

NATIONAL HIV TESTING DAY 2008 REPORT



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Sponsors



- Centers for Disease Control & Prevention
- National Prevention Information Network
- Edelman
- Inverness Medical
- National Alliance of State & Territorial AIDS Directors
- National HIV Testing Mobilization Campaign
- National Minority AIDS Council
- POZ Magazine
- Radio One
- U.S. Conference of Mayors



HIV Testing Committee

This year, NAPWA convened a cross-sector alliance strengthening collaboration and coordination between public and private partners to advance HIV testing initiatives.

NAPWA HIV Steering Committee

Chairs and Members:

Dr. Kevin Fenton – Co-Chair Gov't sector
Deborah Parham Hopson – Co-Chair Gov't sector
Frank Oldham, Jr. – Chair Non-Profit sector
Ron Ticho – Chair Corporate sector
Regan Hofmann
Paul Kawata
Miguel Miranda
Julie Scofield

NAPWA HIV Testing Committee Members:

Michelle Bonds
Rashad Burgess
Humberto Cruz
Dr. Goulda Downer
Miguel Gomez
Patrick McGovern
T. J. Rivetti
Jackie Rosenthal
Steve Villano

National HIV Testing Day Overview

According to the Centers for Disease Control and Prevention (CDC), about one-quarter of those living with HIV are unaware of their status. Every year, during National HIV Testing Day (NHTD), the National Association of People with AIDS (NAPWA) encourages HIV testing, stresses the importance of access to immediate and appropriate care and treatment services for people living with HIV, and promotes early diagnosis.

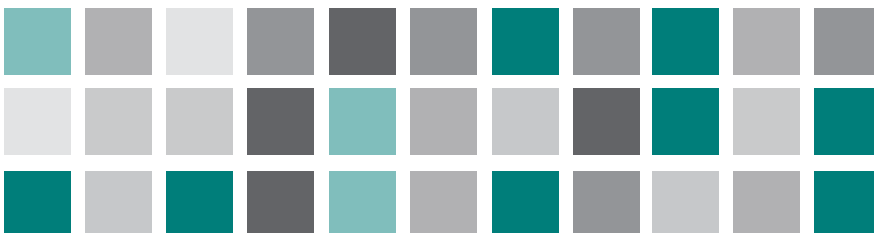
NAPWA hosted its 14th Testing Day on June 27, 2008. This flagship initiative engages over 10,000 organizations nationwide including health departments, elected officials, government agencies, community-based organizations, and media partners. Everyone plays a role in enlightening people across the country about the significance of getting tested, access to care and treatment, early diagnosis, routine testing, and disclosure in both public and private spheres of life.

History

The National Association of People with AIDS was founded in 1983 by members of the Patient Advisory Committee of the Second National AIDS Forum, held in Denver, Colorado by what is now the National Lesbian and Gay Health Association. The committee members came from New York, San Francisco, Los Angeles, Minneapolis and Houston to assure that people living with AIDS were officially involved in the deliberations and had a strong voice in the proceedings. The committee organizing was led by Bobbi Campbell of San Francisco and Michael Callen of New York City and resulted in the adoption of the term “people with AIDS” (PWA) as a rejection of “victim,” which

implies defeat, or “patient,” which implies dependence on the care of others.

The committee's work also resulted in a historic set of recommendations for a more humane response to the crisis which became known as the Denver Principles as well as the creation of NAPWA. Joining Campbell and Callen on the committee were Bob Bader, Bruce Brockway, Bill Burke, Bob Cocchi, Arthur Felson, Philip Lanzaratta, Michael MacAdory, Chuck Morris, Tom Nasrallah, Robert Reynolds, Dan Turner and Mark Feldman (who died one week before the forum). Their work was assisted by Jeff Richardson, Helen Schietinger and, later, Caitlin Ryan.



AIDS Personal Public Service Announcements



www.mynmi.net/aids_ppsa/index.php

The AIDS Personal Public Service Announcement Project

April 23 & 24, 2008 • Atlanta, GA

Over 260 million people in the US have cell phones. Over 250 thousand people in the US are infected with HIV— and don't know it.

The AIDS Personal Public Service Announcement (AIDS PPSA) project is exploring ways to use the cell phone to battle AIDS. Over two days in April in Atlanta, people from eight universities and five advocacy groups came together to create messages to be distributed to cell phones encouraging young people to be tested for HIV, the virus that causes AIDS. Because these messages were created for the most personal medium, the cell phone, we call them Personal Public Service Announcements (PPSAs).

On April 23, participants engaged in an intensive orientation to the science of HIV/AIDS, health messaging, and mobile media technology consisting of AIDS researchers, CDC professionals, and volunteers representing several AIDS organizations. Five teams were created and each was assigned to a professional producer who would guide the creation of

the PPSAs. Each team had to develop a campaign of messages concerning HIV testing. That evening, the teams presented their proposed PPSA campaign to a panel of experts charged with evaluating the approaches and offering feedback. At the conclusion of the evening, 22 PPSAs were cleared for production.

On the morning of April 24, the five student teams were given their mobile production studio consisting of a Nokia N95 cellphone, an Apple laptop, and Verizon's BroadBand Access high speed internet service. Students used the N95 to capture audio and video to be transmitted via Verizon's network to the producer back at the event hotel. Each team had seven hours to complete their production and return to the hotel. The producers then had until 6P to complete the editing and post-production work on the PPSAs. At 7P, all 22 PPSAs were debuted.

After the event, the Centers for Disease Control and Prevention reviewed all the videos for accuracy, responsibility, and approach. Eight of the 22 videos were cleared for national distribution.

In conjunction with National HIV Testing Day, Verizon Wireless created a channel on its VCast mobile video network called "Take Control -- Take the Test." This is the first time that a US carrier has dedicated use of its mobile video network for a public information campaign. The VCast channel ran from June 20 to July 20, 2008.

The CDC has also created a YouTube channel for the AIDS PPSA project and made the PPSAs available at hivtest.org.

The AIDS PPSA project was made possible through the support of the Centers for Disease Control and Prevention, Verizon Wireless, and Nokia. This innovative project was a cooperative effort of a host of creative, energetic, and brave individuals who are dedicated to using personal media to contribute to the public good.

Posters



NAPWA produced five new posters for NHTD this year. There are currently nine (9) different posters available for order through www.hivtest.org. NAPWA is proud of producing materials that show real people dealing with the difficult issues involved in HIV testing, including getting treatment, fear of testing, and getting support.

Over 20,000 posters went to 5,000 organizations conducting HIV testing events this year.

Public Service Announcements

Media outlets across the country aired television and radio PSAs developed by NAPWA and BET. For the second year in a row, Univision joined NAPWA in producing programming and promoting PSAs that highlight the importance of getting tested, aimed at Latino communities nationwide.



Banner Ad Performance by Date

| Date | Impressions | Clicks | Click Rate |
|--------------|----------------|--------------|--------------|
| 06/23/2008 | 41,687 | 285 | 0.68% |
| 06/24/2008 | 42,300 | 268 | 0.63% |
| 06/25/2008 | 41,840 | 291 | 0.70% |
| 06/26/2008 | 41,445 | 192 | 0.46% |
| 06/27/2008 | 35,839 | 123 | 0.34% |
| Total | 203,111 | 1,159 | 0.57% |

Above: Banner ad and performance statistics



Above: Carla Nelson, Director of the Mayor's Office of Minority and Business-Owned Development presents the NHTD proclamation to Christian Castro, Program Manager of SABER at NAPWA.

Banner Ad

Manhunt put out a blast to over 700,000 members to promote National HIV Testing Day.

Mayors Campaign Against HIV

NAPWA participated in the 7th Annual African-American Heritage Festival in Baltimore, MD on June 27th, 2008. The festival showcases African-American history, culture and heritage and typically draws over half a million visitors each year.

This year, NAPWA was presented with a proclamation during the festival's ribbon cutting ceremony from Mayor Sheila Dixon's office. The presentation underscored the importance of providing the awareness of National HIV Testing Day (NHTD) to the citizens of Baltimore, MD. The City of Baltimore has one of the highest AIDS case report rates among major metropolitan areas within the US. The Baltimore City Health Department had mobile vans and staff available throughout the festival to provide confidential counseling and testing. The Baltimore SABER Team Captain, Alfredo Santiago from Chase Brexton Health Services was also present during the festival. His agency provided counseling and testing during NHTD.



Mayors Campaign Against HIV



NAPWA & OraSure Mayors Campaign Against HIV

For the fourth consecutive year, NAPWA partnered with OraSure Technologies, manufacturer of the OraQuick® ADVANCE™ Rapid HIV-1/2 Antibody Test, to recruit mayors to support National HIV Testing Day through the **2008 Mayors Campaign against HIV**.

The Mayors Campaign Against HIV welcomed its first ever Honorary Chair, Mayor Greg Nickels of Seattle Washington, and President of the United States Conference of Mayors(USCM).

A total of 79 mayors participated in the campaign by issuing proclamations of National HIV Testing Day, designating local test sites to receive rapid HIV test kits donated by OraSure Technologies, hosting press events, and by publicly taking the HIV test.

OraSure Technologies provided over 21,000 free rapid HIV test kits to community organizations, city and county health departments, as well as the local Mayor's Office of HIV/AIDS, to conduct HIV testing on and around National HIV Testing Day.

If you are a Mayor interested in taking part in the campaign next year, please contact NAPWA at 240-247-0880.

United States Conference of Mayors

NAPWA was pleased to welcome the United States Conference of Mayors (USCM) as a proud partner for the Fourth Annual Mayors Campaign Against HIV and the broader National HIV Testing Day Initiative.

USCM has long been an active and committed sponsor of HIV/AIDS prevention programming through collaboration with the Centers for Disease Control and Prevention (CDC), USCM's grantee partners, and beneficiaries of its HIV/AIDS Technical Assistance program.

Participating Cities & Mayors

| | | |
|---|---|---|
| Aguadilla, PR: Mayor Carlos Mendez-Martinez | East St. Louis, IL: Mayor Alvin Parks | |
| Akron, OH: Mayor Donald Plusquellic | El Paso, TX: Mayor John Cook | |
| Albany, NY: Mayor Gerald Jennings | Elizabeth, NJ: Mayor J. Christian Bollwage | Newark, NJ: Mayor Cory A. Booker |
| Alexandria, VA: Mayor William D. Euille | Elkhart, IN: Mayor Dick Moore | Oakland Park, FL: Mayor Layne Walls |
| Anchorage, AK: Mayor Mark Begich | Evansville, IN: Mayor Jonathan Weinzapfel | Oakland, CA: Mayor Ron Dellums |
| Asheville, NC: Mayor Terry Bellamy | Florence, KY: Mayor Diane Whalen | Omaha, NE: Mayor Mike Fahey |
| Atlanta, GA: Mayor Shirley Franklin | Gary, IN: Mayor Rudy Clay | Orlando, FL: Mayor Buddy Dyer |
| Baltimore, MD: Mayor Sheila Dixon | Hartford, CT: Mayor Eddie Perez | Palm Springs, CA: Mayor Steve Pougnet |
| Bayamon, PR: Mayor Ramon Rivera | Honolulu, HI: Mayor Mufi Hannemann | Phoenix, AZ: Mayor Phil Gordon |
| Billings, MT: Mayor Ron Tussing | Houston, TX: Mayor Bill White | Portland, OR: Mayor Tom Potter |
| Biloxi, MS: Mayor A.J. Holloway | Indianapolis, IN: Mayor Gregory Ballard | Providence, RI: Mayor David Cicilline |
| Bloomington, IN: Mayor Mark Krusan | Jacksonville, FL: Mayor John Peyton | San Antonio, TX: Mayor Phil Hardberger |
| Boston, MA: Mayor Thomas M. Menino | Las Vegas, NV: Mayor Oscar B. Goodman | San Diego, CA: Mayor Jerry Sanders |
| Bridgeport, CT: Mayor Bill Finch | Leesburg, VA: Mayor Kristen Umstatt | San Francisco, CA: Mayor Gavin Newsom |
| Canton, OH: Mayor William Healy | Lexington, KY: Mayor Jim Newberry | San Jose, CA: Mayor Chuck Reed |
| Chicago, IL: Mayor Richard M. Daley | Lincoln, NE: Mayor Chris Beutler | Santa Cruz, CA: Mayor Ryan Coonerty |
| Cincinnati, OH: Mayor Mark Mallory | Little Rock, AR: Mayor Mark Stodola | Seattle, WA: Mayor Greg Nickels |
| Cleveland, OH: Mayor Frank G. Jackson | Los Angeles, CA: Mayor Antonio Villaraigosa | Shreveport, LA: Mayor Cedric Glover |
| Columbia, SC: Mayor Robert D. Coble | Louisville, KY: Mayor Jerry E. Abramson | South Bend, IN: Mayor Steve Luecke |
| Columbus, OH: Mayor Michael B. Coleman | Memphis, TN: Mayor Willie W. Herenton | Saint Paul, MN: Mayor Chris Coleman |
| Dallas, TX: Mayor Tom Leppert | Miami, FL: Mayor Carlos Alvarez | Tampa, FL: Mayor Pam Iorio |
| Dayton, OH: Mayor Rhine McLin | Minneapolis, MN: Mayor R.T. Rybak | Toledo, OH: Mayor Carty Finkbeiner |
| Denver, CO: Mayor John W. Hickenlooper | Mobile, AL: Mayor Samuel L. Jones | Tulsa, OK: Mayor Kathy Taylor |
| Detroit, MI: Mayor Kwame M. Kilpatrick | Nashville, TN: Mayor Karl Dean | Tuskegee, AL: Mayor Johnny Ford |
| Dover, DE: Mayor Carleton E. Carey | New Haven, CT: Mayor John DeStefano | Washington, DC: Mayor Adrian M. Fenty |
| Duluth, MN: Mayor Don Ness | New Orleans, LA: Mayor C. Ray Nagin | West Hollywood, CA: Mayor John J. Duran |
| Durham, NC: Mayor William Bell | New York, NY: Mayor Michael Bloomberg | York, PA: Mayor John Brenner |



Mayors Campaign Against HIV Participating Organizations

DHHS Municipality of Anchorage
Anchorage, AK

Central Alabama Comprehensive Health
Tuskegee, AL

Southwest Health Unit
Little Rock, AR

Arizona Department of Health Services
Phoenix, AZ

Desert AIDS Project
Palm Springs, CA

Mayor's Office of Neighborhood Services
San Francisco, CA

Billy DeFrank LGBT Community Center
San Jose, CA

**The City of Los Angeles AIDS
Coordinator's Office**
Los Angeles, CA

L.A. Gay & Lesbian Center
West Hollywood, CA

Mayor's Office of HIV/AIDS Resources
Denver, CO

City of Bridgeport Health Department
Bridgeport, CT

Health and Human Services Department
Hartford, CT

Gateway Center
New Haven, CT

**DC Department of Health,
HIV AIDS Administration**
Washington, DC

Hillsborough County Health Department
Tampa, FL

Duval County Health Department
Jacksonville, FL

Aniz, Inc
Atlanta, GA

Life Foundation
Honolulu, HI

Chicago STD/HIV/AIDS Division
Chicago, IL

Indiana State Health Department
Indianapolis, IN

AIDS Resource Group of Evansville
Evansville, IN

Bloomington Hospital
Bloomington, IN

Minority Health Coalition, Elkhart County
Elkhart, IN

Brothers Uplifting Brothers
Gary, IN

Imani Unidad
South Bend, IN

Lexington - Fayette County Health Department
Lexington, KY

**Louisville Metro Department of
Public Health & Wellness**
Louisville, KY

City of New Orleans
New Orleans, LA

Boston Public Health Commission
Boston, MA

Baltimore City Health Department
Baltimore, MD

**Detroit Department of
Health & Wellness Promotion**
Detroit, MI

**Minneapolis Department of
Health and Family Support**
Minneapolis, MN

AIDS Information Duluth
Duluth, MN

City of St. Paul, Preventive Health
Saint Paul, MN

Yellowstone City County Health Department
Billings, MT

Buncombe County
Asheville, NC

CAARE Incorporated
Durham, NC

Lincoln Lancaster Health Department
Lincoln, NE

PROCEED, Inc
Elizabeth, NJ

**Newark Department of Child &
Family Well-Being**
Newark, NJ

**Southern Nevada Health District
Office of AIDS**
Las Vegas, NV

Akron Health Department
Akron, OH

Canton Health Department
Canton, OH

Stop AIDS
Cincinnati, OH

Cleveland Department of Public Health
Cleveland, OH

Columbus Public Health
Columbus, OH

Toledo-Lucas County Health Department
Toledo, OH

**Multnomah County Health Department
HIV/Hep C Community**
Portland, OR

York City Health Bureau
York, PA

Centro de Epidemiologia de Bayamon
Bayamon, Puerto Rico

The Miriam Hospital
Providence, RI

Metropolitan Department of Health
Nashville, TN

Nelson Tebedo Clinic
Dallas, TX

**Houston Department of Health
and Human Services**
Houston, TX

Project Worth
San Antonio, TX

Loudon County Health Department
Leesburg, VA

Alexandria Health Department
Alexandria, VA

Gay City Health Project
Seattle, WA

Evaluating the Mayors Campaign

NAPWA Programs provided a survey for NHTD 2008 to participating organizations and mayors. The survey was designed to identify what tools were most useful to the participating organizations.

Several organizations identified NAPWA media partner Radio One as a strong resource to promote National HIV Testing Day.

In addition, the majority of participating organizations targeted African Americans and Latinos in their National HIV Testing Day activities.

Demographics

1. How many NHTD events have your organization previously participated in?
 - a. Median: 6
 - b. Mean: 3
2. What was the total number of HIV tests your organization administered?
 - a. Median: 107
 - b. Mean: 34
 - c. Cumulative: 3,337
3. Of the HIV tests administered at your testing event this year, how many received a positive result?
 - a. Median: 1
 - b. Mean: 0
 - c. Cumulative: 56
4. Of the positive results, how many referred to care?
 - a. Median: 1
 - b. Mean: 0
 - c. Cumulative: 55
5. Please indicate the number of individuals tested within the following age ranges:
 - a. Under 25
 - i. Median: 24
 - ii. Mean: 11
 - iii. Cumulative: 749
 - iv. Percentile: 22%
 - b. 25 to 34
 - i. Median: 34
 - ii. Mean: 20
 - iii. Cumulative: 1,079
 - iv. Percentile: 31%
 - c. 35 to 44
 - i. Median: 26
 - ii. Mean: 7
 - iii. Cumulative: 817
 - iv. Percentile: 24%
 - d. 45 to 60
 - i. Median: 19
 - ii. Mean: 9
 - iii. Cumulative: 614
 - iv. Percentile: 18%
 - e. 61 and above
 - i. Median: 4
 - ii. Mean: 0
 - iii. Cumulative: 142
 - iv. Percentile: 4%
6. Please indicate the cumulative number of individuals tested within the following demographics:
 - a. African American/Black:
 - i. Median: 48
 - ii. Mean: 7
 - iii. Cumulative: 1,495
 - iv. Percentile: 44%
 - b. Black Immigrant:
 - i. Median: 1
 - ii. Mean: 0
 - iii. Cumulative: 60
 - iv. Percentile: 2%
 - c. White/Anglo/European American:
 - i. Median: 27
 - ii. Mean: 6
 - iii. Cumulative: 845
 - iv. Percentile: 25%
 - d. Asian/Pacific Islander:
 - i. Median: 4
 - ii. Mean: 0
 - iii. Cumulative: 141
 - iv. Percentile: 4%
 - e. Hispanic/Latino:
 - i. Median: 22
 - ii. Mean: 5
 - iii. Cumulative: 688
 - iv. Percentile: 20%
 - f. Native American:
 - i. Median: 2
 - ii. Mean: 0
 - iii. Cumulative: 63
 - iv. Percentile: 2%
 - g. Other:
 - i. Median: 2
 - ii. Mean: 0
 - iii. Cumulative: 80
 - iv. Percentile: 2%
7. Please indicate the cumulative number of individuals tested within the following genders:
 - a. Male:
 - i. Median: 59
 - ii. Mean: 19
 - iii. Cumulative: 1,850
 - iv. Percentile: 56%
 - b. Female:
 - i. Median: 41
 - ii. Mean: 16
 - iii. Cumulative: 1,279
 - iv. Percentile: 38%
 - c. Transgendered: MTF
 - i. Median: 3
 - ii. Mean: 0
 - iii. Cumulative: 95
 - iv. Percentile: 3%
 - d. Transgendered: FTM
 - i. Median: 2
 - ii. Mean: 0
 - iii. Cumulative: 75
 - iv. Percentile: 2%
8. Please indicate the cumulative number of individuals tested within the following sexual orientations/preferences:
 - a. Gay:
 - i. Median: 26
 - ii. Mean: 8
 - iii. Cumulative: 790
 - iv. Percentile: 24%



- b. Lesbian:
 - i. Median: 5
 - ii. Mean: 1
 - iii. Cumulative: 174
 - iv. Percentile: 5%
- c. Bisexual:
 - i. Median: 7
 - ii. Mean: 2
 - iii. Cumulative: 215
 - iv. Percentile: 6%
- d. Heterosexual:
 - i. Median: 65
 - ii. Mean: 19
 - iii. Cumulative: 1,968
 - iv. Percentile: 60%
- e. Decline to State:
 - i. Median: 5
 - ii. Mean: 0
 - iii. Cumulative: 159
 - iv. Percentile: 4%

9. Please indicate the cumulative amount tested within the following annual income ranges:

- a. Less than \$15,000:
 - i. Median: 33
 - ii. Mean: 14
 - iii. Cumulative: 1,008
 - iv. Percentile: 33%
- b. \$15,000 to \$24,999:
 - i. Median: 17
 - ii. Mean: 12
 - iii. Cumulative: 508
 - iv. Percentile: 16%
- c. \$25,000 to \$34,999:
 - i. Median: 16
 - ii. Mean: 6
 - iii. Cumulative: 486
 - iv. Percentile: 15%
- d. \$35,000 to \$49,999:
 - i. Median: 14
 - ii. Mean: 5
 - iii. Cumulative: 419
 - iv. Percentile: 13%

- e. \$50,000 to \$69,999:
 - i. Median: 13
 - ii. Mean: 3
 - iii. Cumulative: 382
 - iv. Percentile: 12%
- f. \$70,000 and above:
 - i. Median: 10
 - ii. Mean: 3
 - iii. Cumulative: 313
 - iv. Percentile: 10%

Qualitative

10. How did your organization utilize HIV positive staff and/or volunteers in the planning, implementation, and evaluation of your testing event?

- No volunteers or HIV positive staff were utilized
- Four testers were scheduled to be testing throughout the day and four counselors were available for the testing.
- HIV positive staff were involved in testing and served as volunteers
- We have positive clients and by word of mouth
- HIV positive clients were told of the events and handed out flyers
- We are using Brothers Circle, a group of HIV positive and negative men, to promote and plan our event
- HIV positive volunteers assisted with HIV and general education for clients
- We had Philip Baily, our Loudon County BWA Advocates/NAPWA
- We had several HIV positive persons on our coalition that helped implement and participate as counselors and testers
- One HIV positive influential member of the community helped us to contact the radio station to invite the people to the testing

- Resource Center has a significant number of HIV positive staff members, including upper management. Approximately 25% of our volunteers identify as HIV positive
- HIV positive volunteers helped with our mobile testing on NHTD. They encouraged health fair participants to get tested for HIV and then helped them with their paper work
- Get Screened Oakland works with several organizations that have peer educators and positive men and women volunteers, who staff outreach events. We worked with them to ensure visibility
- Our agency's Executive Director is HIV positive and she was one of the testers. Collaborative partners from Women's Lighthouse Project!
- Canvassing immediate neighborhood, posting flyers at MARTA stations and apartment complexes, and confidential CTR
- Invited staff working with HIV positive persons in the area in programs such as Minority AIDS Initiative and Healthy Relationships to participate in the planning and implementation. Local CBOs also participated in the event with displays
- We had very limited staff this year. The veterans volunteered to do the outreach and advertising, and provided food and giveaways
- Volunteers and staff who identified as HIV positive and concerned individuals were a part of our community planning team which convened in April 2008 for the planning of NHTD events. As a community group we assigned task and roles for participants during each event. Individuals were able

to serve in the areas of event set-up and wrap-up, information booths, food service, HIV resource tables, HIV Counselors and Testers, outreach teams, coordinators of entertainment and educational liaisons for the community

- We had no positive staff or volunteers participating in this event
- Bloomington Hospital Link does not know if we utilized any HIV positive staff or volunteers. Positive Link currently has no HIV positive staff, and we did not ask the HIV status of our volunteers. However, we did ask clients currently enrolled in Care Coordination at Positive Link if they wanted to volunteer, but we had no one volunteer
- Through agency collaborations
- For identification of target areas and populations and as peer educators, recruiters, and speakers
- HIV positive staff and community members gave input into where and when testing activities would be successful. One of the key events was to happen at all PRIDE events that happened that week in Honolulu
- One HIV positive volunteer helped in planning, but not implementation or execution, due to schedule conflict
- Peer education, counseling and testing
- We designated staff for different roles in making NHTD a smooth testing event for all. Everyone brought their expertise to the table and put together the best process possible to get as many people tested as possible
- We had a volunteer committee of five individuals to organize the event, two of which were HIV positive. We also had four positive volunteers at the event to help out

11. What was the methodology used for targeted outreach?

- Our target population was high risk accessing the human service building, mental health, family and service health department, utilized posters and approached folks at bus stops and lunch time, at a popular lunch stop
- Mobile van; community outreach activities
- Media, TV, radio, newspaper
- Radio, newspapers, word of mouth, using the Radio One stations proved to be highly successful
- Posters in clinics where individuals at sexual risk are served; local radio program serving a wide range of populations through a variety of programming announced testing and banners on main access streets
- Mailed and emailed flyers, put poster in parks and community centers
- Street outreach and advertising in gay-related magazines
- We started a coalition here in Cobb County of CBOs, ASO, public health, and churches. We came together and marketed the Cobb County community
- Flyers were distributed and posters posted at strategic positions followed by radio advertisements informing the community about the importance of National HIV Testing Day. We also organized incentives such as Refill key chain condoms. T-shirts and pouches to people who came for the HIV test
- Media, internet, agency contact lists
- A journal for African-Americans contained a picture of a black male holding his daughter. The caption, "Because I Love My Family and Friends, I Can't Risk My Health"

- Advertised on the radio, TV ad and in the newspapers
- BBQ – offered free information, food and incentives. Piece on Fox31 TV that morning on event, stickers with National HIV Testing Mobilization Campaign information (www.hivtest.org)
- Press release, media coverage, including newspapers
- Ads in the local print media, radio, PSA's, flyers in key neighborhoods, word of mouth
- The Hillsborough County Health Department's event was promoted through the Florida Department of Health's website and through Department of Health's press releases
- We had two locations: one for teens and one for young adults
- We utilized several outreach activities to reach and inform the general public about the week of activities for NHTD. We had flyers and palm cards printed and distributed them at the Pride Festival, the local Rapid transit stations during evening rush hour, and many volunteers did neighborhood canvassing in the area of the testing events. A list of activities were listed on the Department of Public Health and City of Cleveland websites in addition to it being listed on several community based organizations websites, the Cleveland Pride festival and www.hivtest.org websites
- We had an ad in the Newspaper, put up posters over town, plus two flyers, collaborated with other agencies and radio coverage
- Bloomington Hospital Positive Link decided to partner with the City of Bloomington for this year's National

| | | |
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| <p>HIV Testing Day. We used the slogan, “Take Control Take the Test” in all of our marketing for the event. The event took place at City Hall from 8:00 am – 3:00pm. Nine community leaders, including Mayor Mark Kruzan, took HIV tests. These community leaders talked about their testing experience and why it is important to know your HIV status on the radio throughout our National HIV Testing Day Event. Our community leaders were well known individuals in diverse populations in Bloomington</p> <ul style="list-style-type: none"> ▪ Fast, Easy, Free, Testing Ad Campaign ▪ Education and awareness sessions in local homeless shelters and day centers as well as substance abuse facilities and bath houses, on site testing and the offering of incentives ▪ Recruitment and advertising at all PRIDE events to promote testing to people who usually do not access testing services on a regular basis. Life Foundation sent out press releases and posted information about the event on its website ▪ Street word of mouth and social marketing campaign (media materials) ▪ We had testing events all over the city ▪ Information, brochures, messages, and agencies with staff that our target population could relate to, preferably all African Americans ▪ We had screenings at the African American Heritage Festival (June 27-29, 2008). Tested, walked through the estimated 300,000 who visited the event. There were two other organizations testing at the same time | <ul style="list-style-type: none"> ▪ Flyers in surrounding neighborhoods, flyers, letters and emails to area churches and the local newspaper <p>12. What was your targeted population(s)?</p> <ul style="list-style-type: none"> ▪ Black, middle age, Latino and risk behaviors – no condom MSM ▪ Drug users, heterosexuals ▪ General population in Yellowstone County, MT ▪ African American – all ▪ MSM’s, IDU’s, Heterosexuals, Homeless, and minorities ▪ Sexually active individuals ▪ High Risk IDU’s, sex workers, MSM ▪ African American males ▪ MSM/Gay Men ▪ General ▪ African American and Hispanic mainly but we opened our doors to everybody in the community ▪ MSM, High Risk Heterosexuals, IDU ▪ African American & General ▪ Low income community members, African American, Latinos, Asian Immigrant ▪ Latinos primarily ▪ African American ▪ General community within Hillsborough County, Florida ▪ Youth and veterans/homeless ▪ Our testing events were open to all populations, but we did most of our outreach in the African American community | <ul style="list-style-type: none"> ▪ All at risk individuals ▪ Bloomington Hospital Positive Link’s targeted population was the Bloomington Community ▪ LGBT community in Santa Clara County and allies ▪ Homeless, substance abusers, gay & bisexual men and their partners ▪ High risk heterosexuals, MSM, TG at risk, women at risk. Testing was targeted to high risk individuals and people attending PRIDE events that normally do not receive services from the Life Foundation ▪ Homeless Youth age 14-21 ▪ MSM, Latino, African American, High risk heterosexuals, Youth ▪ African American gay, bisexual, and transgendered men ▪ African American community, however, it was open to any one that wanted to get tested <p>13. Were any media outlets utilized for PSAs, outreach, press releases, media advisories, press events, or any other media coverage? If so, in what way?</p> <ul style="list-style-type: none"> ▪ Press releases to Time Mirror & Leesbuy Today, although it was too late for this week. Also, on local channel 3 for the Leesbuy Town Proclamation. We needed more notification to get things organized ▪ Yes, a press release was sent out, TV news channels, radio stations and newspapers covered the event. The Mayor of Billings also demonstrated the test during the news at 5:30 and 10:00 ▪ Yes, we partner with our local Radio One stations, the stations broadcast live from our offices, which was totally awesome! |
|---|--|--|

- HIV Testing and posters were placed in my office
- Yes, PSA in radio
- PSAs on local TV and radio
- Radio stations
- There were press releases on both occasions and we also advertised in Hartford Courant which is the leading local newspaper in the State of Connecticut
- Press releases from Resource Center of Dallas, which went to general media. These were featured in the Dallas Voice; Al Dia; CBS News; local radio. Mayor Tom Leppert released an editorial that was publicized in the Dallas Morning News. We also used our website
- Press release advertising the Mayor's Campaign Against HIV. Mayor also issued a proclamation supporting NHTD The press release listed all five of our test sites, along with their testing hours
- Press Conference – Mayor's Office, Fox31 – Morning edition live piece and on website, flyer – prevention before infection networks
- Yes, press releases in newspapers and radio announcements

- The Public Information Officer for the Hillsborough County Health Department sent out press releases using the model provided by NAPWA. Unfortunately, there was no local media coverage of the event
- The radio had PSA's
- We used the local radio station which is Radio One and conducted four live interviews the week of June 23; had several PSA's running on their four stations. Radio One also provided a live two hour remote broadcast during our event. Two press releases were completed by the local health department and a community based organization which was also advertised on the www.cleveland.com website
- Press release and PSA by radio
- Bloomington Hospital Positive Link used multiple media outlets with the help of the City of Bloomington staff. We had two articles in the Herald Times, our local newspaper. We also had flyers posted around town as well as emailed to all City Employees, and other various groups. We put together a big display in the common area of City Hall giving knowledge on HIV/AIDS and advertising for National HIV Testing Day. A local

- radio station (93.1) interviewed Community leaders that had been tested throughout the event
- Flyers, posters, health fairs, and youtube
 - Mayor's press conference, radio program, article in local newspapers
 - Life Foundation sent out two press releases about National HIV Testing Day, and aired a short video about rapid HIV testing on its website. We received a 20 second segment on KHNL, a local news show, and print articles ran in the Star Bulletin on June 26th and June 13th
 - Media coverage, local television story, Mayor's proclamation received coverage by local newspaper also
 - We made flyers, posters, message cards, and referral coupons to advertise as well as the top radio stations in Indianapolis (96.3). We also did a press release, magazine, newspaper ads
 - We utilized Radio One and WMAR TV to get the message
 - It appeared in the local paper four times before the event, press release from the Mayor, article from local respected columnist, two short announcements

Celebrity and Elected Officials

National HIV Testing Day Kick-Off

On Thursday, June 26, 2008 at 2247 Rayburn House Office Building on Capitol Hill, NAPWA hosted an NHTD kick-off press conference featuring the Honorable Congresswoman Barbara Lee (D-CA), the Honorable Congresswoman Eleanor Holmes Norton (D-DC), the Honorable Congresswoman Maxine Waters (D-CA), the Honorable Congressman Henry Waxman (D-CA), NAPWA President & CEO Frank J. Oldham, Jr., CEO of OraSure Technologies, Inc. (makers of the OraQuick® Advance Rapid HIV-1/2 Antibody Test) Doug Michels, and Murray Penner of the National Alliance of State and Territorial AIDS Directors (NASTAD).

NASTAD opened with a brief on current national policy on HIV. Penner noted that Senate and Congress flat funded HIV services, with only a small expansion in testing but none in actual service provision. NASTAD strongly recommends that service provision is a vital complementary program to diagnostic screening. With the latest Centers for Disease Control & Prevention (CDC) focus on gay and bisexual men in the US, NASTAD recognizes the importance of addressing stigma and health disparities broadly, including looking at HIV in association with other diseases (such as Hepatitis C or other sexually transmitted infections).

Congresswoman Holmes Norton took time out of a series of hearings to discuss the need for preventative services, stopping the trend prior to getting HIV. The Congresswoman just finished a year of town hall meetings in Washington, DC that highlighted the impact of homophobia, the silence on safer sex, and the detrimental spiraling impact of drug use. From these town hall meetings, Congresswoman Holmes Norton asserted that cultural differences highlight how communities deal with illness and HIV in general, and that drug addiction, safer sex, and needle exchange remain core concerns of HIV. Silence and invisibility are critical barriers. For instance, drug addicts



Hip Hop Heavyweight Kanye West
Photo courtesy of stufflypeoplelike.com.



Actress and activist
Sheryl Lee Ralph



Common
Photo courtesy of the Associated Press.

CELEBRITIES THAT SUPPORT NHTD

During National HIV Testing Day 2008, NAPWA proudly boasts the support of many public figures and voices.

“African Americans and people of color around the world are suffering from poverty, discrimination and disparities in education and healthcare as well as issues of self worth and self esteem,” says Sheryl Lee Ralph. “Wherever you find people who have been marginalized or stigmatized in anyway ...you find HIV/AIDS.”

“It’s important to know your status by getting tested because HIV/AIDS is taking a lot of lives in our community and around the world. I had an uncle succumb to HIV, so I’ve personally felt the impact of the disease.”

become marginalized in society, invisible and therefore neglected by services – no spokespeople, few representative organizations.

Congresswoman Waters was proud to speak about National HIV Testing Day, because HIV is a vital part of her policy work. Congresswoman Waters noted that there was no constant effort by the media to cover HIV. Congresswoman Waters thanked the people who continue to work on the issue, in the face of begging for money in an era of limited or flat funding. Congresswoman Waters advocated for leadership on HIV, whether one agrees with people’s behaviors or not. She has taken a principle role in pushing for HIV testing for incarcerated populations requiring confidentiality and medical services for those who test HIV positive. Congresswoman Waters demanded a national strategy on HIV, including policy makers, community institutions and leaders to effectively face the epidemic.

Congresswoman Lee spoke about the improvements since the 1999 Minority AIDS Initiative was passed, and stated clearly that they are still working to increase the funds put into various AIDS services. The Congresswoman

noted the importance of a national strategy required to face the epidemic successfully. Congresswoman Lee encouraged community leadership to be part of demonstrating and encouraging testing. Congresswoman Lee supports teaching youth comprehensive sex education, and pointed to numerous research studies indicating that “abstinence only” education does not work.

Doug Michels, CEO of OraSure pointed out that, according to the CDC, in the United States, over 1 million people are infected and about one in four don’t know it. OraSure partners with community groups to make OraQuick (the only rapid FDA approved HIV 1 and 2 diagnostic) available so more people can know their status and connect them to appropriate care. Mr. Michels talked about the impact of the technology in various settings – how it increases testing by making the process easier for people and service providers – like at Howard University Hospital where the Emergency Room uses rapid tests so that every patient gets the opportunity to know their status. Mr. Michels was proud of the Mayors Campaign partnership with NAPWA, and its growth over time.

MEDIA

Education remains one of the most powerful tools for increasing awareness and assisting in the eradication of HIV/AIDS. NAPWA's media partners committed to promoting meaningful messages during this year's National HIV Testing Day to illuminate issues around HIV, break the silence about knowing our status, and promote culturally-sensitive and urgent messages for people living with and affected by HIV/AIDS.

NAPWA garnered support from hundreds of media outlets from coast to coast and even from overseas. Among them were media giants such as BET, Radio One, and Univision.

RADIO ONE

NAPWA and Radio One, one of the nation's largest and most powerful urban media outlets, teamed up to promote Testing Day this year, focusing on disproportionately affected communities of color in the Washington, D.C. metropolitan area where rates are the highest in the nation. Syndicated radio personality Russ Parr and the entire Radio One D.C. family stressed the significance of testing repeatedly over the airwaves. Radio One is also featured on this year's National HIV Testing Day posters as a critical national partner. Last year, NAPWA distributed over 98,000 posters to health departments, community-based organizations, government agencies, and other organizations nationwide.

In the nation's capital on Friday, June 27th, Radio One and NAPWA promoted Testing Day. Majic-FM 102.3 broadcast live from the Alexandria, Virginia Health Department's testing event while WKYS-FM 93.9 broadcast live with EZ Street from testing site US Helping US, and saw hundreds of people get tested.

BET

For years, BET, urban media heavyweight, has supported National HIV Testing Day. This year marks a milestone in a partnership that continues to grow and promote testing messages to African American communities, whose rates continue to increase and remain among the highest in the country. BET produces PSAs, airs testing-specific programming, and engages celebrity endorsements for National HIV Testing Day.

PRINT EDITORIAL

An editorial by Frank Oldham, Jr., NAPWA CEO & President, was distributed to newspapers across the country. It ran in several local papers for the week of June 27, 2008.

A Test of Our Times: National HIV Testing Day and African Americans

By Frank J. Oldham, Jr.

These times are nearly unimaginable. I grew up in working class Brooklyn, inspired by Freedom Marches and Civil Rights. I remember when the first African Americans appeared on television. Who knew we would see the first Black man win the Democratic presidential nomination? Who could predict that an African American woman would become one of the most influential and wealthy entertainers in the world? It is our turn to celebrate our successes and to nurture our communities and ourselves. But we must remain focused. While we tackle the world, we must also remain focused on the challenges that strike in our own backyards... discrimination, violence, poverty, poor health care.

One success that continues to elude us is stemming the tide of the HIV/AIDS epidemic. Even though we are only 13 percent of the national population, we represent about 50 percent of all new HIV cases. Even more startling, at least one in four don't know they are HIV positive. We get diagnosed later and die earlier than other racial groups in the United States. This is unacceptable, but it's something we can change.

Friday, June 27th is National HIV Testing Day, a tremendous opportunity to change the future of the epidemic in our community. Since 1995,

the National Association of People with AIDS has encouraged individuals and elected officials, health departments and health providers, as well as other partners to use June 27th as a time to promote HIV testing. Never before have more resources been put into HIV testing for our community. Never before have there been so many options for us.

I have heard a lot of reasons to avoid an HIV test. Some of us don't know where to get the test; some are scared of the results; some don't know who they'd tell or what people might think; some are worried about what to do next; most of us prioritize our own health after everything else is done and everyone else is taken care of. But a regular yearly HIV test could be the most important thing you do for yourself.

The fact is: it's never been easier to get tested for HIV. Many places offer the test for free with the option of an oral swab or a finger prick, with results in as little as twenty minutes. On its Web site, www.napwa.org, the National Association of People with AIDS offers a simple directory to find local HIV testing sites.

Whether you test positive or negative for HIV, there are things you can do. Talk to your friends and family about the test. If you're negative, you can take steps to stay that way. If you're HIV positive, there is treatment available. And remember, the earlier you get diagnosed, the better your chances for staying healthy long-term.

We stand at an important moment: there are many HIV medicines available today that can help keep HIV under control for the long-term. In addition, community organizations and health departments provide high quality and confidential services.

Yes, it is our time. Time to revel in our current success, but also time to take action to ensure continued success. Get tested. Tell your friends and family to get tested. Offer to go with them, if that's what it takes. Early diagnosis makes the difference. Do it for yourself and your loved ones.

Partner Activities

Office of HIV/AIDS Policy, Department of Health & Human Services

As part of their efforts to support the national HIV/AIDS Awareness Days, the U.S. Department of Health and Human Services (DHHS), the Office of HIV/AIDS Policy's AIDS.gov team worked with NAPWA to ensure effective Federal involvement in National HIV Testing Day 2008 (NHTD).

In recognition of the power of the blogosphere, this year a key Federal activity was to organize and host a webinar for bloggers on June 17, 2008. The goals of the webinar were to heighten awareness and understanding of HIV testing, encourage bloggers to promote HIV testing to their readers, link readers of blogs to places they can get tested for HIV in their communities and talk about National HIV Testing Day with the blogging community.

The webinar included presentations by and discussion with Dr. Bernie Branson, Associate Director for Laboratory Diagnostics at the U.S. Centers for Disease Control and Prevention; Dr. Celia Maxwell, Assistant Vice President for Health Sciences and Director of the Women's Health Institute at Howard University Hospital; and Mr. Andre Blackman, Social Media Strategist and Writer for the Pulse and Signal Blog. During the conversation, the speakers acknowledged NAPWA's critical role in developing and leading NHTD. Most of the bloggers that participated in the webinar blogged about National HIV Testing Day and the importance of HIV testing. A transcript and podcast of the webinar are available at: http://www.aids.gov/podcast/aids_podcast.html

The AIDS.gov team featured NHTD and its important messages on AIDS.gov and on www.hhs.gov/aidsawarenessdays. The NHTD pages on its Awareness Days website (<http://www.hhs.gov/aidsawarenessdays>) were updated and linked visitors to NAPWA's NHTD webpages and to www.HIVtest.org. The Awareness Days site drove requestors to the CDC's National Prevention Information Network (NPIN) for the NHTD posters. The site also had downloadable fact sheets, posters, and other tools. Both AIDS.gov and the Awareness Days site highlighted two important activities: 1) the Personal PSAs project (a partnership of the Centers for Disease Control and Prevention, University of Georgia's New Media Institute and other area Georgia colleges) and the KNOWIT text messaging HIV testing campaign (a partnership with the Kaiser Family Foundation, CDC, and AIDS.gov).

In order to promote HHS employee HIV education and Federal coordinated HIV testing messages, the AIDS.gov team brought together key contacts in HHS' agencies, offices and divisions to: 1) share resources; 2) plan how to encourage their colleagues to support NHTD; and 3) share ways to help employees and the public to learn about testing and stigma and to make testing or testing information available. Staff across the many parts of HHS planned and implemented a wide range of activities for their colleagues in June in support of NHTD. Senior staff at many offices sent letters or emails to their employees and grantees on the importance of NHTD and testing, reaching thousands of HHS employees and many local programs. Federal offices also worked with a wide range of community partners to support local events recognizing NHTD.

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