



## NAPWA 2010 National HIV Testing Day Overview

Each year, on June 27, the National Association of People With AIDS (NAPWA), in partnership with the Centers for Disease Control and Prevention (CDC), National Prevention Information Network (NPIN), and other national and local entities across the country organizes National HIV Testing Day. This unique initiative sends the message to those at risk from those already living with HIV that there are powerful reasons for learning one's HIV status.

NAPWA was one of the first AIDS organizations to advocate that people at risk of infection should seek out voluntary HIV counseling and testing. As people living with HIV/AIDS, we knew that knowledge of HIV status was essential to making informed decisions about our lives. We took this one-step further in 1995 by launching the National HIV Testing Day campaign.

National HIV Testing Day was developed in response to the growing number of HIV infections in communities of color and other heavily impacted communities. Today, CDC estimates approximately 250,000 Americans are living with HIV but unaware of their HIV status. NAPWA believes voluntary HIV counseling and testing is a critical first step in taking control and responsibility over one's health. NHTD promotes our message **"Take the Test, Take Control"** to a demographically diverse audience and numerous communities nationwide.

Each year NAPWA distributes more than 125,000 NHTD posters designed to aid local health departments, AIDS service organizations and other testing sites in launching a successful campaign that is sensitive to the communities and populations they serve. The bilingual (English/Spanish) NHTD posters are available on-line as well as in printed form. NHTD collateral includes:

- Bilingual posters that reflect the demographic diversity of people living with and at risk for HIV/AIDS. The posters include logos of NAPWA, our national partners and a space to insert the location and address of a local test site or participating organization;
- Fact Sheets on effective strategies to promote HIV testing campaigns in local communities;
- Fact Sheets on the HIV/AIDS epidemic and the needs of targeted populations including:
  - African Americans
  - Asian/Pacific Islanders
  - Gay, Bisexual and MSM men
  - Latinos/Latinas
  - Native Americans
  - Women
  - Youth

In addition to the campaign kit, NAPWA works with campaign partners to generate national media awareness of Testing Day and the importance of testing include tools such as spokespeople for radio, television and print interviews, distribution of public services announcements, and numerous other methods. The 2009 NHTD media coverage resulted in more than 68.7 million print media impressions.

A successful testing campaign is an important tool that can reach affected populations in a tailored and culturally appropriate manner. The national scope of this campaign combined with locally based message delivery helps to counter the role that denial, fear and stigma still play in preventing people from learning their HIV status and gaining access to necessary care



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and treatment services. Annual data from CDC demonstrates a dramatic increase in the number of HIV tests performed at publicly funded test sites during the week of NHTD. This illustrates the efficacy of NHTD campaign in reaching and motivating populations at risk for HIV/AIDS to ***“Take the Test, Take Control.”***

### **Components of NAPWA’s National HIV Testing Day include:**

#### **1.) Skills Building Institute for HIV Testing and Awareness Day Events and Campaigns and 2010 NHTD Planning Committee:**

To assure communities have the technical skills and resources to present a strong and effective HIV testing campaigns, NAPWA facilitates a comprehensive training to share successful promotional techniques and methodologies our partners can tailor to their unique communities. These forums bring together members of local HIV organizations, leading national experts and a cross section of community leaders to discuss and address existing barriers that keep individuals at high-risk for HIV from being tested. This meeting also provides attendees with training on how to conduct outreach, how to work with the media, and how to promote the goals of the National HIV Testing Day Campaign.

The **Skills Building Institute will take place on 8 – 10 June in Potomac, MD.** at the Bolger Center. This training is an institute to promote NHTD, HIV testing campaign strategies, tools and best practices in preparing for HIV testing campaigns. The U.S. Department of Health and Human Services Office of HIV/AIDS Policy provides partial support for this HIV testing capacity building activity.

The NHTD Planning Committee works in coordination with the DHHS OHAP Communications Department staff and AIDS.gov staff. Specific emphasis is placed on utilization of social marketing tools and new media (Twitter, Facebook, YouTube, Texting, etc.) to potentiate the broadest possible awareness of local HIV testing resources. Additional HIV testing information slated for distribution includes CDC guidelines for routinized HIV testing that will be targeted to HIV testing facilities.

#### **2.) The 6th annual NAPWA-Orasure Technologies Mayors Campaign Against HIV:**

This year approximately 200 Mayors throughout the US are requested to publicly support NHTD by: 1.) hosting HIV testing campaigns in their cities, 2.) conducting press conferences to discuss local HIV testing resources, 3.) issuing proclamations in support on NHTD, 4.) modeling good behavior by receiving an HIV test.

#### **3.) Distribution of 125,000 HIV Testing Posters, Population-specific HIV/AIDS Fact Sheets and other collateral:**

To assure communities have the resources they need to mount an effective HIV testing campaign NAPWA and CDC - NPIN will distribute 125,000 HIV testing posters to local health

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departments, community clinics and other community-based organizations that engage in HIV testing initiatives. Electronic versions of NAPWA's NHTD Posters and population specific Fact Sheets for the 9 different HIV Testing Awareness Days will be distributed to ASOs throughout the country via the NAPWA.org and HIVtest.org websites (Estimated circulation: 250,000).

### **4.) The 4th annual National HIV Testing Day Press Conference held on U.S. Capitol grounds featuring Congressional Members and other prominent luminaries:**

To promote National HIV Testing Day press coverage, U.S. Representative Barbara Lee (D-CA) and NAPWA host a press conference held on U.S. Capitol grounds that features addresses by numerous Congressional Members including U.S. Representative(s) Maxine Waters, Donna Christian-Christensen, Sheila Jackson Lee, and Eleanor Holmes-Norton. Additional luminaries addressing the press include: Mr. Jeff Crowley of the White House Office of National AIDS Policy, Mr. Tedstrom of the Global Business Coalition of HIV/AIDS, Frank Oldham, Jr. of NAPWA and others. This year's event will feature a post-event reception and photo opportunities with the Representatives. Select sponsors will be invited to address the media.

PR and press releases about NHTD, NHTD events, photos and other media will be distributed to targeted media outlets via PR Newswire, NAPWA Press list, Representatives' press lists and participating organizations press lists.

### **5.) Mobile HIV testing for Congressional members and staff conducted near Capitol grounds following the NHTD Press Conference:**

NAPWA and Representative Eleanor Holmes-Norton's staff will coordinate a mobile HIV testing unit stationed near the Capitol and accessible to the U.S. House Office Buildings that will conduct HIV tests immediately after the NHTD Press Conference. The HIV testing event will feature rapid oral HIV tests and be promoted to Congressional members and their staff via the participating Representatives house.gov e-mail listservs.

### **6.) NAPWA promotion of CDC Greater Than AIDS and Get Yourself Tested Week**

NAPWA, as a new partner in the Greater Than AIDS and Get Yourself Tested programs, will work closely with the CDC, Kaiser Family Foundation, Black AIDS Institute and local media to optimize the distribution of NHTD press releases, promotion of video footage and media coverage of Mayors receiving an HIV test, will recognize Greater Than AIDS and Get Yourself Tested as official NHTD events and be included in the NHTD Press Conference..

### **7.) NAPWA / My HIV/ My AIDS Fundraising event in Las Vegas, NV**

NAPWA and My HIV/ My AIDS campaign will present two fundraising events at the Ultra Pool Lounge and Revolution at The Mirage on 26 and 27 June. Additional information to follow.