

# 2010 NATIONAL LATINO AIDS AWARENESS DAY IMPACT REPORT



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# **Background**

It has been almost four decades since the time when the first cases of what would later become known as AIDS were reported in the United States in 1981 among gay men in California and New York. 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 15% of people living with HIV are unaware of their HIV status and in need of 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; \$432,659 in 2020 dollars).

Despite the scientific advances about HIV prevention and treatment, which allows people living with HIV to live longer healthier lives and to eliminate 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 and vaccine for HIV is yet to be found.

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

In its HIV Surveillance Report, the CDC reported 38,739 new HIV infections in the United States in 2017, over 25% of these cases (9,908) 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 88% of the HIV diagnoses among Hispanic/Latino men, and 20% of all the new diagnoses in 2017.

In 2019 it was estimated that 14% of transgender women have HIV in the United States. 26% of transgender woman living with HIV are Hispanic/Latinx, and it is estimated that roughly one in four transgender Latinas is HIV positive.



Although estimated HIV incidence in the United States has declined overall by 6% since 2010, it has increased among Hispanic/Latino populations by 14% or more. Similarly, surveillance data shows that the annual number of Hispanics/Latinos newly diagnosed with HIV has increased by 7% between 2012 and 2016, in contrast to overall annual new HIV diagnoses in the United States, which have decreased by 4%.

Since 2010 the estimated number of new annual HIV infections has increased by 30% for Hispanic/Latino MSM. Specifically, among Hispanic/Latino MSM aged 25 to 34 years it was raised by 68%.

Since 2012, annual new HIV diagnoses for young Hispanics/Latinos aged 13 to 24 years have remained constant, whereas overall new diagnoses for youths aged 13 to 24 years declined by 10% over the same period.

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.

On February 5 of this year, the federal government announced a revised national plan to end the U.S. HIV/AIDS epidemic by 2030. To achieve this goal and address the ongoing public health crisis of HIV, the proposed *Ending the HIV Epidemic: A Plan for America* will leverage the powerful data and tools now available to reduce new HIV infections in the United States by 75% in five years and by 90% by 2030. This plan will have an emphasis towards the most affected counties and states in the USA, including 48 counties, Washington DC and San Juan, Puerto Rico, plus seven states that have disproportionate occurrence of HIV in rural areas (mostly in the South of the Country).

In December 2019, New York City made national headlines for seeing major reductions in HIV diagnoses, putting the state on track to reach its broad target to end HIV as an epidemic by 2020, and becoming the first city in the world to reach the 90-90-90 ambitious UNAIDS goal.

There is still a need to continue creating awareness about HIV, to continue disseminating information about HIV in our communities, promoting testing, and 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.

Despite all these advances in the HIV field, the shadow of HIV stigma still looms large, affecting many of those of living with the disease. So profound is the fear of the stigmatization that it often seems to fly in the face of public awareness. To some, it is far easier to avoid HIV testing, for example, than to risk exposing oneself to discrimination or disapproval.

Attempting to minimize these fears, or even rationalize them, fails to take into account the complex dynamics that both trigger and perpetuate stigma.

This year NLAAD's campaign focused on the shared responsibility that people living with HIV and those at risk have in this fight against HIV/AIDS and in Ending the Epidemic. With this campaign, we wanted to help eliminate HIV stigma in our community making all of us part of this campaign, independently of our HIV status.

This year's campaign also continued to promote 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 is Everyone's Job, do your part!".



# **Executive Summary**

The National Latino AIDS Awareness Day (NLAAD) had another successful year during its 17<sup>th</sup> version in 2019.

In 2019, we developed our NLAAD campaign message focused on fighting HIV stigma, a message that was direct and easy to understand. We built upon the message that we delivered in the previous two years which called for ending the epidemic by using all the tools available:

- (1) promoting/creating awareness of the importance of HIV testing,
- (2) of the use of PrEP and Condoms as preventive measures,
- (3) and of the importance of care and treatment for those who are HIV positive, reaching viral suppression and eliminating the risk of transmission (U=U).

This year we included not only the populations most impacted by this epidemic within the Hispanic group, but also those that are not considered at risk, so everyone is included in this fight against HIV/AIDS: "Living with HIV or not we are fighting this together – Ending HIV is possible"

The number of events nationwide was 106 in 2019. The events took place in 24 states and US territories. Although the total number of events slightly decreased compared to last year, the 2019 campaign saw an important increase in the number of people reached by the events and the number of HIV testing and distribution of condoms.

Out of the 106 events, a total of 88 had an HIV testing component (83%).

The types of events during the 2019 NLAAD campaign were:

Information Dissemination / Education	51 events (48%)
Social / Cultural events	22 events (21%)
Health Fair	16 events (15%)
Forum / Discussion/ Workshop	12 events (11%)
Others	5 events (5%)
	Social / Cultural events Health Fair Forum / Discussion/ Workshop

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: 40,044
Approximate number of HIV tests performed at NLAAD events: 2,129
Approximate number of PrEP referrals made at NLAAD events: 316
Approximate number of condoms distributed at NLAAD events: 62,907

During this year's campaign, 2 HIV tests resulted positive (both in the city of Chicago). All cases were immediately connected to treatment and care.



This year we were able to support 35 organizations with a total of 875 HIV testing kits for their NLAAD events (25 kits per event) through our partnership with two producers of HIV tests: Orasure and BioLytical.

We distributed 1,500 NLAAD 2019 posters, 1,000 in English and 500 in Spanish among the events and among our community partners. We also distributed NLAAD wristbands and pens among some of our partners in different cities.

This year we had a total of five well-attended webinars, reaching levels of registration and participation higher than previous years. There were a total of 1,331 registrations with an average of almost 266 per webinar, with one webinar coming in with 344 registrants.

Participation also went up from last year, with a total of 829 participants, and an average of 166 per webinar, with one webinar having 251 attendees, the highest attendance to date, doubled the number from last year. Registrations for NLAAD webinars came from 33 states and US territories (including Puerto Rico and American Samoa), as well as from distant countries such as Nigeria, Myanmar, Zambia, Peru, Colombia, El Salvador and Canada. For the second year in a row we had a webinar delivered entirely in Spanish. It was well attended and saw an increase in Spanish-speaking attendees from last year.

On October 10<sup>th</sup>, heading up to the official campaign day for NLAAD, the director of Community Mobilization, Luis Mares, was interviewed on *Bienvenidos a America* at Red Hispana (radio and Facebook live) (See Appendix B). And on October 15<sup>th</sup> AIDSVu published an interview with the President of the Latino Commission on AIDS, Guillermo Chacon (See Appendix A)

On October 15<sup>th</sup>, LCOA/NLAAD co-hosted two Tweeter Chats about HIV and the Latino Community. One hosted by Salud America and the other one hosted by the National Hispanic Medical Association, reaching 5'406,495 impressions. (See Appendix D)

On October 17<sup>th</sup>, Univision aired an interview with our president, Guillermo Chacon emphasizing on the need for creating HIV awareness among the Latino Community in the City of New York and in the country in general, focusing in the youth, and promoting the tools we have now to prevent and treat the HIV infection. (See Appendix C)

This year GILEAD featured the Latino Commission on AIDS' President, Guillermo Chacon, alongside with other community leaders in a campaign to break down HIV Stigma by sharing accurate scientific information and messages of support and inclusion with communities that are among those impacted by HIV. (See Appendix F5)

Through TV and radio interviews, as well as coverage on printed and digital media, the message of NLAAD was able to get a broader number of members of our community, reaching the millions of people.

During 2019, we continued placing emphasis in strengthening 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.



# NATIONAL LATINO AIDS AWARENESS DAY 2019

# IN NUMBERS



Number of people who attended an NLAAD event

106 Total number of NLAAD events in 2019

Number of States that hosted an event(s)



Webinars hosted during 2019, with a total of 829 participants; an increase of 66% from 2018.



Number of participants of the "Undectable = Untransmittable" webinar; the one with the highest attendance.

# NUMBER OF NLAAD **EVENTS BY TYPE**

Note: 83% of all events provided HIV testing

HIV tests administered at NLAAD events



Information dissemination /education

Social cultural



Health fair



Forum workshop discussion

Other

condoms distributed at NLAAD events

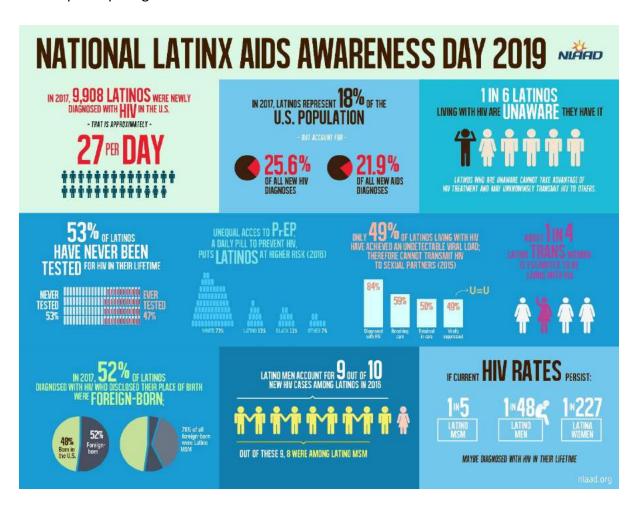
> PrEP referrals made at NLAAD events





# **Infographics**

- Based on the 2017 CDC HIV Surveillance Report a set of new infographics was created.
- 10 infographics/fact sheets were developed this year.
- We followed the same type of design we used in 2018.
- The 10 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 wanted to address that people of either HIV status have a say on ending HIV, in stopping new diagnosis and transmission of the virus. Part of the idea came also from having conversations around "HIV status neutral". This year's campaign wanted to break the stigma and the wrong idea that only one group bears the responsibility. 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 our consultant advertisement company, our graphic designer cleverly incorporated both sides of the spectrum, people living with HIV and people not living with HIV, represented by boxing gloves. The boxing gloves not fighting against each other, but united in the same fight against HIV, symbolized by the heart shaped figure in the middle, where both gloves get united.
- The colors of the gloves, red and blue, to also represent the spectrum of the politics in the U.S.A., both main political parties, that will have to work together to end this epidemic. This is a bipartisan issue.
- Designer: Daniel Ravelo





### Printing

- o 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.

### Mailing

- Six to eight posters, both in English and Spanish were mailed to every organization hosting NLAAD events, to organizations that hosted NLAAD events in the previous 2 years, and to several of our partners. Posters were distributed also at USCA 2019 in Washington DC.
- A total of 1,500 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.



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# **Social media (Facebook and Twitter updates)**

# Facebook:

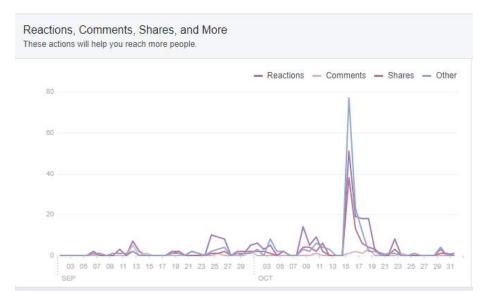
- Starting on September 15, we observed an increase in the activity in our page, as we expected. This year the activity on the page was higher than last year.
- The total reach of our page increased from 0 in September to a peak of 1,426 on October 15<sup>th</sup>. Showing more activity between October 10<sup>th</sup> and October 20<sup>th</sup>.
- o 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.
- O Graphics of the activity:

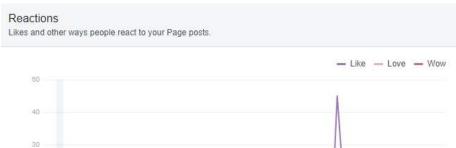




10

SEP







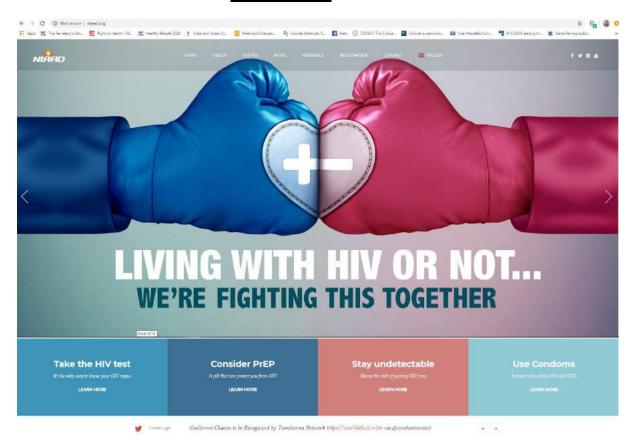
# • Twitter

- $\circ$  A large increase in the activity in our twitter page is noticed from October 2017 to October 2018, and even larger increase in October 2019
- o Information obtained from Twitter.

OCT 2017 SUMMARY	
Tweets 20	Tweet impressions 8,283
Profile visits 1,032	Mentions 39
New followers	
2018	
OCT 2018 SUMMARY	
Tweets 50	Tweet impressions 22.7K
Profile visits 1,225	Mentions 87
New followers 53	
<b>2019</b> OCT 2019 SUMMARY	
Tweets	Tweet impressions
98	116K
Profile visits 584	Mentions 224
OOT	
New followers	



# Website





October 15 is National Latino AIDS Awareness Day (NLAAD), a community mobilization and social marketing campaign that raise awareness about HIV testing, prevention methods and the benefits of HIV treatment among Latinos. Join the campaign. Let's end HIV.

- 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 and the request for HIV tests, the registration icon on the top menu was linked to a unique form on Survey Monkey to both register the event and request tests.
- The "Materials" tab contains a section with the new Infographics, and a section with the recordings of the webinars.
- A new video about NLAAD, created by our graphic designer, was added to the main page of the website.



- The "News" section of the webpage has been kept up to date.
- The content of the main for sections of the webpage were reviewed and updated, as well as the Spanish version of the website.

# **Campaign Launch (See Appendix F1)**

• On September 10th 2019, an email blast was sent to all our contacts, launching this year's campaign "Living with HIV or Not... We're fighting this together"



# **Webinars**

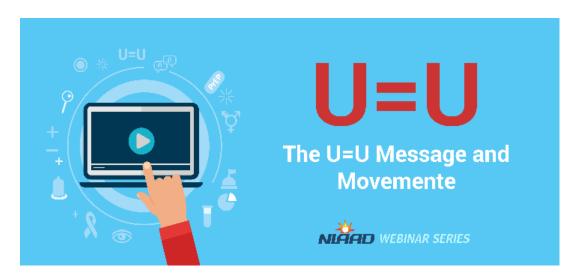
- 5 webinars were delivered this year as part of the NLAAD campaign
- Webinar 1: The Frontlines of HIV: Southern Stories, Communal Strategies



- o September 25th 2019 @ 2pm
- O Description: The Human in Human Immunodeficiency Virus is increasingly Southern, immigrant, gay and trans, and as full of possibility as ever. We will share results and recommendations from the first assessment of Latinx LGBTQ+ health across 7 Southern States by the Latino Commission on AIDS. These Southern Stories take seriously Latinx needs and nourish communal strategies for multi-racial healthcare at large.
- Presenters: Joaquín Carcaño and José Romero, from the Latinos in the South Program, Latino Commission on AIDS.
- o 136 pre-registrations
- o 73Total Participants (54%)
- o Duration: 79 minutes
- Webinar recorded and uploaded to both our Facebook NLAAD page and our NLAAD YouTube Channel. The video got 43 views on our YouTube Channel.



# Webinar 2: The U=U Message and Movement



- October 3<sup>rd</sup> 2019 @ 2pm
- Description: U=U is a growing international movement to share the fact that people living with HIV on treatment with an undetectable viral load cannot transmit HIV to sexual partners. U=U is based on the principle that all people living with HIV have a right to accurate and meaningful information about their social, sexual, and reproductive health based on science not stigma.

  U=U was launched in early 2016 by a group of people living with HIV who created a groundbreaking Consensus Statement with global experts to clear up confusion about the science of U=U. That Statement was the genesis of the U=U movement that is changing the definition of what it means to live with HIV. The movement is sharing the message to dismantle HIV stigma, improve the lives of people living with
- Presenter: Murray Penner, Executive Director, North America, Prevention
   Access Campaign (Undetectable = Unstransmittable)
- o 345 Pre-registrations
- o 251 Total Participants (73%)

HIV, and bring us closer to ending the epidemic.

- Duration: 84 minutes
- Webinar recorded and uploaded to our Facebook NLAAD page, and our YouTube Channel. The video got 139 views at our YouTube channel.



# • Webinar 3: PrEP (Profilaxis de pre-Exposición) en Español



- October 8<sup>th</sup> 2019, 2pm
- Description: Una orientación para cuidadores de salud para el paciente HSH.
   A presentation in Spanish for Healthcare Professionals on the prescription, maintenance and proper discontinuation of PrEP for MSM. We are focusing on MSM populations given the multiple social barriers that exist to access and care as well as the disparities in the prevalence, incidence, risk, etc. of HIV in the US, Latin American and Caribbean countries.
- Presenter: Dr. Luis Alzate-Duque, MD, MPH candidate. Assistant Professor of medicine. Rutgers New Jersey Medical School Department of Medicine.
- 175 Pre-registrations
- o 100 Total Participants (57%)
- o Duration: 82 minutes
- Webinar recorded and uploaded to our Facebook NLAAD page and our YouTube Channel. The video got 63 views through our YouTube video.



 Webinar 4: The Invisible Crisis: HIV/AIDS Among Hispanic/Latinos in the United States.



- October 1th 2019, 2pm
   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.
- Description: A largely overlooked HIV crisis among Latinx in the U.S. is emerging against the backdrop of reinforced national efforts to end the U.S. HIV/AIDS epidemic by 2030. Although there has been substantial overall progress in the fight against HIV reflected in U.S. aggregate data, recent data released by the Centers for Disease Control and Prevention raise alarming concerns about widening, yet largely unrecognized, HIV/AIDS disparities among Latinx.

The webinar characterizes the invisible HIV crisis among Latinx in the U.S., points to the underlying drivers of the HIV epidemic in Latinx communities, and discusses community mobilization efforts and recommendations for addressing Latinx HIV disparities in the United States.

- o 334 Pre-registrations
- o 194 Total Participants (58%)
- o Duration: 679 minutes
- Webinar was recorded and uploaded to our Facebook NLAAD page and our YouTube Channel. The video got 179 views through our YouTube Video.



# • Webinar 5: Ending the HIV Epidemic, A Plan for America



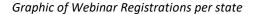
- o October 17<sup>th</sup>, 2019, 2pm
- Presenter: Harold Phillips, Chief Operating Officer, Ending the HIV Epidemic Initiative @ U.S. Department of Health and Human Services, Office of Assistant Secretary of Health, Office of Infectious Disease Policy.
- Description: In the State of the Union Address on February 5, 2019, President Donald J. Trump announced his Administration's goal to end the HIV epidemic in the United States within 10 years. To achieve this goal and address the ongoing public health crisis of HIV, the proposed Ending the HIV Epidemic: A Plan for America will leverage the powerful data and tools now available to reduce new HIV infections in the United States by 75 percent in five years and by 90 percent by 2030.

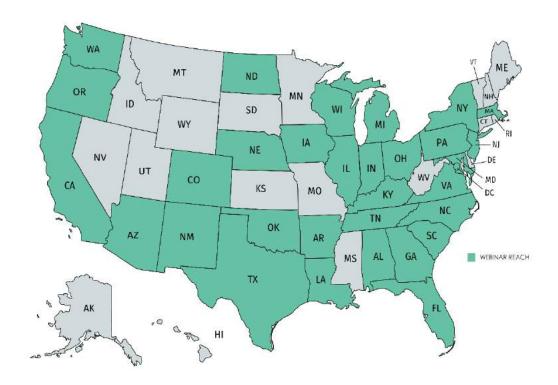
The new initiative seeks to reduce the number of new HIV infections in the United States by 75 percent within five years, and then by at least 90 percent within 10 years, for an estimated 250,000 total HIV infections averted.

- o 341 Pre-registrations
- o 209 total participants (61%)
- Duration: 77 minutes
- Webinar was recorded and uploaded to our Facebook NLAAD Page and our YouTube Channel. The video got 122 views through our video on YouTube.



- Distribution of webinar registrations and participation among states
  - A total of 1,331 registrations for all our webinars were received and a total of 817 people participated (61.3%). Both numbers higher than previous years.
  - Registration for our webinars happened in 33 states, Puerto Rico, American Samoa and the District of Columbia. Registrations also occurred at distant countries, including Nigeria, Myanmar, Zambia, United Kingdom, Peru, Colombia, El Salvador and Canada.
  - States from the Southern region were represented. Almost in its totality, only MS did not participate. States from the south that represented the majority of the registrations were Florida, Texas and Georgia.
  - It was noticed that no registrations were received from states in the Midwest and North of the country: ID, MT, WY, SD, MN, UT and NV, as well as from KS, MO, and WV. And in new England ME, VT, NH and RI.





Greated with mapchart, net &



# **HIV Testing kits**

- On August 12th, an email blast was sent to all our contacts communicating the availability of testing kits for this year's campaign. A reminder was sent on September 10<sup>th</sup>. (See Appendix F2)
- Out of the 106 events, 88 (83%) had HIV testing as part of the event.
- Out of the 88 testing events, 35 (38%) were supplied with HIV testing kits through coordination of LCOA with BIOLYTICAL and ORASURE. ABBOTT laboratories couldn't contribute this year due to stock problems.
- Of the 35 testing events with testing kits supplied through LCOA agreements, 3 requested INSTI (9%) while 32 (91%) 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.
- ORASURE contacts: Marcie Corby, Tony Zezzo
- BIOLYTICAL contact: Eva Siu







# **Press Conference:** See Appendix F4

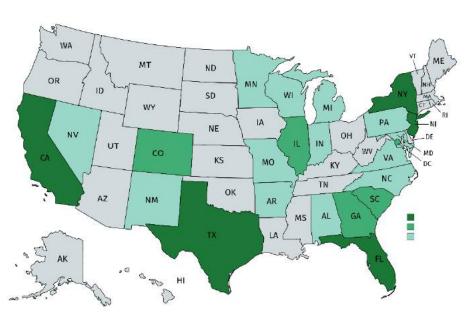






# **NLAAD Events (see also Appendix G)**

- Official number of 2019 NLAAD Events: 106
- States with the 10 + number of events:
  - New York, California, and Texas
- States with 2 to 9 events:
  - Colorado, District of Columbia, Florida, Georgia, Illinois, Indiana,
     Maryland, New Jersey, Pennsylvania, South Carolina, and Virginia.
- States with one event only
  - Alabama, Arkansas, Michigan, Minnesota, Missouri, North Carolina, New Mexico, Nevada, and Wisconsin.



# Graphic of Events per state

Created with map chart net o

- 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 40,044.
- Distribution of condoms was successful, with an approximate number of 62,907 condoms distributed.



- PrEP referrals happened in several of the events as part of the prevention and education campaign. The approximate number of referrals was 316.
- An approximate number of HIV tests performed among all the events was 2,129.
- Among all the events, 2 HIV test results were positive, both of them in Chicago. Both 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 was updated, old non-active emails were deleted.
- With the addition of new contacts, the updated list has 5862 email addresses.



# **Appendix A: AIDSVu**







# Links:

https://aidsvu.org/vu-qa-guillermo-chacon-on-hiv-aids-in-the-latinx-community/

https://aidsvu.org/national-latinx-aids-awareness-day-2019/



# **Appendix B:**

# La Red Hispana "Bienvenidos a América"



# Link:

https://www.facebook.com/LaRedHispana/videos/793127497787638/UzpfSTI0ODY1NDI3OTE1MzoxMDE1NzY1MjQzODE40 TE1NA/?\_xts\_[0]=68.ARDr6SApjZymoxf2CDuK8B5JHXtsh3KzDPHYM6GS-

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La Red Hispana is our public-facing, Spanish language, media outlet and distribution house serving 40 million U.S. Hispanics.

Through the channels preferred by Hispanics (traditional: radio, print, and television – digital: web, social media, and mobile apps) LaRed connects with audiences daily through successful & trusted Hispanic role models, inspires with educational information and subject matter experts, and guides US Spanish speakers to take action by providing local resources they can use to empower themselves.





# **Appendix C:**

# **Univision Interview with Guillermo Chacon**





"Hay que intensificar nuestras campañas": preocupación por cifras de VIH entre latinos en Nueva York

Según datos de los Centros para el Control y la Prevención de Enfermedades (CDC), hasta el 30 de junio de 2018, 41,609 hispanos en la ciudad dieron positivo en la enfermedad. El presidente de la Comisión Latina sobre el SIDA, Guillermo Chacón, aseguró que "tenemos que intensificar nuestro trabajo para levantar conciencia y apoyar a la población que vive con esta enfermedad".

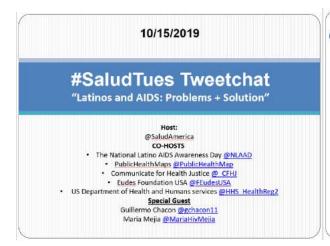
**Link:** <a href="https://www.univision.com/local/nueva-york-wxtv/hay-que-intensificar-nuestras-campanas-preocupacion-por-cifras-de-vih-entre-latinos-en-nueva-york-video">https://www.univision.com/local/nueva-york-wxtv/hay-que-intensificar-nuestras-campanas-preocupacion-por-cifras-de-vih-entre-latinos-en-nueva-york-video</a>

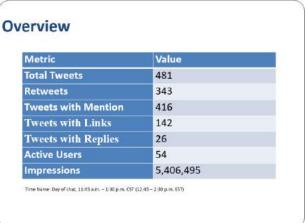


WXTV Univision 41, y su estación hermana UNIMAS, son propiedad de Univision Communications, Inc. (UCI)y sirve a mas de cuatro millones de hispanos en el área de Nueva York. WXTV cuenta con 70% de la audiencia de todas las estaciones en español en el mercado de Nueva York, entre adultos Hispanos 18-49.

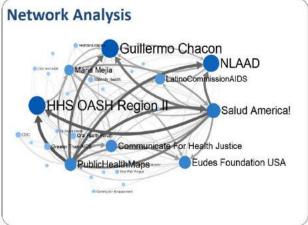


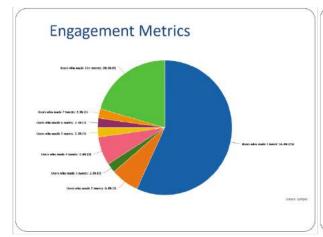
# **Appendix D: #SaludTues Twitterchat NLAAD**

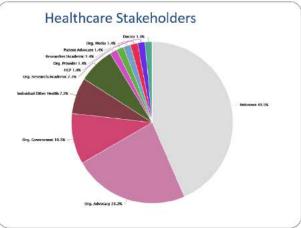














# **Appendix E: 2018 Media Coverage**

# 1) El Paso Herald Post

https://elpasoheraldpost.com/department-of-health-celebrates-national-latinx-aids-awareness-day/

### 2) El Tiempo Latino

http://eltiempolatino.com/news/2019/oct/08/llega-la-jornada-nacional-de-concienciacion-sobre-/

### 3) CDC

https://www.cdc.gov/nchhstp/dear\_colleague/2019/dcl-101519-NLAAD.html

# 4) HIV.gov

https://www.hiv.gov/blog/fighting-together-national-latinx-aids-awareness-day-2019

### 5) Poz.com

https://www.poz.com/article/national-latinx-aids-awareness-day-2019-videos

# 6) Miamidade.floridahealth.gov

http://miamidade.floridahealth.gov/newsroom/2019/10/2019-10-10-awareness-day.html

### 7) HRC.org

https://www.hrc.org/blog/advocates-raise-awareness-for-national-latinx-aids-awareness-day

## 8) Patch.com

https://patch.com/new-jersey/newarknj/la-casa-de-don-pedros-nlaad-celebration

### 9) Maverick County Hospital District

http://www.mchdep.org/news/2019/10/15/national-latinx-aids-awareness-day

### 10) Caringcommunitiespa.org

http://caringcommunitiespa.org/blog/october-15th-is-national-latinx-aids-awareness-day/

### 11) CHWtraining.org

https://chwtraining.org/2019/10/15/7-outreach-resources-for-national-latinx-aids-awareness-day/



### 12) APA.org

https://www.apa.org/pi/aids/resources/latino-awareness

### 13) TargetHIV.org

https://targethiv.org/library/ryan-white-and-latino-aids-awareness-day

### 14) Fox 16-Little Rock

https://www.fox16.com/klrt-good-day/arkansas-department-of-health-national-latino-aids-awareness-day/

# 15) New England AIDS Education and Training Center

https://www.neaetc.org/news/215

### 16) Myhighplains.com

https://www.myhighplains.com/news/city-of-amarillos-public-health-department-and-haven-health-host-zumbathon-for-national-latino-hiv-aids-awareness-day/

### 17) Mundo Hispanico

https://mundohispanico.com/national-latino-aids-awareness-day/

# 18) Careresource.org

https://careresource.org/recognizing-national-latinx-aids-awareness-day/

### 19) AIDSVU

https://aidsvu.org/national-latinx-aids-awareness-day-2019/

### 20) La Red Hispana

https://www.youtube.com/watch?v=M8lbIDwAhG4

### 21) PRnewswire.com

https://www.prnewswire.com/news-releases/campaign-focuses-on-stopping-hiv-stigma-among-the-latinx-community-848421081.html







El Día Nacional de Concientización Latina sobre el SIDA (NLAAD) se lleva acabo cada año en el último día del Mes de la Herencia Hispana- el 15 de octubre





HIV BASICS

FEDERAL RESPONSE

DIGITAL TOOLS

**EVENTS** 

National Latinx AIDS Awareness Day: Webinar on Ending the HIV Epidemic

# National Latinx AIDS Awareness Day: Webinar on **Ending the HIV Epidemic**

By: HIV.gov | Published: October 16, 2019

Topics

Awareness Days Ending HIV Hispanics/Latinos Latinx Awareness Day Webinars

Harold Phillips, MRP, of the HHS Office of Infectious Disease and HIV/AIDS Policy (OIDP), will present on a national webinar on the Ending the HIV Epidemic: A Plan for America (EHE) initiative on October 17th at 2:00 p.m. (ET). The event is part of the Latino Commission on AIDS № 2019 National Latinx AIDS Awareness Day webinar series.

"With all the information and tools we have now to end the HIV epidemic, it's both important and necessary to have a detailed plan to implement the strategies and measures that will lead us to that result." said Luis A. Mares, LMSW, Director of Community



Mobilization Programs for the Commission. "This plan offers an incredible opportunity to reach a goal that once seemed impossible. We invite everyone who is interested in learning more about the plan to register now for the

Phillips is the recently appointed Senior HIV Advisor for OIDP and Chief Operating Officer for EHE. To learn more about the initiative, visit HIV.gov and sign up for our listserv to stay up to date on the latest developments as the initiative unfolds.



# **Appendix F: NLAAD Communications**

# 1) Launching the Campaign

National Latinx AIDS Awareness Day 2019, "Living with HIV or not... We're fighting this together"





New York, September 10, 2019- October 15th is National Latinx AIDS Awareness Day (NLAAD). NLAAD's campaign brings together Hispanic/Latinx communities and service providers, and organizations providing services to Hispanic/Latinx throughout the U.S. and territories under one theme. This year's theme "Living with HIV or not... we're fighting this together", focuses on the tools available to address HIV in our communities and the elimination of HIV-related stigma.

We ask everyone to do their part: take the HIV test, learn about HIV and risk factors, consider PrEP and using condoms as prevention approaches, and stay adherent to HIV treatment to become virally suppressed or undetectable.

In 2017, there were 38,739 new HIV diagnoses in the United States and dependent areas. Hispanic/Latinx account for more than 1 in 4 (25.57%) of these new diagnoses (9,908), 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 other ethnic groups. We see the impact of stigma, homophobia, transphobia, and xenophobia as major barriers in accessing HIV testing, prevention, treatment and care in our community. Hispanics/Latinx are heavy 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 <u>HIV test</u>, <u>condom use</u>, <u>PrEP</u>, <u>HIV treatment and U=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 <u>resources</u> developed to raise awareness about the impact of HIV in Hispanic/Hispanic/Latinx communities and using the hashtag #NLAAD2019
- Participating of the series of NLAAD <u>2019 webinars</u>
- Visiting <u>www.nlaad.org</u>
- Making this campaign yours by using the <u>customizable poster</u>.



## 2) Registration of events and HIV Testing Kits available:

# Updated NLAAD Website & Registration of NLAAD Events and HIV testing kits request form available for 2019 NLAAD's campaign

Now that our website has been updated, you can visit us at www.nlaad.org



We wanted to remind you that the registration for NLAAD 2019 events is open. Please go to the following link and register your event



You can also go to our website and click on the Register link at our main menu.

We have secured a donation of HIV testing kits for the organizations who will be hosting an NLAAD event, through partnerships with ORASURE and BioLytics (INSTI). Unfortunately due to a supply constrain, Abbott won't be able to provide with support this year.

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 <a href="www.NLAAD.org">www.NLAAD.org</a>, or directly at this link <a href="http://bit.ly/NLAAD2019">http://bit.ly/NLAAD2019</a>.

It is estimated that in the USA one of every seven 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) 2019

WHY:

The latest Centers for Disease Control data shows that at the end of 2016, 231,838 Hispanics/Latinos were living with HIV in the US and dependent areas, including Puerto Rico.

In NYC, during 2017, 36% of the new diagnosis were among Hispanics/Latinx and 32.8% of the people living with HIV, at the end of 2017, 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 affected by HIV. Important also to create awareness around the impact of stigma, discrimination, homophobia and transphobia in our communities.

WHEN: Thursday, October 10, 2019, 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 212-584-9315, <a href="mailto:LMares@latinoaids.org">LMares@latinoaids.org</a>





## 4) Press Conference

## Kick-Off to National Latinx AIDS Awareness Day 2019



New York, NY, October 11, 2019 - National Latinx AIDS Awareness Day (NLAAD), is held each year on the last day of Hispanic Heritage Month - October 15. NLAAD has been successful in mobilizing communities to raise awareness and highlight the impact of the HIV/AIDS epidemic among Hispanic/Latinx communities. NLAAD promotes local, regional and national collaborative efforts related to HIV testing, Prevention (including PrEP and PEP), linkage and retention in care, reaching HIV viral suppression. We are deeply concerned by the increases in HIV in our communities, especially among our gay and bi men of all ages, Cis gender Latinas, and Trans Latinas throughout the U.S. and its territories.

The latest data from the Centers for Disease Control shows that at the end of 2016, 231,838 Hispanics/Latinos were living with HIV in the US and dependent areas, including Puerto Rico. In NYC, during 2017, 36% of the new diagnoses were among Latinos/Hispanics, while Latinos make up 27.5% of the population in NYC.

This year's NLAAD theme, "Living with HIV or not... We're fighting this together", highlights the need to fight stigma and the important role everyone - independent of HIV status - play in addressing the impact of HIV and working together to end the HIV epidemic.



"As an openly HIV+ elected official, access to HIV/AIDS services and education has always been a priority for me. It will remain a priority for me and this City Council until we end this epidemic," said **Speaker of the New York City Council Corey Johnson**. "With new HIV diagnoses hitting the Latinx community especially hard, it is imperative for all of us to raise awareness and empower one another through awareness and education. The City Council is proud to join the Latino Commission on AIDS and the Hispanic Federation in recognizing October 15 as National Latinx AIDS Awareness Day."

"HIV/AIDS disproportionately affects Hispanic/Latinx Americans, with stigma, poverty, and limited access to health care presenting real and unique challenges to our communities. I join with the Latino Commission on AIDS to recognize National Latino AIDS Awareness Day and call on our federal, state, and local governments to provide more resources to help curb new HIV diagnoses in the United States, of which Latinx Americans account for more than a quarter of," said **New York City Councilwoman Carlina Rivera**.

"The stigma of living with HIV/AIDS continues to this day, which is why events like this are so important. We must never stop fighting back against this disease in our communities. That means talking to our neighbors and loved ones every day about its impact on our collective wellbeing. I stand in solidarity with my fellow Latinx community leaders in calling for unity and a renewed sense of urgency to continue building awareness.", stated **New York City Councilmember Carlos Menchaca.** 

"On National Latinx AIDS Awareness Day, we renew our commitment to ending HIV and AIDS in the Latinx community," said **New York City Councilmember Daniel Dromm**. "Although overall new infection rates have declined here in NYC, progress in communities of color has stagnated. It is clear that we still have much more work to do to ensure that all New Yorkers, particularly Latinx people, are educated on the virus and how to prevent HIV infection. By promoting HIV screenings, PrEP and PEP usage, and linking those living with HIV to care, we will make the epidemic a thing of the past. I am proud to stand alongside the Latino Commission on AIDS to advance this important effort."

"While New York City has made great strides towards ending the epidemic, we continue to see HIV-related health inequities among many communities, including Latino New Yorkers," said **Dr. Oni Blackstock, Assistant Commissioner for the New York City Health Department's Bureau of HIV.** "National Latinx AIDS Awareness Day serves as an opportunity for the Health Department and our community partners to acknowledge and commit to dismantling the underlying racism and identity-based stigmas that drive these inequities."

"National Latino AIDS Awareness Day serves as an important and powerful day to highlight how HIV and AIDS impacts the Latinx community. TransLatinx Network is committed to meeting the needs of the transgender and LGB community of New York, stated **Christina Herrera**, **CEO** and **Founder of TransLatinx Network**.

"We know today that people living with HIV who are on treatment and have an undetectable viral load cannot sexually transmit HIV," stated **Murray Penner**, **Executive Director**, **North America**, **of the Prevention Access Campaign**. "This is known as 'Undetectable equals Untransmittable,' or 'U=U.' HIV stigma has destroyed so many lives and impeded our progress in ending new transmissions, particularly within Latinx communities. We are proud to partner with the Latino Commission on AIDS to highlight U=U as a solution to addressing longstanding HIV stigma and disparities, bringing hope and new possibilities to people living



with HIV, and propelling us toward ending the HIV epidemic."

"We've made tremendous progress in reducing HIV among all New Yorkers, for this I commend and congratulate my peers and colleagues. But unfortunately we cannot be satisfied. Among the Latinx community we have a lot more work to do, and much education to provide. Education not only to our community members but to funders, policy makers, and health departments. NLAAD offers us the time to pause, and recognize the need to invest more and be inclusive of the Latinx community to do the work needed in order to reduce the HIV numbers that other groups are achieving." stated **Nathaly Rubio-Torio, Executive Director of Voces Latinas**.

"As this year's theme states, whether we live with HIV or not, we all have a role in the fight against HIV", stated **Luis Mares, Director of Community Mobilization at the Latino Commission on AIDS**. "NLAAD continues to advocate and encourage ways to reduce HIV related stigma, which continues to negatively impact the health and wellbeing of people living with HIV. We must promote HIV testing, prevention, retention on care and treatment, the basic tools we have to end this epidemic"

"We are working together to improve the health outcomes and address stigma and discrimination as a major barrier impacting our diverse communities. NLAAD is a national community driven campaign to promote awareness, prevention services, HIV testing, linkage and retention in care. The path toward ending the HIV epidemic together"-stated Guillermo Chacon, president Latino Commission on AIDS and founder of the Hispanic Health Network.

NLAAD continues to intensify efforts to address the new increases of HIV cases among young Gay men of color, Cis gender Latinas and Transgender Latinas. Stigma and health disparities in accessing health care and prevention services are some of the continued challenges that we must address consistently.



New York City Councilmember Mark Levin





Dr. Oni Blackstock, Assistant Commissioner for the New York City Health
Department's Bureau of HIV



New York City Councilmember Daniel Dromm





Bruce Richman, Founding Executive Director, Undetectable=Untransmittable, Prevention Access Campaign



Guillermo Chacon, President of the Latino Commission on AIDS and founder of the Hispanic Health Network





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



Meilene Belmont, Pier Health Ambassador, TransLatinx Network





Nathaly Rubio-Torio, Executive Director of Voces Latinas



Gustavo Morales, Director of Access to Care Services Latino Commission on AIDS





Luis Mares, Director of Community Mobilization at the Latino Commission on AIDS



#### 5) Gilead NLAAD Campaign

## #SpreadFactsNotFear



#### Dear Community Member

This year's National Latinx AIDS Awareness Day (NLAAD) is focused on addressing HIV in our communities and addressing HIV-related stigma. That's why Latino Commission on AIDS President, Guillermo Chacon, is speaking out about the importance of having inclusive and representative conversations that help destigmatize sexual health topics.

We are proud to announce that Guillermo has been featured alongside other community leaders in Gilead Sciences' **#SpreadFactsNotFear** campaign, which helps break down HIV stigma by sharing accurate scientific information and messages of support and inclusion with communities that are among those most impacted by HIV.

In Guillermo's three videos - available with Spanish and English subtitles - he encourages the creation of safe spaces through community-based peer-led programs, which can help people of all backgrounds feel comfortable having sex-positive conversations without fear of stigma. He also discusses the importance of having these conversations with inclusive and culturally representative healthcare providers.

This NLAAD, we invite you to watch and share Guillermo's videos, which can be found on the <u>Gilead Sciences YouTube page</u>, and encourage everyone to talk to a doctor about sexual health.

Best,

**NLAAD Team** 



## Appendix G: The Many Faces of NLAAD – Events' Pics





San Ysidro Health – California

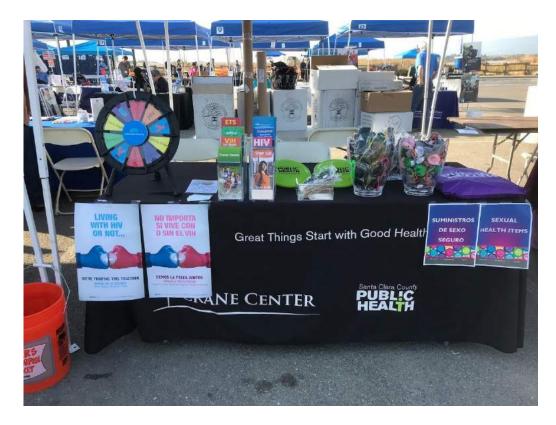






Highland Rivers Health – Georgia







County of Santa Clara Public Health Department – California







The Health Collaborative – Texas







Chicago House – Illinois





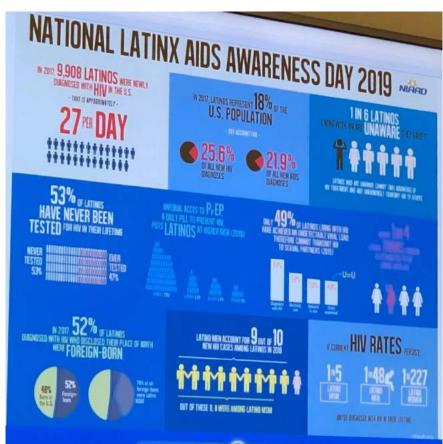
Iris House – New Jersey



Transdiaspora Network – New York







John Hopkins School of Nursing - Maryland