

JUNE 27

# NATIONAL HIV TESTING DAY



Ending  
the  
HIV  
Epidemic

## What is a rapid HIV self-test kit?



► A kit that contains everything you need to test for HIV.

It allows you to test in the privacy of your own space, on your own time. It's fast and easy. You can get your results in as little as 20 minutes.

*My* **Test**  
*My* **Way**





## NATIONAL HIV TESTING DAY

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

**JUNE 27**



#DoingItMyWay

Greetings!

Annually, on June 27th, we observe National HIV Testing Day (NHTD). NHTD is designed to unite communities and organizations around the importance of HIV testing. It is also a time to focus on HIV awareness, prevention, treatment, and support. The National Black Justice Coalition (NBJC) encourages you to get tested as there is a power in knowing your status. If you are HIV positive, knowing your status can help you get the treatment you need and help you to prevent spreading the virus to others. If you are not HIV positive, you can equip yourself with the information needed to thrive.

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 My Test, My Way. The theme is a call to action, an invitation to get tested for HIV in the way that is most comfortable for you. There are so many ways to get tested! You can get tested in a clinic, by your healthcare provider, at a testing event, at home, or with a local organization. The important thing is that you get tested your way, today! #DoingItMyWay.

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

1. Reducing the rate at which Black people test positive for, and die as a result of HIV.
2. Celebrating Black people thriving with HIV;
3. Disseminating resources dedicated to dismantle stigma and increase HIV awareness, advocacy, testing, treatment and support; and
4. 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. On NHTD, share this toolkit, and take pride in playing a role in dismantling stigma, and reducing the transmission of HIV.

In Love and Continued Struggle,

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





ON YOUR  
TIME.  
IN YOUR  
SPACE.



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## 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.
- **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](http://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 2016, out of the roughly **1.1 million** people living with HIV/AIDS in the US, **476,100 were Black**, making up more than **40%** of people with HIV.
- In 2018, for every **100 Black people**/African Americans with HIV: **63** received some HIV care, **48** were retained in care and **51** 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, HIV was the 6th leading cause of death for Black men age 25-34.**
- In **2018, of the 16,022 new diagnoses** among Black/African Americans, **1,739 (15%)** of diagnoses were Black/ African American men **through Heterosexual contact.**
- **According to a 2021 CDC report, Black/African American transgender men represented 40% of new HIV diagnoses among transgender people in the US.**



## BLACK WOMEN & HIV

- In **2017, Black/African American women represented 59% of women living with HIV.**
- In **2018, 92% of heterosexual contact was attributed to new HIV diagnoses in Black/African American women.**
- In **2017, HIV was the 8th leading cause of death for Black women age 35-44.**
- According to a 2021 report by the CDC, **Black/African American transgender women represented 49% of new HIV diagnoses among transgender people.**

# SAMPLE SOCIAL MEDIA CONTENT

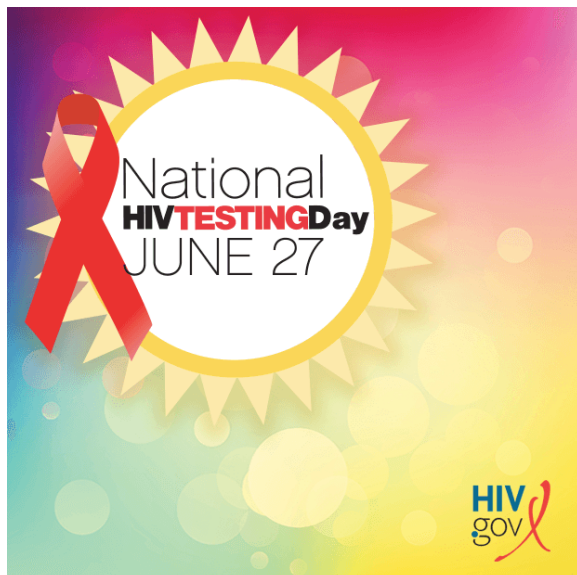
Join in the conversation. Leverage digital tools to engage in conversations about and to share information about National HIV Testing Day. Share personal experiences, photos, videos and more with the hashtags: #DoingItMyWay, #NBJCAAdvocacy and #HIVTestingDay.

## DIGITAL CAPTIONS

- June 27th is National HIV Testing Day. Why is #HIVTesting a health priority for you? #HIVTestingDay #StopHIVTogether
- 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. #NBJCAAdvocacy
- Knowing your status matters. Find HIV testing centers near you [www.nbjc.org](http://www.nbjc.org) #HIVTestingDay #StopHIVTogether
- I am embracing taking charge of my health. That's why HIV testing is an important part of my routine #HIVTestingDay #StopHIVTogether
- It's no secret. Getting tested for HIV regularly is important for your health. #HIVTestingDay #StopHIVTogether

## MESSAGING TALKING POINTS

- Black people are dying as a result of HIV/AIDS, more than any other racial/ethnic group. This does not have to be our reality, but we have to work together to reduce the stigma around HIV in the Black community.
- 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 #NHTD toolkit are helpful to you as you engage in conversations about efforts to support HIV/AIDS 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.



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## SOCIAL MEDIA ASSETS

### KNOW YOUR STATUS

Knowing your HIV status helps you make **decisions to prevent** getting or transmitting HIV.



Find an HIV testing site near you:  
[Locator.HIV.gov](https://locator.hiv.gov)



#StopHIVTogether



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