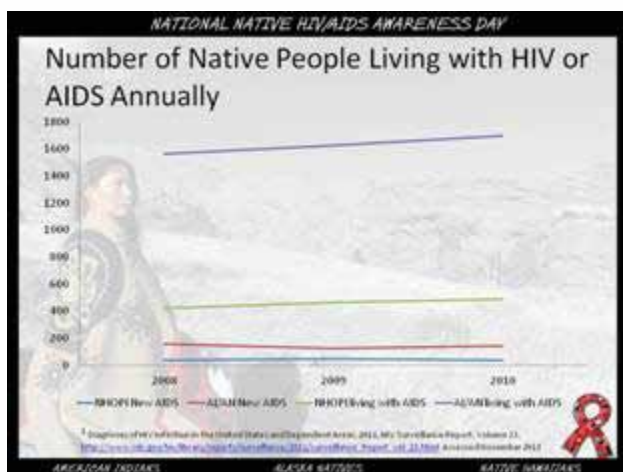
¹ Diagnoses of HIV Infection in the United States and Dependent Areas, 2011, HIV Surveillance Report, Volume 22, <http://www.cdc.gov/hiv/data/2011surveillance-report/vol22.html>, Accessed November 2012

AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PRESENTATION SLIDES



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PRESENTATION SLIDES

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Get on board...post your event on
www.nnhaad.org/



AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Post your event on our NNHAAD Facebook page



AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Host an NNHAAD Event

Types of Events previously held:

- Health Fair
- Confidential HIV Testing
- Information Booths
- Mini workshops
- Mini Powwow
- Theatre Performance
- Candlelight Vigil
- Sunrise Ceremony



AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Host an NNHAAD Event




AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Other NNHAAD Ideas

- 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 (poster, save the date card)
- Post on social marketing networks



AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Other Awareness Days

- February 7
National Black HIV/AIDS Awareness Day
- March 10
National Women & Girls HIV/AIDS Awareness Day
- May 18
HIV Vaccine Awareness Day
- May 19
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



AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PRESENTATION SLIDES

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

NNHAAD Committee

Commitment to Action for 7th-Generation Awareness & Education (CA7AE)
HIV/AIDS Prevention Project
(970) 491-3954
www.hapac.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.itcainline.com

National Native American AIDS Prevention Center (NNAAPC)
(720) 382-2244
www.nnaapc.org



AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

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)



AMERICAN INDIANS ALASKA NATIVES NATIVE HAWAIIANS

Powerpoint is available for download at:
www.nnhaad.org



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

HIV 101 FACT SHEET

What Does HIV Stand For?

H “Human” – This particular virus can only infect human beings.

I “Immunodeficiency” – HIV weakens your immune system by destroying important cells that fight disease and infection. A “deficient” immune system can’t protect you.

V “Virus” – A virus can only reproduce itself by taking over a cell in the body of its host.

What does it do?

HIV can exist for long periods of time in your body while it attacks your immune system – your T-cells or CD4 cells. These cells fight infections and disease, but HIV invades them, uses them to make more copies of itself, and ultimately destroys them. Over time, HIV can destroy so many of your CD4 cells that your body can’t fight infections and diseases anymore. When that happens, HIV infection can lead to AIDS. HIV is preventable. It is preventable by understanding how it is transmitted, and not putting oneself at risk.

Although there is no cure for HIV or AIDS both are treatable. There are effective medications and medical treatment protocols, as well as mental health support, traditional practices and social services that can help people live long well balanced and productive lives. Being diagnosed with HIV/AIDS is not a “death sentence.”

How is HIV Transmitted?

HIV is transmitted from one person to another when the following infected fluids enter the bloodstream of another person:

- Blood;
- Semen and pre-ejaculation fluid;
- Vaginal fluids;
- Breast milk

How can I get infected with HIV?

- Sex - having anal, vaginal or oral sex without a condom or dental dam;
- Needles - sharing needles, equipment, or paraphernalia that has not been cleaned properly to inject drugs, steroids or vitamins or perform body piercing, tattoos or become “blood brothers;”
- Mother to child - through pregnancy, birth or breast feeding.

Can you tell me ways that HIV is NOT transmitted?

- Casual Contact;
- Hugging ;
- Kissing;
- Shaking hands;
- Sharing forks, spoons, knives;
- Spending time together like working, school, powwows or ceremonies;
- Swimming in a public pool;
- Using a telephone;
- Using a public or private bathroom or outhouse;



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

HIV 101 FACT SHEET

- Coughing or sneezing;
- Being bitten by an insect;
- Sharing food or drink with someone who has HIV or that they prepared;
- Touching or being around someone who is sneezing or coughing.

What are the Symptoms?

At the time of infection:

- Many people do not feel anything when they are infected.
- Some people will have a fever, headaches, sore throat, or develop a rash.

After Diagnosis:

- Years later, many people still feel fine.
- Other people feel sick, including:
 - More infections (like colds, pneumonias);
 - Sores in mouth;
 - Shingles;
 - Rashes or skin infections;
 - Headaches;
 - Diarrhea;
 - Fever, weight loss, sweating at night, weakness.

These symptoms could also be due to other medical conditions, therefore it's important to discuss your health with your healthcare providers.

Why is it important to know my Status?

By knowing your HIV status, either negative or positive, you can make healthy life decisions. The only way to find out your status is to get tested for HIV.

If Positive:

- With early HIV diagnosis and treatment people can live long and relatively healthy lives;
- HIV can be treated with eating healthy, physical activity and medication;
- Even if you feel fine, HIV can slowly result in more symptoms as your body gets more out of balance;
- HIV medications alleviate symptoms and keep you healthier.

If Negative:

- You can choose to take precautions to decrease your risks of contracting HIV and other sexually transmitted infections;
- Continue to practice safe sex and safe injection practices.

How do I know I am at Risk?

You are at risk if you have had sex with someone who has (or had) sex with other people, if you have shared needles with anyone, or if you have ever had a tattoo given to you by someone who is not a professional tattoo artist.

What Should I do if I am at Risk?

Talk to your local clinic or service provider about your specific risks and about getting an HIV test. This is the first step.

The only way to know for sure is to GET TESTED
Take the Test, Protect Our People!



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

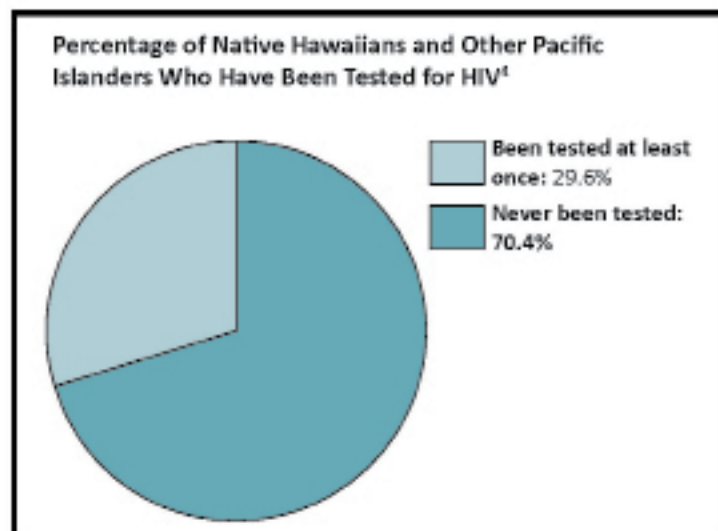
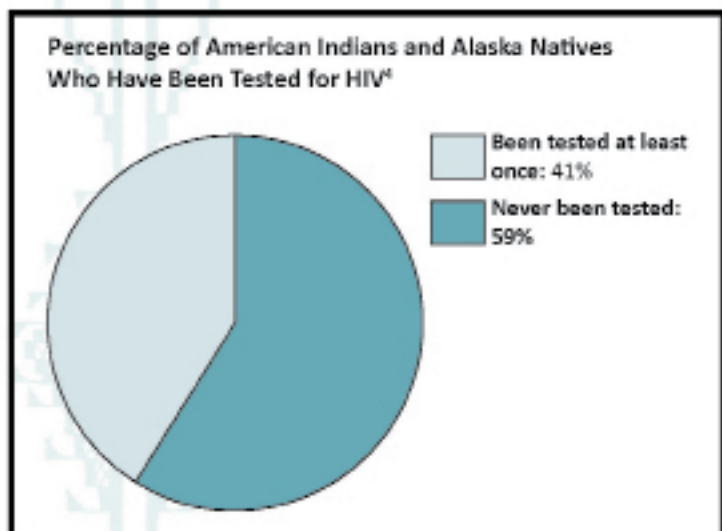
HIV AMONG NATIVE POPULATIONS

HOW DOES HIV/AIDS AFFECT THE NATIVE COMMUNITY?

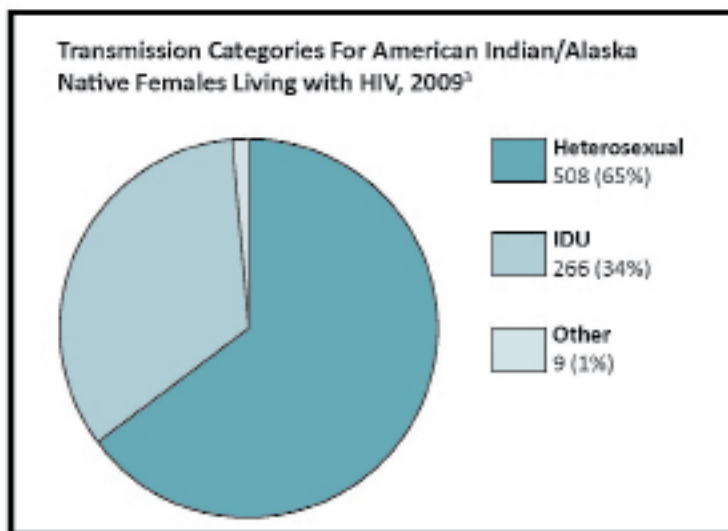
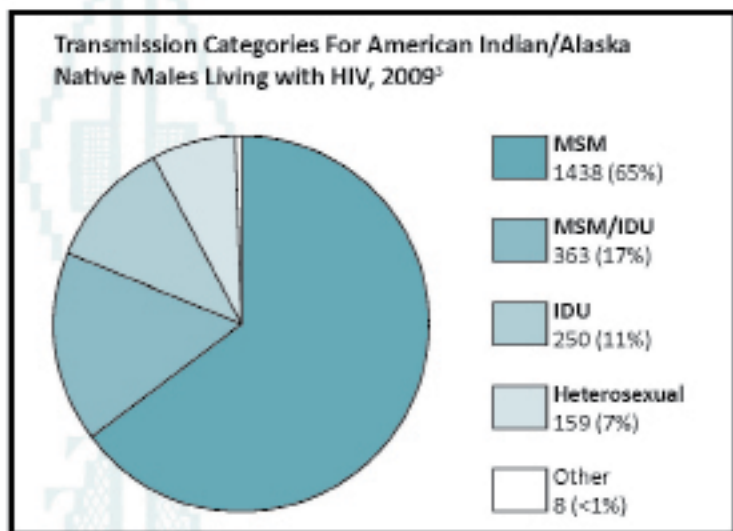
- Native Hawaiians/Other Pacific Islanders and American Indians/Alaska Natives had the 3rd and 4th highest rate of new HIV infections, respectively. By the end of 2008, the rate was 22.8 per 100,000 persons for NHOPIs and 11.9 per 100,000 for AI/ANs.¹
- Of persons who were diagnosed with HIV, AI/ANs had that shortest overall survival time, with only 88% living longer than 3 years.²
- Of persons who were diagnosed with HIV, almost 30% progressed to an AIDS diagnoses in less than 12 months.²

HIV TESTING

- Despite high rates of new HIV infections, 59% of American Indian/Alaska Natives have never been tested for HIV. Over 70% of Native Hawaiians and Other Pacific Islanders have never been tested for HIV.



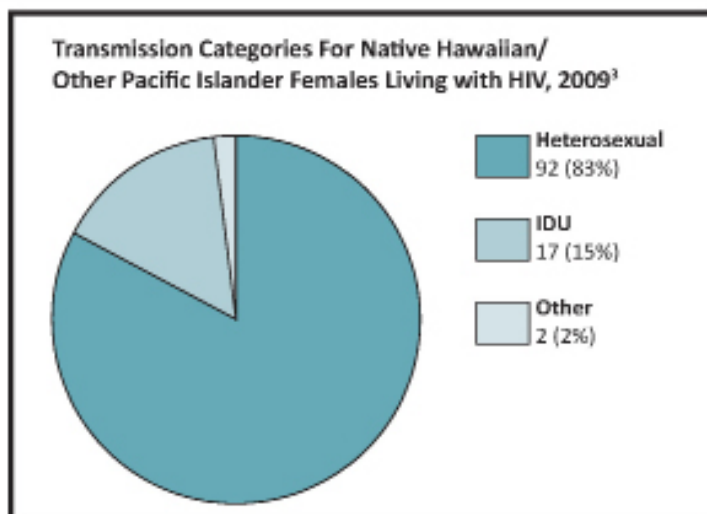
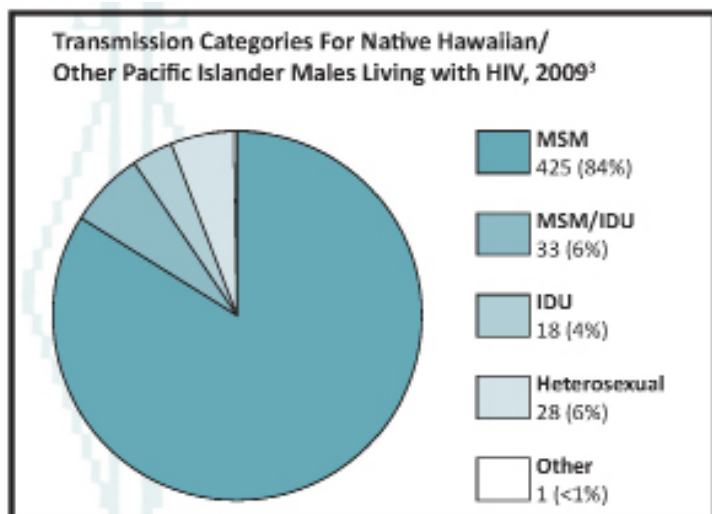
HIV TRANSMISSION CATEGORIES



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

HIV IMPACT COMPARED TO OTHER ETHNIC GROUPS

HIV TRANSMISSION CATEGORIES (Continued)



FACTS ON THE IMPACT IN NATIVE COMMUNITIES

HIV/AIDS AMONG AMERICAN INDIANS AND ALASKA NATIVES POPULATION⁵

- Since the beginning of the epidemic through 2010, 3,722 American Indians/Alaska Natives (AI/AN) have been diagnosed with AIDS.
- An estimated 1893 AI/ANs with AIDS have passed away.
- By the end of 2009, there were an estimated 4741 AI/ANs living with HIV/AIDS – 3478 men, 1169 women and 49 children.

HIV/AIDS AMONG NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER POPULATION⁵

- An estimated 851 Native Hawaiians/Other Pacific Islanders (NHOPI) have been diagnosed with AIDS.
- An estimated 363 NHOPIs with HIV/AIDS have passed away.
- By the end of 2009, there were an estimated 1078 NHOPIs living with HIV/AIDS – 884 men, 188 women, and 7 children.

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- 1 Centers for Disease Control and Prevention. HIV Surveillance Report, 2009; vol 21. <http://www.cdc.gov/hiv/topics/surveillance/resources/reports/>. Published February, 2011. Accessed June 21, 2011.
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- 4 Schiller JS, Lucas JW, Ward BW, Peregoy JA. Summary health statistics for U.S. adults: National Health Interview Survey, 2010. National Center for Health Statistics. Vital Health Stat 10(252). 2012:136.
- 5 Centers for Disease Control and Prevention. HIV Surveillance Data Report 2010; vol. 22. <http://www.cdc.gov/hiv/topics/surveillance/resources/reports/>. Published March 2012. Accessed December 14, 2012.



Section 1: MEDIA/SOCIAL MARKETING TECHNIQUES



American Indians

Alaska Natives

Native Hawaiians



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 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

EXAMPLE OF A MARKETING PLAN MATRIX

Target Audience	Goal	Audience	Display Site	Examples of Activities	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, Pamphlets, 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

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.



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

MEDIA TALKING POINTS

Create your own Media Talking Points:

Problem:

Solution:

Action:



Section 2:

NATIONAL NATIVE HIV/AIDS AWARENESS DAY FORMS



American Indians

Alaska Natives

Native Hawaiians



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

COMMUNITY EVENTS MAP FORM

The National Native HIV/AIDS Awareness Day committee (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 2014 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 20th. 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 14, 2014. Please email form back to andrea.israel@colostate or fax to (970) 491-2717, Attn: Andrea Israel.

To view this year's map, please visit: <http://www.nnhaad.org/pages/events.html>

2014 NNHAAD Event Form		
Contact Information		
Name* (First and Last):		
Phone Number*:	Email*:	
Website:		
Event Information		
Event Title*:		
Date(s) of Event*:	Start & End Time*: Please circle Time Zone: Eastern (EST) Central (CST) Mountain (MST) Pacific (PST) Alaskan (AKST) Hawaii-Aleutian (HST)	
Address/Location of Event*:		
City*:	State*:	Zip Code*:
Description of Activities:		
Please circle one: Will HIV testing be available onsite?	Yes	No



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



Section 3: TEMPLATES AND EXAMPLES



American Indians

Alaska Natives

Native Hawaiians



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, 2014 is the 8th 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, 2014

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 2014 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, 2014

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, 2014 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



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

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
Ohlway Owingsh
(Pueblo of San Juan)

FIRST VICE-PRESIDENT

Jefferson Keel
Chickasaw Nation

RECORDING SECRETARY

Juana Majel
Pauma-Yuana Band of Mission Indians

TREASURER

W. Ron Allen
Jamestown SKlallam 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



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

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

Television or Radio Public Service Announcement

60 – Second Announcement – Read Script

SPONSOR: _____

TOPIC/SUBJECT: National Native HIV/AIDS Awareness Day

FOR USE: March 2014

LENGTH: 60 seconds

VOICE:

WE ARE NATIVE PEOPLE AND ARE INDIGENOUS TO THIS LAND. IN MANY OF OUR COMMUNITIES, THE MEDICINE WHEEL IS SIGNIFICANT AND REFLECTS A LIFE THAT IS BALANCED .IT IS A SYMBOL OF OUR INTERCONNECTEDNESS THROUGH THE CYCLES OF NATURE AND THE FOUR ASPECTS OF LIFE. TO LIVE A HEALTHY AND BALANCED LIFE, IT IS ESSENTIAL TO TAKE CARE OF OURSELVES AND OUR COMMUNITIES.

MARCH 20TH IS THE SPRING EQUINOX, A TIME OF HEALING, RENEWAL AND A TIME TO HONOR NATIONAL NATIVE HIV/AIDS AWARENESS DAY. SHARE THE WORD, EDUCATE, PREVENT, AND BE PROACTIVE IN YOUR SEXUAL HEALTH. YOU CAN HELP CREATE A FUTURE FREE OF HIV.

FOR MORE INFORMATION, PLEASE VISIT WWW.NNHAAD.ORG OR TO FIND A TESTING CENTER NEAR YOU, VISIT WWW.HIVTEST.ORG. REMEMBER, PROTECT OUR PEOPLE - TAKE THE TEST!

Audio recordings of NNHAAD Public Service Announcements are available at:
www.nnhaad.org



Section 4: POST-EVENT FORMS



American Indians

Alaska Natives

Native Hawaiians



NATIONAL NATIVE HIV/AIDS AWARENESS DAY

POST-EVENT ACTIVITIES CHECKLIST

- ☐ After March 20, 2014, 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 EVALUATION

The NNHAAD committee (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 5:

NATIONAL NATIVE HIV/AIDS AWARENESS DAY RESOURCES



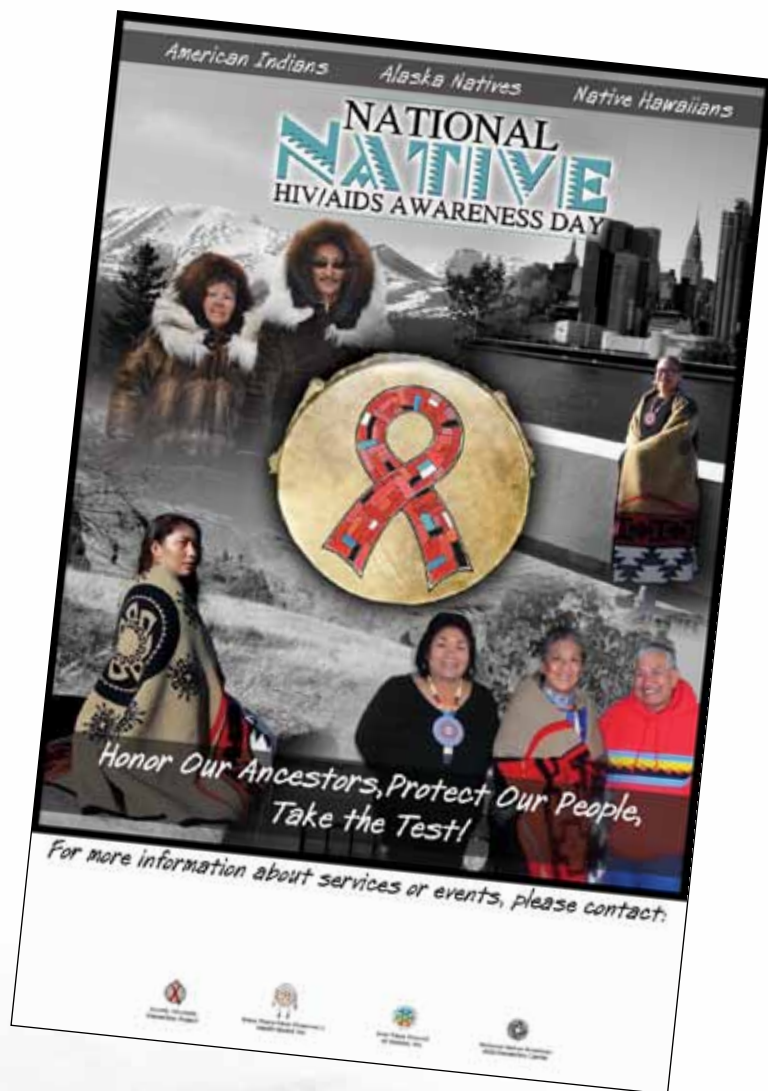
American Indians

Alaska Natives

Native Hawaiians



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

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>

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>

