


National Women and Girls HIV/AIDS Awareness Day



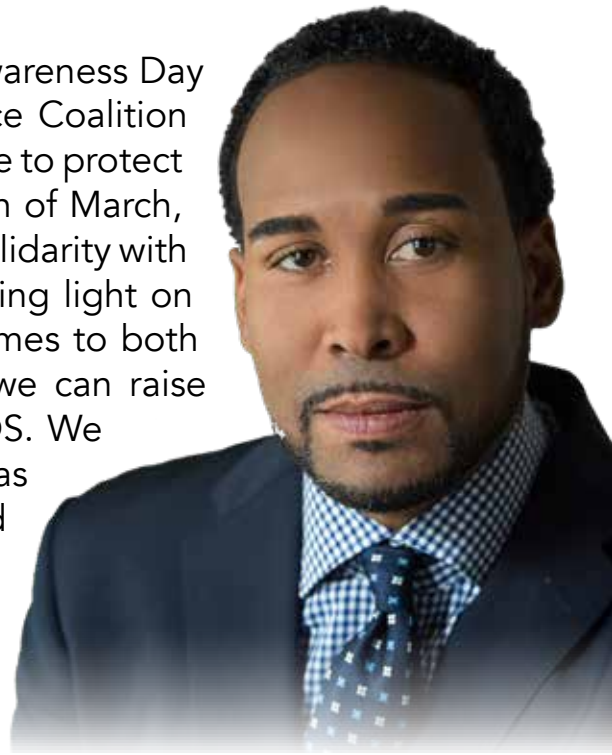
Digital Toolkit





Friends,

As we observe National Women and Girls HIV/AIDS Awareness Day (NWGHAAD) on March 10th, the National Black Justice Coalition (NBJC) wants everyone to make the best choices possible to protect their health. On March 10th, and throughout the month of March, local, state, federal and national organizations unite in solidarity with the women and girls affected by HIV and AIDS, shedding light on the virus' impact (which is disproportionate when it comes to both cisgender and transgender Black women). Together, we can raise awareness and take action in the fight against HIV/AIDS. We hope that this toolkit is useful to you and your networks as you work to eliminate stigma, increase knowledge, and encourage engagement around eliminating the HIV/AIDS epidemic in Black communities while supporting community members living with HIV or AIDS every day. Let's #StopHIVTogether and show the Black women and girls in our lives that we are committed to their health, happiness, and longevity.



In Love and Continued Struggle,

David J. Johns

Executive Director, The National Black Justice Coalition



Talking with competent healthcare providers is one of many first steps to take in ending the HIV/AIDS epidemic in the Black community.

Things to Consider

Since the start of the HIV/AIDS epidemic in the 1980s, we've made tremendous strides in helping people not only survive, but also thrive, while living with HIV/AIDS. Cisgender and transgender women, however, and disproportionately Black women, remain vulnerable to transmission despite medical, scientific, and social advances. It is crucial to recognize that heterosexual contact is the source of 92% of new HIV cases among cisgender Black women and girls.⁴ Annually new HIV cases among Black cisgender women are 13 times that of white cisgender women and four times that of cisgender Latinas.⁵ This issue is worsened by the fact that stigma, stereotypes, and shame prevent Black people from discussing sexuality and sexual health, including HIV prevention, treatment, and support. In addition, discrimination around jobs, education, housing, and healthcare makes accessing accurate, responsive, and timely information and care exceptionally difficult. An estimated 14% of trans women have HIV and 44% of those women are Black.⁶ The COVID-19 pandemic has exacerbated all of this and the consequences to our community have been devastating. We have the power to change that.

NBJC wants you to consider the following:

1. HIV/AIDS impacts all people, not just gay men, and Black women and girls are at a higher risk of HIV/AIDS transmission than women in other racial/ethnic groups.
2. Disproportionate HIV/AIDS susceptibility is due to systemic issues, not people's biology or behaviors.
3. More Black women and girls need to know about medication like PrEP (Pre-Exposure Prophylaxis), which can be lifesaving (learn more below).
4. Having some sexually transmitted infections not only increases one's risk of contracting HIV, they also increase the likelihood by 3 to 5 times that a person positive for HIV will transmit it to sexual partners.
5. A majority of Black women living with HIV/AIDS don't know they are HIV positive. It's important for Black women and girls to discuss their sexual health, to get tested regularly, and to be supported in navigating healthcare.



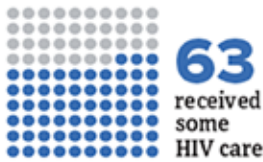
⁴ [HIV and African American People](#)

⁵ [Impact on Racial and Ethnic Minorities](#)

⁶ [Transgender People | Gender | HIV by Group](#)

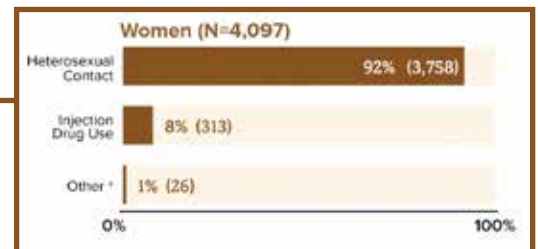
Black Women & HIV

Compared to all people with HIV, Black/African American people have lower viral suppression rates. More work is needed to increase these rates. For **every 100 Black/African American people with HIV in 2018:**

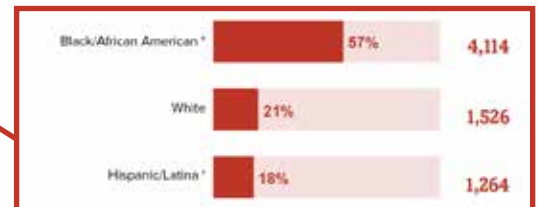


For comparison, for every **100 people overall** with HIV,
65 received some HIV care, **50** were retained in care, and **56** were virally suppressed.

- In 2018, heterosexual contact accounted for 92% of new HIV diagnoses among Black cisgender women.⁴



- In 2018, among all cisgender women who received HIV diagnoses in the US and dependent areas,⁵ 57% were African American, 21% were white, and 18% were Hispanic/Latina. Rates among other racial/ethnic groups were significantly smaller.⁶



- Of cisgender women living with HIV, 1 in 9 do not know they are positive and 1 in 7 HIV positive⁷ Americans are not aware they are living with the virus.⁸



- Women can face unique relational, anatomical, and reproductive risks and challenges related to HIV. Learn more [here](#).
- Among transgender women, the [data](#) show [increased rates](#) of HIV transmission, where other population rates have decreased.

At NBJC, we are dedicated to ensuring that Black women and girls receive the advocacy, information, and support needed to make empowered decisions about their well-being, including their sexual health. Black women and girls are dying because of HIV/AIDS, more than any other racial/ethnic group, and this does not have to be the case. Misogyny, racism, insufficient access to competent and quality healthcare, transphobia, and the other socially constructed barriers get in the way of Black women and girls being happy, healthy, and whole. Conversations about prevention, treatment, and support on #NWGHAAD must focus on supporting Black women and girls taking charge of their health and bodily autonomy.

4 [HIV and African American People](#)

5 The U.S. includes the 50 states, the District of Columbia and the territories of American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, the Republic of Palau, and the US Virgin Islands.

6 [Women | Gender | HIV by Group](#)

7 [Women | Gender | HIV by Group](#)

8 [HIV and African American People](#)

On this National Women and Girls HIV/AIDS Awareness Day, commit to act.





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

WHICH HIV SELF-TEST IS RIGHT FOR YOU?

HIV self-testing allows you to take an HIV test at home or other private location. There are two kinds of HIV self-tests: Rapid and Mail-In. Learn the differences and which may be right for you.

	Rapid Self-Test	Mail-In Self-Test
 Can I order it myself?	●	●
 Can my health care provider order it for me?	●	●
 Is it available at a pharmacy?	●	●
 Can it be ordered online?	●	●

What you are doing to protect your health and that of your partner(s)? Talk about it.

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 you're 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](#).

TALK ABOUT IT.

Here are some tips for having conversations with friends and family about awareness, testing, transmission, and treatment:

- 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 'talkaversaries.' 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.

Celebrate NWGHAAD

You can do something special to raise awareness, start conversation, and mobilize people to act on March 10th. We've provided some ideas to get you started.

Mocktails & Conversation

Host a virtual event and facilitate a conversation about Black women and girls' 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 NWGHAAD materials and resources](#)
- The Black AIDS Institute's resource on [Black Women & HIV](#)
- [Facts & Figures](#) from the CDC
- Media:
 - [National Black HIV/AIDS Awareness Day reminds us of the deep costs of inequality](#)
 - [David Johns debunks myths on HIV/AIDS on Sister Circle Live](#)
 - [The President Must Prioritize HIV and AIDS](#)

Free Condom Day

Host a free condom day, where campus organizations give away a variety of condoms and encourage safer sex practices. Most universities have wellness centers that provide free condoms and other forms of contraception. Consider partnering with them to host an event.

Consider engaging condom brands like [b condom](#) to support these efforts and partnering across campus organizations that represent marginalized communities (i.e. Black Student Union x LGBTQ+ organizations) to create intersectional impact.

Free Testing

Host a free HIV testing event by bringing in a group like Planned Parenthood. Providing buttons, stickers, hats, or shirts can generate enthusiasm and increase HIV awareness. Check out <https://www.poz.com/directory> to find a service provider near you.

On campus, advertise free testing days hosted by school clinics or wellness centers. If none exist, petition your administration and senior leaders to make sure they happen regularly.



Celebrate NWGHAAD

Campus Conversations

Partner with campus community leaders and organizations to produce events that raise awareness, reduce stigma, and encourage testing, prevention, and support. You can host a Q&A session or fireside chat, on campus, or with the campus radio station so students, and members of the campus community can ask questions and learn more about HIV/AIDS.

You can post informative flyers in bathrooms, elevators, and hallways to reduce stigma and increase education or host give-aways where you trade information for gifts/prizes/swag that students covet.

Film Screening - 90 Days

Host a screening and discussion of the film [90 Days](#), which explores a couple's relationship and 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.



Write About It

Contact the media to promote the work of your organization, or your school in increasing HIV prevention, treatment, and support. You can raise awareness by writing an OpEd, blog post, or article to promote conversation, action, advocacy, prevention, and treatment in your community.

Go Social

Record a video or post for Instagram, Facebook or any of the platforms used by your networks. Encourage your communities to share how they have been affected by HIV and HIV stigma using the hashtags #NWGHAAD and #WordsMatterHIV. Be sure to tag and share your article/video with @NBJContheMove so we can help amplify your message.

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 NWGHAAD awareness day event.

Find more ideas here.

Medications & Risks

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 about Black women and PrEP [here](#).
- 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](#).

Pre-exposure prophylaxis (or PrEP) reduces the risk of getting HIV from sex by as much as 90% and those who inject drugs by up to 70%.

Risk of contracting or transmitting HIV increases when you:

- Have unprotected sex with a partner;
- Are unaware of you partner's risk factors;
- Have, or have sex with people who have, sexually transmitted infections (gonorrhea, syphilis, etc.);
- Have multiple sex partners;
- Use injection drugs;
- Have sex or share needles with those who had a blood transfusion between 1978 and 1985;
- Have a history of sexual abuse.

Consider using PrEP as a part of a holistic health regimen, similar to ways people use birth control. Talk to your doctor.



Social Media Resources

Feel free to customize the content below.

Use the hashtags so we can find and amplify your messages!

**#NWGHAAD #NBJCAAdvocacy #StopHIVStigma
#EndHIV #PACT4HIV**

Sample FB posts| Tweets | Instagram captions

1. March 10th is National Women and Girls HIV/ AIDS Awareness Day #NWGHAAD. Conversations about prevention, treatment, and support to help Black Women and Girls take charge of their health are essential to ending the epidemic in Black communities. #NBJCAAdvocacy #PACT4HIV
2. Ending HIV/AIDS starts with awareness and support. The number of diagnoses among Black women and girls decreased 20% in 2016. #NWGHAAD #NBJCAAdvocacy #PACT4HIV
3. Black women and girls are dying as a result of HIV/AIDS, more than any other racial/ethnic group and this does not have to be the reality. Ending the HIV/AIDS epidemic in Black communities begins with each of us doing the work to be more aware and empowered. #NWGHAAD #NBJCAAdvocacy #PACT4HIV
4. Transgender women in the United States are at high risk for HIV, and half of transgender people diagnosed with HIV are Black/African American. #NWGHAAD #NBJCAAdvocacy #PACT4HIV
5. ICYMI: Of all of the women diagnosed with #HIV in 2015, 61% (4,524) were Black. This is due to varying factors such as housing, food security, misogyny, racism, healthcare access, transphobia, and anti-Blackness. #NWGHAAD #NBJCAAdvocacy #PACT4HIV



Messaging Talking Points

- **Black women and girls are dying as a result of HIV/AIDS**, more than any other racial/ethnic group and this does not have to be our reality.
- **HIV impacts all people, genders and sexual orientations.**
- **HIV/AIDS is NOT a “gay disease”** Black heterosexual cisgender women are disproportionately impacted by HIV/AIDS compared to heterosexual cisgender women of other races/ethnicities.
- **Among all cisgender women with diagnosed with HIV in 2015, 61% (4,524) were Black**, 19% (1,431) were white, and 15% (1,131) were Hispanic/Latina. (CDC)
- **Among all women with HIV diagnosed in 2015, 61% (4,524) were Black**, 19% (1,431) were white, and 15% (1,131) were Hispanic/Latina. (CDC)
- **Transgender women in the United States are at high risk for HIV**, and half of transgender people diagnosed with HIV are Black/African American.
- **Blacks/African Americans account for a higher proportion of new HIV diagnoses**, those living with HIV, and those who have ever received an AIDS diagnosis, compared to other races/ethnicities. (CDC)
- To reduce the disproportionate impact of HIV/AIDS among Black women and girls **we must encourage and support advocacy, awareness, prevention, treatment, and support.**



**You can find official CDC
National Women and Girls
HIV/AIDS Awareness Day
social media assets, including:
[Instagram/Facebook Squares HERE](#)**

We at NBJC hope that the resources in this #NWGHAAD toolkit are useful to you as you start or sustain efforts to increase HIV prevention, treatment, and support in Black communities.

We all have a role to play in ending HIV.
Please continue to consider the
[National Black Justice Coalition](https://www.nbjc.org) a resource
as you engage in this critically important work.



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