NATIONAL LATINO AIDS AWARENESS DAY 2011 PROMOTES AIDS AWARENESS & HIV TESTING NATIONWIDE

Community based organizations, elected officials, community leaders, health departments, health and human services regions, health educators, advocates and people living with HIV/AIDS call on the importance of HIV testing and the urgent need to respond to the growing HIV/AIDS epidemic among Hispanic/Latino communities nationwide and in Puerto Rico, the US Virgin Islands and the District of Columbia.

National Latino AIDS Awareness Day (NLAAD), which is held each year in commemoration of the last day of Hispanic Heritage Month, represents a call to action for Hispanics/Latinos to protect their lives and the lives of those they love by getting tested and learning about HIV. The theme for this year, “Latinos Unite! Let’s Stay Healthy. Get Tested for HIV”, integrates efforts on raising HIV/AIDS awareness, promotion of HIV testing, prevention and education as well as other critical health issues such as Viral Hepatitis, Sexually Transmitted Infections and Tuberculosis.

NLAAD events are organized annually on October 15th in more than 200 cities and 45 states across the country and US territories. NLAAD was established in 2003 to act as a community mobilization catalyst to prevent the spread of HIV infection in Latino communities, promote HIV testing opportunities, connect people to care and hold activities that raise HIV/AIDS awareness and other health conditions impacting Latinos/Hispanics nationwide.

“HIV/AIDS continues to be alive in the Latino/Hispanic community. It’s important for all of us to get tested and know our status” said Melissa Faith Ramirez, Director of National Latino AIDS Awareness Day.

The President of the Latino Commission on AIDS (the Commission), Guillermo Chacón stated “Recognizing that our communities have faced persistent barriers to accessing health care and HIV services, we need to come together to reaffirm our commitment to increase HIV/AIDS awareness in all Latino/Hispanic communities. We cannot miss anybody. HIV does not discriminate.”

The Commission can help organizations and coalitions build capacity to implement NLAAD including training and technical services on: social marketing, working with the media, coalition building, strategic planning and fundraising. For more information on these services, contact Natasha Quirch at Nquirch@latinoaids.org.
NEW YORK, NY, OCTOBER 12, 2011 – At the steps of City Hall, New York City Council Members, community leaders, health educators, advocates and people living with HIV/AIDS called on the importance of HIV testing in the Latino/Hispanic communities to combat the growing HIV/AIDS epidemic among communities of color nationwide and in Puerto Rico, US Virgin Islands and the District of Columbia. The press conference officially kicked off the NLAAD events.

“Latinos living with HIV/AIDS, their families, loved ones and friends are uniting locally and around the country with community based organizations, health departments, elected officials, religious and civic leaders to commemorate the upcoming National Latino AIDS Awareness Day,” said Melissa Faith Ramirez, Director of National Latino AIDS Awareness Day.

In recognition of NLAAD in New York City, “Take the Train? Take the Test!” an all-borough Subway HIV testing campaign took place at 25 subway stations across all five boroughs: Brooklyn, the Bronx, Manhattan, Queens and Staten Island. This effort, the first of its kind in

NEW YORK CITY COUNCILMEMBERS AND COMMUNITY LEADERS UNITE FOR HIV/AIDS AWARENESS

New York City, was held in collaboration with over 30 organizations as well as the Latino Commission on AIDS, the Regional Resource Network Program, the NYC Department of Health & Mental Hygiene and OraSure Technologies. Making HIV tests a part of New Yorkers’ subway commute is an example of a community-level intervention, especially in a high HIV prevalence region like NYC.

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The Internship Program

The Latino Commission on AIDS has provided a wide range of internships in the last six years. Interns have worked on projects related to: research, program evaluation, data entry and analysis, social marketing, fundraising, graphic design, public relations, HIV risk reduction program implementation, coalition building and capacity building assistance. Past interns have come from public health schools, liberal arts colleges, social work, nursing and even business.

The internship is a structured way of getting experience in HIV/AIDS, the Latino community, and other health concerns. Applications are accepted year-round and all are encouraged—whether you are in an academic program right now or thinking of switching careers.

To apply for an internship opportunity at The Commission contact Bethsy Morales at BMorales@latinoaids.org
The Commission: A Learning Environment: Testimonial from a Summer Intern

Elizabeth Perez

The devastating impact HIV/AIDS has had on the Latino community as a whole and the death of my mother’s cousin from AIDS in his late thirties led me to the Latino Commission on AIDS.

I am a freshman at the University of Pennsylvania studying psychology. This summer I joined the Commission where I worked towards making a real difference in my community.

My internship involved various tasks from which I have gained indispensable skills. Splitting my time between working with National Latino AIDS Awareness Day (NLAAD) and working in the Research and Evaluation Department on data entry ensured that I was constantly working on a project.

In my time working with the Research and Evaluation Department I was introduced to the vital SPSS, analytic software useful in conveying patterns. Using SPSS I assessed pre and post training evaluation tests, coded and entered this data, made frequency tables and created paired sample t tests. In addition I engaged past training attendees in conversation on follow up surveys before entering this data for training evaluation.

During my time working with NLAAD I led an initiative reaching out to Latino fraternities and sororities about participating in NLAAD 2011 on their campuses. In this project I was asked to research the states with the highest populations of Latino students and contact the universities with the highest populations of Latino students in those states. I wrote a script for calling these organizations, a scripted email, sent them campaign kits and for weeks spent time educating them on the awareness day concurrently convincing them to be a part of this growing national social marketing campaign.

I was also introduced to webinar technology at The Commission, as I was asked to take notes on a medication adherence interventions webinar from the CDC for a director. The experience from the first webinar proved useful when I created a webinar for fraternities and sororities on how to prepare an NLAAD event, raise funds, work with the media, collaborate and network with the NLAAD network, and utilize the NLAAD resources. Along with the Director of NLAAD I then moderated this webinar gaining valuable insight into the new business meeting tool while learning how to moderate a group.

Working at The Commission has turned out to be one of the best learning experiences I have had thus far. Along with gaining skills in data entry, database management and surveying, I have had the pleasure of taking the lead on a project for a national campaign. This summer gave me a meaningful opportunity to aid my community in an inviting and passionate environment where everyone cares deeply about the cause.

From my experiences I will continue my studies, explore the health and public policy field, and hopefully work on another project in the future which has bearing on my community.

Chicago Area Agencies
Join Us for Your Regional Needs Assessment!

The Latino Commission on AIDS’ Capacity Building Assistance Division will be conducting a series of focus groups to assess the infrastructure, implementation, evaluation & community mobilization needs of Community Based Organizations in Illinois!

When: Tues, Nov 8, 2011
Location: 1642 N. Besly Court, Chicago, IL 60642

Who should attend:
Administrators, Supervisors and Line Staff

Time:
Administrators/Supervisors = 10:30am—12:30pm
Line Staff = 1:30pm—3:30pm

Your insight on the needs of your agencies in and around Chicago is essential in designing the Training Institute that will be conducted in 2012.

Space is Limited! Register Today!

Contact Natasha Quirch at 212-675-3288 or email NQuirch@latinoaids.org for more information on this assessment and how to register for the focus groups.

For information on how to request Capacity Building Assistance please visit www.latinoaids.org/programs/cba
or contact us at CBAdivision@latinoaids.org or 212-675-3288
Come visit The Latino Commission on AIDS at the United States Conference on AIDS
taking place in Chicago, IL, Thursday, November 10 – Sunday, November 14, 2011

Where you can find us at the conference:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Topic</th>
<th>Time</th>
<th>Location</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>Thurs., Nov 10</td>
<td>Exhibit</td>
<td>Latino Commission on AIDS agency Booth</td>
<td>10:00am – 5:00pm</td>
<td>River Exhibit Hall 1st Level</td>
<td>Commission Staff</td>
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<td>Thurs., Nov 10</td>
<td>Focus Group</td>
<td>Latino research at the International AIDS Conference: What would you like to see?</td>
<td>6:00pm – 7:00pm</td>
<td>Colorado 2nd Level</td>
<td>Dr. Miriam Y Vega</td>
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<td>National Latino AIDS Awareness Day: Never participated? We’d love to hear from you!</td>
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<td>Arkansas 2nd Level</td>
<td>Melissa Faith Ramirez</td>
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<td>Thurs., Nov 10</td>
<td>Institute</td>
<td>Latino Institute: Showcasing High Impact HIV Prevention Strategies and How to Package Mine... (Achieving the Goals of the National HIV/AIDS Strategy).</td>
<td>10:30am – 5:30pm</td>
<td>Colorado 2nd Level</td>
<td>Sponsored by NLAAN Commission Presenters include: Guillermo Chacon, Dr. Miriam Y Vega, &amp; Christian F Castro</td>
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<td>Fri., Nov 11</td>
<td>Roundtable</td>
<td>Circulo de la Salud: Healthy Partnerships for Continuum of Services</td>
<td>2:15pm – 4:15pm</td>
<td>Parlor E Lobby Level</td>
<td>Bethsy Morales-Reid &amp; Ileana Morales</td>
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<td>Sat., Nov 12</td>
<td>Roundtable</td>
<td>Social Marketing: Impact of Message Framing</td>
<td>9:30am – 11:30am</td>
<td>Parlor A Lobby Level</td>
<td>Dr. Miriam Y Vega &amp; Dr. Andrew Spieldenner</td>
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