



NATIONAL HIV TESTING DAY

Get tested. Share your story. Use the hashtag. #DoingItMyWay



#DoingIt *My Way*

JUNE 27





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Greetings!

Annually, on June 27th, we observe National HIV Testing Day (NHTD). NHTD is designed to unite communities around the importance of HIV awareness, prevention, testing, and treatment. The National Black Justice Coalition (NBJC) encourages you to get tested because there is power in knowing your status and there are so many different ways to get tested. The simple fact is too many Black people are dying as a result of not knowing their status, and the stigma surrounding HIV does not have to be our reality. This year's NHTD theme is Test You Way. Do It Today. The theme is a call to action, an invitation to get tested for HIV, regularly. You can get tested in a clinic, by your healthcare provider, at a testing event, at home, with a local organization - in whatever way you decide works for you, get tested your way, today! #DoingItMyWay.

At NBJC, we want to ensure that National HIV Testing Day is focused on:

- 1) Celebrating Black people thriving with HIV;
- 2) Disseminating resources dedicated to dismantle stigma and increase HIV awareness, advocacy, testing, treatment and support; and
- 3) Encouraging Black people to get tested regularly (every 3-6 months), know their status, and get linked to care.

This NHTD toolkit is designed to increase your knowledge, disrupt stigma, and promote testing. If you are in the New York Area on Saturday, June 29th we invite you to join us for a recurring HIV Testing Event co-hosted by Angela Yee of Power 105.1, the Breakfast Club, and the Iris House. We will provide free testing services at Juices for Life BK. Additional details will be available via www.nbjc.org and shared across our digital platforms (@NBJCOnTheMove)

It is our hope that you join us for the testing event, share this toolkit, and take pride in playing a key in dismantling stigma, reducing the transmission of HIV, and supporting people thriving with HIV.

In Love and Continued Struggle,

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



NATIONAL HIV TESTING DAY

SAT., JUNE 29TH,
NOON - 5 PM
LOCATION: JUICES FOR LIFE BK,
277 MALCOLM X BLVD, BROOKLYN, NY



Opportunities to Engage

NBJC is honored to continue our partnership with Angela Yee of the Breakfast Club and The Iris House to host a Testing Event.

Saturday, June 29th
Noon - 4PM
2777 Malcolm X Blvd.
Brooklyn, NY.

If you are in the New York Metro area, stop by and support the Testing Day event. If you are not able to attend the event, consider partnering with approved health providers and community-based organizations to host awareness and/or testing event of your own. In addition, consider creative ways to share the following information with those you know and love:

GET TESTED!

- **Know your status.** Knowledge is power and once you know your status you can then work to ensure your holistic wellness.
- **Test for HIV every 3- 6 months.** Encourage those you know and love to get tested and to talk more about HIV and sexual health and wellness more generally.
- **Use the hashtag #NHTD** so we can find and engage with your messages.
- **To find a free testing site in YOUR LOCAL community** use the testing locator at www.nbjc.org. You can also use a **home testing kit**, available in drugstores or online.



STRENGTHEN YOUR KNOWLEDGE

BLACK PEOPLE & HIV

- **1 in 7 Black people/African Americans living with HIV are unaware they have it.**
- **In 2015, nearly 50% of all people living with HIV were Black** (an estimated 468,800 Black people/African American).
- **In 2015, for every 100 Black people/African Americans with HIV:** 60% received some HIV care, 46% were retained in care and 46% were virally suppressed.

BLACK MEN & HIV

- **In 2017, 60% (10,070)** of Black people/African Americans who received an HIV diagnosis were **gay or bisexual men**.
- **From 2011 to 2016, new HIV cases** in Black/African American gay and bisexual men **between the ages of 25 to 34 increased by 40%.**
- **In 2017, of the 16,694 diagnoses** among Black/African Americans, **1,171 diagnoses** were Black/African American Men, **Heterosexual contact**.
- **In 2019, Black/African American transgender men represented 58% of transgender men living with HIV.**



BLACK WOMEN & HIV

- **In 2017, Black/African American women represented 59% of women living with HIV.**
- **In 2017, 91% of heterosexual contact was attributed to new HIV diagnoses in Black/African American women.**
- **In 2019, Black/African American transgender women represented 44% of transgender women living with HIV**

SAMPLE SOCIAL MEDIA CONTENT

Join in the conversation. Leverage digital tools to engage in conversations about and to share information about National HIV Testing Day. Share personal experiences, photos, videos and more with the hashtags: #DoingItMyWay, #NBJCAAdvocacy, #DoingItMyWay, #HIVTestingDay and #ThrivingWithHIV.

DIGITAL CAPTIONS

1. June 27th is National HIV Testing Day. Why is #HIVTesting a health priority for you? #DoingItMyWay #HIVTestingDay
2. June 27 is National #HIVTestingDay. Conversations about prevention, treatment, and support to help us take charge of our health are essential to ending the epidemic in our communities. #NBJCAAdvocacy
3. Knowing your status matters. Find HIV testing centers near you www.nbjc.org #HIVTestingDay
4. #DoingItMyWay
5. We've got you covered for National #HIVTestingDay. Stop by and get tested @Juices for Life BK, New York, June 29th Noon-4PM with @NBJContheMove and @AngelaYee #DoingItMyWay #HIVTestingDay
6. I am embracing taking charge of my health. That's why HIV testing is an important part of my routine #HIVTestingDay #DoingItMyWay
7. It's no secret. Doing it regularly is important for your health. #HIVTestingDay #DoingItMyWay

MESSAGING TALKING POINTS

- Black people are dying as a result of HIV/AIDS, more than any other racial/ethnic group and this does not have to be our reality.
- Black/ African Americans account for a higher proportion of new HIV diagnoses, those living with HIV, and those who have received an AIDS diagnosis, compared to other races/ ethnicities. This is why we must get tested.
- HIV impacts all people, genders, sexual orientations, and social classes.
- People who do not know their status have the highest risk of spreading HIV. To reduce the disproportionate impact of HIV among Black people we must know our status.
- If you are or know someone who is HIV positive, it is important to get into immediate care.



SOCIAL MEDIA ASSETS

The National Black Justice Coalition is dedicated to ensuring that Black people, including LGBTQ/SGL people, receive the proper information, support, and treatment necessary to live happy, healthy and whole. Conversations about prevention, treatment, and support on #NHTD must be focused on supporting the Black community, especially LGBTQ/SGL men and women. We hope the resources within this #NTHD toolkit are helpful to you as you start or continue the conversation about efforts to support HIV advocacy, prevention, treatment and care in the Black community. Please continue to consider the National Black Justice Coalition a resource as you engage in this critically important work.



// Whether you're gay, lesbian, bisexual, transgender, or heterosexual – it doesn't matter in the black community. Everyone has a responsibility to be part of the solution to fight HIV. **//**

– Sharon Lettman Hicks, CEO, National Black Justice Coalition

I'M #DOINGIT
Testing for HIV

Testing is Fast, Free, and Confidential | cdc.gov/DoingIt



Share Your Story

Use #DoingItMyWay to share how or why you get tested for HIV.



#DoingIt *MyWay*

www.cdc.gov/doingit

SOCIAL MEDIA ASSETS



The Real Real

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**National
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TWITTER TOWN HALL

**JUNE 27TH @2PM (EST)
@NBJCONTHEMOVE**

#NHTDTOWNHALL #PACTAHIV
#DOINGITMYWAY #NBJCADVOCACY





**WHEN YOU ASK BOO
HIS STATUS...**

**BUT HE DOESN'T
THINK HIV IS
A THING ANYMORE.**

#DOINGIT

