

NATIONAL HIV TESTING DAY 2007 REPORT



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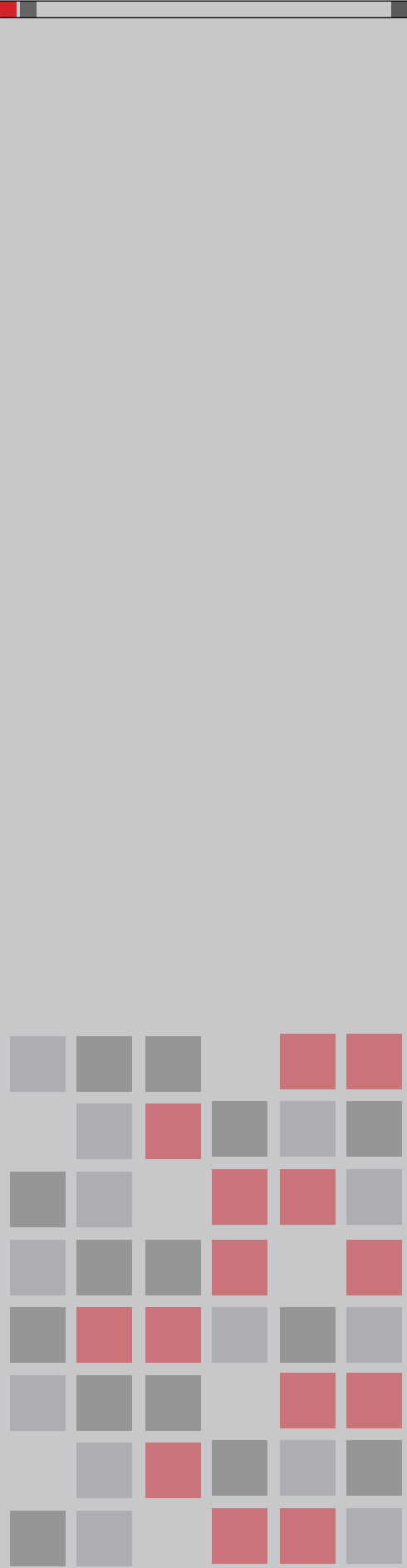
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## Agency Background

The National Association of People with AIDS (NAPWA) represents the over one million Americans living with HIV today. NAPWA is committed to quality and accessible services for those infected and affected with HIV/AIDS.

NAPWA believes health care is a basic and fundamental right of all without regard to race/ethnicity, gender, age, economic status, nationality, or sexual orientation. We strive for increased access to HIV care and treatment and work to advance the interests of people with and at risk for HIV. Our programs incorporate the self-respect, dignity, leadership and independence our constituents need to live longer, healthier quality lives.

## Why National HIV Testing Day?

NAPWA launched National HIV Testing Day (NHTD) in 1995 to promote HIV-testing and engage communities throughout the U.S. in HIV-oriented activities. A central goal of NHTD is to encourage testing acceptance among those who are currently unaware of their HIV status. NAPWA is intimately aware that early diagnosis makes a world of difference in an HIV-positive person's quality of life. In addition, NAPWA works with communities to reduce AIDS social stigma through public messages and culturally-appropriate education materials.

## Overview of National HIV Testing Day Campaign 2007

For over a decade, NAPWA has coordinated NHTD to encourage early diagnosis, testing and counseling, and reduce stigma for everyone affected by HIV. Over 10,000 individuals, community-based organizations (CBOs), elected officials, health departments and other government agencies, businesses and media partners collaborated to promote NHTD events this year.

Highlights from this year's campaign included a revamped bilingual poster campaign aimed to promote testing among men and women of color, men who have sex with men (MSM), and Latinos. Additionally, NAPWA proudly launched the "This Is My Story" Initiative to tell the stories of individuals affected by HIV/AIDS.

Media continues to be a key partner in NHTD. Calls to "Take the Test, Take Control" were featured on TV and air waves in many cities, from Seattle, WA to Miami, FL. NAPWA's media partners joined in HIV/AIDS education for viewers, listeners and readers across the country while encouraging them to take action and get tested.

NAPWA was present at several NHTD press events across the country. After a successful kick-off at the Cannon House Office Building in Washington, DC, NAPWA staff spoke at events in North Carolina, New York, Florida, and California.

The NAPWA-OraSure Mayors Campaign Against HIV garnered the support of thirty-four (34) mayors while the NAPWA-Inverness Governors' Campaign included North Carolina and New York.

Honoring the spirit of community, NAPWA's Capacity Building Program initiatives continued outreach within African-American and Latino networks nationwide.

NAPWA NHTD partners – the Centers for Disease Control and Prevention (CDC) and the Leadership Campaign on AIDS – significantly supported NHTD activities throughout their collaborating agencies.

Indeed, NHTD 2007 unfurled across the country with myriad opportunities to promote the importance of early diagnosis and care. There are other AIDS Awareness days, but NHTD is the only one that promotes HIV-testing.

## Washington, District of Columbia

On June 26<sup>th</sup>, NAPWA held a press conference hosted by Congresswoman Barbara Lee in the Cannon House Office Building to kick off National HIV Testing Day. Frank Oldham, Jr., Executive Director of NAPWA; Julie Scofield, Executive Director of the National Alliance of State & Territorial AIDS Directors (NASTAD); Congresswoman Eleanor Holmes Norton, District of Columbia; Congresswoman Barbara Lee, 9<sup>th</sup> Congressional District of California; and a representative from Congresswoman Maxine Waters, 35<sup>th</sup> Congressional District of California, and C. Russell Williams, NAPWA Positive African American Network member were among the keynote speakers.

## KEY POINTS

- According to the CDC, the rate of HIV infection in the District of Columbia is the highest in the nation.
- "Here in Congress, we have an obligation to lead by example in fighting this disease." – Congresswoman Lee at the DC Press Conference.



**From Left to Right:** Julie Scofield, Executive Director of NASTAD; Congresswoman Barbara Lee, 9<sup>th</sup> Congressional District of California ; Frank Oldham, Jr., Executive Director, National Association of People with AIDS.



Congresswomen Barbara Lee, 9<sup>th</sup> Congressional District of California and Delegate Eleanor Holmes-Norton, District of Columbia



**Creatives: NHTD Poster**

Barriers to HIV-testing today include: AIDS social stigma; fear; and people being unprepared for an HIV-positive diagnosis. NAPWA believes that HIV-positive individuals have something critically important to say about getting HIV-tested. This year, NAPWA launched new creative executions of the NHTD posters. The posters are two-sided, one in English and the other in Spanish, and feature real people living with HIV and our social networks. Research has shown that viable social networks are related to better healthcare utilization, and thus better health outcomes. Other research has shown that AIDS social stigma is related to homophobia and knowing someone with HIV. NAPWA hopes that these NHTD posters, which can grow annually, will reduce AIDS social stigma, encourage HIV-testing, and enhance the use of social networks.

**Creatives: 'This is My Story' Initiative**

For those of us living with HIV, our stories include our families, friends and pasts. The stories in this series comprise people living with HIV and their social networks across the United States. In partnership with AIDS Project Los Angeles and supported by Gilead Sciences, "This Is My Story" focuses on the diversity of issues affecting diagnosis, care and treatment, dating, and family in the HIV epidemic through interviews with real people. Each person's life is told in a straightforward and compelling manner. The series is presented in English and Spanish.

NAPWA expects that more individuals will come forward to tell their stories about HIV. Through the series, NAPWA hopes to reduce stigma, increase testing, and improve the use of social networks for people living with HIV. There are lots of statistics about HIV, but the data only becomes real when it strikes home.

**This is my story**

I'm only 18, but it's funny how your life can suddenly change. My mom was diagnosed with HIV a few years back. Before her diagnosis, I didn't know anything about HIV or AIDS. I never knew a lot of people had it. It was only when I found out that I was HIV positive that I learned how much I had in common with her. Even though things have been rough, my mom's diagnosis brought our family together. My mom and I can talk to her about anything now.

**Alyssa**

The media only shows sick people. You can't tell about everyday people. You just can't tell who has HIV. They're normal people.

I got tested all one time, and now I know a lot. I talk to my friends about it. It is especially important for Black women to get tested because they are the fastest growing population of those affected. I began because I talk with my aunt's organization Open Hearts, to help spread the word about HIV/AIDS.

For more stories go to [www.napwa.org](http://www.napwa.org)

National HIV Testing Day

**This is my story**

I'm from Philadelphia. I don't have HIV. But HIV and AIDS have affected my life from the time I was seven until I turned 13. There was a bit of me that has never been there. My dad was diagnosed with AIDS when he was 40. And my mom... she was diagnosed with AIDS when she was 40. And she never told me. Her thing was to keep things away from her. I had to figure out all the things. I was 13. I was in the hospital for a while. I know my mom was getting worse. I know my mom was getting worse. I know my mom was getting worse.

**Brandon**

I have no fear about HIV. I just don't care. The worst thing is that you get it.

I actually have a support system. My friends still associate with me and they don't talk about it. I don't talk about it. I worked for Planned Parenthood when I first knew I don't worry about getting HIV/AIDS.

For more stories go to [www.napwa.org](http://www.napwa.org)

National HIV Testing Day

**This is my story**

In 1981, I thought I had a cold that wouldn't go away. A friend told me to go to the doctor and get the test. The doctor said I had AIDS. I didn't have any symptoms at all. The doctor said I had AIDS. I didn't have any symptoms at all. The doctor said I had AIDS. I didn't have any symptoms at all.

**Ramiro**

I worked in a fast food chain. They tried to run me out of the establishment.

In 1981, I worked in a fast food chain. When my illness symptoms started out, I did everything they could to make me leave. They told me to go. My boss said I had AIDS. I never thought the doctor of HIV. I never thought the doctor of HIV. I never thought the doctor of HIV. I never thought the doctor of HIV.

**Raul**

The person who chooses to take the test... the choice to live.

My parents showed me, so I had to go to AIDS Project Los Angeles to talk to people about HIV. I believe that for people to move forward they have to laugh. You have to make fun of yourself. It's okay to laugh.

For more stories go to [www.napwa.org](http://www.napwa.org)

National HIV Testing Day

## Media Coverage

National HIV Testing Day (NHTD) 2007 attracted diverse media outlets; ABC's *Nightline*, CNN, *Premiere Radio Networks*, *Radio One* and *CBS Radio*. Local media outlets across the country featured NAPWA in Texas, Ohio, Oregon, Tennessee, and Washington in their NHTD coverage.

### TELEVISION

#### ABC'S Nightline

Nightline occupies the late-night time slot on ABC. It is a nationally syndicated hard and soft news show. It airs five nights a week for 30 minutes.

#### CNN

CNN provides 24-hour news broadcasting on domestic and global news events. It is owned by Ted Turner. It is estimated that CNN is accessible to 88.2 million households nationwide.

#### FOX NEWS

Fox News is the cable and satellite-based news network that reaches about 85 million viewers nationally.

#### NBC11

NBC11 is the local NBC-affiliate news station that serves San Jose, San Francisco and Oakland in California.

#### CBS 8

CBS8 is the local CBS-affiliate news station that serves San Diego, CA. They also attended the press conference in San Diego, CA

#### FOX News 6

Fox News 6 is the local Fox-affiliate news station that covers San Diego, California and attended the San Diego Mayor's NHTD Press Conference. NAPWA staff and network members were interviewed.

#### NBC 6

NBC 6 is the local NBC-affiliate news station that covers the South Florida region. They produced a news segment on NHTD and featured the press conference where NAPWA staff spoke on the importance of taking the test.

### RADIO

#### Premiere Radio Networks

Premiere Radio Networks is the largest nationally syndicated radio company—it is owned by Clear Channel Communications. Their programming reaches about 5000 radio stations nationwide, including XM Satellite Radio.

#### Radio One

Radio One is owned by Catherine Hughes. It is seventh largest radio broadcasting company in the United States, but the largest radio broadcasting company that focuses primarily on African-American and urban listeners. Radio One owns/operates 70 radio stations located in 22 urban markets in the United States and reaches approximately 14 million listeners every week.

#### WOL-AM

The Positive African American Network of NAPWA conducted an interview on the Joe Madison Morning Show on WOL—owned by Radio One—on Thursday, June 21, 2007. The Joe Madison morning show airs locally in Washington, D.C., but is also broadcasted across the country on XM Satellite Radio "The Power" Channel 169. NAPWA staff took callers from across the country and promoted NHTD nationally and locally.

#### *Joe Madison*

Also known as "The Black Eagle" by his listeners, Joe Madison reaches an older, predominantly educated African-American audience. He is known as one of America's highly-noted talk radio personalities.

#### CBS Radio

A division of CBS Corporation, CBS RADIO controls about 144 radio stations. CBS Radio offers a variety of programming



from alternative to talk radio. Each radio station is designed to fit the needs of the local community in which it resides.

#### WPGC 95.5 FM

WPGC 95.5 is owned by CBS Radio. It targets predominantly young and urban listeners across Maryland, D.C. and Virginia. They feature urban contemporary and urban mainstream programming. NAPWA staff began the promotion of "This Is My Story" with the WPGC team. They broadcast from two testing sites on Wednesday, June 27, 2007: one at the Planned Parenthood on Minnesota Avenue in Southeast D.C. from 6 p.m. until 9 p.m. and the other at US HELPING US on Georgia Avenue NW from 10 p.m. to 12 midnight.

### PRINT

NAPWA was featured in the following publications and by the following reporters:

*Beaumont Enterprise*: Rose Ybarra

*Washington Hispanic*: Por Felipe Lagos

*PR Week*: Randi Schmelzer

*HomeTown Life*: Rod Schroeder

*Toledo Blade*: Rose Russell

*PR News Wire*: Diego Sanchez

### INTERNET

Manhunt.net promoted NHTD through banner ads resulting in over a million click-throughs to NAPWA webportal.

NAPWA NHTD partner, the Centers for Disease Control and Prevention, supported additional banner ads targeting specific communities on blackplanet.com, migente.com, gay.com, and mspace.com.



## Mayors & Governors Campaigns

Through public and private partnerships, NAPWA supported HIV-testing at local events in the country with free HIV-tests. NAPWA worked with elected officials – including Mayors and Governors – in the US to publicly acknowledge the importance of NHTD and HIV-testing through written proclamations and hosting local events.

### NAPWA & ORASURE Mayors Campaign Against HIV

For the second year in a row, Mayors throughout the United States were requested to publicly support NHTD by getting tested, advocating for testing, hosting press conferences to discuss HIV testing and other public health resources for HIV care.

Orasure Technologies donated 18,000 complimentary HIV tests to communities participating in the Mayors Campaign Against HIV to support local HIV testing campaigns and education.

### NAPWA & Inverness Medical Governors HIV-Testing Initiative

In support of NHTD, Inverness Medical Innovations donated 10,000 HIV tests toward local HIV testing campaigns and education in select states. Each state received 1,000 complimentary test kits. Governors of North Carolina (Mike Easley) and New York (Elliott Spitzer) issued proclamations for The National HIV Testing Day.

## NAPWA Capacity Building Programs

NAPWA recognizes the unique needs of communities disproportionately impacted by HIV. As such, NAPWA began providing Capacity Building Assistance (CBA) and Technical Assistance (TA) training specific to the needs of HIV-positive individuals and our communities. Through these unique projects, NAPWA uses community mobilization models to impact community norms and improve the lives of people living with HIV.

### SABER

SABER - a Latino based initiative- refers to the importance of knowing one's HIV status which stands for: Salud (health), Acción (action), Bienestar (well-being), Educación (education) and Respeto (respect). SABER develops and supports coalitions between community-based providers and local health departments to promote HIV awareness. The program also provides culturally & linguistically appropriate HIV voluntary counseling and testing services (VCTS), treatment and care to HIV positive individuals within the Latino community. SABER network Team Captains are in:

Baltimore, MD; Chicago, IL; Columbus, OH; El Paso, TX; Elizabeth, NJ; Los Angeles, CA; Miami, FL; New York City, NY; Orlando, FL; San Antonio, TX; San Juan, PR; Smyrna, DE; and Washington, DC.

SABER Team Captains have become leaders in their region on NHTD events. This year, SABER Team Captains originated an evaluation form to better document their NHTD outcomes. Of those surveyed at NHTD 2007 events, SABER Team Captains found some unique information.

- While 72% expected their sex partners to disclose HIV-positive sero-status before having sex, over half of those tested did not know their sex partner(s)' HIV status.
- Nearly 62% of those tested were less than 25 years old.
- Only 40% knew they were HIV-negative.
- Nearly half had not been tested for HIV in the past year.
- A surprising 42% had never been tested for HIV previously.

## 2007 participating cities and mayors:

Anchorage, AK: Mark Begich  
Asheville, NC: Terry Bellamy  
Baltimore, MD: Sheila Dixon  
Bridgeport, CT: John Michael Fabrizi  
Chicago, IL: Richard Daley  
Cleveland, OH: Frank Jackson  
Columbus, OH: Michael Coleman  
Denver: John W. Hickenlooper  
Detroit, MI: Kwame Kilpatrick  
Dover, DE: Stephen Speed  
Durham, NC: William Bell  
El Paso, TX: John Cook  
Hartford, CT: Eddie Perez  
Hollywood, CA: John Duran  
Indianapolis, IN: Bart Peterson  
Lincoln, NB: Chris Buetler  
Los Angeles, CA: Antonio Villaraigosa  
Mobile, AL: Samuel Jones  
Nashville, TN: Bill Purcell  
New York, NY: Michael Bloomberg  
Newark, NJ: Cory Booker  
New Haven, CT: John DeStefano  
Oakland, CA: Jerry Brown  
Omaha, NB: Mike Fahey  
Orlando, FL: Buddy Dyer  
Prichard, AL: Ron Davis  
Portland, OR: Tom Potter  
San Antonio, TX: Phil Hardberger  
San Diego, CA: Jerry Sanders  
San Francisco, CA: Gavin Newsom  
Seattle, WA: Greg Nickels  
Tuscaloosa, AL: Walt Maddox  
Washington, DC: Adrian Fenty

## Spotlight on: El Paso, TX and U.S. Mexico Border

Anna Danciger, Jose Alvarez and Irene Rivas, SABER Team Captains

El Paso, Texas is a town situated along the Rio Grande, across the border from Ciudad Juárez, Mexico. The primary entry point is the International Bridge, which thousands of people cross/traverse from both countries on a daily basis. Those entering the United States legally from Mexico are assigned visas. Many of those travel to El Paso, TX for employment or to shop within the commercial district of downtown. Programs such as Mujer Saludable at La FE Care Center or Promovision at United States Mexico Border Health Association (USMBHA) use outreach workers to recruit people about the availability of HIV counseling and testing services. Focus areas for recruitment are conducted along the International Bridge, immediate surrounding areas, and downtown El Paso, TX. When an individual is tested, the services are explained in English and Spanish. In addition, outreach workers emphasize the importance of getting tested and that all these health services provided are done confidentially. If a person's rapid test result is reactive; outreach workers ask that the individual visit the La Fe Care Center clinic to administer a Western blot test confirmation. In order to facilitate this step, La Fe Care Center clinic provides free transportation such as a taxi voucher or scheduled pick-up at the International Bridge so individuals can gain access to the clinic. Outreach workers also encourage individuals to have their partners get tested as well.

## Key Issues

Many people living in El Paso, TX and Ciudad Juárez, Mexico do not know where to get tested. Therefore, informing the public of free and confidential services is crucial. For example, there have been many stories of people getting tested in Ciudad Juárez where they have been given a false-positive result and have had to re-take an HIV test at La Fe Care clinic to get an accurate result. In addition, HIV tests in Ciudad Juárez are not free, which creates an additional hurdle.

Another key issue is educating the public on HIV. Many myths are still prevalent within the Latino community (in both countries) about the transmission and risk-factors for HIV. Currently, there is an alarming trend amongst older Latinos who are becoming HIV-positive because they were not aware of perceived risk within the El Paso, TX metropolitan region.

## Event

"Testing on the Border" took place on June 28<sup>th</sup> at the Paso Del Norte International Bridge from 5.00 p.m. to 8.30 p.m. Las Cruces, New Mexico, El Paso, Texas and CD Juarez Chihuahua, Mexico was involved in the testing process. Participating agencies were ALIVIANE, AYUDA, El Paso City- County Health and Environmental District, La Fe Cares, Planned Parenthood, Thomason Hospital, U.S Mexico Border Health Association, Camino de Vida (New Mexico), Families and Youth (New Mexico), Las Cruces Health Department (New Mexico) and Companeros (CD Juarez)

## Testing

A total of 215 HIV tests were conducted. 2 positive results were indicated.

## San Diego, California

San Diego Mayor Jerry Sanders held a press conference in San Diego on June 27<sup>th</sup>. Among those present were San Diego City Council-member Toni Atkins; Terry Cunningham, Chief of the County of San Diego HIV, STD and Hepatitis Branch; Iris Payne, Clinic Director of North Park Family Health Center; Yvette Ogletree, NAPWA Positive African American Network Member; and Christian Castro, SABER Program Manager of NAPWA.

## KEY POINTS

- San Diego, CA is the eighth largest city in the US, and its HIV epidemic is complicated by a community impacted by immigration, tourist economies, and both racial/ethnic and sexual diversity.
- "As an African-American woman living with HIV, it breaks my heart to see that we are being diagnosed at an alarming rate; we are mothers, we are sisters, we are daughters and most importantly we are caretakers..." – Yvette Ogletree, NAPWA PAAN Member.



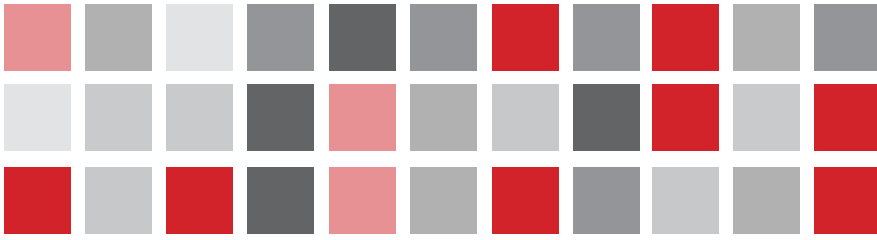
**From Left to Right:** San Diego City Councilmember Toni Atkins; Mayor Jerry Sanders (at podium); Terry Cunningham, Chief of the County of San Diego HIV, STD and Hepatitis Branch; Iris Payne, Clinic Director of North Park Family Health Center; Christian Castro, NAPWA SABER Program Manager; and Yvette Ogletree, NAPWA PAAN Member.

## Media

**Television** El Paso City- County Health and Environmental District held a press conference in two major networks: UNIVISION and CBS.

**Print** *Diario de El Paso*- Spanish Newspaper

**Radio** KTSM, KAMA and National Public Radio in El Paso



### Positive African American Network

NAPWA began the Positive African American Network (PAAN) three years ago to organize HIV-positive African Americans to become visible leaders in their local communities through educational and HIV testing events. Network members have: appeared on local and national media; met with health department and elected officials to discuss services in their jurisdiction; become active members of their HIV prevention community planning groups and Ryan White planning councils; conducted educational forums; and provided HIV counseling and testing in their communities. PAAN members are in: Atlanta, GA; Detroit, MI; Los Angeles, CA; Washington, DC; Baltimore, MD; Miami, FL; Cleveland, OH; Anchorage, AK; Smyrna, DE; Tuscaloosa, AL; Mobile, AL; New Orleans, LA; Newark, NJ; and New York, NY.

### Miami, Florida

A press conference was held to discuss Jackson Memorial Hospital emergency department HIV testing program, Florida Department of Health's take on HIV testing for the future, along with data and trends concerning HIV counseling and testing in Miami-Dade. The key speakers for this event were Maribel Zayas, J.D., Interim Administrator, Miami-Dade County Health Department; Thomas Liberti, Chief, Bureau of HIV/AIDS, Florida Department of Health; Daniel Gurr, M.D. Associate Medical Director, JMH Emergency Services; William McKeon, Administrator, South Florida AIDS Network (SFAN); Evelyn Ullah, MSW., Director, Office of HIV/AIDS Miami-Dade County Health Department; and Kali Lindsey, NAPWA Capacity Building Program Manager.

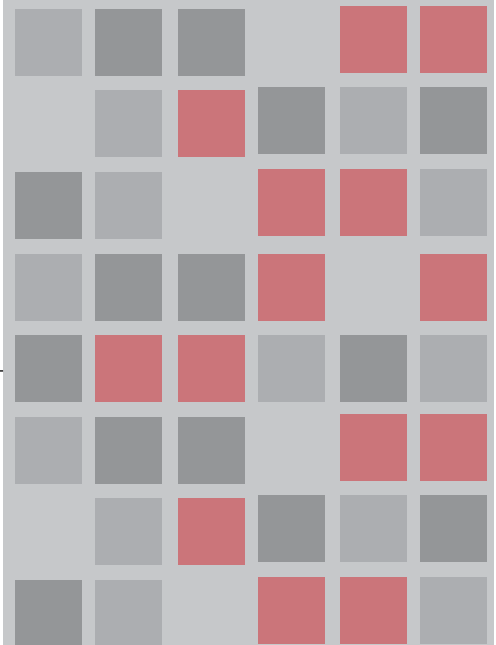
### KEY POINTS

- The state of Florida conducts the most HIV tests annually of all the states in the US, and remains one of the epicenters of the epidemic nationally.
- "I stand before you today to encourage people to empower themselves, to acknowledge the fact that human beings are vulnerable, to make a decision to test for HIV and AIDS and take control of their lives," – Kali Lindsey, NAPWA Capacity Building Program Manager.

### Spotlight on: Atlanta, GA

*Adolph St. Arromand, PAAN Member*

During NHTD 2007, AID Atlanta worked with Morehouse School of Medicine, National AIDS Education & Services for Minorities (NAESM), and AIDS Survival Project to devise a three method approach to reach specific populations that are considered at high risk for HIV and other Sexually Transmitted Infections (STIs). First, they targeted Historically Black Colleges and Universities (HBCUs) to provide a forum where students, faculty and staff at Clark Atlanta University and Morehouse College could access services for HIV tests. Second, given the high rates of HIV and syphilis infection in Atlanta, GA, the collaborating partners provided testing venues on campus as part of their mobilization efforts. Finally, the coalition targeted the general population outside the campus to get tested as well. A total of 358 HIV tests and 86 syphilis tests were conducted at Clark Atlanta University and Morehouse College. AID Atlanta conducted 97 HIV tests and 82 syphilis tests. Two (2) tested positive for syphilis and eight (8) for HIV were indicated. In addition, AID Atlanta personnel made sure that individuals who were tested using the rapid HIV method were personally taken for a blood-draw confirmation at Morehouse School of Medicine. This is an important step to ensure that individuals who test positive are appropriately given access to treatment and care.



### Media

**TV** Channel 46

**Print** *Southern Voice*

*Atlanta Journal Constitution*

*Clayton County News*



## Partner Activities

### Centers for Disease Control & Prevention

CDC Capacity Building Branch is the primary supporter of NAPWA NHTD activities.

Through this support, NAPWA is able to provide its unique CBA and TA services. In addition, the CDC Office of Communications, through its National Prevention Information Network (NPIN), supports NHTD through a variety of mechanisms, including a radio media tour, internet outreach, and the website HIVTest.org.

### Radio Media Tour

This year, 34 interviews aired on 564 stations across the country. The NHTD radio tour reached 39 stations in the top 10; 83 stations in the top 20; 128 stations in the top 30; and 188 stations in the top 50 markets. The total cumulative audience was 19.8 million. The radio media tour included such leaders in the field as: Phill Wilson, Founder and Executive Director of the Black AIDS Institute; and Director of the CDC National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention Dr. Kevin Fenton, and Dr. Ken Dominguez, also of CDC.

### Internet Outreach

A variety of NHTD banner ads were placed on community-specific sites, including blackplanet.com, migente.com, gay.com, and myspace.com. Over ten million impressions resulted from the placement.

### HIVtest.org

HIVtest.org is the central website for NHTD events and ongoing HIV prevention materials between NAPWA, CDC and NPIN. People can: register NHTD events; request NHTD materials; or download materials directly from the site. The website was redesigned this year for enhanced functionality, including updated content and Spanish translation of the entire site. 249 NHTD events were registered across the country, providing easy access to anyone wanting to find their local testing location. 32,280 posters were distributed through HIVtest.org this year.

## Raleigh, North Carolina

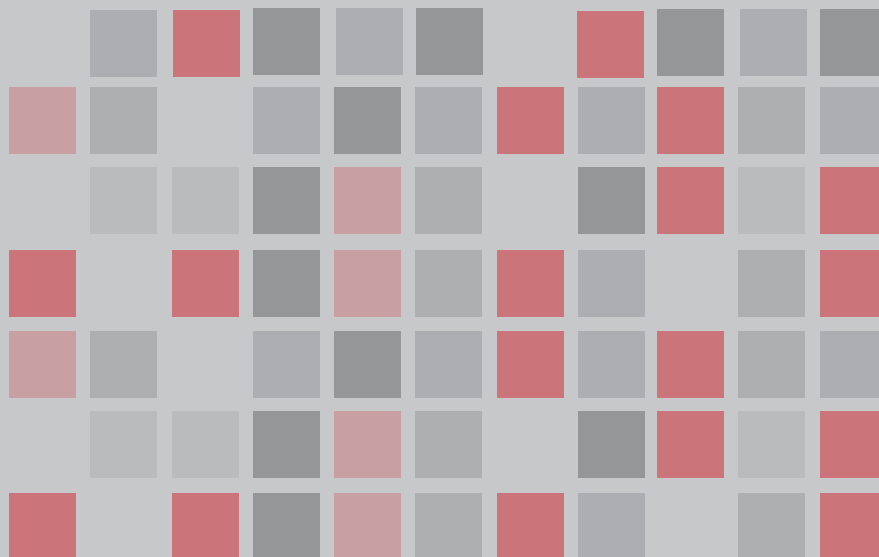
Michael F. Easley, Governor of Raleigh North Carolina hosted the press conference on June 27 and declared that date as the National HIV Testing day. Leah Devin, State Health Director states that "there are an estimated 8,000 North Carolinians living with HIV or AIDS who don't know their status; HIV testing events like those on June 27 are vital in helping people become aware of their status so they get the care they need and prevent the spread of infection to others." Other speakers at the conference were Reverend Dr. William J. Barber II, President of the North Carolina Chapter of NAACP and Pastor of Greenleaf Christian Church Disciples of Christ in Goldsboro; Representative Linda Coleman, Wake County; Evelyn Foust, State AIDS Director and Branch Head for HIV/STD Prevention and Care Branch; Jim Goodmon, President and CEO of Capitol Broadcasting Company, Chairman of the Board of the A.J. Fletcher Foundation and The Fletcher Academy School of Achievement; Representative Ty Harrell, 41<sup>st</sup> District in North Carolina House; Vanessa Johnson, J.D., Deputy Executive Director, NAPWA; Dr. Peter Leone, Medical Director of the HIV/STD Prevention and Care and Associate Professor of Infectious Diseases, UNC-Chapel Hill School of Medicine; and Amina Turner, Executive Director of the North Carolina Chapter of NAACP.

### KEY POINTS

- Like much of the Southern US, North Carolina is rapidly building a strong health service infrastructure to respond to its growing HIV epidemic.
- "We know this partnership [around NHTD] will help infuse the great state of North Carolina with the information and knowledge needed to limit the spread of HIV/AIDS and treat its patients effectively." – Dr. Gary Puckrein, Chairman of the National Minority Quality Forum.
- During NHTD, the honorable Governor Michael Easley issued a proclamation to declare June 27 as National HIV Testing Day in North Carolina.



**From Left to Right:** John Paul Womble, Director of Development for the Alliance of AIDS Services – Carolina and NAPWA Board Member; North Carolina State Representative Ty Harrell, 41<sup>st</sup> District in North Carolina House; and, Vanessa Johnson, Deputy Executive Director, NAPWA



## The Leadership Campaign on AIDS

Within the U.S. Department of Health and Human Services (DHHS), the Office of HIV/AIDS Policy's The Leadership Campaign on AIDS (TLCA) provides support to all of the nine national HIV/AIDS Awareness Days. This work involves a close partnership with the lead community partner(s) for each Awareness Day. As in the past, TLCA collaborated with NAPWA to coordinate planning for NHTD 2007.

As part of Federal activities supporting NHTD, TLCA conducted a national "webinar" with health writers who blog about the epidemic to discuss the importance of testing and NHTD. The interactive session drew on the expertise of Dr. Kevin Fenton (director of the U.S. CDC National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention), Dr. John Agwunobi (the Assistant Secretary for Health) and two physicians who are implementing the CDC's recommendations for routine testing. NAPWA's vital role in originating and building NHTD was described in the conversation. The webinar was hosted on [www.AIDS.gov](http://www.AIDS.gov) (the portal to Federal information on HIV/AIDS prevention, testing, treatment, and research programs, policies, and resources). The webinar was also featured on [www.hhs.gov/aidsawarenessdays](http://www.hhs.gov/aidsawarenessdays) (the national HIV/AIDS Awareness Days site).

TLCA updated the NHTD pages on its Awareness Days website (<http://www.hhs.gov/aidsawarenessdays>) and drove traffic to NAPWA's key NHTD webpages and resources and to [www.HIVtest.org](http://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.

DHHS encourages all its employees to learn about this epidemic, and to understand the recommendations for testing from the CDC. As coordinated by TLCA, key contacts in DHHS' agencies, offices and divisions met regularly by phone 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. These key contacts received copies of the CDC's "Revised Recommendations for HIV testing of Adults, Adolescents and Pregnant Women in Health-Care Settings" for their own continuing education and for use in staff activities and local events.

Staff across the many parts of DHHS planned and implemented a wide range of activities for their colleagues in support of NHTD. These activities included—but were not limited to—on-site testing, educational displays, presentations, and performances during the week of June 25. Building on the encouragement of the Assistant Secretary for Health, senior staff at many offices sent letters or emails to their employees on the importance of NHTD and testing reaching thousands of HHS employees and their families. Many Federal offices also supported local events with a wide range of community partners, for example by providing speakers, informational resources, and red ribbons.

## New York City, New York

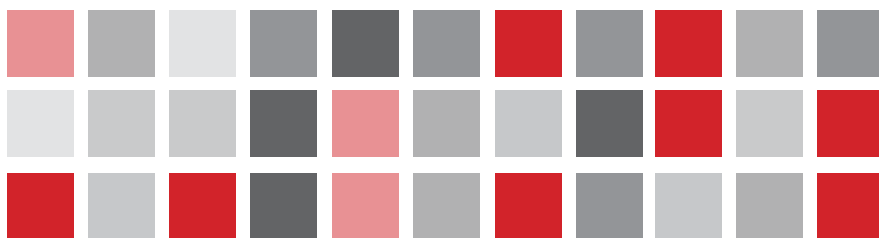
Doug Michels, President and CEO of OraSure Technologies, Inc presided over the opening bell at NASDAQ Marketsite in New York City. He was joined by Frank Oldham, Jr., Executive Director of NAPWA; Dr. Monica Sweeney, Assistant Commissioner, Bureau of HIV/AIDS Prevention and Control, New York City Department of Health and Mental Hygiene; and Pennsylvania State Senator Vincent Hughes.

### KEY POINTS

- The State of New York City has more people infected with HIV than any other state in the country. HIV-positive New Yorkers constitute nearly 20% of US HIV cases.
- This marked the second year that Frank Oldham Jr., Executive Director of NAPWA rang the opening bell at the NASDAQ stock market in honor of NHTD.
- "Education remains one of the most powerful tools in the fight against HIV/AIDS. By working in partnership with OraSure and mayors around the country, we hope to educate thousands nationwide on the need for HIV testing and prevention. We are thankful for the dedication and support of both OraSure and each mayoral office participating in the campaign."  
— Frank Oldham, Jr., NAPWA Executive Director at the NHTD event in NYC.



**From Left to Right:** Frank Oldham, Jr., Executive Director, NAPWA; Debra Frasier-Howe, President of the National Black Leadership Commission on AIDS; Doug Michels, President and CEO of OraSure Technologies, Inc; and Dr. Monica Sweeney, Assistant Commissioner, Bureau of HIV/AIDS Prevention & Control, New York City Department of Health and Mental Hygiene.





The Center for Disease Control & Prevention (CDC) National Prevention Information Network (NPIN) is the U.S. reference, referral, and distribution service for information on HIV/AIDS, sexually transmitted diseases (STDs), and tuberculosis (TB). NPIN produces, collects, catalogs, processes, stocks, and disseminates materials and information on HIV/AIDS, STDs and TB to organizations and people working in those disease fields in international, national, state and local settings.

*CDC and CDC-NPIN were presenting sponsors of National HIV Testing Day this year.*



The people of Gilead across North America, Europe, and Australia have shared a vision of advancing therapeutics for life threatening diseases worldwide. As a leading biopharmaceutical company, we have been fulfilling that vision for more than a decade-discovering, developing and commercializing small molecule therapeutics to advance the care of patients suffering from life-threatening diseases.

*Gilead was presenting sponsor of National HIV Testing Day this year.*



OraSure Technologies develops, manufactures and markets oral fluid specimen collection devices using proprietary oral fluid technologies, diagnostic products including immunoassays and other in vitro diagnostic tests, and other medical devices. These products are sold in the United States as well as internationally to various clinical laboratories, hospitals, clinics, community-based organizations and other public health organizations, distributors, government agencies, physicians' offices, and commercial and industrial entities.

*Orasure was partner with NAPWA on the Mayors Campaign Against HIV.*



Inverness Medical Innovations, Inc. is a major global developer, manufacturer and marketer of advanced, pioneering consumer and professional medical diagnostic products. A leading supplier of consumer pregnancy and fertility/ovulation tests and rapid point-of-care diagnostics, Inverness Medical Innovations is committed to advancing health and creating shareholder value through a continuing flow of innovative new products brought about by our strong investment in R&D and intellectual property. Latest areas of focus are in the application of patented technologies to products in consumer and professional diagnostics, principally in the fields of Cardiology, Women's Health, and Infectious Diseases.

*Inverness was partner with NAPWA on the Governors' HIV Testing Initiative.*



AIDS Project Los Angeles is dedicated to: improving the lives of people affected by HIV disease; reducing the incidence of HIV infection; and advocating for fair and effective HIV-related public policy.

*APLA was collaborating partner on the This Is My Story Initiative launch.*



Comcast was founded in 1963 as a single-system cable operation. Today, we're the country's largest provider of cable services - and one of the world's leading communications companies. We're focused on broadband cable, commerce, and content. We deliver digital services, provide faster Internet and clearer broadband phone service, and develop and deliver innovative programming.



In 1999, the Office of HIV/AIDS Policy launched The Leadership Campaign on AIDS (TLCA). TLCA works with both private sector partners and Federal agencies to support the fight against HIV/AIDS in communities of color. TLCA works with over 30 local and national organizations to find new and creative ways to fight HIV/AIDS. For example, we support media campaigns that have reached over 80 million radio listeners with HIV prevention messages. As part of our commitment to reaching underserved populations, we are working with the National Rural Health Association to restart an AIDS program for hard-hit rural minorities. And our recent work with the U.S. Conference of Catholic Bishops and Nueva Esperanza led to the development of a new national, faith-based Latino AIDS organization.



The National Alliance of State and Territorial AIDS Directors (NASTAD) represents the nation's chief state health agency staff who have programmatic responsibility for administering HIV/AIDS healthcare, prevention, education, and supportive service programs funded by state and federal governments. NASTAD is dedicated to reducing the incidence of HIV/AIDS infection in the U.S. and its territories, providing comprehensive, compassionate, and high-quality care to all persons living with HIV/AIDS, and ensuring responsible public policies. NASTAD provides national leadership to achieve these goals, and to educate about and advocate for the necessary federal funding to achieve them, as well as to promote communication between state and local health departments and HIV/AIDS care and treatment programs. NASTAD supports and encourages the use of applied scientific knowledge and input from affected communities to guide the development of effective policies and programs.

*NASTAD is a founding partner of NHTD.*



Established in 1987, the National Minority AIDS Council (NMAC) is the premiere national organization dedicated to developing leadership within communities of color to address the challenges of HIV/AIDS.



Working with photographers, writers, designers and doctors, our team chronicles the HIV epidemic, both in the States and overseas. We publish POZ magazine eleven times a year POZ.com, *Real Health* magazine, Combocards, and a variety of other health care resources. POZ is published by Smart + Strong, a division of CDM Publishing, LLC