

“Before AIDS, I was one of the world’s many lawyer-careerists extraordinaire, always building that resume... all of that changed when I tested positive. While I had many reactions, one main concern shifted to leaving a legacy... as I eventually came to understand, it is not how many clippings you accumulate, but how many lives you touch.” –Dennis deLeon

¿positiva?
¿ganas de superación?



LATINO COMMISSION ON AIDS
ANNUAL REPORT 2009

el sexo seguro puede ser divertido.

- 1 disfrútalo al máximo
- 2 siempre usa condón

www.latinoaids.org/powerment
www.facebook.com/latinosD

toma sólo 20 minutos.
TU VIDA VALE LA PENNA.
HAZTE LA PRUEBA DEL VIH.



PROGRAMA DE LIDERAZGO RELIGIOSO LATINO DE COMISIÓN LATINA SOBRE EL SIDA, COMUNIDADES DE FE LATINAS Y ORGANIZACIONES DE LA COMUNIDAD PRESENTAN:

CONSTRUYENDO COMUNIDADES SALUDABLES
CON FE, ESPERANZA Y ACCION

NEW YORK STATE RESPONDS TO THE LATINO HIV/AIDS CRISIS AND PLANS FOR ACTION

Latinas CONSTRUYENDO liderazgo COMUNITARIO

Sábado 27 de Marzo
9:30 am - 4:00 pm
Bilingual Head Start
440 E 116 street
New York, NY, 10029
[entre 1st Ave. & Pleasant Ave]
[tren 6 a la calle 116]
para mayor información:
www.latinoaids.org/latinas



insights

A minimal, self-help, tailored intervention designed to increase use of condoms among women.

What is Insights?

Insights is a minimal, self-help, tailored, effective behavioral intervention (EBI) for sexually-active, non-monogamous women ages 18 to 29 who have sex with men. This individual-level intervention uses a high-quality print medium to deliver tailored public health messages and relevant information to the target population.

Insights works effectively to influence behavioral change through the use of:

- Theoretical framework to assess and provide relevant motivational messages;
- Tailored materials to minimize irrelevant text/graphics;
- Print medium (self-help);
- Tailored materials (Insights Magazine and Extra Insights) delivered twice at 3-month intervals; and

LIFE, IT MAY BE YOUR OWN.
HIV SALVA UNA VIDA, PODRÍA SER LA TUYA.
LA PRUEBA DEL VIH. SALVA TU VIDA, PODRÍA SER LA TUYA.
SAVE A LIFE, IT MAY BE YOUR OWN. GET TESTED FOR HIV. SALVA TU VIDA, PODRÍA SER LA TUYA. HAZTE LA PRUEBA DEL VIH. SALVA TU VIDA, PODRÍA SER LA TUYA.

takes only 20 minutes.
YOUR LIFE IS WORTHY.
GET TESTED FOR HIV.



Contents

Introduction to agency	6
Agency Vision	6
Capacity Building Initiatives	8
HIV Testing and Access to Care	12
HIV Prevention and Health Promotion	13
Remembering Dennis deLeon	20
Community Mobilization	22
Hispanic Health Behavioral Research Center	24
National Latino AIDS Awareness Day	26
Cielo Latino 2009	28
Audited Financials	30
Management Team	31

Contact Information:
Latino Commission on AIDS
24 West 25th St. 9th Floor
New York, NY 10010-2704
212-675-3288 phone
212-675-3466 fax
www.latinoaids.org

Our Mission. The Latino Commission on AIDS is a nonprofit organization dedicated to improving and expanding HIV/AIDS prevention, research, treatment and other services to Latino and other ethnic communities through organizing, educating, developing model programs, building capacity among service providers and training.



Guillermo Chacon, President

Dear Friends & Partners

I am **very proud** to present our first annual report. I am convinced now more than ever that we need to work extremely hard to achieve healthy communities. 2010 will mark a significant change in how we address the impact of HIV/AIDS in the United States and its territories. The economic crisis, Health Care Reform and the new HIV/AIDS strategy implementation will continue to define how we respond to the various health challenges in our communities. In this report, **The Latino Commission would like to share the amazing work that we have done over the years, and the way we are embracing the changing environment in our programs, advocacy, partnerships and collaborations**, to effectively respond to the health crisis that HIV/AIDS, Viral Hepatitis, Sexually Transmitted Infections and Tuberculosis have produced.

We dedicate our first annual report to our beloved leader Dennis deLeon, founder and former president of the Commission. He was and will always be bigger than life. In late 1994, he took over the Commission and built a strong organization that grew on local, regional and national levels. He brought attention to the urgent need to respond to the HIV/AIDS crisis affecting our communities and became a voice for the voiceless affected by discrimination and homophobia. Dennis deLeon was an advocate and leader, but most importantly, he was our beloved friend. Since late last year, I became the third President of the Latino Commission, and I am honored to work with the very dedicated, committed and hard working leadership of our Board

and staff. This dedication and hard work allows the Commission to continue to fulfill our mission and vision by equipping community based organizations and health departments with the tools and knowledge to empower the communities they serve.

We will continue working and honoring those affected and living with HIV and AIDS because they represent the force of inspiration, legacy and testimony that guide our work. We honor all of you who believe in and support the Latino Commission on AIDS as a unique community based organization. Your support, advice, and collaboration provides the Commission with the resources to address the many challenges that we must confront on a daily basis and allows us to respond with innovative and comprehensive programs.

As we celebrate twenty years in 2010, we reflect on our accomplishments, acknowledge our challenges, and look into the future with hope. Thank you to Andy Spieldenner, PhD for taking the leading role in putting together our annual report and Daniel Ravelo for a fantastic design. We want to reaffirm our determination to lead our future journey with a vision toward prevention, capacity building, research, and actions through our collective strength that will help us create a world without HIV/AIDS.

Unidos Podemos / United We Can

Guillermo Chacon
President

Friends and Supporters:

I am proud to introduce the 2009 Latino Commission on AIDS annual report.

Representing another milestone in the work of the agency, it is dedicated in honor of the memory and legacy of Dennis deLeon. **Thousands have benefited because of the Commission's programs and services and millions more from the education and awareness campaigns, which were inspired and implemented by Dennis and the Commission staff.** Dennis believed in bridging cultural differences to affect progressive social change and urged us to work together to address, not only the AIDS & HIV disease, but to also address injustices that make our communities vulnerable. He was more than just a great leader and advocate for the cause; he was my good friend and colleague. I am continually moved by his life's work and honor him by continuing to speak out on these and the myriad other issues that tear away at the integrity of our families and communities.

The Commission continues to realize its mission under the leadership of Guillermo Chacon and its entire staff. The incidence of HIV infection and prevalence of full blown AIDS continues to disproportionately impact our communities. This, other health disparities and continuing challenges will require new strategies, both in the context of healthcare reform implementation and the new national HIV/AIDS strategy. Further, we must link these strategies to the broader issue of ensuring access to health care for our families and communities. We must continue

to collaborate to ensure essential services are there for those in need when and where they need it.

Over the past two decades, the Commission has achieved many important goals; and **we need your continued support now more than ever to respond to the changing and increasing needs of Latinos from across the nation affected and impacted by HIV/AIDS and other health disparities.**

Please join me in acknowledging the tremendous work that the Commission has done and thank you for supporting us in the work that we continue to do. The journey continues!

Ruben Medina
Chair of the Board



Ruben Medina, Chair of the Board

Introduction to the Agency

The Latino Commission on AIDS (the Commission) is a private non-profit organization founded in 1990 in response to the unmet HIV prevention and AIDS care needs of Latinos nationwide. Our mission is to resolve the HIV/AIDS health crisis in the Latino community by spearheading health advocacy, promoting HIV education, developing model HIV prevention programs for high-risk communities and by building capacity in community based organizations and communities. The Commission's innovative public health model encompasses five core and complementary service divisions, which include:

- Capacity building assistance;
- HIV testing and linkages to care;
- HIV prevention education and health promotion;
- Community mobilization; and
- Hispanic Health Behavioral Research Center

Today, we operate 20 programs ranging widely in target population, focus and scope – from direct client service to community mobilization to training to research projects. The Commission has expanded its services outside New York to meet the myriad health needs of communities in more than 40 states and territories, including Puerto Rico and the U.S. Virgin Islands.

Our current operating budget is approximately \$4.5 million annually and includes private and public funding. We have successfully been awarded grants from the New York State Department of Public Health – AIDS Institute, Centers for Disease Control and Prevention, Substance Abuse and Mental Health Services Administration, and New York City Department of Health & Mental Hygiene. In 2008-2009, we also received support from the Ford Foundation. The support of our private and public partners is all the more vital now, given the current fragile economic environment that has, in many cases, made communities more vulnerable to HIV/AIDS and other health disparities.

Agency Vision

The 40+ employees of the Commission are a diverse and impassioned group of health professionals, activists and leaders responsible for articulating and delivering the Commission's programming in responding to the impact of HIV/AIDS and for community wellness. The dedicated Board of Directors is responsible for the direction and the vision of the agency. The Commission looks to:

- Eliminate inequities in access to health care with a special emphasis on Latino communities;
- Promote partnership with all communities disproportionately affected by HIV/AIDS
- Increase awareness of major health issues in Latino communities;
- Review the quality of key public health services;
- Develop & implement model programs;
- Develop & support coalitions across racial/ethnic groups, civic organizations, and communities;
- Create healthy vibrant Latino/Hispanic communities; and
- Continue the Commission's role as a local, regional and national active voice of the community's needs

Partial staff of the Latino Commission on AIDS

TAKING MINORITIES HEALTH ISSUES TO OUR VERY HEART



Capacity Building Assistance

The Commission has been building capacity in communities and at organizations for over a decade. The Capacity Building Assistance (CBA) Division comprises of nine programs that have local, regional and national reach to all racial/ethnic minorities and all transmission groups. The CBA Division works with a wide range of partners – from health departments to faith communities, as well as diverse community-based organizations (CBOs) and community coalitions.

In 2004, the Commission was funded by the Centers for Disease Control and Prevention (CDC) to operate a capacity building assistance program, *Manos Unidas/Hands United*, which provided primarily Latino-serving health departments and organizations in the Northeast United States, Puerto Rico and the U.S. Virgin Islands with tools to improve their in-house community mapping, implementation of evidence-based interventions, and evaluation skill sets. In 2009, building on the success of *Manos Unidas/Hands United*, the CDC awarded the Commission two national capacity building programs that serve all racial/ethnic minority-serving organizations: *Hands United* and a new project - *Comunidades Saludables Ahora* (Healthy Communities Now). The new initiative supports Latino communities around the country to launch community mobilization models to respond to the HIV/AIDS health crisis in their respective regions.

The Commission CBA initiatives are guided by the CHANGE model, an evidence-based approach. Crafted by Dr. Miriam Vega, Director of Research and Evaluation, CHANGE is an acronym that stands for customized, holistic, analytical, network-building, grassroots and evaluatory. These six principles entail an integrated approach to capacity building assistance that emphasizes community and programmatic diagnosis, along with skills enhancement. CHANGE encourages active participation on the part of consumers – every partner has a valued voice in having sustainable impact in their local community.

Hands United

Hands United is the Commission's nationwide capacity-building program that assists community based organizations (CBOs) in strengthening organizational infrastructure, as well as how to better implement and evaluate effective behavioral interventions. The Commission's capacity building assistance specialists look at information specific to each individual agency to make tailored recommendations and provide relevant trainings or coaching sessions. The primary aim is to help agencies build the skills to successfully implement evidence-based HIV prevention interventions targeting high risk groups and racial/ethnic minorities. Specific services encompass pre-implementation issues as well as all aspects of implementation and adaptation to fit specific programmatic needs. These activities promote successful outcomes not only for programs but for the agency as a whole.

Hands United places a premium on monitoring and evaluation in the cycle of program implementation; accordingly, the program enables agencies to integrate program assessments into the interventions from the very beginning. Hands United also supports organizations in formulating process and outcome evaluation goals appropriate to their programs and target populations, constructing evaluation tools, and carrying out evaluation protocols. The program also works with organizations in analyzing and reporting evaluation data, along with interpreting and applying lessons for program improvement.

► The experience and guidance given by The Commission and its staff is indescribable. It has assisted us with everything from the evaluation of programs to translating forms from English to Spanish. This type of assistance allowed HOPE, Inc. to provide better more effective and culturally sensitive services to all clients receiving services at HOPE, Inc. – *Ivy Moses*, Trainee of Hands United

Comunidades Saludables Ahora/Healthy Communities Now

The *Comunidades Saludables Ahora* (CSA) program strengthens the HIV prevention capacity of Latinos nationally by increasing their access to and utilization of HIV prevention services and testing. CSA also builds the capacity of Latino communities nationwide to identify, adapt, implement and evaluate community mobilization models in response to the HIV/AIDS health crisis in their respective regions.

A new addition to the Commission's CBA services, CSA provides capacity building assistance on models and strategies for increasing access to and utilization of HIV prevention services and other services related to other sexually transmitted diseases, blood-borne diseases (i.e. HBV and HCV) and tuberculosis. Ultimately, CSA will increase the number of Latino-serving AIDS coalitions and regional/community level AIDS Action Plans nationwide, as well as bolster the number of organizations that participate in National Latino AIDS Awareness Day.

Mano a Mano

Founded in 1997, *Mano a Mano* is a network of Latino Lesbian, Gay, Bisexual and Transgender, LGBT organizations and activists based in New York, working collaboratively to increase the organizational capacity, well-being and community presence of – and eliminate the inequalities facing – the Latino lesbian, gay, bisexual, transgender and questioning community.

Mano a Mano addresses the issues that affect the NY Latino LGBT community, including HIV/AIDS prevention and treatment, general health care, housing, immigration, language access, homophobia, discrimination, coming out, visibility and cultural awareness. The network also offers technical support to LGBT-serving organizations throughout New York, developing connections to funding sources and creating collaborative opportunities to advance the shared aims of LGBT-aware health providers in New York.



► It is thanks to “Mano a Mano” support that we have the resources to continue organizing educational and social events for the Latino LGBT in NYC in Spanish. Our membership is growing; we see new faces coming from other states or from South America, many of them come to our groups through referrals or they come with their friends. – *Jose Sanchez*, Primer Movimiento Peruano



Latinos in the Deep South. This program conducted many community mappings to better understand the health needs of the growing Latino immigrant population.

Puente Para La Salud

Puente Para La Salud (PPLS) offers services that enhance the ability of organizations and health departments to appropriately serve the Latino LGBT community. The program works with agencies in greater New York City to develop culturally-competent services, skills and protocols, with an aim to reduce health disparities among Latino individuals, families and communities by increasing access to quality health and social services.

PPLS offerings include on-site assessments and technical consultations for LGBT health service programming, along with trainings and workshops on issues such as: Working with the Transgender Community, Motivational Interviewing, Recruitment and Retention, and Stigma. The program also has produced and managed a resource guide and website to create a dialogue around HIV prevention for Latinos, while also providing a calendar of events, prevention resources, minutes from conference calls, and the latest in HIV treatment and prevention research.

Latinos in the Deep South

The Latinos in the Deep South Project (LDSP) is a program coordinated by the Commission that provides capacity-building services – such as information transfers, skills building, technology transfers and technical services – along with an on-going assessment of need(s) to Latino-serving agencies in the Deep

South, including the states of Georgia, North and South Carolina, Tennessee, Alabama, Louisiana, and Mississippi. The program facilitates network-building and fostering collaboration among organizations and institutions providing HIV and related services to Hispanic migrants and immigrants in this region. It also links community based organizations and other Hispanic-serving organizations with regional and national resource networks and civil society networks, along with data collection and needs assessment(s) of the emerging Hispanic population in the region.

Since 2006, LDSP has recruited a diverse field of partners, including faith-based communities, state and county HIV/AIDS programs, community leaders, researchers, and people living with HIV/AIDS. Informed by these fact-finding efforts, the Commission convened *The Current State of the Deep South: A Project Planning Meeting* in November 2009 in North Carolina. This meeting was designed to bring together key stakeholders from across the Deep South to review each state's HIV/AIDS action plan and identify non-traditional partners – such as faith-based organizations and media – to help craft action plans and initiatives that focus on increasing HIV/AIDS prevention and care efforts for Hispanics in this region. Future LDSP meetings will focus on orienting participants on the tenets of community-based participatory research, along with treatment education and social networking as a means of recruitment and mobilization.

► The monthly community meetings continue to empower, not enable, the Hispanic community by challenging each person to be willing to collaborate with Hispanic friendly organizations, police and social services. There is a growing trust developing and increased participation of business owners, community leaders and churches within the Hispanic community due to these collaborative efforts.
– *Mark Gray*, Trainee of the Latinos in the Deep South

Reunion Latina Regional Training Institute

In response to the need for culturally and linguistically appropriate HIV prevention, education and care for Latinos in New York, the Commission organized the first Reunión Latina in 1998. This annual event has grown over the years to become New York's largest statewide HIV skills-building and leadership development forum for Latinos, the largest and fastest-growing ethnic group in the State. Interdisciplinary in both focus and structure, Reunión Latina is enhanced by its ties to academic, research and other organizations with expertise in areas of most concern to forum attendees. Through plenary sessions, workshops, roundtable discussions and networking opportunities, Reunión Latina not only educates attending health care providers, it facilitates knowledge sharing activities designed to empower and inspire a new generation of community leaders. All conference activities are collaborations during which service providers develop strategies to overcome barriers found in HIV prevention service provision. As a result, Reunión Latina greatly enhances the professional and personal development of HIV/AIDS service providers and their respective organizations. Ultimately, this invaluable forum provides a platform to present a unified response to the challenges faced by the Latino community as it battles epidemic levels of HIV/AIDS.



► Reunion Latina has provided a forum to expose the challenges and needs that transgender individuals present. It has been an opportunity to communicate how in their quest for acceptance and validation, and as to be seen as a valuable human being, transgenders are often willing to do whatever is necessary to be accepted, including risking their own health and well-being. – *Michele Sosa*, Activist



Taking the test. Announcer of the show “Amor Temprano en la Mañana” at the AMOR 93.1 Radio Station took the HIV test during a Live Broadcast show.

HIV Testing & Access To Care

The Commission’s programs belong to its clients. The careful integration of prevention, testing and counseling programming – in order to streamline, and avoid duplication of, services – is a signature of the Commission. A leading indicator of a tight-knit, well functioning program network is the ability of staff to make linkages in-house where necessary, and when necessary, usher clients through services at parallel health agencies in in all five boroughs.

Early Intervention Services

Early Intervention Services (EIS) is the Commission’s in-house initiative that helps newly-diagnosed HIV+ Latinos/as navigate through the labyrinthine network of public and private HIV care and treatment services. Otherwise known as CTR – or counseling, testing and referral – Early Intervention Services are free to the Latino community at-large, as well as to clients of the Commission’s HIV prevention and education program network.

Free testing and referral services are all the more imperative for Latino/as, a demographic that characteristically tests late for HIV, which accelerates the onset of AIDS and impairs the effectiveness of drug-treatment regimens. The Commission’s EIS program currently administers 1,628 rapid HIV tests annually, with a project-wide 1.28% seropositivity rate. Along with regularly-scheduled rapid HIV testing and linkages to care at the Commission’s 25th Street headquarters, EIS also actively participates at street- and health-fairs in neighborhoods with high concentrations of Latinos/as, as well as at venues – including pharmacies, churches and nightclubs – where Latinos/as congregate.

Since its inauguration in 2007 – informed by the Commission’s earlier iterations of CTR – EIS has fully integrated itself into the Commission’s prevention and education initiatives, developing protocols to coordinate with intervention staff to provide seamless, comprehensive services to clients. Ultimately, the goal of EIS is to ensure that all clients of the Commission are aware of their HIV status, to normalize HIV testing at six-month intervals among Latinos/as in New York City; and to supportively connect clients with STI, mental health and domestic violence services.

HIV Prevention & Health Promotion

Mujeres En Fe

Mujeres en Fe enhances comprehensive HIV prevention and support programs for Latina women at high risk for HIV infection and women living with HIV, their partners and families. The services provided by Mujeres en Fe promote activities to sustain behavior change, reduce the risk of HIV transmission or infections, and motivate Latina women to know their HIV status. Through linkages and referrals, the program actively recruits pregnant women and women of childbearing age from faith-based institutions into comprehensive systems of HIV prevention, support and health care services. The characteristics of Mujeres en Fe’s clientele are illustrative of the variables that contribute to risk among Latinas in faith communities. Many of the Latinas in the program exempt themselves from consideration of risk because they are married. Additionally, a strong loyalty to family – and its expression in sexual silence – can impact women’s perceptions of sexual behavior and HIV risk. Conversely, any consideration of HIV risk or testing can put participants’ domestic safety at jeopardy, and the risk of domestic violence causes many to conceal – and fail to act – on concerns about HIV infection.



► Mujeres en Fe helped me understand that HIV should be taught inside of communities of faith, not just in health centers. I learned that we Latina women are disproportionately impacted by the HIV epidemic. – *Alicia Vasquez*, Peer Educator



► This is a space where people share their feelings and thoughts about living with HIV/AIDS. As a member, I am constantly looking forward for presentations that meet the needs and expectations of our community. This experience helps me grow as a human being because I learn not just from our presenters but from Poder Latino members.

– *Julio Serrano*, Member of Poder Latino

Poder Latino/Latino Leadership Development Initiative

Poder Latino (“Latino Empowerment”) is a thirteen year old participant-driven advocacy network that mobilizes people living with HIV and AIDS. Poder Latino promotes policy change on issues of urgent importance to Latinos impacted by AIDS and other health related conditions. Before Poder Latino, there had been no serious or concerted effort to include Spanish speaking leaders in community organizing efforts designed to build leadership among and mobilize persons living with AIDS—a population increasingly consisting of people of color. Since its inception in 1999, Poder Latino has provided education and training on AIDS policy, especially on how it is developed and implemented. Additionally, Poder Latino is an important mechanism for identifying and opposing HIV/AIDS related stigma and discrimination within Latino communities. Ultimately, Poder Latino reduces fear and initiates dialogue by providing peer support and publishing the stories of community members living with AIDS who are positive role models.

Empowerment/Latinos D

The Commission’s Empowerment program is a peer and network community-level intervention for young Latino men who have sex with men. It uses a combination of informal and formal outreach, discussion groups, creation of safe spaces, social opportunities, and social marketing to reach a broad range of HIV positive gay men with HIV prevention, safe sex, and risk reduction messages. The program is run by a core group of 10 to 20 Latino men with the support of staff with extensive experience. This cohort assists the Commission staff in designing and planning all Project activities. The program’s office space in midtown Manhattan doubles as a drop-in center where young gay/bisexual men meet, socialize and provide support to one another.

Latino Religious Leadership Project

Through workshops, lectures, health fairs and stigma summits, the Latino Religious Leadership Project (LRLP) has provided HIV/AIDS prevention education and capacity building services to more than 100 churches from several denominations to date in the New York City metropolitan area. The LRLP service model is based on the following tenets: 1) empowering community religious leaders to create and/or sustain Health promotion and HIV prevention ministries; 2) educating religious leaders on the importance of HIV testing, with resources and referrals to testing services, and 3) promoting health education and strategies to curb stigma among Latino congregants,



► We learn so much at the educational workshop that we receive in Latinos D, just like the person who is presenting is learning from us too. Our participants do all what is possible to not miss the workshops, because they feel connected with the information they receive or because they trust the presenter. And even better, all workshops are facilitated in a friendly, safe and confidential environment and all presentations are in Spanish.

– *Oscar Rodolfo Alas*, Client and Volunteer of Mpowerment

*¿latina?
¿positiva?
¿ganas de
superación?*



This Resource Guide provides a listing of Health Care and Social Service for the Latino Lesbian Gay Bisexual and Transgender community in New York City.



La Comisión Latina Sobre el SIDA saluda a la Organización Negra Centro Americana (ONECA) y Hondureños Contra el SIDA en la entrega de los Premios Barauda.



PROGRAMA DE LIDERAZGO RELIGIOSO LATINO DE LA COMISIÓN LATINA SOBRE EL SIDA, COMUNIDADES DE FE LATINAS Y ORGANIZACIONES DE LA COMUNIDAD PRESENTAN:

CONSTRUYENDO COMUNIDADES SALUDABLES
CON FE, ESPERANZA Y ACCION



takes only 20 minutes
YOUR LIFE IS WORTHY
GET TESTED FOR HIV.

para renovar nuestro compromiso de eliminar la continuación y el esparcimiento del VIH y para asegurar calidad de vida para las personas con VIH sin importar el país latinoamericano de origen o su estatus inmigratorio.



What is involved?

- Participants are recruited to take
- Survey data enters the tailoring p

Latinas
CONSTRUYENDO
liderazgo



► I started fighting with my self, I didn't liked my image and what I was doing, I needed to talk with someone but I was too afraid of speaking with my doctor and my HASA case manager or any other provider because I did not want to lose my benefits, and also I was afraid of being negatively judged. Until I spoke with a friend who was attending the Para Ayudar support group at the Latino Commission. I asked him if I could join, he said yes. That helped me to openly speak about all the drugs I was using, how much I was using and the money I was spending. – **Rogelio Perez**, Client of Para Ayudar

in partnership with local community based organizations, civic leaders and other stakeholders.

LRLP customize to each individual faith community to construct and hone health ministries in each participating church around Health Promotion and HIV prevention. Using mini-grants, the program enhances the ability of faith-based institutions to address health disparities faced by the Latino community. The program also attempts to address the stigma associated with HIV/AIDS by teaching skills to ministers and laypersons for dissemination to their congregants. The Latino Faith Program has been supported by the New York City Council in respond to the impact of HIV/AIDS pandemic among Latinos. Throught the duration of the program, the Commission has given out more than 1 million dollars to over 100 different organizations.

Para Ayudar/To Help

Para Ayudar provides substance pre-treatment services in Spanish to 275 immigrant Latino MSM and transgender Latinas annually. The program identifies and recruits substance abusing individuals and connects them with individual-level interventions and pre-treatment services. Para Ayudar also assists clients dealing with underlying factors – such as immigration status, homelessness and unemployment – that may inhibit their access to treatment and exacerbate substance use. Clients of Para Ayudar are typically at higher risk for sexually transmitted infections and mental health issues, are monolingual, and may be undocumented and/or seeking asylum. Given these circumstances, many Para Ayudar clients have not previously received supportive services due to stigmatization, alienation and discrimination.

Interfaith religious service to comemorate AIDS World Day



Dennis deLeon

In 2009, we mourned the passing of our founding visionary, Dennis deLeon, a tireless advocate for social justice and one of the first openly HIV-positive Latino leaders in the country. He was a pioneer throughout his lifetime, he sought to curb and eliminate health disparities among marginalized communities. As a lawyer and later a non-profit executive, deLeon believed in bridging cultural differences to affect progressive social change. He pushed lawmakers to consider community-based approaches to public health, and stressed increased accountability and responsiveness on the parts of government agencies. Throughout his career, he maintained a concern for all people of color, especially those communities ravaged by the HIV/AIDS epidemic. His loss is the cause of great grief and sadness, yet his legacy is worthy of celebration.

Dennis deLeon was born in Los Angeles in 1948. He earned his B.A. from Occidental College in 1970, and became a lawyer in 1974 after attending Stanford Law School. His time in school was marked by leadership in school organizations, including the Stanford Law Review. After clerking for a California appellate court judge, Dennis joined the Civil Division at the U.S. Department of Justice in Washington, D.C. as a trial attorney. During his tenure there, he inaugurated one of the largest Latino employee organizations in the Department of Justice. Later, Dennis returned to California to work as Regional Counsel for California Rural Legal Assistance, where he provided legal services for migrant farmworkers in California's agricultural communities.

It was in the early 1980s that Dennis sought to draw attention to the health disparities facing minority populations. In 1982, he was appointed to serve as Senior Assistant Corporation Counsel in the New York City Law Department. Four years later, he was appointed by Mayor Edward I. Koch to serve as the Executive Director for the Mayor's Commission on Hispanic Concerns. The Hispanic Commission issued a report with far ranging recommendations for Latino New Yorkers. Dennis drove a significant and unprecedented engine of social change in New York City, the ramifications of which are still felt to this day.

In 1988, Dennis was appointed to serve as Deputy Borough President for Manhattan, where he presided over land use and

civil rights' issues. When David Dinkins was elected New York City's Mayor in 1990, he charged Dennis to serve as Director of Transition for a two month period, after which he served as Chair of the New York City Commission on Human Rights. Under Dennis' leadership, the Commission on Human Rights assumed a new level of public advocacy for the rights of minority groups, spurring the creation of the Youth Commission on Human Rights, the Office of Mediation and Conflict Resolution, the Civil Rights Training Institute and the Bias Strike Force and Hotline.

Dennis' decades of civic work revealed a profound need for HIV prevention and education services for New York City's emerging and diverse Latino population. In September 1994, deLeon became President of the Latino Commission on AIDS, where he headed a broad-based community effort to respond to the needs of Latinos infected with, and affected by, HIV. Dennis greatly expanded the relevance of the Commission, growing the organization from a one-person operation to a million dollar multi-service agency. Under his leadership the Commission developed a national clearinghouse for AIDS treatment information in Spanish, the first and largest network of religious leaders offering HIV prevention programs in Spanish-speaking congregations, and the National Latino AIDS Awareness Day, which today has been adopted by over 450 organizations in 45 states.

Dennis was the heart and soul of the Commission. Seeking to increase awareness on the wide-ranging impact of HIV, Dennis served on a variety of boards, including the New York City HIV/AIDS Planning Bodies, Gay Men's Health Crisis, Housing Works, the Federal AIDS Policy Partnership, and the People of Color Coalition. Today, the Commission is a primary resource for elected officials, community-based organizations, government agencies, media, and religious groups looking at health disparities and interventions across racial and ethnic groups.

It is difficult to capture or summarize the breadth of Dennis' impact on the HIV epidemic. It is impossible to measure or quantify his contributions to minority health. The Commission is devastated by Dennis' loss, and yet will forge on in the direction of his vision, where someday we will all see an end to AIDS.

Dennis deLeon at one of his many public appearances demanding social justice.



Community Mobilization

Since 1993, the Commission has used community mobilization to inspire, empower and engage the Latino community to respond to the AIDS pandemic. The Commission has become a key facilitator, resource center and capacity building assistance provider in mobilizing Latino communities nationally and in regions disproportionately impacted by HIV/AIDS. The Commission's three trademark community mobilization programs clearly demonstrate capacity, expertise and innovation in community mobilization. Observed every year on October 15th, **National Latino AIDS Awareness Day** is unparalleled in its reach and relevance in calling attention to how the epidemic affects Latino/Hispanic populations everywhere. **The Deep South Project** is a participatory, collaborative network of concerned Latinos, community leaders, health and service providers, advocates and representatives of state and local health departments who have banded together to catalyze a groundswell of HIV research, prevention and care activities for underserved Latinos in the seven Southern states most bereft of HIV-related services. **National Latino AIDS Action Network** is a community mobilization effort to develop and disseminate a national HIV/AIDS action agenda that prioritizes the needs of Latinos vis-a-vis HIV/AIDS care and prevention, and sets specific policy recommendations with a view toward an increase in Latinos' access to services and resources.

National Latino AIDS Awareness Day

National Latino AIDS Awareness Day (NLAAD) is national social marketing and community mobilization campaign coordinated by the Commission to raise the visibility of the HIV/AIDS crisis within Latino/Hispanic communities. NLAAD is a national campaign, implemented at the local level, which seeks to bring about improvements in HIV-related health practices among Latinos by drawing attention to the critical role HIV testing and prevention education plays in stemming the spread of HIV/AIDS. As the

largest growing ethnic group in the US, Latinos/Hispanics are being infected at disproportionate rates, comprising 15% of the US population and accounting for 18% of the estimated cases of HIV/AIDS nationwide. In addition to being the largest, fastest-growing and youngest ethnic group, Latinos/Hispanics face other barriers that contribute to this disparity in infection rates. Limited access to prevention and care, cultural factors, limited or no English proficiency, lack of educational attainment, poverty, and immigration status are contributing factors that keep Latinos/Hispanics at high risk for HIV infection.

NLAAD takes place annually on October 15, on which day a broad national consortium of community organizations, healthcare providers, religious leaders, government officials, legislators, and people infected and impacted by HIV/AIDS raise awareness on the impact of HIV/AIDS in their specific communities. Through press conferences, testing events, health and cultural fairs, vigils, outreach, workshops, etc., participating NLAAD members around the country recognize the tremendous toll HIV has taken on Latinos/Hispanics across the nation.

As a groundbreaking social marketing campaign, NLAAD seeks to bring about improvements in HIV-related health practices by building an organization's capacity, developing and disseminating resource kits, utilizing various media channels to run television and radio PSAs, publishing articles in local, regional and national media outlets (including print and electronic media), and casting the spotlight on Latino/Hispanic faces behind the epidemic. Additionally, the NLAAD website www.nlaad.org serves as an information-sharing, resource-distribution and community mobilizing vehicle where NLAAD network members are able to publicize information about their organization, advertise local NLAAD activities and interact with other NLAAD members, therefore promoting collaboration.

National Latino AIDS Action Network

The National Latino AIDS Action Network is a collaborative network of more than 300 community based organizations, state and local health departments, and concerned individuals committed to reducing the number of HIV infections and AIDS diagnosis among Latinos across the United States and its dependent territories. Members of the Leadership Committee serve two year terms and make decisions and recommendations about national, regional and local HIV/AIDS issues of concern to the Latino community as well as advocate at local and national levels for the Latino community's increased access to HIV testing and care. The Latino Commission serves as founder and proud member of the national leadership committee.



► Our National Latino AIDS Action Agenda is committed to raising HIV/AIDS awareness and improving quality of prevention, care and treatment services among Latino communities in the U.S. The release of this Agenda and action plan is an opportunity to renew our commitment. -- **Carlos Soles**, National Steering Committee of the Latino AIDS Leadership Summit

Hispanic Health Behavioral Research Center



The Commission developed the Hispanic Health Behavioral Research Center in 2008 as a community-based participatory research endeavor of the Research and Evaluation Department. The Hispanic Health Behavioral Research Center works with programs inside the Commission and with other community-based and academic institutions to identify research questions, develop research protocols, collect and analyze data, and publish findings. Since 2008, the Hispanic Health Behavioral Research Center team has obtained additional support for research projects; written four articles that have appeared in academic peer-review journals; presented at nine academic and professional conferences; and developed evaluation reports on five community-based projects.

The Hispanic Health Behavioral Research Center recognizes the need to articulate the larger health concerns of Hispanic communities. As a result, projects are currently underway to look at: factors affecting usage of HIV/AIDS services; the implementation of evidence-based prevention research at community based organizations; smoking cessation and tobacco control; sexuality, gender identity and substance use; social marketing techniques; and factors affecting obesity and nutrition. The Commission's Hispanic Health Behavioral Research Center looks at some common variables, including:

- Acculturation;
- Acculturative stress;
- Demographics including country of origin, racial identity, sexuality, and HIV status;
- Social networks;
- and service utilization and access.

Mi Casa Sana

Mi Casa Sana (My Healthy Home) is a smoking cessation developed by the Commission to reduce the impact of tobacco among Latina smokers of childbearing age in New York City. The goal of the program is to help participants stop smoking, increase awareness of the impact of smoking and second-hand smoke, and to reduce second-hand smoke exposure among participants' family members and personal networks. Sessions of Mi Casa Sana orient participants on the consequences of smoking, different types of nicotine replacement therapies, features of the New York State Quitline, and the effects of second-hand smoke. Mi Casa Sana also enhances the critical decision-making skills of participants, and discusses techniques to help women cope with anxiety and stress, engage in relaxation exercises, and develop personal quit plans. The program takes place over six weekly sessions, with one follow up session six weeks later. By design, the program is co-facilitated by a peer educator who herself is a former smoker, along with a health education specialist.

Turning Research Into Prevention

The Turning Research Into Prevention (TRIP) program at the Commission is charged with packaging an efficacious behavioral intervention called INSIGHTS for possible national dissemination and implementation. INSIGHTS is a self-help intervention designed to promote condom use among women aged 18 to 24. The long-term goal of this program is to enhance the capacity of local HIV prevention organizations to implement and sustain effective and feasible behavioral interventions by making intervention materials and trainings more widely available. By converting the technical language of INSIGHTS into easy-to-read terms – and packaging the protocols and other key documents into practical materials for prevention service providers to use – TRIP is helping to streamline the piloting and eventual delivery of this promising intervention.

La Familia en La Cocina

Supported by the Robert Wood Johnson Foundation, the Commission's Research and Evaluation Department has begun a two-year project looking at the impact of communication patterns between immigrant Latina mothers and their children. Latino communities face a range of health issues – often interrelated or compounded by intersecting factors. The Research and Evaluation Department mission of articulating Hispanic need requires us to look at the range of health disparities impacting our particular communities. Considering

that Latinos in New York City experience particularly high rates of obesity and diabetes, the Research and Evaluation Department took on this pilot project in order to better assess how these conditions are encouraged or discouraged by familial communication patterns.

Program Evaluation

The Research and Evaluation Department evaluates program services and assesses community need for a variety of partners. Currently, the Research and Evaluation Department has been able to produce at least one manuscript annually in peer-reviewed academic journals on a variety of topics including workforce enhancement, program efficacy, and social marketing. The Research and Evaluation Department has also crafted multiple reports for the community and funders to describe best practices and regional assessments.



La Familia en la Cocina. This research project looks for patterns in the diet and culinary practices of foreign born immigrants who are raising their kids in America.

National Latino AIDS Awareness Day



Poster of the NLAAD campaign which 15,000 copies were distributed nationwide.

In commemoration of the last day of Hispanic Heritage Month and the first day in what has become an annual observance in the fight against HIV/AIDS, October 15th was established as National Latino AIDS Awareness Day (NLAAD). It was spearheaded in 2003 in response to the severe state of emergency that Hispanic/Latino communities were confronted with the HIV/AIDS epidemic. NLAAD is a public health and community mobilizing campaign that seeks to bring about improvements in HIV related health practices by raising awareness, promoting HIV testing, disseminating prevention strategies and connecting Latinos to crucial health care services.

In its seventh year of existence, National Latino AIDS Awareness Day has demonstrated to be a successful AIDS Awareness Day and prevention tool for Hispanic/Latino communities. In 2008 NLAAD solidified support from 380 partners who together, organized 160 events in 101 cities across the United States, Puerto Rico, and the U.S. Virgin Islands. Through a partnership with OraSure Technologies, 10,000 HIV testing kits were donated to HIV certified testing sites throughout the U.S. and NLAAD efforts were covered by more than 4,000 media outlets.

This year's theme *Unidos Podemos Detener el VIH y Prevenir el SIDA* speaks to the importance of working together as a united community to foster collaboration and service integration in an effort to improve the accessibility of quality HIV/AIDS services to Hispanic/Latino communities throughout the U.S. By forging partnerships, hosting community events to encourage people to seek HIV testing, counseling and treatment, and by developing and disseminating prevention strategies, we will be better prepared to respond to this crisis. Our hope is that NLAAD will become a year-round active network that promotes collaboration and partnerships.

NLAAD event held in Wahshington Heights, NY



Cielo Latino 2009

cielo latino

WHERE WILL YOU BE WHEN WE ROLL OUT THE RED CARPET?

JOIN US FOR A NIGHT OF UNITY AND HOPE IN THE FIGHT AGAINST HIV/AIDS

CIELO LATINO
14TH ANNUAL BENEFIT FOR THE LATINO COMMISSION ON AIDS

LIVE ENTERTAINMENT BY:
*** JORGE VILLAMIZAR ***
FORMER LEAD SINGER OF BACLOS
*** YERBABUENA ***

SPECIAL APPEARANCES BY:
WILMER VALDERRAMA • MISS UNIVERSE DAYANA MENDOZA
ROSIE PEREZ • LUPE ONTIVEROS
JASLENE GONZALEZ • CARMEN DOMINICCI
MISS USA KRISTEN DALTON • MISS TEEN USA STEVI PERRY
DENISE QUINONES • ALIH IDY
PLUS MANY MORE AND MAYBE YOU....

TUESDAY, MAY 12, 2009
9PM-11PM
CIPRIANI WALL STREET

SPECIAL \$125 TICKETS ARE NOW AVAILABLE

DOORS OPEN PROMPTLY AT 9 PM
INCLUDES LIVE CONCERT, DANCING AND TWO HOUR OPEN BAR.

For tickets and more information, call 212-964-9318 or contact emonners@latinoaids.org

Since its inception in 1995, Cielo Latino, the largest national fundraiser of its kind, has raised nearly **\$8 million** to fight AIDS in Latino communities. In its 14th year, *Cielo Latino* raised funds needed to support the Commission's response to the health crisis due to HIV/AIDS by addressing the critical, unmet prevention and care service needs of Latinos/Hispanics.

An outstanding evening of entertainment, unity and inspiration, *Cielo Latino 2009* was a glowing success, despite the economic climate, allowing the Latino Commission on AIDS to continue its local, regional and national work for HIV prevention, advocacy, health education, capacity building and research/evaluation. *Unidos Podemos – United We Can* – was the rallying theme that brought together Hollywood stars, entertainers, Latino health advocates, business leaders, community members and elected officials.

Hosted by Wilmer Valderrama and Dayana Mendoza, Miss Universe 2008, the event honored Dr. Angela Diaz, the Director of Mount Sinai Adolescent Health Center, with the Esperanza Award, Merck, for its work on Isentress, with the Business Leadership Award, and Pedro Zamora, who was recognized posthumously for his

work as an HIV/AIDS advocate with the Voz de Compromiso award. Resident of Calle 13, Rene Perez, was named the 2009 International Ambassador of the Commission.

The 400 guests, including actress Rosie Perez, NBC Telemundo journalist Carmen Dominicci, and Miss USA, were entertained by Latin guitarist Hernan Romero and the Boricua roots group Yerbabuena. *Cipriani Wall Street* provided a glamorous and elegant backdrop for the event, which was sponsored by an array of corporate, pharmaceutical, and non profit organizations and included a silent auction that featured over 70 items, ranging from US Open tickets to weekend hotel stays.

Perhaps most significantly, the event acknowledged the important work that has been done by the Commission while highlighting the continued crucial need. Cielo Latino 2009 successfully launched the beginning of the Commission's 20th Anniversary in 2010. The Commission would like to thank all of those who supported Cielo Latino 2009 and for sharing in the vision of a united response that makes a concrete difference in the lives of people with HIV/AIDS. We look forward to seeing you at Cielo Latino!

Activists Karlo; President of the Latino Commission on AIDS, Guillermo Chacon; Actor Wilmer Valderrama; Actress Rosie Perez, Miss Universe 2008 Dayana Mendoza; Actress Lupe Ontiveros; News Anchor Carmen Dominicci; and Former President of the Commission, Dennis deLeon.



Audited Financials

Years ended June 30	2009	2008
ASSETS		
Cash	\$ 1,635	\$ 211,589
Receivables - Governmental/Other Contracts	1,235,946	1,405,396
Pledges Receivable	729,836	172,342
Other Receivables	2,075	1,623
Security Deposit	6,150	6,150
Prepaid Expenses	4,266	21,708
Fixed Assets	52,558	77,574
Total assets	\$ 2,032,466	\$ 1,896,382
LIABILITIES AND NET ASSETS		
Accounts Payable and Accrued Expenses	\$ 1,013,400	\$ 852,014
Accrued Salaries and Related Benefits	60,878	99,355
Line of Credit Payable	96,599	59,697
Due to Fiscal Conduits	2,155	2,519
Deferred Revenue	57,071	86,717
Contract - Advance Payments	103,368	160,453
Unrestricted Net Assets	698,995	635,627
Total liabilities and net assets	\$ 2,032,466	\$ 1,896,382

Management Team & Board

Management Team



Guillermo A. Chacon
President



Miriam Y. Vega, Ph.D.
Director of Research and
Evaluation



Karan Itwaru
Director of Finance



Ofelia Barrios, MA
Director of Programs



Andrew R. Spieldenner, Ph.D.
Interim Director of
Development
Deputy Director of
Research & Evaluation

Board of Directors

Lillian Anglada
Founder, President
Caring Hands for Positive Women

Isabel Bello de Navarro
President
Casa Mexico

Anna Carbonell
Media Strategist

Jose M. Davila
Executive Director
Bronx AIDS Services

José Martin García Orduña
Network Coordinator
East Harlem HIV Care Network

Luís Garden Acosta
Founder, President/CEO
El Puente

Elias J. Guerrero, Jr., MD, MPA
Director of Planning
New York City Health & Hospitals Corp.
Corporation Planning & HIV Services

Ernesto Loperena
Executive Director
NY Council on Adoptable Children

Ruben Medina
Partner
RC Consulting Solutions, LLC

José Morales, Jr.
Retired Vice President
St. Barnabas Medical Center

Claudia L. Moreno, Ph.D.
Associate Professor
Fordham University

Nilsa Olivero, Ph.D.
Consultant, Board of Education
Columbia University Station

Vanessa Ramos, Esq.
Deputy Director for Policy
The Committee for Hispanic Children and
Families, Inc.

Luis O. Reyes, PhD
Research Associate
Centro de Estudios Puertorriqueños

Raul Russi
Chief Executive Officer
PROMESA, Inc.

Sandra Ruiz Butter
Special Executive for Housing
VIP Community Services