

ENDING HIV IS EVERYONE'S JOB

Here's what YOU can do:

HIV Test: Get tested regularly. It's free, fast and confidential.

PrEP: Take a daily pill to stay HIV negative.

Treatment: If you're HIV positive, be consistent with your medication to stay Undetectable, which equals Untransmittable (U=U).

Condoms: Regardless of your status, always use condoms.

Do Your Part!

2018 NATIONAL LATINO AIDS
AWARENESS DAY
IMPACT REPORT

Content

1. Background	Page 3
2. Executive Summary	Page 5
3. Leadership Council Calls	Page 7
4. General network calls	Page 7
5. Infographics	Page 8
6. Poster	Page 9
7. Social media	Page 11
8. Website	Page 14
9. Campaign Launch	Page 15
10. Webinars	Page 15
11. HIV testing Kits	Page 20
12. Press Conference	Page 21
13. NLAAD Events	Page 22
14. Email Contact List	Page 23
Appendix A: AIDSVu Interviews	Page 24
Appendix B: Spectrum Noticias NY1 Interview	Page 25
Appendix C: la red Hispana ‘Tu Doctora Isabel’ Interview	Page 26
Appendix D: Media Coverage	Page 27
Appendix D: Communications	Page 29
1. Launching the Campaign	Page 27
2. Registration of Events and HIV Testing Kits available	Page 29
3. Press Release	Page 30
4. Press Conference	Page 31
5. End of Campaign Communication	Page 36



Background

It has been 37 years since the time when the first cases of what would later become known as AIDS were reported in the United States in June of 1981. Today, there are more than 36.7 million people worldwide living with HIV/AIDS, 1.1 million in the United States. And in the United States alone more than 700,000 people have died of AIDS complications since the beginning of the epidemic.

It is estimated that in the United States approximately 85% of people living with HIV are aware of their HIV status. The remaining 15% still needs access to HIV testing services. HIV testing constitutes an important and essential gateway to treatment, care and prevention.

The HIV epidemic is not only a health issue affecting individuals, but a social problem affecting households and communities, even society in general and the economic development of the regions affected. The most recent published estimate of lifetime HIV treatment costs was \$367,134 (in 2010 dollars; \$379,688 in 2016 dollars).

Despite the scientific advances about HIV prevention and treatment, which allows people living with HIV to live longer healthier lives and to reduce the risk of HIV transmission to others, there still exists lack of access to prevention, care and treatment for those living with HIV and those at risk for HIV. A cure has not yet been found.

HIV continues to have a disproportionate impact on certain populations, particularly racial and ethnic minorities and gay and bisexual men and other men who have sex with men.

In its HIV Surveillance Report, the CDC reported 40,324 new HIV infections in the United States in 2016, 25% of these cases (10,292) were among Latinos, denoting an uneven impact among Latinos who only represent 17% of the U.S. population. This disproportion is even greater when we focus on Latino MSM, who represent 85% of the HIV diagnoses among Hispanic/Latino men, and 29% of the new diagnoses among MSM in 2015.

From 2009 to 2014 Hispanic/Latina Transgender women represent 29% of all the HIV cases among Transgender women, compared to only 11% of their white counterpart.

From 2010 to 2015, the estimated number of annual HIV infections in the U.S. declined 8%, but this was not the same among Latinos, who showed an increase of 2.5% in the number of new HIV infections in the same period.



From 2011 to 2016 HIV diagnoses increased 13% among Hispanic/Latino gay and bisexual men, 19% among Hispanic/Latino gay and bisexual men aged 13 to 24, and 21% among Hispanic/Latino gay and bisexual men aged 25 to 34.

Efforts to end the epidemic are currently underway in different states and in the country in general, with similar goals in reducing the number of new infections per year, identifying those who are unaware of their status, and linking them to treatment (ART), as well as using biomedical preventive methods (PrEP and PEP) for those most at risk.

There is still a need to continue creating awareness about HIV, about disseminating information about HIV in our communities, about promoting testing, and about prevention and adherence to treatment. This is especially true now that antiretroviral therapy (ART) has substantially reduced AIDS-related morbidity and mortality and improved long-term outcomes for people with HIV. Current treatment guidelines recommend initiating treatment as soon as one is diagnosed with HIV. According to the U.S. Centers for Disease Control and Prevention (CDC), when an individual living with HIV is on antiretroviral therapy and the level of HIV in their body is undetectable, there is “effectively no risk” of sexual transmission. Still, many people with HIV are not in care, not on treatment, or do not have their virus under control.

This year NLAAD’s campaign focuses precisely in the tools we can use to end the epidemic: HIV Testing to identify those unaware of their HIV status, Prevention (PrEP and Condoms), retention in treatment and care, reaching viral suppression reducing the risk of transmission to zero (Treatment as Prevention, U=U) and making everyone part of this solution. “Ending HIV es Everyone’s Job, do your part!”.



Executive Summary

2018 was another successful year for National Latino AIDS Awareness Day (NLAAD), on its 16th year.

The planning of the campaign spearheaded by our Leadership Council, began in July with the participation of more than 15 organizations from over 12 states. The planning of the campaign included four conference calls: two smaller calls with the Leadership Council and two larger calls with the General network.

We developed a powerful campaign message that was direct and easy to understand. We built on the message that we started last year that called for an end to the epidemic by putting the power to end it on all of us, as “superheroes”. This year we once again put the power to end the epidemic on all of us and reemphasized that everyone plays a part in ending HIV. We emphasized U=U (Undetectable equals Untransmittable) while still promoting /creating awareness of the importance of HIV testing, of the use of PrEP and Condoms as preventive measures, and of the importance of care and treatment for those who are HIV positive.

The number of events nationwide increased from 79 in 2017 to 117 events in 2018, marking a 48% increase. The events took place in 27 states and US territories. The 2018 campaign also saw an increase in HIV testing, PrEP referrals, and distribution of condoms.

Out of the 117 events, a total of 106 had HIV testing (90%).

The types of events during the 2018 NLAAD campaign were:

1. Information Dissemination / Education	52 events (44%)
2. Social / Cultural events	26 events (22%)
3. Health Fair	19 events (16%)
4. Forum / Discussion/ Workshop	15 events (13%)
5. Counseling	2 events (2%)
6. Religious Service	1 event (1%)
7. PSA / Publication	1 event (1%)
8. Twitter Chat	1 event (1%)

To help us calculate the impact of NLAAD in the community, after the campaign we collected information from the participating organizations. The following are some of the findings:

Approximate number of People engaged in NLAAD events: 14,333

Approximate number of HIV tests performed at NLAAD events: 1,987

Approximate number of PrEP referrals made at NLAAD events: 788

Approximate number of condoms distributed at NLAAD events: 48,794

During this year’s campaign, 4 HIV tests resulted positive (1 in the New York, 1 in Puerto Rico and 2 in Louisiana). All cases were immediately connected to treatment and care.



This year we were able to support 51 organizations with a total of 1,275 HIV testing kits for their NLAAD events (25 kits per event) through our partnership with three producers of HIV tests: Orasure, Abbott and BioLytical.

We distributed over 1,250 NLAAD 2018 posters among the events and among our community partners.

This year we had a total of 6 well-attended webinars, reaching levels of registration and participation higher than previous years. There were a total of 883 registrations with an average of almost 150 per webinar, with one webinar coming in with 367 registrants. Participation also went up from last year, with a total of 407 participants, and an average of 68 per webinar, with one webinar having 180 attendees, the highest attendance to date. Registrations for NLAAD webinars came from 35 states and US territories, as well as from distant countries such as Peru, United Kingdom and Canada. This year for the first time we had a webinar delivered entirely in Spanish.

On October 15th, the official campaign day for NLAAD, the director of Community Mobilization, Luis Mares, was interviewed on NY1 Noticias (TV) and on “Tu Dra Isabel” at Red Hispana (radio and Facebook live). Also AIDSVu published an interview with the Director of Community Mobilization and another one with the Program Director of Latinos in the Deep South, Judith Montenegro (See Appendix A)

During 2018 we strengthened our relationship and collaboration with government agencies (HIV.gov, HHS, SAMHSA, OMHRC, etc.) and new community based and HIV service organizations, steadily building new partnerships and strengthening relationships with past partners.

Leadership Council Calls

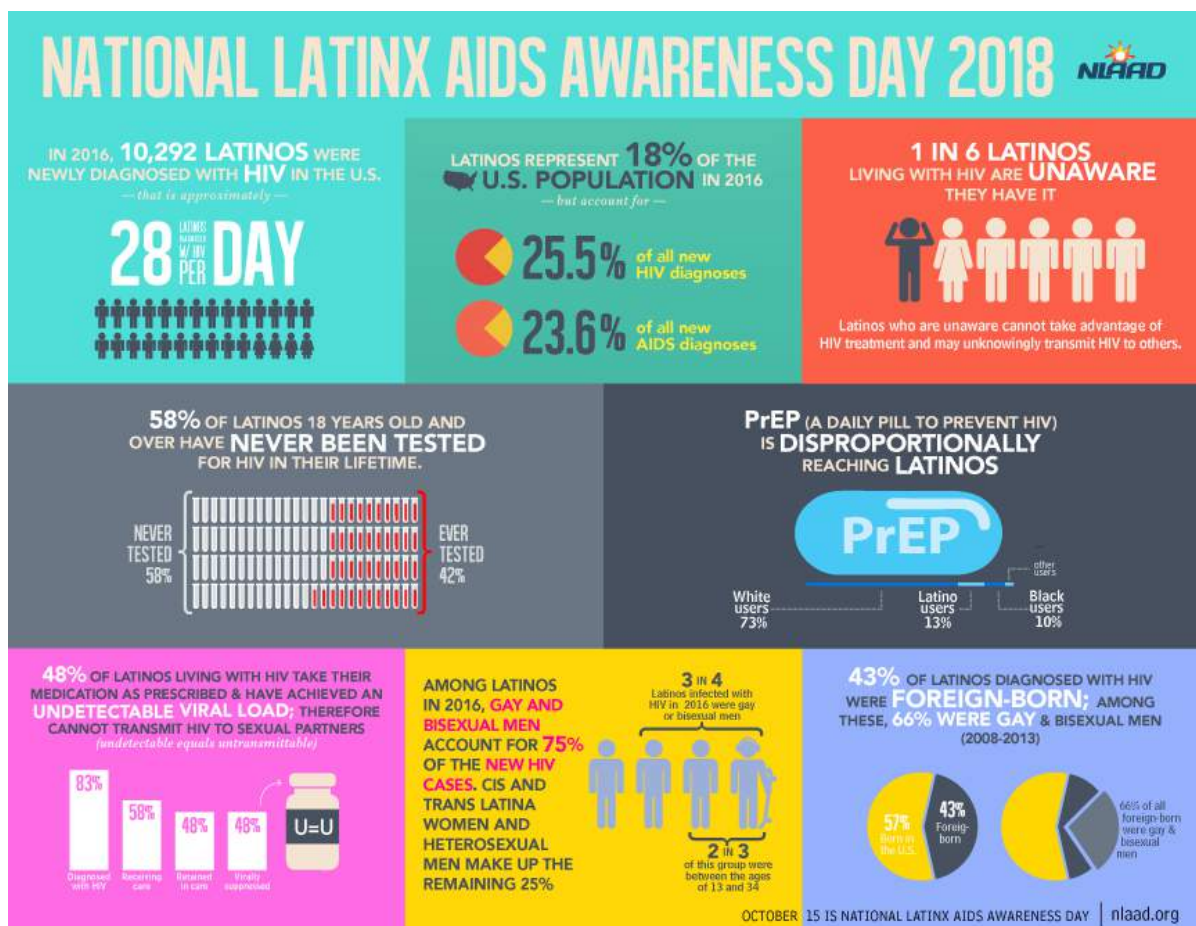
- We had two Leadership Council Calls during this year's campaign
- On Thursday July 19th at 3pm, we had our first Leadership Council Call, and our second on September 18th at 3pm. Both calls were led by the Director of Community Mobilization, Luis Mares.
- Invitations were sent out via email to an identified group of participants that had participated of NLAAD during 2017 inviting them to form part of the Steering Committee. Typically, the steering committee has had six to twelve active members. On this first call we had a total of twelve participants, and thirteen in our second call, who were from at least ten different states of the U.S.
- Both calls lasted around one hour.
- In our first call results from the 2017 campaign "It takes a Team of Superheroes to Defeat HIV" were presented. Ideas about the 2018 campaign theme were collected. Topics for the Webinar series were also collected from the steering committee.
- Our second call was to present the progress of the NLAAD 2018 campaign, the new theme, the campaign's poster, the process of promoting and registering events, and the process of requesting HIV testing kits for the events. Suggestions were collected from our Steering Committee.

General Network Conference call

- We had two General Network Calls during this year's campaign.
- On Thursday July 26th 2018 at 3pm, we had our first National Network Call, and on Tuesday September 25th at 3pm we had our second one. Both calls were led by the Director of Community Mobilization, Luis mares.
- A total of 110 people pre-registered for the first call and a total of 106 for the second call. We had one registration from Lusaka (Zambia). There were 45 participants on the first call and 38 on the second.
- Both calls had organizations representing a total of 18 different states: California, Colorado, District of Columbia, Florida, Georgia, Illinois, Louisiana, Michigan, Missouri, New Jersey, New Mexico, New York, Ohio, Oklahoma, South Carolina, Texas, Washington and Puerto Rico.
- This year both calls had greater attendance when compared to last year and we had representatives of important states that were not represented in the previous year such as Illinois & Puerto Rico.

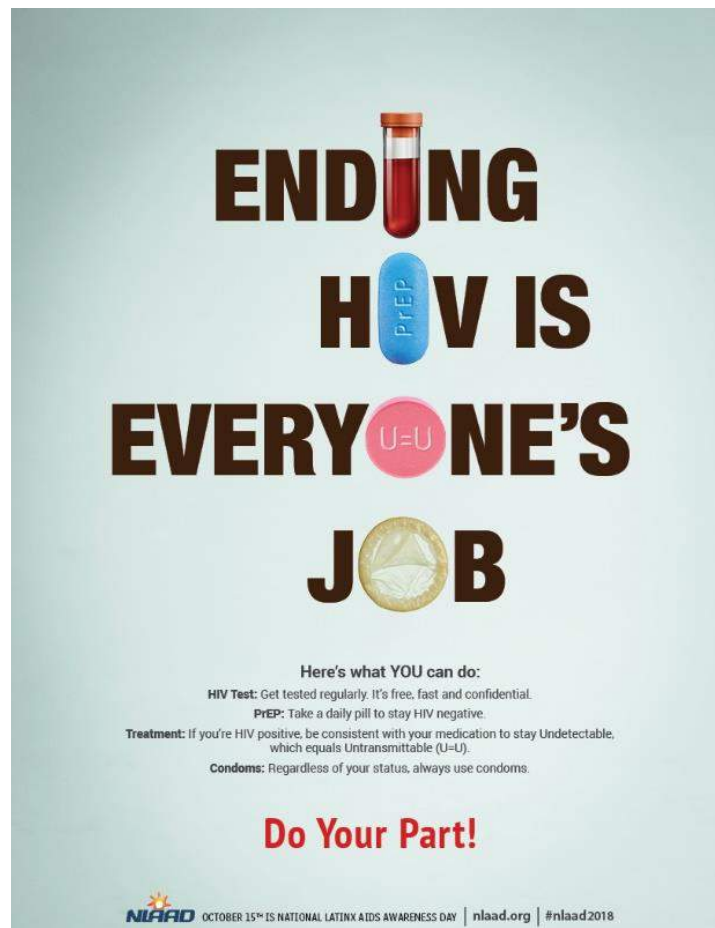
Infographics

- Based on the 2016 CDC HIV Surveillance Report a set of new infographics was created.
- 8 infographics/fact sheets were developed this year.
- It was decided to have a different design for the infographics to the one used the previous two years.
- The 8 infographics/fact sheets were made available in both English and Spanish. Translation done by NLAAD staff.
- Infographics were available in our website under the MATERIALS section both as jpg and pdf version to be downloaded and used by the different organizations participating in NLAAD.

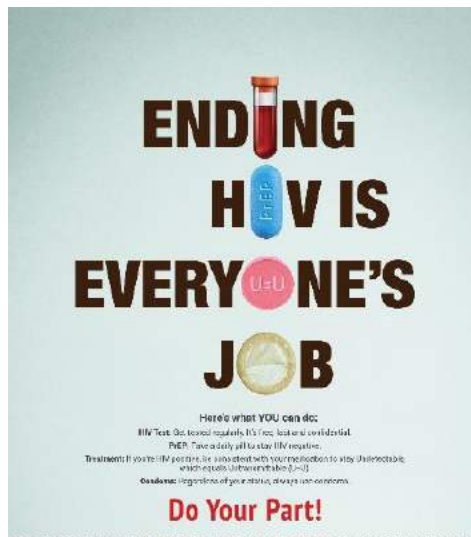


Poster

- **Idea Development:** This year's theme was direct and in simple words but at the same time powerful: "Ending HIV is Everyone's Job". The theme presented the existing tools that can help end HIV and ask the viewer to do his/her part: take the HIV test, consider PrEP as a prevention treatment, adhere to the HIV treatment to become and stay undetectable, and to use condoms.
The theme wanted to make everyone part of the efforts to End the HIV epidemic, both people that are HIV positive and those who are negative.
- **Design:**
 - With the help of an advertisement company, our graphic designer cleverly incorporated figures that represented the methods and tools we have to end the epidemic: testing (a tube with blood sample), PrEP (a Truvada pill), a condom and a pill representing treatment and U=U (Undetectable equals Untransmittable).
 - Designer: Daniel Ravelo



- **Printing**
 - A total of 1500 posters, 1000 in English and 500 in Spanish were printed
 - The size of the poster was 11x7
 - Printing was coordinated with Symmetry Printing Services on September 14, 2017, total cost was \$987.50
- **Mailing**
 - 6 to 8 posters, both in English and Spanish were mailed to every organization hosting NLAAD events, to organizations that hosted NLAAD events last year, and to several of our partners. Posters were distributed also at USCA 2018 in Orlando.
 - A total of 1400 posters were mailed and distributed throughout the entire country.
 - The average cost of mailing was approximately \$2.60 per each envelope.
- **Web versions**
 - Under the “Materials” sections on our website, we also have different sizes of posters to be downloaded and printed:
 - 11X17 inches jpg, pdf, high resolution and web ready
 - 8.5X11 inches jpg, pdf, high resolution and web ready
- **Fillable Poster**
 - Also available under materials, were 11X17 inches jpg and pdf versions.



Social media (Facebook and Twitter updates)

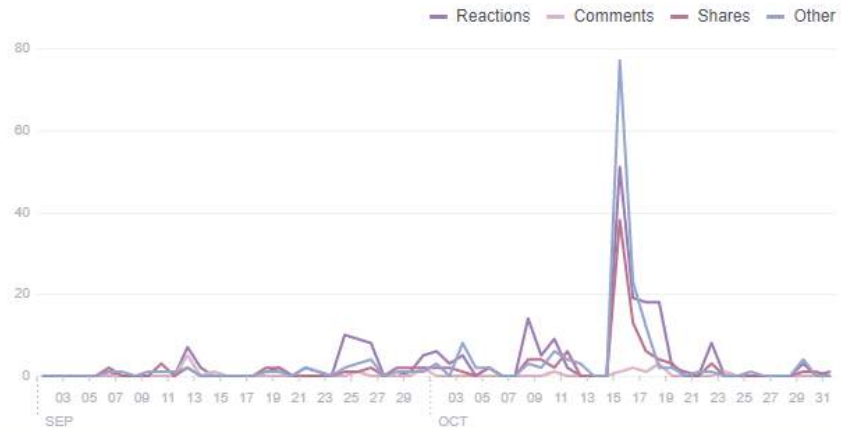
- **Facebook:**

- Starting on September 15 we observed an increase in the activity in our page, as we expected. This year the activity on the page was higher than last year.
- The total reach of our page increased from 0 in September to a peak of 1,426 on October 15th. Showing more activity between October 10th and October 20th.
- During the same dates followers of our page engaged with our posts, reacting to them with “likes” and “loves”, and reposting our posts.
- Creating more activity and posts in our page served to increase the views on Facebook.
- By continued activity throughout the year we will maintain our followers connected to the page.
- Graphics of the activity:



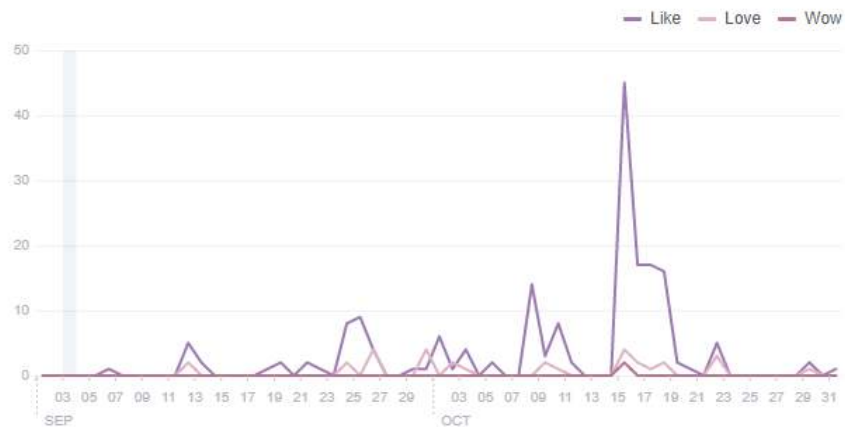
Reactions, Comments, Shares, and More

These actions will help you reach more people.



Reactions

Likes and other ways people react to your Page posts.



Total Reach

The number of people who had any content from your Page or about your Page enter their screen.



- **Twitter**

- A large increase in the activity in our twitter page is noticed from October 2017 to October 2018
- Information obtained from Twitter.

2017

OCT 2017 SUMMARY

Tweets

20

Tweet impressions

8,283

Profile visits

1,032

Mentions

39

New followers

39

2018

OCT 2018 SUMMARY

Tweets

50

Tweet impressions

22.7K

Profile visits

1,225

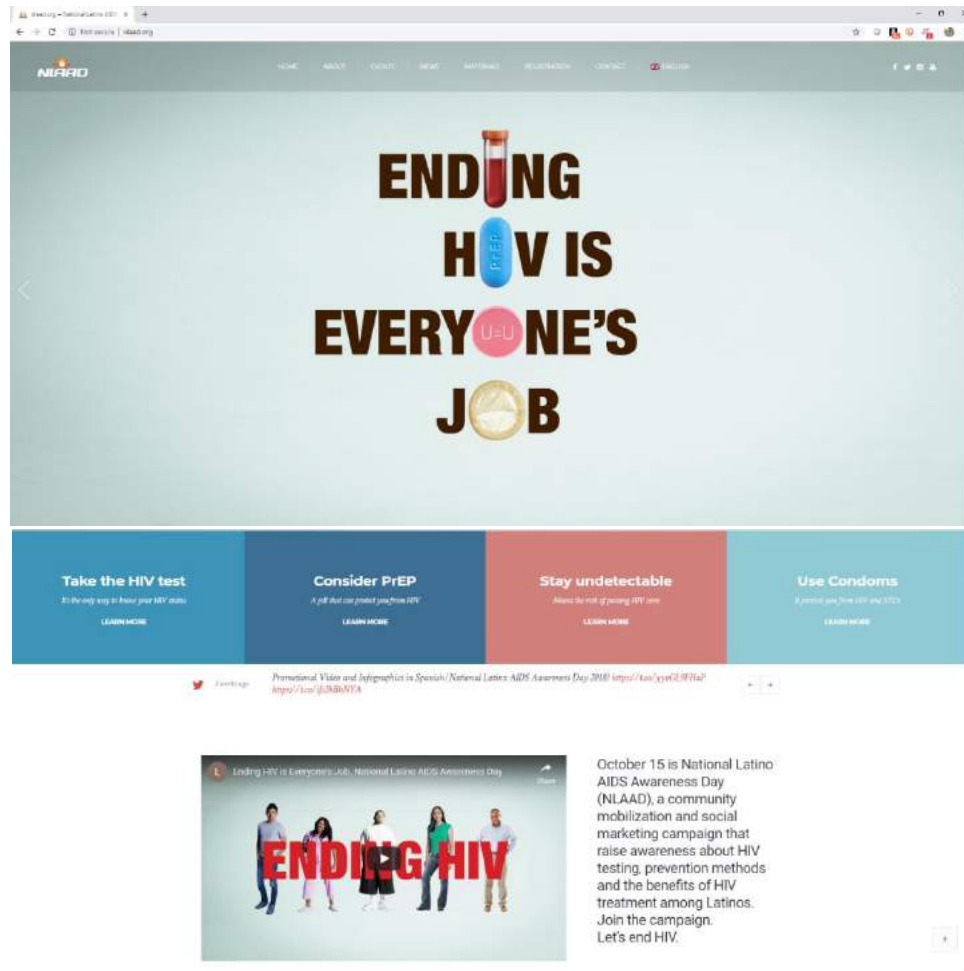
Mentions

87

New followers

53

Website



- The NLAAD website was updated to its current version during the months of August to October. The update was completed on the first week of October.
- To simplify the registration of events the top menu was modified adding a “registration” icon, with a dropdown menu which includes two topics: 1) Register your event and 2) Request HIV tests.
- The “Materials” tab was updated: A section was created for the new Infographics, and a section was added where the recordings of the webinars and conference calls were posted.
- A video about NLAAD, created by our graphic designer, was added to the main page of the website.
- The “Event Planning Guide” was updated
- The “News” section of the webpage has been kept up to date.

Campaign Launch (See Appendix E1)

- On September 24th 2017, an email blast was sent to all our contacts, launching this year's campaign "Ending HIV is Everyone's Job"

Webinars

- 6 webinars were delivered this year as part of the NLAAD campaign
- Webinar 1: U=U (Undetectable equals Untransmittable)



- September 12th 2018 @ 3pm
 - Presenter: Bruce Richards, Founding Executive Director of Prevention Access Campaign U=U
 - 9912 invitations sent
 - 367 pre-registrations
 - 180 Total Participants (49%)
 - Duration: 94 minutes
 - Webinar recorded and uploaded to both our Facebook NLAAD page and our NLAAD YouTube Channel. 280 people were reached through our Facebook Page and 76 views on our YouTube Channel.
- Webinar 2: International AIDS Conference Amsterdam 2018 Overview



- September 19th 2018 @ 3pm
- Presenter: Dr. Vincent Guilamo-Ramos, Professor at the Silver School of Social Work, New York University and Director of the center for Latino Adolescent and Family health.

- 10,153 invitations sent (twice)
- 104 Pre-registrations
- 51 Total Participants (49%)
- Duration: 78 minutes
- Webinar recorded and uploaded to our Facebook NLAAD page, and our YouTube Channel. 89 people were reached through our Facebook post, and 39 views at our YouTube channel.

- Webinar 3: Impact of HIV in Puerto Rico



- September 26th 2018, 3pm
- Presenter: Lissette Marrero, Regional Resource Consultant for the Regional Resource Network Program at HSS in the Office of Assistant Secretary for Health.
- 7,668 invitations sent
- 123 Pre-registrations
- 61 Total Participants (50%)
- Duration: 87 minutes
- Webinar recorded and uploaded to our Facebook NLAAD page and our YouTube Channel. 184 people were reached through our Facebook post and 31 through our YouTube video.

- Webinar 4: Efforts in Ending the HIV Epidemic Nationwide



- October 3rd 2018, 3pm
- Presenter: Johanne Morne, Director of the New York State Department of health's AIDS Institute.
- 7,878 invitations sent (three times)

- 174 Pre-registrations
 - 108 Total Participants (62%)
 - Duration: 65 minutes
 - Webinar was recorded and uploaded to our Facebook NLAAD page and our YouTube Channel. 96 people were reached through our Facebook post and 36 through our YouTube Video.
- Webinar 5 (In Spanish): Revisión de la Conferencia Internacional de SIDA – Amsterdam 2018



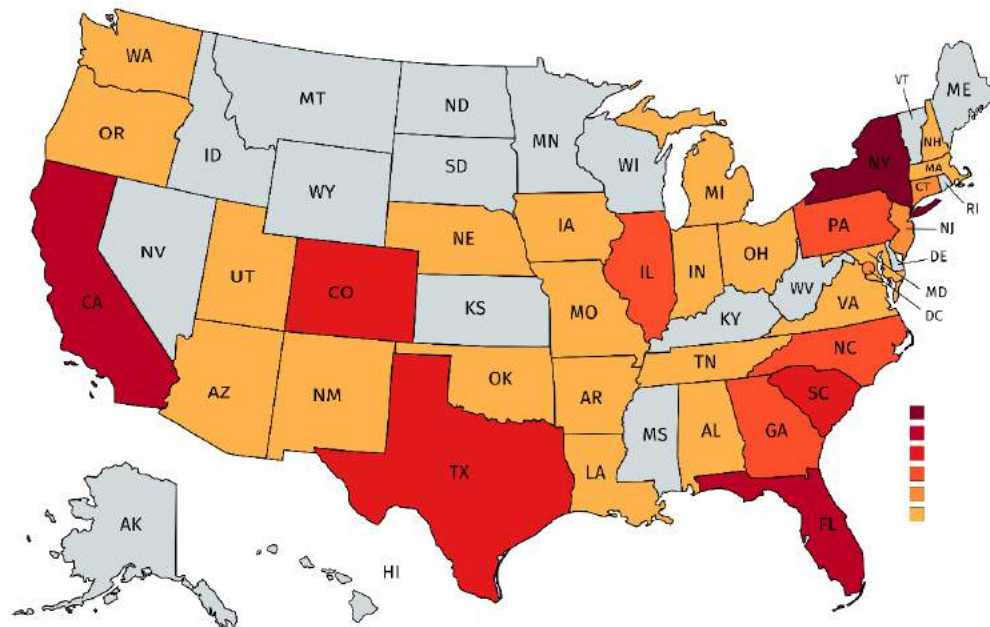
- October 9th, 2018, 3pm
 - Presenter: Carlos Maldonado, Director of Bridge to health, Latino Commission on AIDS.
 - 6,365 invitations sent (twice)
 - 54 Pre-registrations
 - 15 total participants (28%)
 - Duration: 41 minutes
 - Webinar was recorded and uploaded to our Facebook NLAAD Page and our YouTube Channel. 140 people were reached through our Facebook post, and 22 through our video on YouTube.
- Webinar 6: HIV/Hep-C Coinfection



- October 17th, 2018, 3pm
- Presenter: Paul Bolter, Community Outreach and Education Manager at the American Liver Foundation.
- 6,569 invitations sent (twice)
- 151 Pre-registrations

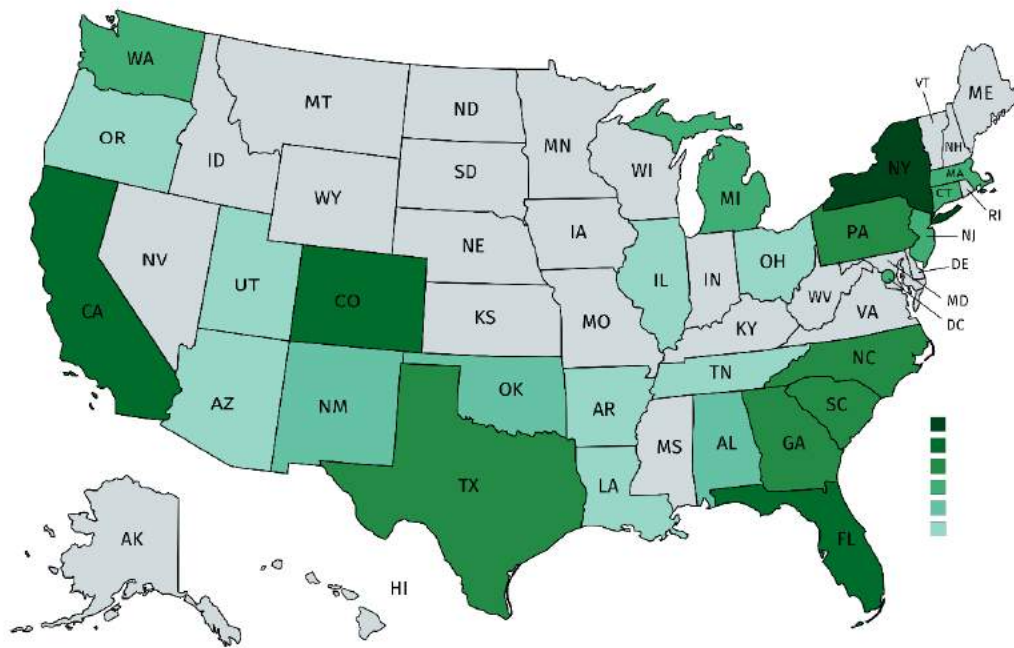
- 82 total participants (54%)
- Duration: 62 minutes
- Webinar was recorded and uploaded to our Facebook page and YouTube Channel. 169 people were reached by our Facebook post and 23 more through our YouTube video.
- Distribution of webinar registrations and participation among states
 - A total of 883 registrations for all our webinars were received and a total of 407 people participated (46%)
 - Registration for our webinars were higher in the states of NY, CA, FL, SC, CO and TX. Followed by PA, IL, NC and GA.
 - Participation in the webinars was higher in the states of NY, CA, FL and CO. Followed by TX, GA, SC, NC, PA and DC.
 - States from the Southern region were represented. 256 of the registration came from the South (29% of the total), but mostly from Florida (111) and 113 participants in total were from the south (28% of the total), but again mostly from FL.
 - It was noticed that no registrations were received from states in the Midwest and North of the country: ID, MT, WY, ND, SD, MN, WI, as well as from NV, KS, MS, KY and WV. And in new England ME, VT and RI.

Graphic of Webinar Registrations per state



Created with mapchart.net ©

Graphic of webinar participation per state

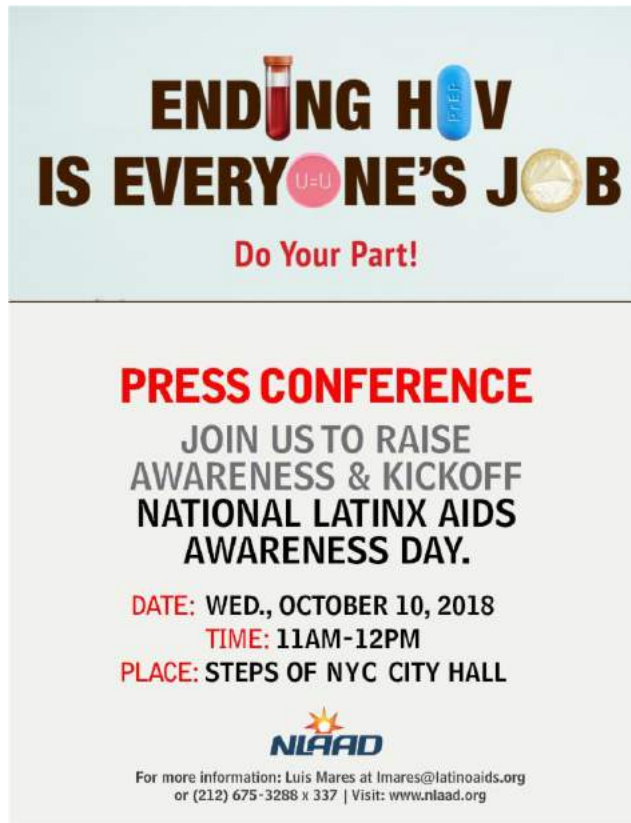


Created with mapchart.net ©

HIV Testing kits

- On August 15th, an email blast was sent to all our contacts communicating the availability of testing kits for this year's campaign.
- Out of the 117 events, 106 (90%) had HIV testing as part of the event, an increase of 4% from last year.
- Out of the 106 testing events, 51 (48%) were supplied with HIV testing kits through coordination of LCOA with ABBOTT, BIOLYTICAL and ORASURE. An increase of 7% from last year.
- Of the 51 testing events with testing kits supplied through LCOA agreements, 13 (25%) requested ALERE Determine 4th generation kits, 11 requested INSTI (22%) while 27 (53%) requested ORAQUICK.
- The coordination and delivery of the HIV testing kits were done immediately after the order form was received from the requesting organization, the process didn't take more than 3 to 4 days in total.
- ABBOTT contact: Dotty Paterson
- ORASURE contacts: Marcie Corby, Tony Zezzo
- BIOLYTICAL contact: Eva Siu

Press Conference: See Appendix E-4




**ENDING HIV
IS EVERYONE'S JOB**

Do Your Part!

PRESS CONFERENCE

JOIN US TO RAISE
AWARENESS & KICKOFF
NATIONAL LATINX AIDS
AWARENESS DAY.

DATE: WED., OCTOBER 10, 2018
TIME: 11AM-12PM
PLACE: STEPS OF NYC CITY HALL

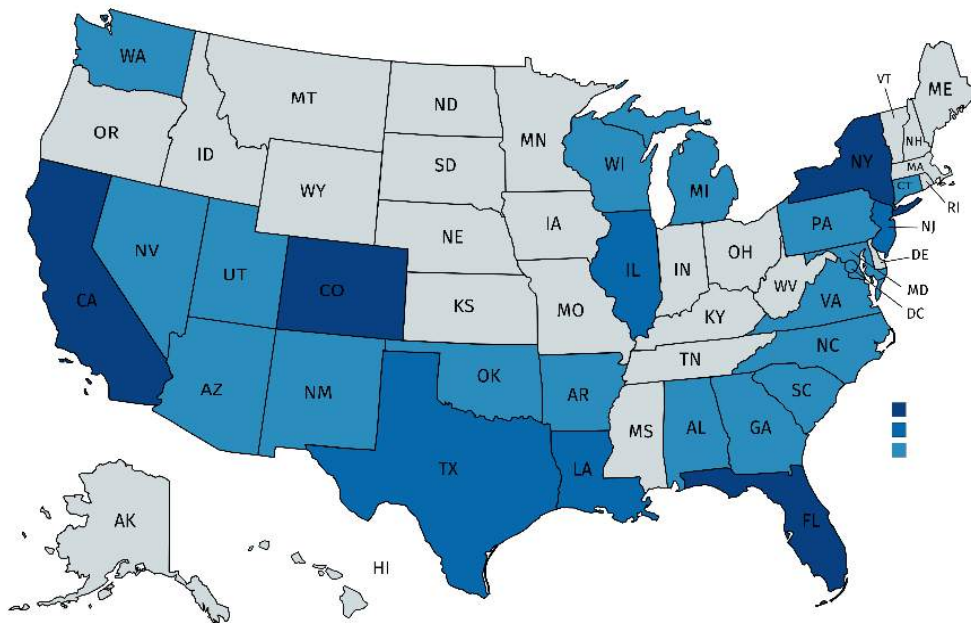

For more information: Luis Mares at Imares@latinoaids.org
or (212) 675-3288 x 337 | Visit: www.nlaad.org



NLAAD Events

- Official number of 2018 NLAAD Events: 117
- States with the 10 + number of events:
 - New York, California, Florida and Colorado
- States with 2 to 9 events:
 - Texas, New Jersey, Illinois, Louisiana, South Carolina, North Carolina, Arkansas, Washington, Pennsylvania and the District of Columbia.
- States with one event only
 - Georgia, Arizona, Maryland, Connecticut, Michigan, Alabama, Virginia, New Mexico, Wisconsin, Oklahoma, Utah and Puerto Rico

Graphic of Events per state



Created with mapchart.net

- Event types varied from Health Fairs and Social Events, to Forums, and Testing Events on streets and subway stations.
- The common characteristic of all events was HIV awareness and education
- The approximate number of people from the community engaged in the events is 14,333.
- Distribution of condoms was successful, with an approximate number of 48,794 condoms distributed.



- PrEP referrals happened in several of the events as part of the prevention and education campaign. The approximate number of referrals was 788.
- An approximate number of HIV tests performed among all the events was 1,987.
- Among all the events, 4 HIV test results were positive, 1 in the Bronx, NY (Montefiore); 1 in Mayaguez, PR (Coai); and 2 in Baton Rouge, LA (Aspirations). All individuals with HIV positive results were immediately connected to medical care.
- Aside from HIV tests, several events also had Hepatitis screening, STI's screenings, Diabetes screening and education, Hypertension screening and education, healthy eating and obesity education.

NLAAD Mailing lists

- NLAAD Mailing list on Constant Contact continued to be cleaned. Old non active emails were deleted.
- With the addition of new contacts, the updated list has 6425 email addresses.

Appendix A: AIDSVu



VU Q&A

Vu Q&A: Luis Mares on the Impact of HIV on Hispanics/Latinx

October 12, 2018

READ MORE →



VU Q&A

Vu Q&A: Judith Montenegro on the Need for Culturally Competent HIV Care

October 13, 2018

READ MORE →

Links:

<https://aidsvu.org/mares/>

<https://aidsvu.org/montenegro/>

<https://aidsvu.org/nlaad2018/>

Appendix B: Spectrum Noticias NY1



Link:

<https://youtu.be/iQGAwXcJf6w>

Appendix C: La Red Hispana “Tu Doctora Isabel”



Link:

<https://www.facebook.com/LaRedHispana/videos/542668132822304/UzpfSTc4Njl4MjA5ODA4MTU5MToyMDE4Mzc3ODI4MjA1MzM5/>



Appendix D: 2018 Media Coverage

- 1) El Diario NY
<https://eldiariiony.com/2018/10/10/piden-a-latinos-trabajar-juntos-para-derrotar-el-vih-sida/>
- 2) Noticias Ultimas
<https://www.notiulti.com/tag/nlaad/>
- 3) Queens Latino
<http://queenslatino.com/latinos-contrasida-el-15-de-octubre-del-2018/>
- 4) The Pride – The Los Angeles LGBTQ newspaper
<https://thepridela.com/2018/10/what-la-is-doing-for-national-latinx-aids-awareness-day/>
- 5) Globe Newswire
<https://globenewswire.com/news-release/2018/10/15/1621227/0/en/GeoVax-Observes-National-Latinx-AIDS-Awareness-Day.html>
- 6) Queens News and Community
<https://qns.com/story/2018/10/15/health-department-expands-hours-corona-sexual-health-clinic-hours-help-end-hiv-epidemic-2020/>
- 7) Gay Today, Diverse News for the GBLT Community
<https://www.gaytoday.com/index.php/2018/10/15/hrc-honors-national-latinx-hiv-aids-awareness-day/>
- 8) POZ Magazine
<https://www.poz.com/article/national-latinx-hiv-aids-awareness-day-2018>
- 9) WILX 10 NBC Wisconsin
<https://www.wilx.com/content/news/Free-HIV-testing-in-Lansing-for-all-Ingham-County-residents-497564641.html>
- 10) New York Amsterdam news
<http://amsterdamnews.com/news/2018/oct/18/health-department-expands-services-sexual-health-c/>
- 11) AIDInfo
<https://aidsinfo.nih.gov/understanding-hiv-aids/hiv-aids-awareness-days/169/national-latinx-aids-awareness-day>
- 12) HIV.gov
<https://www.hiv.gov/blog/national-latinx-aids-awareness-day-new-tools-and-approaches-offer-hope-ending-hiv>

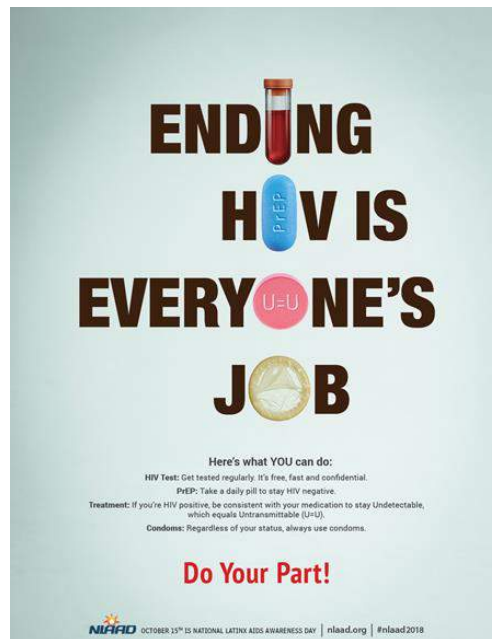


- 13) HIV Plus Magazine
<https://www.hivplusmag.com/prevention/2016/10/14/its-national-latinx-aids-awareness-day-and-time-action>
- 14) Lincoln County Oregon
<https://www.co.lincoln.or.us/hhs/page/national-latinx-aids-awareness-day>
- 15) QLatinx Orlando
<https://www qlatinx.org/single-post/2018/10/16/NLAAD>
- 16) The Coalition on AIDS in Passaic County
<https://capcoresource.com/2018/11/01/national-latinx-aids-awareness-day-2018/>
- 17) New York City Department of Health and Mental Hygiene
<https://www1.nyc.gov/site/doh/about/press/pr2018/pr082-18.page>
- 18) Information for Practice (NYU)
<https://ifp.nyu.edu/2018/news/national-latinx-aids-awareness-day/>
- 19) Salud al Dia
<http://saludaldiamagazine.net/national-latinx-aids-awareness-day-2/>
- 20) Office of Minority Health (HHS)
<https://minorityhealth.hhs.gov/nmhm14/blog/>
- 21) O'Neill Institute for national and Global Health Law
<http://oneill.law.georgetown.edu/category/hiv/>

Appendix E: NLAAD Communications

1) Launching the Campaign

National Latinx AIDS Awareness Day 2018,
"Ending HIV is Everyone's Job."



New York, September 24, 2018- October 15th is National Latinx AIDS Awareness (NLAAD); this important campaign brings together Hispanic/Latinx communities, Hispanic/Latinx service providers and organizations providing services to Hispanic/Latinx throughout the U.S. and territories under one theme. This year's theme "Ending HIV is Everyone's Job", focus about the tools available to address HIV in our communities.

The NLAAD 2018 campaign wanted to be simple, direct and powerful. We hope to present the existing tools that can assist to end the HIV epidemic and ask everyone to do their part: take the HIV test, consider PrEP as a prevention approach, stay adherent to HIV treatment to become virally suppressed or undetectable, and use condoms.

In 2016, there were 40,324 new HIV diagnoses in the United States and dependent areas. Hispanic/Latinx account for more than 1 in 4 (25.5%) of these new diagnoses (10,292), despite representing only 18 percent of the national population. New HIV diagnoses among Hispanics/Hispanic/Latinx have increased while the incidence of new diagnoses have decreased or remained stable in the other ethnic groups. We see the impact of stigma,



homophobia, and transphobia as major barriers in accessing HIV testing, prevention, treatment and care in our community. Hispanics/Latinx are heavily impacted by HIV/AIDS, addressing this is essential to our nation's health

We invite you to get involved in this year's campaign by:

- Learning about the [HIV test](#), [condom use](#), [PrEP](#), [HIV treatment and U=U](#); and then sharing the information with others.
- [Registering your events](#) and sharing information about your events in each of your communities so that many others may attend.
- [Request HIV Tests](#) after registering your event.
- Using and sharing some of the infographics, fact sheet posters, web banners, social media [resources](#) developed to raise awareness about the impact of HIV in Hispanic/Hispanic/Latinx communities and using the hashtag #NLAAD2018
- Participating of the series of NLAAD [2018 webinars](#)
- Visiting www.nlaad.org
- Making this campaign yours by using the [customizable poster](#).



2) Registration of events and HIV Testing Kits available:

Registration of NLAAD Events and HIV testing kits request forms available for 2018 NLAAD's "Ending HIV is Everyone's Job" campaign



As we update the website we wanted to inform you that we have already opened the registration for NLAAD 2018 events. Go to www.nlaad.org and click on the registration tab in our main menu.

We have secured a donation of HIV testing kits for the organizations that request them for NLAAD events, through partnerships with ORASURE, BioLytics (INSTI) and ALERE.

These test kits are available now, and in order to obtain a set of 25 kits for an NLAAD event, it is required to register the event on our website www.NLAAD.org, or directly at this link <http://bit.ly/NLAAD2018Registration> and fill out the order form also in our website, or directly at this link after you register your event: http://bit.ly/NLAAD2018_OrderForm_HIV_TestingKits

It is estimated that one of every four individuals living with HIV does not know they have the virus, therefore testing continues to be an important tool as we work towards ending the epidemic.



3) Press Release

Recognizing National Latino AIDS Awareness Day (NLAAD) 2018

WHY: The latest Centers for Disease Control data shows that at the end of 2015, 230,701 Hispanics/Latinos were living with HIV in the US and dependent areas, including Puerto Rico.

In NYC, during 2016, 35% of the new diagnosis were among Latinos/Hispanics. and 33.9% of the people living with HIV, at the end of 2016, were Hispanic/Latino.

The Latino Commission on AIDS, the Hispanic Federation, community partners, and civic and community leaders, will come together on the eve of National Latino AIDS Awareness Day to highlight the urgent need to promote HIV testing, improve linkage and retention in care for people living with HIV and people at risk for HIV, pre-exposure prophylaxis (PrEP), and post-exposure prophylaxis (PEP). Important also to create awareness around the impact of stigma, discrimination, homophobia and transphobia in our communities.

WHEN: Wednesday, October 10, 2018, 11 AM -to- 12 NOON

WHERE: Steps of NYC City Hall

We request that community partners come to recognize NLAAD and support this event by attending and bringing your banners.

For more information contact Luis Mares, Director of National Latino Community Mobilization at 212-675-3288, LMares@latinoaids.org

4) Press Conference

National Latinx AIDS Awareness Day 2018 United we will end HIV



In the front: Bethsy Morales-Reid, Director of Community Health Engagement @ Hispanic Federation; Guillermo Chacon, President of the Latino Commission on AIDS; Luis Alberto Mares, Director of Community Mobilization @ the Latino Commission on AIDS; and Jennifer Medina-Matsuki, Director of Social marketing and Community Engagement @ NYC Department of health and mental Hygiene.

New York, NY, October 11, 2018 - National Latinx AIDS Awareness Day (NLAAD), is held each year on the last day of Hispanic Heritage Month, on October 15. This year's NLAAD is being successful in mobilizing communities to highlight the impact of the HIV/AIDS epidemic among Hispanic/Latino communities. NLAAD promotes local, regional and national collaborative efforts in promoting HIV awareness, HIV testing, and the importance of linkage to care, PreP and access to care. We are deeply concerned by the increases in HIV, especially among our gay/bi men of all ages, Cis gender Latinas, and Trans Latinas throughout the nation and the U.S. territories.

The latest data from the Centers for Disease Control shows that at the end of 2014, 215,721 Hispanics/Latinos were living with HIV in the US and dependent areas, including Puerto Rico. In NYC, as of June 30, 2016, 36% of the new diagnoses were among Latinos/Hispanics, while Latinos make up 29% of the population in NYC.

This year's NLAAD theme, "Ending HIV is Everyone's Job", highlights the important role



both individuals and communities play in addressing the impact of HIV and working together to end the HIV epidemic.

"Our theme reminds all of us that we all have a role to play to end HIV in our communities. We seek to bring awareness around taking the HIV test, seeking PrEP, connecting ourselves to care, reaching HIV viral suppression and becoming undetectable. We all have the job to defeat HIV/AIDS," stated **Luis Mares, Community Mobilization Director at the Latino Commission on AIDS.**

"NLAAD continues to promote strategies to reduce stigma associated with HIV. This is key in addressing social and structural conditions that spur the disproportionate impact of the epidemic on Hispanic/Latinx communities." **stated Guillermo Chacon, President of the Latino Commission on AIDS and Founder of the Hispanic Health Network.**

"I'd like to thank the Latino Commission on AIDS, and others for raising awareness around HIV, U=U and fighting to end the epidemic of HIV/AIDS." **stated Bruce Richman, Founder of Prevention Access Campaign, U=U.**

"The New York City Health Department is committed to addressing the HIV prevention, care, and treatment needs of all New Yorkers, including Latinx communities," **said Jennifer Medina Matsuki, Director of Social Marketing and Community Engagement for the New York City Health Department's Bureau of HIV/AIDS Prevention and Control.** "We need to maintain the energy of National Latinx AIDS Awareness Day throughout the year, every year, and remind New Yorkers of Latinx heritages and their providers that their health matters."

"We all have a job to end HIV, Latin American consulates have a role to play to end HIV" **stated Josana Tonda, National Coordinator of Ventanilla de la Salud, Program at Consulate General of Mexico in New York.**

"Only by including all communities within our diverse Latino community will we reach our goals of ending HIV in New York. We can't leave any community behind. Our Trans communities have been highly impacted and we need to continue to work together," stated Christina Herrera, CEO and Founder of TransLatina Network. "We are honored to be joining our community-based partners to recognize National Latinx AIDS Awareness Day to advance our goals to end HIV by 2020 in NYS" **stated Rosita Romero, Director of the Dominican Women's Development Center.**

"Our communities continue to be impacted, as we see decreases in many communities, we still see many increases especially among our gay/bi Latino men. We join efforts in ending HIV on National Latino AIDS Awareness Day". **Stated Raul Marca from Wyckoff Heights Medical Center.**

"Our faith-based communities are an important element to ensure that we create awareness and provide education to our communities. It doesn't matter what faith we belong to we all can participate in ending HIV." **Stated Reverend Gabriel Lamazares, Vicar at All Saints Episcopal Church in Sunnyside.**



Cristina Herrera, CEO and Founder of Translatina Network



Cameron Kinker from Prevention Access Campaign; Luis Scaccabarrozzi, Vice President of the Latino Commission on AIDS; Bruce Richman, Executive Director of Prevention Access Campaign U=U; Guillermo Chacon, President of the Latino Commission on AIDS, Charles King, CEO of Housing Works; and Luis A. Mares, Director of Community Mobilization at the Latino Commission on AIDS



Rev. Gabriel Lamazares, pastor of All Saint Episcopal Church



Raul Marca, Program Manager, Prevention Community Outreach / Positive Health Management at Wyckoff Heights Medical Center



Bethsy Morales, Director of Community Health Engagement at the Hispanic federation

5) End of Campaign Communication

National Latinx AIDS Awareness Day (NLAAD) 2018 was Commemorated Nationally

This year's NLAAD was honored in more than 70 cities in over 27 states and U.S. territories with a variety of events that promoted HIV testing, prevention options (consistent use of condoms and PrEP), and the benefits of HIV treatment (U=U). You can download this year's [infographics](#), watch/share our [promotional video](#), review our [webinars](#), and access other resources at nlaad.org

A quick summary of the campaign:

Number of events = 117

Number of people engaged = 11,872

HIV tests performed = 1,968

PrEP referrals = 593

Condoms distributed = 48,670



Feria de la Salud, Semana Binacional de la Salud Honoring NLAAD at the Consulate of Mexico in Philadelphia, Pennsylvania



National Latino AIDS Awareness Day Health fair hosted by the NYC DOH, Queens, New York



"Celebrating Life" event organized by La Casa de Don Pedro in Newark, New Jersey



Entre Hermanos Community Forum and HIV Awareness event in Seattle, Washington



Pa' que sepa! (su estatus) outreach and recruitment activity by Columbia University Research Unit, New York, New York



Health and Wellness Day organized by Marin City Health and Wellness Clinics in Marin City, California



"NLAAD HIV Kermess" organized by CALOR in Chicago, Illinois



Historias presents "Ending HIV is Everyone's Job" by L.A. CADA Center/Historias Program in Santa Fe Springs, California



Health and Information Fair organized by AltaMed in Santa Ana, California



Wellness and Resource Fair organized by Ryan Health/NENA in New York, NY



"NLAAD HIV Kermess organized by CALOR in Chicago, Illinois



HIV testing and awareness organized by Iris House in New York, New York