

NATIONAL

BLACK

HIV/AIDS

AWARENESS DAY



National Black Justice Coalition

NBJC.org

FEBRUARY 7

NATIONAL BLACK HIV/AIDS AWARENESS DAY



Community:

This Black History Month follows a significant shift in political leadership that we hope will lead to a renewed focus on ending HIV transmission, increasing support for people living with HIV, and reducing stigma, which will bolster both of those goals. **National Black HIV/AIDS Awareness Day (NBHAAD)**, which will be Friday, February 7, 2021, is an opportunity for Black people (and those who profess to love us) to (re)commit to addressing the disproportionate impact that HIV/AIDS continues to have throughout diverse Black communities. Too often, still, in the year 2021, HIV/AIDS is discussed as, and imagined to be, an epidemic that only impacts members of the LGBTQ+ community. The facts show otherwise.

CONSIDER THIS:

- Black people, as a whole, still account for the highest proportion of Americans who are living with HIV, receiving new HIV diagnoses, and being diagnosed with AIDS each year.
- 1 out of 7 Black people with HIV don't realize they have it.
- The number of HIV diagnoses among Black cisgender women is the highest among cisgender women of all races/ethnicities.
- In 2018, people living in the southern states made up more than half of the new HIV diagnoses nationwide, even though they were only 37% of the U.S. population. Of those regional diagnoses, 53% were among Black southerners, even though Black people were (and still are) only 13% of the nation's population.
- The trend that a larger number of people with HIV are Black combined with the tendency for Black people to have sex with Black partners (true for all races/ethnicities) means that Black Americans face a greater risk of HIV transmission.
- There's hope. In most age categories, cases of HIV seem to be dropping. However, we must do more for our 25-34 years olds, whose cases increased 7% at last count.

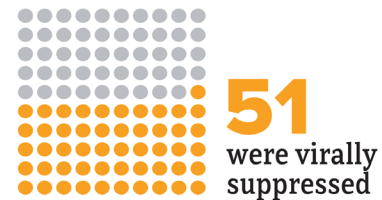
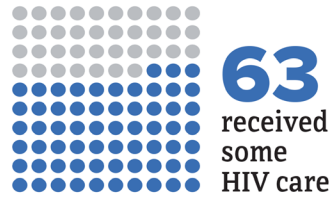
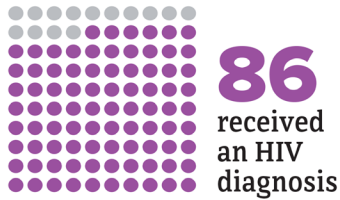
These statistics represent Black people across the community—siblings, parents, and partners. **It's important to remember that people with HIV can thrive, live, and love with support and treatment**, which means we have to eliminate feelings of fear, shame, and judgment (stigma) around HIV. When people are afraid to know (or tell) the truth about their health, they struggle to get care, engage in prevention, receive treatment, and live their full lives. We must advocate for community resources and support one another, so those of us living with the virus can be well and those of us without it can avoid transmission. We hope this toolkit will help you participate in the effort.

In Love and Continued Struggle,

David J. Johns
Executive Director, The National Black Justice Coalition

Blacks/African Americans With HIV

When compared to all people with HIV, Blacks/African Americans have lower viral suppression rates. For **every 100 Blacks/African Americans with HIV in 2018:***



For comparison, for every **100 people overall** with HIV, **86 received an HIV diagnosis**, **65 received some HIV care**, **50 were retained in care**, and **56 were virally suppressed**.

* Includes people with diagnosed or undiagnosed HIV.

www.cdc.gov/hiv | 1-800-CDC-INFO

Get Tested. Get in Care. Stay in Care. Stay Healthy.



Source: CDC. Selected national HIV prevention and care outcomes (slides).
Based on the most recent data available in December 2020.

LET'S STOP HIV TOGETHER!

Here are things that each of us can do to address the negative impact that HIV/AIDS continues to have in Black communities.

KNOW YOUR STATUS

- Find a free testing site and other support through the [HIV prevention services locator](#).

CONNECT TO CARE

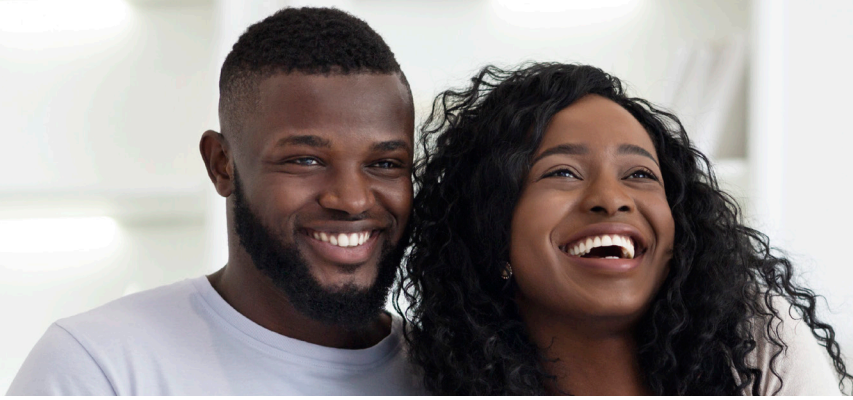
- If you're HIV positive, start HIV treatment, stay in care, & keep the virus under control. Learn more at <https://www.cdc.gov/hiv/basics/livingwithhiv/resources.html>.
- If HIV negative, ensure you're engaging in practices to minimize risk.

DISRUPT STIGMA

- Normalize [talking about HIV and AIDS](#) without fear, shame, or judgment. Personal health includes sexual health and you deserve to be well.

Avoid using stigmatizing language or otherwise preventing conversation about HIV/AIDS and sexual health and wellness. [Learn more here](#).





SPOTLIGHT NBHAAD!

You can do something special to raise awareness, start conversation, and mobilize people to act on February 7th. We've provided some ideas to get you started.

MOCKTAILS & CONVERSATION

Host a virtual event and facilitate a conversation about Black people's sexual health with attention to HIV/AIDS. Not only do we deserve wellness, but we deserve pleasure and intimacy without stigma. Talk about it! **Resources you can use:**

- The [NBJC WordsMatterHIV](#) Toolkit
- The [Let's Stop HIV Together Campaign Resources](#)
- [Facts & Figures from the CDC](#)
- Media:
 - [5 Reasons Why Black People Are More Affected by HIV](#)
 - [David Johns debunks myths on HIV/AIDS](#) on Sister Circle Live
 - [The President Must Prioritize HIV and AIDS](#)

FILM SCREENING - 90 DAYS

- Host a screening and discussion of the film [90 Days](#), which explores a beautiful couple's relationship and their life altering decision after 90 days of dating. This is a film about life, love, and the power of compassion. It also shares important information about HIV in an accessible and hopeful way. Watch the film, then talk about what you've learned and how you feel.

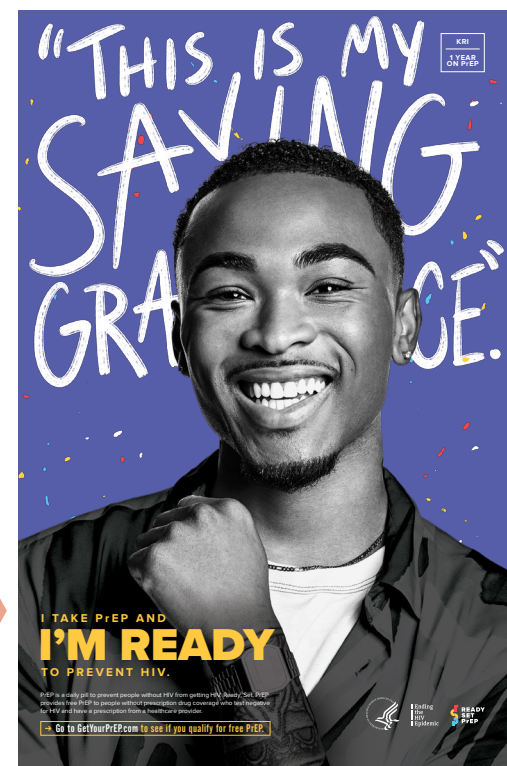
GO LIVE

- Share video and images of you and those you love talking about and taking steps to encourage positive, asset-based conversations about HIV/AIDS in Black communities. Broadcast live from your NBHAAD awareness day event.

WRITE ABOUT IT

- You can raise awareness by writing an OpEd, blog post, or article to promote conversation, action, advocacy, prevention, and treatment in your community. This year's theme for NBHAAD is [I'm Ready](#), which points to the [Ready, Set, PrEP](#) program to end HIV.

Ready, Set, PrEP makes PrEP medication available at **NO COST** for qualifying recipients.



DON'T JUST TALK ABOUT IT, BE ABOUT IT.



Consider how you and those in your network can encourage and support the following important actions to [Stop HIV Together](#).

KNOW YOUR STATUS

Don't wait until you're about to get it poppin' to start talking about HIV and sexual health. To end the HIV epidemic you have to know your status and so does your partner. Get tested for HIV, STIs, and hepatitis regularly (every three to six months). [Find services here](#).



TALK ABOUT HIV

Bring awareness to the importance of testing, transmission, and treatment for HIV by having conversations with friends and family. Here are some tips:

- **Don't force it.** Find the right time and place to have a conversation. Schedule a time to talk or have spontaneous conversations in a setting where you are comfortable and people will be able to listen to what you have to say.
- **Schedule it.** Consider scheduling regular check-ins, or 'talkiversaries.' The key to a healthy relationship is open dialogue. It can be hard to find the right time to bring these things up. If you agree to schedule them in advance, no one has to wonder about the timing of the conversations.
- **Be flexible.** Conversations don't have to be face-to-face. Whether you talk, type, or text, what is important is that you communicate.
- **Use resources.** Use the [NBJC WordsMatterHIV](#) toolkit to support stigma-free conversation and encourage loved ones to stay healthy by taking medicine if they are living with [HIV](#) or are [on PrEP](#).

SUPPORT A CAUSE

Support an organization working to end HIV in diverse Black communities.



USE SOCIAL MEDIA

Feel free to customize the content below. Use the following campaign hashtags so we can find and amplify your messages

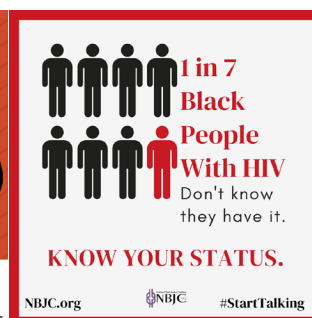
#NBHAAD #ImReady #StartTalkingHIV #PACT4HIV

Sample Social Media Posts

- February 7 is #NBHAAD. Talking about condoms, PrEP, testing, and treatment can help Black gay, bisexual, and same gender loving men live longer, fuller lives. #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- Too many Black people are dying because of HIV/AIDS. We can stop this. Know your status. Get connected to care. Visit www.nbjc.org to find free testing near you. #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- 1 out of 7 Black people with HIV don't realize they have it. If you don't know, you can't get care. If you don't know, you might transmit HIV. Know your status. #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- Stigma, discrimination, and homophobia place Black people at higher risk for HIV. Talk about HIV without shame, judgment, or fear. Support the whole community. #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- For National Black HIV/AIDS Awareness Day on Feb 7, let your loved ones know that we're in this together. Find free, confidential HIV testing near you and get tested together: www.nbjc.org. #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- Start Talking: Together, we can learn to live healthier lives. Personal health includes sexual health. We all deserve pleasure and intimacy without stigma. Talk to your partner about how you will protect each other's health and well-being. Use the NBJC [WordsMatterHIV](#) toolkit for language, resources, and facts. #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- Medications like Pre-exposure prophylaxis (PrEP) and Post-exposure prophylaxis (PEP) exist to reduce the risk of becoming HIV positive or transmitting the virus. Learn about viral suppression. #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- Using PrEP, as part of a holistic health regimen significantly decreases the risk of contracting HIV. Think about PrEP the same way you think about birth control. Anyone at risk of exposure to HIV should discuss PrEP with their medical provider. #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV

[Download graphics and digital assets from the CDC here](#)

[Download NBJC NBHAAD digital assets here](#)



THINGS TO KNOW AND SHARE

START TALKING. STOP HIV.

Together, we can learn to live healthier lives. Personal health includes sexual health. We all deserve pleasure and intimacy without stigma. Talk to your partner about how you will protect each other's health and well-being. Use the [NBHC WordsMatterHIV toolkit](#) for language, resources, and facts.

TAKE ADVANTAGE OF MEDICAL ADVANCEMENTS

Medications such as Pre-exposure prophylaxis (or PrEP) and Post-exposure prophylaxis (or PEP) exist to aid in reducing the risk of becoming HIV positive or transmitting the virus.

- **Pre-Exposure Prophylaxis (PrEP)** is a daily pill that people take to prevent getting HIV from sex or injection drug use. When taken as prescribed, PrEP is highly effective for preventing HIV. [Learn more.](#)
- **Post-Exposure Prophylaxis (PEP)** is medicine taken to prevent HIV after a possible exposure. PEP should be used only in emergency situations and must be started within 72 hours after a recent possible exposure to HIV. [Learn more.](#)
- To obtain PrEP or PEP, contact your healthcare provider, an emergency room, or your local or state Health Department. If eligible, the Gilead Advancing Access® co-pay coupon card may help you save on your co-pays for PrEP and PEP. [Learn more.](#)

SHARE DIGITAL RESOURCES

- [You Should Care About HIV/AIDS Day Because Black People Are Dying and We Don't Have To](#) @TheRoot #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- [Social and network factors \(not risky behavior\) may explain higher HIV transmission rates for black men who have sex with men in the US](#) #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- #GetTested: [Recommendations for HIV Testing of Adults, Adolescents, and Pregnant Women](#) #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- [Here's How You Can #TalkToTheBabies If They Disclose Their HIV Status](#) @theGrio #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- [Black Men Are 16 Times More Likely to Have HIV – But Why?](#) @outmagazine #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- [National Black Justice Coalition on How HIV/AIDS Affects Black Communities](#) #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV
- [How Can You Help Someone Who Has Been Newly Diagnosed with HIV?](#) #NBHAAD #ImReady #StartTalkingHIV #PACT4HIV

Whatever you do in recognition of National Black HIV/AIDS Awareness Day, **DO SOMETHING** to reduce stigma, support testing, or otherwise address the disproportionate impact that HIV/AIDS continues to have on Black communities. We hope that this toolkit serves as a source of both inspiration and support. Thank you in advance for all that you will do.



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