

TREATMENT

**NATIONAL
LATINO AIDS
AWARENESS
DAY**

PREVENTION

ACKNOWLEDGEMENTS

National Latino AIDS Awareness Day (NLAAD) 2010 could not have been made possible without the generous support of our sponsor, the **Office of Minority Health**. We acknowledge their pledge and significant contributions towards this campaign. Our sponsor shared the vision, supported needs, and thereby enabled organizations across the nation to make NLAAD 2010 a resounding success.

The Latino Commission on AIDS would like to thank all of our partners for the dedication, time and energy they have put into NLAAD 2010. Our national partners are a major asset to this campaign as they comprise of the National Planning Committee, and through their work at the local level, they promote and sponsor prevention and education activities in an effort to reduce new infections and provide care for Latinos/Hispanics living with the virus. We thank them for all of their strong and unwavering commitment to NLAAD. This was not a paid endeavor for them; they simply did it because they recognize the importance of addressing HIV/AIDS in Latino/Hispanic communities. We commend their endearing commitment and extend our heartfelt appreciation:



Support also provided by the Centers for Disease Control and Prevention
Thanks to Alberto Marc, GrafMarc, for designing the image of the 2010 NLAAD campaign.
This report was developed by the Latino Commission on AIDS.

WHAT IS NLAAD?

NLAAD 2010 Objectives

Increase the knowledge of HIV/AIDS in high-risk Latino/Hispanic communities, including lesbian, gay, bisexual, transgender (LGBT) individuals, men who have sex with men (MSM), immigrants, substance users, women and youth; and promoting culturally relevant HIV testing and prevention initiatives.

Every year, since 2003, the Latino Commission on AIDS partners with local, regional, and national organizations to mobilize a broad and far-reaching consortium of community based organizations, leaders from the Latino community, city and state health departments, and elected officials. Through press conferences, health fairs, cultural celebrations, and other activities, Latinos/Hispanics around the country recognize the tremendous toll HIV has taken on their local and national communities and the importance of prevention and care through HIV testing. The principle theme of NLAAD has been the promotion of HIV testing for the Latino/Hispanic community. Every jurisdiction organizes and initiates activities for HIV testing, as well as activities addressing other important community-specific HIV/AIDS issues.

82,894

Estimated number of Hispanic/Latinos who have died of AIDS by the end of 2007 in the U.S.



93,828

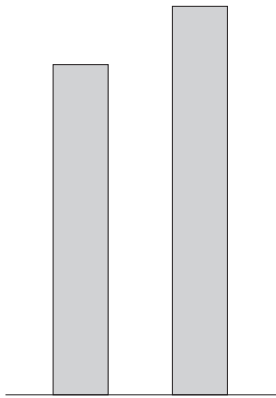
Number of Hispanic/Latinos living with HIV/AIDS in the 34 states with long-term confidential name-based HIV reporting

NLAAD provides local Latino/Hispanic AIDS organizations and organizations that serve Latinos with an important opportunity to bring attention to the conditions which facilitate the spread of HIV in their communities and the struggles faced by Latinos/Hispanics living with HIV/AIDS.

Everyone who engages in high-risk sexual or drug injection practices can acquire and transmit HIV.



IMPACT OF HIV/AIDS ON LATINO/HISPANIC COMMUNITIES:



Latinos represent 16% of the US population

Latinos account for 20% of new HIV infections

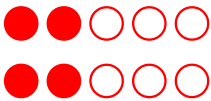
Latinos/Hispanics are now the largest minority groups in the U.S. and continue to grow at exponential rates. The HIV/AIDS epidemic has adversely affected Hispanic/Latino communities. Therefore it is imperative to understand and address the impact of HIV/AIDS on the Latino/Hispanic community today in order to ensure a better tomorrow

FACTS:

- Latinos/Hispanics represent 16% of the population but account for 18.0% of people living with HIV and are now reported to be 20% of new infections.
- Testing is the essential first step in linking people with HIV to medical care and ongoing support to help them establish and maintain safer behaviors.
- CDC data shows that Latinos/Hispanics progress to AIDS faster than any other racial or ethnic group with 42% being diagnosed with AIDS within 12 months after learning of their positive HIV status.



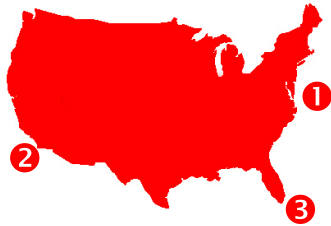
Hispanic/Latino men made up three-quarters (76%) of new infections among all Hispanics/Latinos.



Four in ten Latinos/Hispanic were diagnosed with AIDS 1 year within after testing positive for HIV.



LATINOS GET INFECTED MOSTLY BY HAVING SEX WITH OTHER MEN



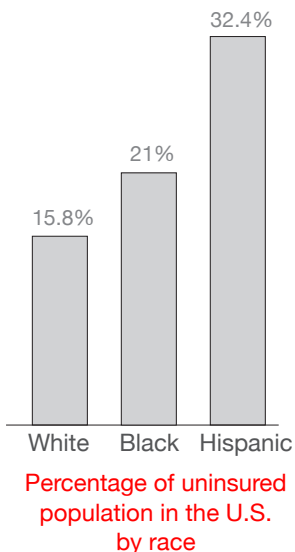
TOP 10: AIDS prevalence among Latinos is clustered in a handful of states: 10 states accounting for 88% of Latinos estimated to be living with an AIDS diagnosis in 2008.

1. New York
2. California
3. Puerto Rico
4. Texas
5. Florida
6. New Jersey
7. Illinois
8. Pennsylvania
9. Massachusetts
10. Connecticut

- Latino/Hispanic men who have sex with men (MSM) continue to account for the largest number of Latinos reported with AIDS each year
- Culturally appropriate health education in our schools regarding HIV/AIDS is needed
- Over 50% of Latino/Hispanic that are HIV positive status end up developing AIDS within a year. HIV testing is imperative in order to keep our Latino/Hispanic communities healthy
- Homophobia continues to persist. Persons may believe HIV/AIDS is only a gay disease and do not see themselves at risk
- For many Latino mothers, personal health is not considered as high a priority as the health of their family
- Latino youth represents 23% of the national population, yet comprise 19% of new HIV cases
- Some Hispanics/ Latinos may avoid seeking testing, counseling, or treatment if infected out of fear of discrimination
- Socioeconomic factors such as poverty, migration patterns, social structures, or language barriers add to Hispanic/ Latino HIV infection rates
- 30% of Latinos/Hispanics are uninsured

THE DEEP SOUTH:

Latinos are now in states that historically have not had large Latino/Hispanic concentrations. The Latino Commission on AIDS is tackling the HIV/AIDS epidemic in the south through Latinos in the Deep South, www.latinoids.org/programs/deepsouth/



**LATINAS GET
INFECTED
MOSTLY BY
HETEROSEXUAL
SEX**

NLAAD 2010 OUTCOMES:

23

Number of organizing meeting and capacity building trainings

450

Number of participating organizations in the United States, Washington D.C., Puerto Rico and the U.S. Virgin Islands

- 3 Health and Human Services, HHS regions
- 30 HIV/AIDS Coalitions
- 53 Community Health Centers
- 72 Health Departments
- 144 Community Based Organizations
- 148 AIDS Services Organization

15,000

Estimated number of persons tested for HIV at NLAAD events in 2010 – the largest number of individuals tested since the inception of NLAAD in 2003

In 2010, the Latino Commission mobilized more than 450 organizations, in over 200 cities, from 45 States throughout the U.S. including the District of Columbia, Puerto Rico and the U.S. Virgin Islands under the theme **Save a Life, It may be your Own. Get tested for HIV** (Salva una Vida, Podría ser la Tuya. Hazte la prueba del VIH). Through a partnership with OraSure Technologies, 7,000 HIV testing kits were donated to NLAAD partners that were CLIA waived HIV testing certified sites, thus providing counseling and testing services to thousands of Latinos/Hispanics and making tens of thousands more aware of the challenges faced by Latinos/Hispanics in confronting the HIV/AIDS crisis in their local communities. In addition, 2,500 campaign kits were distributed to partners across the country.

Additionally, the NLAAD website (www.nlaad.org) serves as an information-sharing, resource-distribution and community mobilizing vehicle where NLAAD network members are able to publicize



YOUTH FOR YOUTH – Southwest CARE Center in Santa Fe, New Mexico attracts youth to get tested through the art of breakdancing.



Participating agencies can publicize their events on the NLAAD website by creating their own customized event page.



The NLAAD website is fully bilingual, English and Spanish, serving as an information resource to agencies from the US and abroad.



information about their organization, advertise local NLAAD activities and interact with other NLAAD members. It serves as a mechanism for disseminating NLAAD's message and connecting key stake holders with local, regional, and national resources.



TAILORED MESSAGES – Community effort in designing a mural for NLAAD 2010, using a specific tailored message for Latinos in Santa Fe, New Mexico.

KEY PARTNERSHIPS:



National NLAAD Campaign.
Developing theme, materials
and overall strategy.



NLAAD coalitions. Conference
calls. Training. Sharing
expertise and resources.



Customized campaign.
NLAAD local event and
HIV testing.

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

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



PROMOTIONAL MATERIAL – La Voz
Program at Tapestry Health in Springfield,
Massachusetts creates NLAAD t-shirts to
promote the campaign in their community.

COLLABORATION – Testing and educating day laborers in Savannah, Georgia - Savannah International Loop, MyBrothaz Home & Georgia Coastal Health District



Although the majority of NLAAD events target Hispanic/Latinos (62%) , it also reaches and welcomes other populations

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

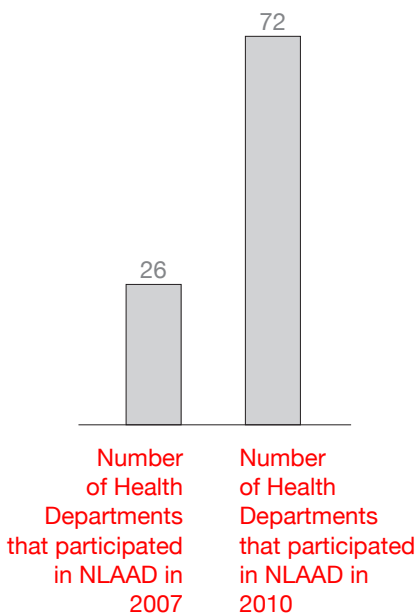
CONGRESSIONAL HISPANIC CAUCUS (CHC):

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

REACHING LATINOS THROUGH MEDIA –
 Organized by WestSide Neighborhood Clinic
 in Santa Barbara, California KIST-FM Radio
 Bronco 107.7 promotes NLAAD.



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



NASTAD represents the nation’s chief state health agency staff who have programmatic responsibility for administering HIV/AIDS healthcare, prevention, education, and supportive service programs funded by state and federal governments. By solidifying a partnership between NLAAD and NASTAD, the level and the number of health departments involved in planning or funding NLAAD activities has increased year over year.

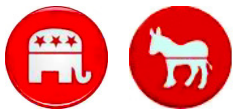
- 2007: 26 Health Departments participated in NLAAD
- 2008: 59 Health Departments participated in NLAAD
- 2009: 66 Health Departments participated in NLAAD
- 2010: 72 Health Departments participated in NLAAD

AWARENESS DAYS CROSS COORDINATION GROUP:

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

WASHINGTON DC BRIEFING:

Prior to NLAAD, on September 23rd, a Congressional Briefing is held on Capitol Hill in collaboration with the National Alliance of State and Territorial HIV/AIDS Directors (NASTAD), the Metropolitan Latino AIDS Coalition of Washington DC, the Congressional Hispanic



NLAAD congregates bipartisan political leaders concerned with the health of Latino/Hispanic communities.



EDUCATING CONGRESS - Congressional Briefing, supported by Congresswomen Ileana Ros-Lehtinen, Lucille Roybal-Allard and community partners in Washington D.C.

Caucus, the Hispanic Federation and National Hispanic/Latino AIDS Action Network (NLAAN) and representatives from both parties: Congresswoman Ros-Lehtinen and Congresswoman Roybal-Allard. The briefing emphasized the impact health care reform will have on the Latino HIV/AIDS community and focused on the important role the US Census plays in ensuring that Latinos are no longer undercounted, that adequate funding is provided for programs that impact Latinos and stressed the need to ensure that Latinos complete the census survey.

SOY...("I AM...") A PUBLIC SERVICE CAMPAIGN:

In conjunction with National Latino AIDS Awareness Day, Univision and the Kaiser Family Foundation launched SOY... ("I am..."); an innovative public health campaign, which seeks to confront stigma and debunk myths about HIV by encouraging Latinos to talk openly about AIDS. This campaign was debuted nationally on October 15, 2008 and was the first Spanish-language media campaign featuring the personal stories of a diverse group of Latinos living with HIV and the people who love them. A new series of SOY...PSA's were developed for 2010 and were also available to all national Univision affiliates in key Latino markets (Miami, Los Angeles, New York).



www.univision.com
uniclave: sida





NATIONAL LATINO AIDS AWARENESS DAY

JOIN ELECTED OFFICIALS, HEALTH EDUCATORS, ADVOCATES, AND PEOPLE LIVING WITH HIV.

Steps of City Hall
260 Broadway
New York, NY 10007
Wednesday Oct 13th. 10am

HIV TESTING, HIV EDUCATION MATERIALS, DISCUSSION PANEL, FOOD, PRIZES, AND MORE.

Broadway Temple
411 Broadway at 173rd Street
Washington Heights, NY 10032
Wednesday Oct 13th. 11am-1pm

NATIONAL CONFERENCES AND PRESENTATIONS:

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

The conferences NLAAD presented at for 2010:

- United States Conference on AIDS (USCA) - Orlando, FL
- Prevention and Outreach Summit: Philadelphia Fight - Philadelphia, PA
- Florida Latino HIV/AIDS Leadership Summit in Ft. Lauderdale, FL
- ViiV Healthcare's 12th Community Summit on HIV - Washington, DC
- HIV Prevention and Leadership Summit (HPLS) in Washington, DC

SOCIAL MEDIA:



NLAAD has used social media outlets to increase its reaching capability to all age populations.

One of the many ways we continue spreading the message of National Latino AIDS Awareness Day and the work it does is through social media. Please visit and join us!

Facebook: www.facebook.com/NationalLatinoAidsAwarenessDay

Twitter: www.twitter.com/NLAAD

CAPACITY BUILDING & TECHNICAL ASSISTANCE (CBA):

CBA Providers are partner organizations funded to assist in building the capacity of funded grantees (including state and local health departments and community-based organizations) to implement HIV prevention programs. The Latino Commission on AIDS provided CBA to NLAAD participants with requests such as:

- How to form a coalition
- How to raise funds for your NLAAD event
- Developing fact sheets/informational material for staff and community members
- Creating a Media plan
- Community needs assessments and reports



In 2010 NLAAD offered 5 webinars in English and Spanish, presenting topics such as event planning and fundraising.

In addition, various bi-lingual webinars were offered throughout the NLAAD event planning season to further assist organizations in their campaign process

Bi-lingual NLAAD webinars conducted in 2010:

- Capacity Building Assistance for NLAAD
- How to plan an NLAAD event
- How to Work with the Media
- How to Work with Communities of Faith
- Fundraising for your NLAAD event

NLAAD 2010 PARTICIPANTS:

AGENCY	CITY	STATE
Alaskan AIDS Assistance Association	Anchorage	AK
Jefferson County Department of Health	Birmingham	AL
Montgomery AIDS Outreach	Montgomery	AL
Arkansas Minority Health Commission	Little Rock	AR
Arkansas Human Development Corporation	Little Rock	AR
JCCSI	Little Rock	AR
Concilio Latino de Salud Inc.	Phoenix	AZ
TIHAN- Tucson Interfaith HIV Aids Network	Sahuarita	AZ
COPE Community Services, Inc.	Tucson	AZ
D-W/McGarrity, Inc.	Tucson	AZ
TUCZUMBA	Tucson	AZ
Wingspan	Tucson	AZ
Community/Walgreens	Cathedral City	CA
Esperanza Youth and Family Center	Coachella	CA
Solano County-Public Health	Fairfield	CA
Grupo Fremont VIP	Fremont	CA
Tri-City Health Center	Fremont	CA
AIDS Services Foundation	Irvine	CA
Santa Barbara Neighborhood Clinics	Isla Vista	CA
The Catalyst Foundation	Lancaster	CA
Bienestar	Los Angeles	CA
Childrens Hospital Los Angeles	los angeles	CA
Planned Parenthood Los Angeles	Los Angeles	CA
AADAP, INC.	Los Angeles	CA
Charles Drew University of Medicine and Science	Lynwood	CA
BANLAAD/Contra Costa Health Services/AIDS Program	Martinez	CA
CARE Network - QVMC	Napa	CA
PUC Schools	Norwalk	CA
Alameda County Office of AIDS Administration	Oakland	CA
La Clinica de la Raza	Oakland	CA
Desert AIDS Project	Palm Springs	CA
CARES	Sacramento	CA
Lovetaxi Productions	Sacramento	CA
Monterey County Health Department	Salinas	CA
San Bernardino County Public Health AIDS Program	San Bernardino	CA
Bienestar San Diego	San Diego	CA
Family Health Centers of San Diego	San Diego	CA
HIV Research - San Francisco Dpt of Public Health	San Francisco	CA
KIQI 1010 Am San Francisco/KATD 990 Sacramento	San Francisco	CA
Public Health Dept	San Jose	CA
County of San Mateo	San Mateo	CA
San Mateo County Health System: STD/HIV Program	San Mateo	CA
San Ysidro Health Center	San Ysidro	CA
Delhi Community Center	Santa Ana	CA
Planned Parenthood	Santa Barbara	CA
Santa Barbara Neigborhood Clinics	Santa Barbara	CA
Santa Cruz AIDS Project	Santa Cruz	CA
Straight from the Heart	Santa Rosa	CA
Central Coast HIV/AIDS Services	Seaside	CA
San Joaquin AIDS Foundation	Stockton	CA
Solano County health and Social Services Department	Vallejo	CA
Boulder County AIDS Project	Boulder	CO
Colorado AIDS Project	Denver	CO
La Voz Y Fuerza	Denver	CO
Servicios de la Raza	Denver	CO
AIDS Legal Network	Hartford	CT
Latino Community Services	Hartofrd	CT
Fairhaven community health center	New haven	CT
The Faith and AIDS Matters Network	New London	CT
Regional Network of Programs	Stratford	CT
Andromeda Transcultural Health	Washington	DC
APA/HLGBSP	Washington	DC

Community of Hope DC	Washington	DC
DC Dept. of Health, HIV/AIDS, Hepatitis, STD, and TB Adm.	Washington	DC
Farmworker Justice	Washington	DC
HealthHIV	Washington	DC
La Clinica del Pueblo	Washington	DC
National AIDS Fund	Washington	DC
National Minority AIDS Council	washington	DC
Planned Parenthood of Metroopolitan Washington DC	Washington	DC
Prevention Works!	Washington	DC
The DC Center for the LGBT Community	Washington	DC
Latin American Community Center	Wilmington	DE
Manatee Cournty Health Dep.	Bradenton	FL
Tropicana Manufacturing Company, Inc	Bradenton	FL
Volusia County Health Department	Daytona Beach	FL
Miami Dade County Health Department	Doral	FL
Broward County Health Department	Fort Lauderdale	FL
Childrens Diagnostic & Treatment Center	Fort Lauderdale	FL
Florida AIDS Walk/AIDS Healthcare Foundation	Fort Lauderdale	FL
Latinos en Accion Florida	Fort Lauderdale	FL
Red Hispana Florida	Fort Lauderdale	FL
Florida Dept of Health	Fort Myers	FL
Alachua County Health Department	Gainesville	FL
Meridian Behavioral Healthcare, Inc	Gainesville	FL
Family AIDS Coalition	HIALEAH	FL
Indiantown Community Outreach, Inc	Indiantown	FL
AIDS Help	Key West	FL
Monroe County Health Department	Key West	FL
Bring Our Heart Together	Kissimmee	FL
Hendry County Health Department	LaBelle	FL
COMPASS, INC.	Lake Worth	FL
Monroe County Health Department	Marathon	FL
Florida International University	Miami	FL
Helen B Bentley Family Health Center	Miami	FL
Miami Dade County Health Department	Miami	FL
South Florida AIDS Network	Miami	FL
Students Against AIDS	Miami Beach	FL
Collier County Health Department	Naples	FL
Lee County Health Department	North Fort Myers	FL
Hope and Help Center	Orlando	FL
Orange County Health Department	Orlando	FL
Planned Parenthood of Greater Orlando	Orlando	FL
Hanley Center	Palatka	FL
Sarasota County Health Department	Sarasota	FL
Martin County Health Department	Stuart	FL
Miami AIDS Project, Inc.	Sunrise	FL
Florida Department of Health	Tallahassee	FL
Tampa Hillsborough Action Plan, Inc.	Tampa	FL
THAP-YES Program	Tampa	FL
The AIDS Institute	Tampa	FL
FDOH/Indian River County Health Dept	Vero Beach	FL
CAP	West Palm Beach	FL
Hope and Help Center	Winter Park	FL
AIDS Athens	Athens	GA
Georgia Department of Community Health	Atlanta	GA
North Georgia Health District	Dalton	GA
The Living Bridge Center	Dalton	GA
DeKalb Ryan White Early Care Clinic	Decatur	GA
District 2 Public Health	Gainesville	GA
My Brothaz HOME, Inc.	Savannah	GA
Savannah International Loop	Savannah	GA
Malama Pono Health Services	Lihue	HI
Centro de Comunidad y Justicia	Boise	ID
Idaho Department of Health and Welfare	Boise	ID
Chicago Department of Public Health	Chicago	IL
Community Outreach Intervention Projects (UIC)	Chicago	IL
Consulate General of Mexico in Chicago	Chicago	IL
Haymarket Center	Chicago	IL

Howard Brown Health Center	Chicago	IL
McCormick Theological Seminary	Chicago	IL
Mujeres Latinas En Accion	Chicago	IL
Pilsen Wellness Center	Chicago	IL
Salud Latina	Chicago	IL
U.S. Dpt of Health & Human Services - Region V	Chicago	IL
UIC Student National Pharmaceutical Association	Chicago	IL
UIC-School of Public Health-Comm Outreach Projects	Chicago	IL
Minority AIDS Awareness Council of Peoria	Peoria	IL
Lake County Health Department	Waukegan	IL
McHenry County Dept of Health	Woodstock	IL
Aspire Indiana	Centerville	IN
Indianapolis Urban League	Indianapolis	IN
Marion County Health Dept	Indianapolis	IN
Planned Parenthood of Indiana	Indianapolis	IN
Latino Action League,Inc	Mooreville	IN
AVOL AIDS Volunteers	Lexington	KY
Planned Parenthood of Kentucky	Louisville	KY
Owensboro AIDS Taskforce	Owensboro	KY
Heartland CARES	Paducah	KY
Aspirations	Baton Rouge	LA
Baton Rouge AIDS Society	Baton Rouge	LA
Hope and Mercy Resource Center	Baton Rouge	LA
Metro Health	Baton Rouge	LA
Face to Face Enrichment Center	Gonzales	LA
Acadiana CARES	Lafayette	LA
Gocare	Monroe	LA
Delta Region AIDS Education and Training Center	New Orleans	LA
Louisiana Latino Health Coalition for HIV/AIDS Awareness	New Orleans	LA
Louisiana Office of Public Health HIV/AIDS Program	New Orleans	LA
NO/AIDS Task Force	New Orleans	LA
St. John #5 Faith Church/Camp ACE	New Orleans	LA
AIDS Action Committee of MA	Boston	MA
Latin American Health Institute	Boston	MA
Centro Latino Inc.	Cambridge	MA
Pact Project	Dorchester	MA
East Boston Neighborhood Health Center	East Boston	MA
Greater Lawrence Family Health Center	Lawrence	MA
Lynn Community Health Center	Lynn	MA
Education Development Center, INC.	Newton	MA
Casa Esperanza Inc.	Roxbury	MA
Brightwood Health Center	Springfield	MA
Tapestry Health/La Voz Program	Springfield	MA
Gandara Center	W. Springfield	MA
Edward M. Kennedy Community Health Center	Worcester	MA
JACQUES Initiative	Baltimore	MD
SRA International	Rockville	MD
Crittenton Services of Greater Washington	Silver Spring	MD
Department of Health and Wellness Promotion	Detroit	MI
Detroit Public Library	Detroit	MI
Kent County Health Department	Grand Rapids	MI
Planned Parenthood of West and Northern Michigan	Grand Rapids	MI
Ingham County Health Department	Lansing	MI
Lansing Area AIDS Network (LAAN)	Lansing	MI
Michigan Department of Community Health	Lansing	MI
Michigan Dept of Community Health	Lansing	MI
Macomb County Health Department	Warren	MI
HIV/AIDS Resource Center	Ypsilanti	MI
MN Latino HIV/AIDS Network c/o HCMC	Minneapolis	MN
Centro Campesino Inc.	Owatonna	MN
Minnesota Department of Health	St. Paul	MN
No Tengas Miedo	St. Paul	MN
Good Samaritan Project	Kansas City	MO
Aids Project of the Ozarks	Springfield	MO
Diversity Office	Warrensburg	MO
Magnolia Medical Clinic	Greenwood	MS
Peoples AIDS Network	Billings	MT

Western NC AIDS Project	Asheville	NC
Alamance Cares, Inc.	Burlington	NC
Community Service Network, Inc	Dunn	NC
Guilford County Department of Public Health	High Point	NC
Alliance of AIDS Services Carolina	Raleigh	NC
Minority Assoc. of Pre-Health Students	Raleigh	NC
NCDHHS-Communicable Disease Branch	Raleigh	NC
Wake County Human Services - HIV/STD Program	Raleigh	NC
Wake County Human Services- Public Health	Raleigh	NC
Chatham Social Health Council	Siler City	NC
Aids Care Service; Just Talk thru House of Faith World Ctr	Winston Salem	NC
Wake Forest University	Winston Salem	NC
Nebraska DHHS	Lincoln	NE
Nebraska Aids Project	Omaha	NE
University of Nebraska at Omaha	Omaha	NE
Visiting Nurse Association	Asbury Park	NJ
Spanish Community Services Shore AHEC	Atlantic city	NJ
Hispanic Family Center	Camden	NJ
Newark Community Health Center	East Orange	NJ
La Salud Hispana	Englewood Cliffs	NJ
Irvington Community Health Center	Irvington	NJ
Horizon Health Center	Jersey City	NJ
Spanish Community Center	Landisville	NJ
Eric B. Chandler Health Center	New Brunswick	NJ
Hyacinth Foundation	new brunswick	NJ
La Casa de Don Pedro	Newark	NJ
La Villa Multi Services Agency	Newark	NJ
Newark Community Health Center	Newark	NJ
Help Fight HIV/AIDS	Albuquerque	NM
HIV/AIDS Advocacy Network	Albuquerque	NM
University of New Mexico College of Nursing	Albuquerque	NM
Families and Youth, Inc	Las Cruces	NM
Varones Siglo 21	Las Cruces	NM
New Mexico Department of Health	Santa Fe	NM
Southwest CARE Center	Santa Fe	NM
CBSelITS Sur de NM	Sunland Park	NM
Planned Parenthood of the Rocky Mountains	Las Vegas	NV
AIDS Council of Northeastern New York	Albany	NY
Adolescent AIDS Program	Bronx	NY
Basics Promesa Systems Inc	Bronx	NY
Bronx AIDS Services	Bronx	NY
Bronx HIV CARE Network	Bronx	NY
Casa Promesa Skill Nursing Home	Bronx	NY
Housing Works Inc	Bronx	NY
Inwood House	Bronx	NY
Montefiore Medical Center	Bronx	NY
Morris Heights Health Center	Bronx	NY
New York State Assemblywoman Carmen E. Arroyo	Bronx	NY
Promesa Adult Day Health care	Bronx	NY
St Barnabas Hospital	Bronx	NY
Amethyst Womens Project, Inc.	Brooklyn	NY
Brooklyn Plaza Medical Center	Brooklyn	NY
Iglesia el Eden	Brooklyn	NY
Southside C. Mission	Brooklyn	NY
Transdiaspora Network, Inc.	Brooklyn	NY
Turning Point	Brooklyn	NY
United Community Center	Brooklyn	NY
Yolanda Santos	Brooklyn	NY
Buffalo NLAAD Committee & The Belle Center	Buffalo	NY
Erie County Dept.of Health	Buffalo	NY
Long Island Association for AIDS Care, Inc	Hauppauge	NY
Planned Parenthood of Nassau County	Hemstead	NY
Ithaca College LGBT Center	Ithaca	NY
Sexual Awareness for Everyone	Ithaca	NY
Voces Latinas	Jackson Heights	NY
The Way of Life COGIC, Inc	Lindenhurst	NY
Makeup Mechanics	Long Island City	NY

Queens Legal Services	Long Island City	NY
OLA-G Organizacion Latina Asociada Gay	Mt Sinai	NY
Betances Health Center	New York	NY
Community Helathcare Network	New York	NY
Harlem Congregation Community Improvement	New York	NY
Harlem Dowling-West Side Center for Children and Family Services	New York	NY
HHS, HIV/AIDS Regional Resource Network Program, Region II	New York	NY
Housing Works	New York	NY
Latino Commission on AIDS	New York	NY
Lower East Side Harm Reduction Center	New York	NY
MS 324	New York	NY
NewYork-Presbyterian Hospital-Comprehensive HIV Program	New York	NY
St. Lukes/Roosevelt Hospital- Stuyvesant 7	New York	NY
William F. Ryan Community Health Center	New York	NY
AIDS Service Center NYC	New York	NY
Harlem Congregation Community Improvement	New York	NY
NYCDOHMM	New York	NY
Positive Health Project	New York	NY
RYAN-NENA Community Health Center	New York	NY
AIDS Care	Rochester	NY
Rochester Area Task Force on AIDS	Rochester	NY
Community Health Action of Staten Island	Staten Island	NY
New York State Department of Health	Syracuse	NY
CDPH	Cleveland	OH
Cleveland Department of Public Health-Office of HIV/AIDS Services	Cleveland	OH
Nueva Luz Urban Resource Center	Cleveland	OH
Columbus Urban League	Columbus	OH
Ohio Department of Health	Columbus	OH
Toledo-Lucas County Health Dept	Toledo	OH
PFLAG ENID, INC	Enid	OK
OK AIDS Care Fund	Okc	OK
Comm. of Hope, UCC/United Church of Christ HIV/AIDS Network	Tulsa	OK
H.O.P.E.	Tulsa	OK
Lincoln County Health and Human Services	Newport	OR
Cascade AIDS Project	Portland	OR
Latino Leadership ALliance of Bucks County	Bristol	PA
Keystone Health Center	Chambersburg	PA
PA Department of Health	Harrisburg	PA
Proyecto Sol Phila	Philadelphia	PA
Congreso de los latinos unidos	Philadelphia	PA
Esperanza Health Center	Philadelphia	PA
Gay & Lesbian Latino AIDS Education Initiative - GALAEI	Philadelphia	PA
Hope-Latino de Comhar	Philadelphia	PA
Kensington Hospital	Philadelphia	PA
Philadelphia Latino AIDS Action Network	Philadelphia	PA
Proyecto Justicia Latina	Philadelphia	PA
US Department of Health and Human Services	Philadelphia	PA
WATS	philadelphia	PA
Co-County Wellness Services	Reading	PA
Family Service of Chester County-Project ONE	Wset Chester	PA
Escuela de Medicina de Ponce	Ponce	PR
Ponce School of Medicine	Ponce	PR
Pacientes de Sida pro Politica Sana	San Juan	PR
Prevención ETS/VIH/SIDA: Departamento de Salud de PR	San Juan	PR
Transexuales y Transgeneros en Marcha	San Juan	PR
CHISPA	Providence	RI
ID, The Miriam Hospital	Providence	RI
New Life Center	Hampton	SC
Careteam, Inc.	Myrtle Beach	SC
Lowcountry AIDS Services	North Charleston	SC
Catawba Care	Rock Hill	SC
Piedmont Care, Inc.	Spartanburg	SC
Southeast TN Development District	Chattanooga	TN
H.O.P.E.(Hispanic Organization for Progress and Education)	Clarksville	TN
HOPE for Tennessee/Frontier Health	Kingsport	TN
Knox County Health Dept.	Knoxville	TN
Le Bonheur Community Outreach. Com. HIV network	Memphis	TN

Student National Medical Assoc. AIDS Awareness Committee	Nashville	TN
Texas Department of State Health Services	Austin	TX
Texas DSHS	Brady	TX
Coastal Bend AIDS Foundation	Corpus Christi	TX
Corpus Christi, Nueces County Public Health Dist.	Corpus Christi	TX
South Texas Family Planning & Health Corporation	Corpus Christi	TX
AIDS Arms, Inc.	Dallas	TX
AIDS Interfaith Network Inc./Manos Unidas	Dallas	TX
Aliviane Inc	El Paso	TX
Binational Committee on AIDS and STDs	El Paso	TX
City of El Paso, Department of Public Health	El Paso	TX
El Paso Department of Health	El Paso	TX
International AIDS Empowerment	El Paso	TX
La Fe CARE Center	El Paso	TX
Texas Department of State Health Services - HSR 9/10	El Paso	TX
AIDS Foundation Houston	Houston	TX
Baylor Teen Health Clinics	Houston	TX
Fundacion Latino Americana Contra El SIDA, Inc (FLAS)	Houston	TX
Houston Area Community Services, Inc.	Houston	TX
Katine & Nechman L.L.P.	Houston	TX
Latino HIV Task Force	Houston	TX
Legacy Community Health Services	Houston	TX
Planned Parenthood Gulf Coast	Houston	TX
St. Hope Foundation	Houston	TX
The Assoc. for the Advancement of Mexican Americans	Houston	TX
City of Laredo Health Department	Laredo	TX
Lubbock Regional MHMR	Lubbock	TX
Planned Parenthood Association of Hidalgo County	McAllen	TX
Texas Department of Health	Midland	TX
Center for Health Care Services / Centro de Vida	San Antonio	TX
Hope Action Care	San Antonio	TX
NLAAD Committee - San Antonio	San Antonio	TX
San Antonio AIDS Foundation	San Antonio	TX
Univ. of Texas Health Science Center at San Antonio	San Antonio	TX
Alief Parenting Education	Sugar Land	TX
Texas Dept. of State Health Services	Tyler	TX
Northern Utah Coalition, Inc.	Ogden	UT
CLUBKARAMBA	Salt Lake City	UT
Utah AIDS Foundation	Salt Lake City	UT
Utah Department of health	Salt Lake City	UT
Utah Pride Center	Salt Lake City	UT
Project Reality	Salt Lake City	UT
K. I. Services, Inc.	Alexandria	VA
Metropolitan Latino AIDS Coalition	Alexandria	VA
Substance Abuse Services	Alexandria	VA
Arlington County Public Health Division	Arlington	VA
Fairfax County Health Dept	Fairfax	VA
Northern Virginia AIDS Ministry	Falls Church	VA
Health and Home Support Services, Incorporated	Newport News	VA
The AIDS Fund, Inc	Norfolk	VA
Williamsburg AIDS Network	Williamsburg	VA
AIDS Response Effort, Inc.	Winchester	VA
VICARE	Christiansted	VI
Snohomish Health District	Everett	WA
Okanogan Family Planning	Omak	WA
Entre Hermanos	Seattle	WA
Tacoma Pierce County Health Department	Tacoma	WA
Planned Parenthood of Greater Washington & N. Idaho	Yakima	WA
Yakima Valley Farm Workers Clinic	Yakima	WA
Aids Resource Center of WI	Milwaukee	WI
Sixteen Street Community Health Center	Milwaukee	WI
UMOS	Milwaukee	WI
KPST TV	Seattle	WI
Office of Multicultural Health	Cheyenne	WY

EVALUATION 2010:

135

Number of web survey respondents who participated or held an NLAAD event in 2010.

630

Number of street interceptions in 7 cities to general Latino population to collect information about NLAAD awareness.

78%

Percentage of NLAAD events that provided HIV testing

3%

Percentage of people who tested positive to HIV in the reported NLAAD events.

EXECUTIVE SUMMARY: In order to improve upon the NLAAD campaign of 2010 and to assess the immediate effectiveness of NLAAD as a public health media campaign designed to increase awareness and encourage testing behaviors, we conducted three evaluation activities:

1. online survey for event organizers to gather information on activities, testing events, and participant demographics;
2. street intercepts in the cities of Atlanta, Charlotte, NC, New York City, North Charleston, SC, Rock Hill, SC, Santa Fe, NM, and Washington, DC with the general Latino public a week before and after NLAAD; and
3. a media contextual/citation analysis. In summary, the evaluation effort included the perspective of 2010 event organizers, media, and the general Latino public.

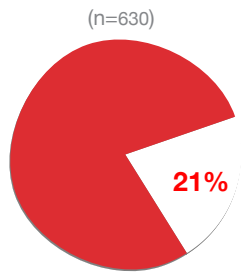
2010 EVENTS:

There were a total of 135 Web survey respondents representing 32 states, the US Virgin Islands and Washington DC. Across all the survey respondents that held an event, there were 273 NLAAD events reported. Although October 15 is designated as the National Latino AIDS Awareness Day, organizations and individuals may conduct their events before or after October 15. Of the total 135 survey respondents, 124 hosted an NLAAD event. Of these respondents, 55% held their event(s) on October 15; 29% held their event(s) before October 15; and 16% held their event(s) after October 15. A majority of the respondents (78%) reported holding an HIV screening event. Of those that held an HIV testing event, the most commonly used method for testing was the oral rapid (48%). For 26% of the respondents, 2010 was the first time hosting an NLAAD event. 59% of respondents who hosted an event in 2010 held either one or two events. More than half (58%) of the respondents reported having a planning and organizing committee for NLAAD.

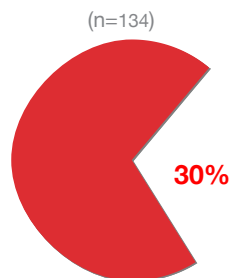
In 2010, survey respondents who held an NLAAD event reported that a total of 77 people tested as positive for HIV out of a reported total of 2665 people tested at the events. Thus, taking into account only those that completed the survey and reported their event activities, there was a 3% positivity rate for those tested at an NLAAD testing events. Of the respondents, a majority (62%) specifically target Hispanics/Latinos throughout the year. Thus, 38% of the respondents do not necessarily target Latinos throughout the year and NLAAD affords them perhaps an opportunity to reach a new population. In respect to gender and sexuality, 22% of respondents noted that over 50% of the individuals tested at their events were men who have sex

with men (MSM). Furthermore, 88% of respondents reported that heterosexual women comprised a portion of the population their agency tested during NLAAD. In terms of people actually tested, 50% of respondents who held a testing event noted that over 50% of the people they tested were Hispanic/Latino. Eighty percent of respondents who hosted an HIV screening event reported African-Americans as a population that also tested at their NLAAD event. In terms of age, more than 30% of respondents noted that people who tested were between 19 years old and 25 years old.

Event holders were asked what advertising mediums they utilized to recruit for their NLAAD event, whether via their Web site or the NLAAD Web site; radio; TV or newspaper ads; health fairs; flyers; or other methods. Seventy-nine percent reported using at least 1 form of advertising; with a plurality (22%) reporting the use of three mediums. The most used form of advertising was flyers; 64% of respondents reported employing this method in 2010. Also used for advertising were health fairs (35%), the agency’s own Web site (35%), and NLAAD’s website (35 %). In terms of the campaign kit assembled by the Commission, a plurality (42%) reported having first heard of the NLAAD campaign kit via the NLAAD Web site.



Percentage of people who were aware of NLAAD.



Percentage of people who got tested after learning of the NLAAD campaign.

AWARENESS AMONGST GENERAL PUBLIC: The street intercepts were conducted before (from October 3 through October 14) and after (from October 21 to November 11) the October 15th Awareness Day. A total of 340 pre-NLAAD street intercepts and 290 post-NLAAD street intercept surveys were collected by a total of 56 street interceptors. North Charleston, SC had the most interviewers. Of the total 630 surveys, 75.5% were completed in Spanish, and the rest in English. There were differences in ethnic identification across the cities: while in most of the cities at least 91% of respondents identified as Hispanic/Latino, in Rock Hill, SC only 74% responded that way, and in Santa Fe, NM only 44% identified as Hispanic/Latino. When asked about race, the largest group (45.2%) self-identified as “Other”. A total of 134 actions were reported as a result of the campaign, with the most frequent being taking an HIV test (n=45); 30% of those aware of the NLAAD went and got tested.

MEDIA COVERAGE:

The Latino Commission on AIDS partnered collected (through Google alerts and other search methods) and coded 123 media articles on NLAAD. The dates of the articles ranged from June 8, 2010 to December 16, 2010; with 52% before NLAAD, 11% after NLAAD, and 37% on October 15th. Close to 89% of the articles were in English and the others were in Spanish. In terms of publication type, 79% were web-based. The articles that were not web-based publications, were from 11 states and the District of Columbia. Across all articles, 81% were



PREVENTION

TREATMENT