

Description

Concept – October 15th was established in 2003 as National Latino AIDS Awareness Day (NLAAD) in response to the devastating impact HIV/AIDS has had on Hispanic/Latino communities across the country. It was established to draw attention to the critical role HIV testing and prevention education plays in stemming the spread of HIV/AIDS among Hispanics/Latinos. It is a day during Hispanic heritage month that organizations around the country use to promote and sponsor activities that respond to the state of HIV/AIDS among Latinos in their specific communities.

Local Ownership – Every locality will organize an activity that will address the epidemic in their communities and make the public aware of what must be done to prevent new infections. Additionally, advocating for and ensuring proper care for those who are living with HIV/AIDS is also a major component of awareness activities. Each participating locality is responsible for raising funds needed to sponsor their own activity.

National Planning Committee Participation – All organizations invested in NLAAD commit themselves to organizing local groups and leaders; to be inclusive of all segments of the Hispanic/Latino community; to raise funds for their organized activity; to participate in the National Planning Committee conference calls; and to work with the National Organizer of NLAAD. The National Committee develops tools such as campaign kits and posters, and provides technical and capacity building support to assist in creating a well-planned and well-received event.

- National Latino AIDS Awareness Day (NLAAD) **created in 2003** in response to the devastating impact HIV/AIDS has on Latino communities.

- October 15th is a day during **Hispanic Heritage Month** that NLAAD members around the country use to promote and sponsor activities that respond to the state of HIV/AIDS among Latinos in their specific communities.

- NLAAD is the only **grassroots nationwide campaign** focused on promoting HIV/AIDS as it impacts Hispanic/Latino communities in the U.S.

- NLAAD is a national collective movement and public health marketing campaign aimed at educating and mobilizing Hispanic/Latino communities to increase their knowledge on the impact of HIV/AIDS and health related safe practices.

- Cultural and familiar norms act as obstacles to prevention efforts, thus contributing to high levels of HIV infection.

- NLAAD aims to improve the ability of community organizations, faith communities, and local governments to work together in the coordination of delivering HIV testing and education to Hispanic/Latino communities.

- In the United States, the **HIV/AIDS epidemic has adversely affected Hispanic/Latino communities**.

- Hispanics/Latinos comprise 15.3% of the U.S. population,¹ but account for 24.3% of the new HIV infections in the U.S.²

- Approximately 19% of Hispanics/Latinos within the United States are living with HIV/AIDS³

- NLAAD serves as an organizing mechanism for event planners to network share lessons learned and obtain resources for carrying out events.

- **Improvements in health status** are attributed to raising awareness, promoting HIV testing, disseminating prevention strategies, and connecting Hispanics/Latinos to health care.

- Every participant is given complete ownership in tailoring and implementing NLAAD campaign images and messaging. Events are specifically tailored for their own community.

- NLAAD provides a free toolkit for use in planning and executing local NLAAD activities.

- All resources are **bilingual** (English and Spanish).

- NLAAD provides the opportunity for organizations to showcase their services and publicize their NLAAD activities on the website.

- This year's theme: **United We Can Stop HIV and Prevent AIDS. Unidos Podemos Detener el VIH y Prevenir el SIDA**

- All partner organizations commit themselves to: a) organizing local groups and leaders; b) be inclusive of all segments of the Hispanic/Latino community; c) raise funds for their organized activity; d) participate in the National Planning Committee conference calls; and e) work with the National NLAAD Director.



1. U.S. Census Bureau
2. Centers for Disease Control and Prevention
3. Centers for Disease Control and Prevention