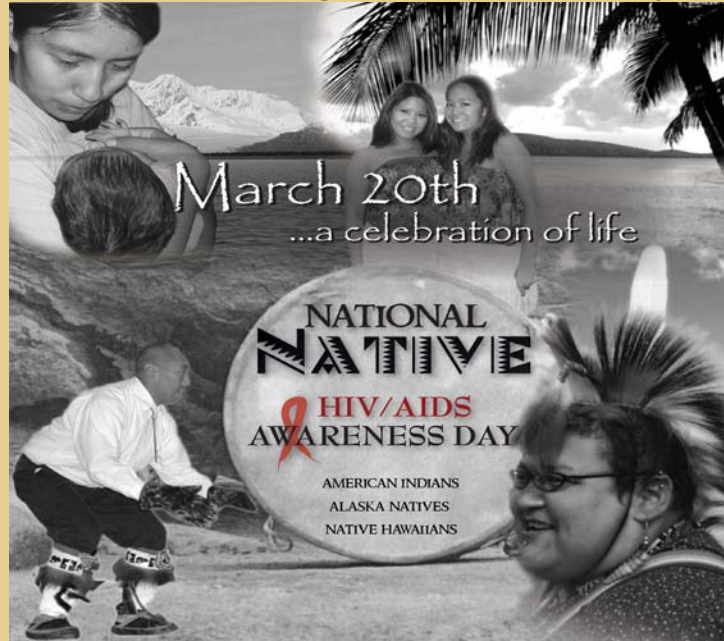


NATIONAL NATIVE HIV/AIDS AWARENESS DAY TOOLKIT

A Guide to Planning Community Activities



A Celebration of Life...

Protecting Our Future, Protecting Our People

For questions, information, and help with planning your local event, please contact the Native Capacity Building Assistance (CBA) Network Agencies:



Center for Applied Studies in American Ethnicity (CASAE)
www.happ.colostate.edu
(800) 642-0273



Inter Tribal Council of Arizona, Inc. (ITCA)
www.itcaonline.com
(602) 258-ITCA



National Native American AIDS Prevention Center (NNAAPC)
www.nnaapc.org
(720) 382-2244

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Please Join the CBA Network Partners for this Important Day!

March 20, 2008 marks the second annual National Native HIV/AIDS Awareness Day (NNHAAD). This day is an opportunity to raise awareness about the impact of HIV/AIDS on Native people.

HIV continues to increase among Native people as it has over the past decade. American Indians and Alaska Natives (AI/AN) had the third highest rate per 100,000 persons (above Whites) of AIDS diagnoses in 2005, despite having the smallest population.

The purpose of this day is to: 1) Encourage Native people to get educated and to learn more about HIV/AIDS and its impact in their community; 2) Work together to encourage HIV counseling and testing options in Native communities; and 3) Help decrease the stigma associated with HIV/AIDS. It will also be a time to reflect on those who have passed and who are infected and affected by HIV/AIDS. It is also a “celebration of life” for all Native people.

Because NNHAAD is a nationwide effort, the Native Capacity Building Assistance Network (Colorado State University’s Center for Applied Studies in American Ethnicity [CASAE], Inter Tribal Council of Arizona, Inc. [ITCA], and National Native American AIDS Prevention Center [NNAAPC]), has made a “Call to Action” for Native people across the United States. This call is to ensure Native communities realize that the epidemic is growing.

Please join us on this important day by organizing events in your local community. You can do this by handing out NNHAAD Save the Date cards at community events and organizations leading up to March 20, 2008; putting up Awareness Day posters in clinics, schools, wellness centers or other community locations; and most importantly by organizing a local activity to raise awareness about HIV/AIDS in your community on the day. Please let your tribal or nation newspaper, radio or other local media know about the Awareness Day and about your local event.



www.nnaapc.org
720-382-2244



www.happ.colostate.edu
800-642-0273



www.itcaonline.com
602-258-4822

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

TOOLKIT OVERVIEW

This Awareness Day Toolkit will help you and your organization prepare for the launching of your local event and help to evaluate the outcomes as well. Please feel free to use any of its contents. Toolkit contents include:

- **PowerPoint Presentation Slides:** to help you and your organization generate local interest in the National Native HIV/AIDS Awareness Day and in HIV prevention. The presentation describes the inception of the Awareness Day, the reasons for the Day, and activities that can be completed for the Day. Please feel free to use the slides and modify the presentation to meet your local community's needs4
- **HIV/AIDS Statistics Fact Sheet:** the latest HIV statistics on America Indians, Alaska Natives, and Native Hawaiians that documents the HIV epidemic among Native communities. Statistics can help with talking points for media and community leaders.....9
- **Awareness Day Activities Sheet:** lists activities that you, your organization, and other Native community members can use to brainstorm ideas. To seek support and technical assistance with these activities contact any of the Native CBA Network Partners listed at the beginning of the Toolkit10
- **An Overview on How to Involve the Media:** covers tips for development of a Media/Social Marketing Plan and examples of Media Events and Goals.....12
- **Media Talking Points:** guidelines and examples to assist with media interactions.....15
- **Press Release:** can be used to announce the Day by releasing it to local newspapers, tribal newspapers, Native and public health listservs and web sites. A press release template is also included to help you and your organization announce your Awareness Day Event.....16
- **30 Second PSA:** can be recorded by you or a youth or prominent community member. By having it played on local radio stations, tribal radio station, or Native and public health web sites it can be used to garner support and awareness of the Day and of the impact of HIV in Native communities.....18
- **National Congress of American Indians Resolution:** this resolution in support of the Day can help you gain support and recognition of the Day with tribal leaders.....19
- **Tribal Resolution Template:** can be utilized to approach your tribal council to pass a resolution in support of National Native HIV/AIDS Awareness Day.....21
- **City Proclamation Template:** can be used to approach your local city council or mayor to sign a proclamation in support of the National Native HIV/AIDS Awareness Day.....22
- **Post-Event Activities:** includes post-event checklist, activities evaluation and photo release form.....23
- **Awareness Day Products:**
 - o Awareness Day Posters
 - o Buttons
 - o Save the Date Cards
 - o Incentive ItemsThe samples can be printed out and used by your organization or ordered directly from the CBA Network Partners listed in beginning of the Toolkit.....26

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PowerPoint Presentation Slides

"Celebration of Life"



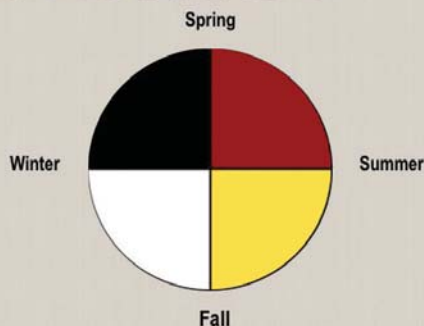
American Indian, Alaska Native, and Native Hawaiian
HIV/AIDS Awareness Day
March 20, 2008

Other honoring dates...

National Black HIV/AIDS Awareness Day	February 7
National Asian & Pacific Islander HIV/AIDS Awareness Day	May 19
National HIV Testing Day	June 27
National Latino AIDS Awareness Day	October 15
World AIDS Day	December 1

2

March 20, 2008 marks the 1st day of Spring, a time of birth and new beginnings. It was chosen because the four seasons are sacred and highly respected in many Native cultures. It is the day in the year that both day and night are at equal lengths, it is a time of complete balance. A time to celebrate life.



3

Alaska

The *nalukatak*, or Spring Whaling Festival, takes place at the end of the whaling season. One purpose of this festival is to win the favor of the spirits of the deceased whales and to ensure the success of future hunting seasons.

4

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PowerPoint Presentation Slides

The Woodland Tribes

Celebrate the Green Corn Ceremony to mark the emergence of the first ears of corn which represent the ideal relationship between humans and the corn plants upon which they depend for their existence.

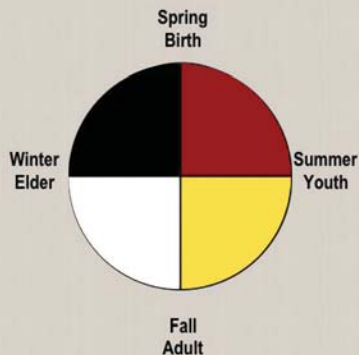
5

Native Hawaiians

The season of Makahiki begins with the first sighting of the rising of the Pleiades in the heavens; it is the time when the sun turns northward, and plants flourish and fish spawn. It is the season to give tribute to Lono, the god of cultivation. The season of Makahiki is a time of peace.

6

The cycle of life is defined by the change in seasons, and ceremonies are held to recognize the passing of one season and the beginning of another.



7

HIV continues to increase among Native people as it has over the past decade to the realization that American Indians and Alaska Natives (AI/AN) had the 3rd highest rate (above Whites) of AIDS diagnoses in 2005 per 100,000, despite having the smallest population.

8

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PowerPoint Presentation Slides

March 20, 2008 “Celebration of Life”

This Awareness Day will challenge Native people to work together, in harmony, to create a greater awareness of the risk of HIV/AIDS to our communities. It will be a time to reflect on those who have passed and who are infected and affected by HIV/AIDS today. It is also a “celebration of life” for all Native people.

9

March 20, 2008 “Celebration of Life”

The Native Capacity Building Assistance (CBA) Network presented a resolution SAC-06-002 to the National Congress of American Indians (NCAI) during the October 2006 session. The resolution was approved for support of the National American Indian, Alaska Native, and Native Hawaiian HIV/AIDS Awareness Day.

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The Awareness Day Will...

- Encourage Native communities to learn more and educate others about HIV/AIDS and its impact
- Work to encourage HIV counseling and testing options in Native communities
- Initiate the staging process of decreasing the stigma associated with HIV/AIDS

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Materials Available

Posters



Fact Sheets



Buttons



12

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PowerPoint Presentation Slides

What Can I do In My Community?

- Plan a Basic HIV 101 Training
- Approach Tribal Council for Support
- Collaborate with Local Tribal Programs
- Fun Run or Walk
- Candlelight Vigil
- Health Fair

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What Else Can I do In My Community?

- Bulletin Board Announcements
- Social Pow Wow
- PSAs on Local Tribal Radio Stations
- Bingo Event
- Mini Wellness Conference
- Basketball/Softball Tournaments

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Resources

Capacity Building Assistance (CBA) Providers

- Center for Applied Studies in American Ethnicity (CASAE)
- Inter Tribal Council of Arizona, Inc. (ITCA)
- National Native American AIDS Prevention Center (NNAAPC)

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Center for Applied Studies in American Ethnicity (CASAE)

Provides CBA for strengthening community access to and use of HIV prevention services, using the highly successful Community Readiness Model to improve the capacity of Native serving organizations in the development of strategies consistent with readiness levels.

For more information, contact CASAE at (800) 642-0273 or visit their website at: www.happ.colostate.edu.

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NATIONAL NATIVE HIV/AIDS AWARENESS DAY

PowerPoint Presentation Slides

Inter Tribal Council of Arizona, Inc. (ITCA)

ITCA's National STD/HIV/AIDS Prevention Program provides tailored CBA to Tribes, Community-based organizations, State health departments, community planning groups (CPGs), tribal health consortia and coalitions, and individual planning group members to achieve and ensure parity, inclusion and representation (PIR) of American Indian/Alaskan Native/Native Hawaiians (AI/AN/NH's) in HIV community planning through orientation, skills building for active participation, leadership development and consensus building.

For more information, contact ITCA at (602) 258-ITCA or visit their website at: www.itcaonline.com.

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National Native American AIDS Prevention Center (NNAAPC)

CBA program provides services in two areas of HIV prevention - organizational development and HIV prevention programming. CBA is provided to organizations with varying degrees of exposure to Native communities and with different levels of familiarity with the CDC's evidence-based HIV interventions. CBA is also provided to health departments and other agencies with Native constituents on culturally competent ways to access and work with Native communities. Capacity-building assistance is provided through one-on-one consultations, site visits, regional trainings, and clearinghouse information.

For more information, contact NNAAPC at (720) 382-2244 or visit their website at www.nnaapc.org.

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Additional Resources

Centers of Disease Control and Prevention (CDC)

www.cdc.gov

National HIV/AIDS Hotline

1(800)232-4636

1(800)344-7432 Spanish

1(800)243-7889 (TTY/TDD)

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NATIONAL NATIVE HIV/AIDS AWARENESS DAY

HIV/AIDS Statistics Fact Sheet American Indians, Alaska Natives, and Native Hawaiians

HIV/AIDS AMONG AMERICAN INDIANS AND ALASKA NATIVES

- From the beginning of the epidemic through 2005, AIDS was diagnosed for an estimated 3,238 American Indians and Alaska Natives (1).
- In 2005, AI/ANs had the 3rd highest HIV/AIDS diagnoses at 10.4 per 100,000 persons, compared with 71.3 for Blacks, 27.8 for Hispanics, 8.8 for Whites and 7.4 for Asians and Pacific Islanders (1).
- In 2005, there were an estimated 2,055 AI/ANs living with HIV/AIDS. The number of AI/AN people living with HIV/AIDS may actually be higher because the estimate only includes HIV data from 33 states (1).

HIV continues to increase among Native people as it has over the past decade, in fact American Indians/Alaska Natives (AI/AN) have the third highest rate per 100,000 persons (1) (above Whites) of AIDS diagnoses, despite having the smallest population (5).

HIV/AIDS STATISTICS COMPARED TO OTHER ETHNIC GROUPS

- Of persons who had received a diagnosis of AIDS during 1997 - 2004, AI/ANs had survived for a shorter time than Asian/Pacific Islanders, Whites, and Hispanics. As of 2005, 67% of AI/AN were alive compared with 66% of Blacks, 74% of Hispanics, 75% of Whites, and 81% of Asian/Pacific Islanders (2).
- Life expectancy for AI/ANs is shorter than that of any other race/ethnicity (2).
- Health professionals are now paying closer attention to HIV infection data in an effort to determine a more comprehensive and accurate picture of the epidemic to enhance and improve prevention and care services. Currently, cumulative reported HIV infection (not AIDS) cases for AI/AN males is 799 and for AI/AN females is 332 (1).

HIV/AIDS AMONG NATIVE HAWAIIANS

- Native Hawaiian data is subsumed in the category "Asian/Pacific Islander." The Office of Management and Budget has mandated a distinct category for Pacific Islanders, but the mandate has not been implemented (3).
- Due to national reporting limitations, the data presented for Native Hawaiians is only for the state of Hawaii. Hawaiian/Part-Hawaiian represents 8.6% of the Hawaii population and account for 11% (302) of the total reported AIDS cases as of June 30, 2005. The proportion of Hawaiian cases has increased from 10.7% before July 1995 to 13.0% during the period from July 2000 - June 2005 (4).

References

1. Centers for Disease Control and Prevention. HIV/AIDS Surveillance Report, 2005 (Vol. 17). Atlanta: US Department of Health and Human Services, CDC; 2007.
2. Centers for Disease Control and Prevention. CDC HIV/AIDS Fact Sheet: HIV/AIDS among American Indians and Alaska Natives. June 2007.
3. Office of Management and Budget. Federal Register Notice: Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity. October 30, 1997. Available at: <http://www.whitehouse.gov/omb/fedreg/1997standards.html>. Accessed February 6, 2007.
4. Hawaii Department of Health. HIV/AIDS Surveillance Semi-Annual Report for Hawaiian/Part-Hawaiian AIDS Cases to June 30, 2005. Hawaii Department of Health, HIV/AIDS Surveillance Program, Honolulu, HI. 2006.
5. Ogunwole S. The American Indian and Alaska Native Population: 2000. Census 2000 Brief. U.S. Census Bureau; 2002.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Awareness Day Activities Sheet

March 20, 2008 ...A CELEBRATION OF LIFE

In Native cultures, the cycle and celebration of life are defined by the change in the seasons, and ceremonies are held to recognize the passing of one season and the beginning of another. Each of the four seasons has special meaning, yet spring in particular represents a time for new beginnings. As March 20th marks the beginning of spring in the Northern Hemisphere, Native community stakeholders from around the nation have selected this day to commemorate the annual National Native (American Indian, Alaska Native, and Native Hawaiian) HIV/AIDS Awareness Day.

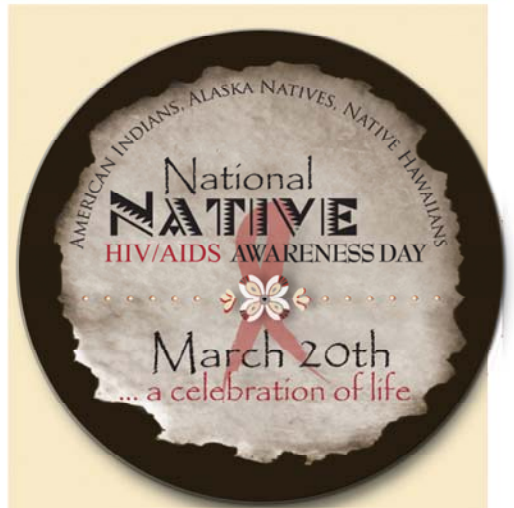
What can you do to recognize the National Native HIV/AIDS Awareness Day?

IN YOUR COMMUNITY

- Hold an education session in a local community center or school. Talk as openly and honestly as possible about HIV/AIDS prevention and treatment, but be sensitive to the people who are present.
- Hold a town hall meeting to discuss what the community needs to know about its own HIV risks.
- Have a luncheon to talk with elders about HIV and other issues affecting the health and well-being of your community - asking for their guidance, ideas, and support.

EDUCATE YOURSELF

- Get tested for HIV! It's important to know your status to protect yourself and others. To locate a testing site near you go to: www.hivtest.org or talk with your health care provider.
- Learn more about HIV/AIDS and its impact on your community. Talk privately with your doctor about HIV.
- Protect yourself against HIV infection. Know the risks associated with sex and drug use. Contact your local AIDS service organization, state and/or local health department and tribal health department for safer sex materials.



- HIV continues to increase among Native people as it has over the past decade, in fact, American Indians and Alaska Natives (AI/AN) have the **third highest** rate per 100,000 (above Whites) of **AIDS** diagnoses, despite having the smallest population.
- The **HIV/AIDS** Awareness Day will challenge Native people to create a greater awareness of the risk of **HIV/AIDS** to our communities; to reflect on those who have passed, and those who are infected and affected by **HIV/AIDS**; to call for increased resources for testing and early detection; and to seek support for increasing our treatment and care options.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Awareness Day Activities Sheet

IN YOUR TRIBE OR URBAN NATIVE COMMUNITY

- Call for a Tribal proclamation to commemorate National Native HIV/AIDS Awareness Day. Acknowledge "Resolution # SAC-06-002" that passed through the National Congress of American Indians 2006 Annual Session in Sacramento, California.
- Call for Tribal recognition that prevention and care of HIV/STIs/HCV are a priority in the community.
- Meet with local AIDS service organizations to learn more about how HIV affects your community; partner with these organizations to hold an awareness raising event that is Native specific.



HELP AND TEACH OTHERS

- Organize a meeting with friends, neighbors, or other concerned community members to discuss health issues related to HIV/AIDS in your community - together, people can make things happen!
- Volunteer at a local HIV/AIDS organization.
- Post fact sheets about HIV/AIDS on bulletin boards and in local newsletters.

BE A FRIEND AND LEADER

- Help someone living with HIV/AIDS by being a friend.
- Talk to your spiritual leaders to gain their support for HIV/AIDS prevention and get them to consider talking about HIV to the community in order to stop the stigma associated with this disease.



How can you get help to organize an Awareness Day activity?

Contact any of the three partners listed below for help with brainstorming and organizing events for the second annual Native American HIV/AIDS Awareness Day on March 20, 2008. Materials can either be downloaded from the websites listed or provided to you by calling the phone numbers.

1. Colorado State University's **Center for Applied Studies in American Ethnicity (CASAE)**: Call (800) 642 - 0273 or visit our website at www.happ.colostate.edu
2. The **Inter Tribal Council of Arizona, Inc. (ITCA)**: Call (602) 258 - ITCA or visit our website at www.itcaonline.com
3. The **National Native American AIDS Prevention Center (NNAAPC)**: Call (720) 382 - 2244 or visit our website at www.nnaapc.org

Created by CASAE, ITCA, and NNAAPC, with funding from the Centers for Disease Control and Prevention.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

An Overview on How to Involve the Media

Tips For Creating A Media/Social Marketing Plan

What is a Media/Social Marketing Plan?

- It is the use of media marketing techniques to create a plan that will help influence your community members to make positive behavior changes for the benefit of the entire community. In this case, to make positive behavior changes around HIV/AIDS.

Why use a Media/Social Marketing Plan?

- Raise Awareness and Educate
- Encourage Testing and Early Detection of HIV/AIDS
- Decrease/Eradicate Stigma
- Increase Community Support for Prevention and Testing

What are your Media/Social Marketing goals?

Example of goals could be:

- Use social marketing strategies to help increase the knowledge of local statistics related to HIV/AIDS, signs and symptoms, treatment options, support and testing resources.
- Increase awareness of HIV/AIDS services that currently exist, how to access them and how to utilize them.
- Reduce stigma associated with HIV/AIDS.
- Educate communities that the health needs of those living with HIV or AIDS are best met through community systems working together.

Who is your audience?

- Educators
- HIV/AIDS Providers
- Social Service Providers
- Tribal Administrators/Community Leaders
- Health Care Professionals
- Families, Individuals
- Community at large
- Specific Subpopulations: youth, gay or Two Spirit population, elders, etc.

Messages:

What message do you want to promote? And to which audience?

- Be clear and concise in your message
- Use a catch phrase that has “remember-ability” or encompasses local culture
- Make certain your message is accurate and any data used are correct and citable – use the fact sheets to compile your data or be sure to get a reliable source to maintain credibility

What are the best modes of communication to reach your audience?

- Email
- Mailed Flyers and Newsletters
- Posters and Print Media
- Tribal Newspapers
- Local Newspapers
- Pamphlets/Brochures
- Awareness Day Gift Items (pencils, pens, key chains, etc.)
- Word of Mouth
- Press Releases or Public Service Announcements (PSA)s
- Television
- Speakers Bureau
- Other_____

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Examples of Media Events and Activities

- Encourage your Indian Education Programs, schools, Native youth groups to sponsor essay, poetry, and/or poster contests on the specific celebration.
- Approach your tribal council or city mayor to sign a resolution or proclamation in support of the National Native HIV/AIDS Awareness Day and announce this proclamation to their constituents.
- Convene a town hall meeting and invite local health care providers, tribal leaders, educators, community and cultural leaders, elders, and the general public to engage in a dialogue about the impact of HIV/AIDS in the community. Invite Native people living with HIV/AIDS to share their personal stories and experiences. Hold a reception for participants immediately following the town hall meeting.
- Highlight the observance of the Awareness Day in your tribal and clinic newsletters and on listservs, bulletin boards, or web pages used by your community members.
- Submit an HIV/AIDS awareness editorial or a letter to the editor to all of your tribal and/or local newspapers. You may want to use or tailor the sample talking points in this Toolkit to address the specific needs within your community.
- Encourage your tribal and/or local radio stations to broadcast PSAs leading up to the Awareness Day in an effort to increase HIV/AIDS awareness. PSA scripts are included in this Toolkit or prerecorded PSAs can be downloaded free from: <http://www.hhs.gov/aidsawarenessdays>.
- Ask your tribal council to send a letter/memorandum to all tribal members about the National Native HIV/AIDS Awareness Day, and to inform them of available HIV services (e.g., HIV testing and/or counseling sites).
- Contact tribal and local newspapers, television, and radio stations and encourage them to develop a story on the impact of HIV/AIDS in your community and/or let them know if your availability to be interviewed.
- Contact your local television, internet/radio stations to participate as a guest on locally produced “morning” shows and/or radio call-in shows.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Examples of Media Social Marketing Plans

<u>Goal</u>	<u>Audience</u>	<u>Display Site</u>	<u>Examples of Activities</u>	<u>Materials Needed</u>
Targeting Individuals				
Raise Awareness and Increase Interest in HIV/AIDS	Youth, Adults, Elders	Community Centers, Newspapers, Internet, Radio Stations	Health Fair	Press Releases, Fliers, Brochures, Posters, Incentives
Targeting Groups				
Promote Testing for HIV/AIDS	Basketball Teams, High School Students	Health Clinics, Hospitals, Newspapers, High Schools, Youth Groups, Indian Education	Testing Day, Basketball Tournaments	Fact Sheets, Videos, Pamphlets, Fliers
Targeting the Community				
Promote National Native HIV/AIDS Awareness Day	Youths, Adults, Elders, and Health Care Professions, Educators	Radio Stations	Run PSA about NNHAAD	Supportive and Knowledgeable People
Targeting Beyond the Community				
Raise Awareness and Increase Interest in HIV/AIDS	Virtually Unlimited Audience	Web Sites	Fliers, Build a Web Page Dedicated to Awareness Day, Links to HIV Resources	Internet, Web Sites

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Development and Examples of Media Talking Points

The HIV and AIDS epidemic in Native communities is a complex issue that is difficult to convey in a few short sentences but when involving the media it is important that we convey our key messages concisely. These are the key messages that you should include when you pitch reporters and when your spokesperson gets interviewed.

One way to think about defining your key messages is to take your issue and write talking points (a few short sentences) on:

- What is the **problem** (what's your frame of reference, what's the impact)?
- What is the **solution**?
- What is the **action** you are asking people to take?

Sample Media Talking Points for National Native HIV/AIDS Awareness Day

Problem: HIV and AIDS are growing fast among American Indian, Alaska Native, and Native Hawaiian people. Though we have the smallest racial/ethnic population, we have the third highest rate per 100,000 persons (above Whites) of AIDS diagnoses. Few Native communities are aware of the magnitude of the HIV and AIDS threat to our communities.

Solution: The National Native HIV/AIDS Awareness Day is held on the first day of Spring, March 20, 2008. It is a time for American Indian, Alaska Native, and Native Hawaiian communities and allies to raise awareness to the devastating effects HIV and AIDS have had on Native communities.

Action: Please join the combined effort of Native communities and allies across the nation to raise awareness around HIV and AIDS by helping to:

- Get an HIV test and learn your HIV status OR
- Learn more about HIV/AIDS and how to protect yourself and your community OR
- Organize a National Native HIV/AIDS Awareness Day event to raise awareness in your community

Any of the three actions or a combination of these three actions could be used in your Media Talking Points. However, keep in mind that it is important to keep the action message short and simple.

Create your own Media Talking Points:

Problem:

Solution:

Action:

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Press Release

By sending a media advisory to local media outlets (newspapers, radio stations, or TV stations) you are alerting them to an important event on which they should report. This advisory lets them know the who, what, when, where and why of your event, and if they are alerted early enough, it will allow them to assign someone to attend your event and write an article or story for their audience.

You should send the media advisory to arrive 5-15 days in advance of your event. Some agencies send advisories out 30 days in advance. Follow-up with a phone call the day before the event to encourage them to cover it and answer any questions they have.

When you call, be ready with information about your event. Tell them how important your event is to the community, what you hope to accomplish, how many people you hope to reach and how their agency can play a vital role in making sure the community hears your message.

Template

For Immediate Release
[Insert date of release]

Contact: [contact person's name]
Phone: [contact person's phone]
Fax: [contact person's fax]

Media Advisory

"[insert name of community] Observes National Native HIV/AIDS Awareness Day"

March 20, 2008 marks the second annual National Native HIV/AIDS Awareness Day, which is being observed across Indian Country.

Who and What: The [insert name of Tribe, program, etc.] will hold [insert name of event] to acknowledge the impact of HIV/AIDS in Native communities.

When and Where: The [insert name of event] will be held [insert location] at [insert time] on March 20, 2008.

Why: Explain why this is an important issue and an important event for your community.

For more information or to schedule an interview, please contact [insert name of contact person] at [insert phone number].

End press release with the marks: ###. This lets the journalists know the release has ended. If your release jumps to the next page, write "more" at the bottom and center it. At the top of the corner of the next page, write "Page 2" and provide a subject reference.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Example of Press Release

NEWS RELEASE

For Immediate Release

NATIONAL NATIVE HIV/AIDS AWARENESS DAY OBSERVED MARCH 20, 2008 Native Communities Nationwide Hold Events to Raise Awareness

March 20, 2008 marks the second annual observance of the National Native HIV/AIDS Awareness Day (NNHAAD), targeting American Indian, Alaska Native and Native Hawaiians. This national mobilization effort is designed to encourage Native people across the United States and Territorial Areas to get educated, get tested, get involved in prevention and get treated for HIV/AIDS, because unfortunately, in Native communities, it continues to rise. While American Indians, Alaska Natives and Native Hawaiians represent approximately 1.2 percent of the U.S. population, they historically suffer higher rates of health disparities, including HIV/AIDS. Alaska Natives and American Indians (AI/AN) had the third highest rate per 100,000 persons (above Whites) of AIDS diagnoses in 2005, despite having the smallest population. Special events such as free HIV/AIDS testing, talking circles, Pow Wows, Walks, town hall meetings and memorial services will be held throughout the country.

Native communities selected the first day of Spring to commemorate National Native HIV/AIDS Awareness Day because it marks a time of renewal. Spring represents a time of equality and balance. It is a time when day and night are at equal lengths. It is a time of profound change and new beginnings.

Because NNHAAD is a nationwide effort, the Native Capacity Building Assistance Network (Colorado State University's Center for Applied Studies in American Ethnicity [CASAE], Inter Tribal Council of Arizona, Inc. [ITCA], and National Native American AIDS Prevention Center [NNAAPC]) have made a "Call to Action" for Native people across the United States to ensure that Native communities realize that the epidemic is not slowing; but increasing in certain parts of the country. This rise may be linked to the rise in methamphetamine use, an issue of great concern to Native people. NNHAAD is grateful to have community leaders lend their name, voice and time to serve as spokespeople for this important day.

For more information on products such as posters, buttons, and save the date cards, please visit the web sites of the Native CBA Network: CASAE at www.happ.colostate.edu; ITCA at www.itcaonline.com; NNAAPC at www.nnaapc.org.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Television or Radio Public Service Announcement

30-Second PSA Script

Sponsor: _____

Topic: 2nd National Native HIV/AIDS Awareness Day, *March 20, 2008*

Length: 30 seconds

DO YOU KNOW WHAT MARCH 20TH IS? IT'S THE FIRST DAY OF SPRING – AND TO MANY NATIVE PEOPLE, A TIME OF EQUALITY AND BALANCE. IT ALSO MARKS THE SECOND NATIONAL NATIVE HIV/AIDS AWARENESS DAY. AS AMERICAN INDIANS, ALASKA NATIVES AND NATIVE HAWAIIANS, OUR NUMBERS OF HIV INFECTIONS AND AIDS CASES ARE STEADILY AND RAPIDLY GROWING! BE INFORMED! EVERYONE IS AT RISK – WOMEN, MEN AND YOUNG PEOPLE – ESPECIALLY THOSE IN THEIR TEENS AND 20s. PROTECT OUR FUTURE, PROTECT OUR PEOPLE, GET EDUCATED AND TAKE THE TEST. TO LEARN MORE VISIT WWW.HHS.GOV/AIDSARENESSDAYS. FOR MORE INFORMATION ABOUT HIV/AIDS CALL THE NATIONAL HIV/AIDS HOTLINE: 1-800-CDC-INFO or CONTACT YOUR LOCAL HEALTH AGENCY.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

National Congress of American Indians Resolution



NATIONAL CONGRESS OF AMERICAN INDIANS

The National Congress of American Indians Resolution #SAC-06-002

TITLE: Support the National American Indian, Alaska Native, and Native Hawaiian HIV/AIDS Awareness Day held on March 21, 2007

EXECUTIVE COMMITTEE

PRESIDENT

Joe A. Garcia
Ohkay Owingeh
(Pueblo of San Juan)

FIRST VICE-PRESIDENT

Jefferson Keel
Chickasaw Nation

RECORDING SECRETARY

Juana Majel
Pauma-Yuima Band of Mission Indians

TREASURER

W. Ron Allen
Jamestown S'Klallam Tribe

REGIONAL VICE-PRESIDENTS

ALASKA

Mike Williams
Yupiaq

EASTERN OKLAHOMA

Joe Grayson, Jr.
Cherokee Nation

GREAT PLAINS

Mark Allen
Flandreau Santee Sioux

MIDWEST

Robert Chicks
Stockbridge-Munsee

NORTHEAST

Randy Noka
Narragansett

NORTHWEST

Ernie Stensgar
Coeur d'Alene Tribe

PACIFIC

Cheryl Seidner
Wiyot

ROCKY MOUNTAIN

Raymond Parker
Chippewa-Cree Business Committee

SOUTHEAST

Leon Jacobs
Lumbee Tribe

SOUTHERN PLAINS

Steve Johnson
Absentee Shawnee

SOUTHWEST

Manuel Heart
Ute Mountain Ute Tribe

WESTERN

Kathleen Kitcheyan
San Carlos Apache

EXECUTIVE DIRECTOR

Jacqueline Johnson
Tlingit

NCAI HEADQUARTERS

1301 Connecticut Avenue, NW
Suite 200
Washington, DC 20036
202.466.7767
202.466.7797 fax
www.ncai.org

WHEREAS, we, the members of the National Congress of American Indians of the United States, invoking the divine blessing of the Creator upon our efforts and purposes, in order to preserve for ourselves and our descendants the inherent sovereign rights of our Indian nations, rights secured under Indian treaties and agreements with the United States, and all other rights and benefits to which we are entitled under the laws and Constitution of the United States, to enlighten the public toward a better understanding of the Indian people, to preserve Indian cultural values, and otherwise promote the health, safety and welfare of the Indian people, do hereby establish and submit the following resolution; and

WHEREAS, the National Congress of American Indians (NCAI) was established in 1944 and is the oldest and largest national organization of American Indian and Alaska Native tribal governments; and

WHEREAS, American Indians and Alaska Natives have long experienced lower health status when compared with other Americans that includes a lower life expectancy and higher disease occurrence than other racial/ethnic groups due to inadequate education, disproportionate poverty, discrimination in the delivery of health services, and access to adequate and quality health; and

WHEREAS, the spread of HIV/AIDS virus among American Indians, Alaska Natives, and Native Hawaiians poses a significant risk to the public health and well-being of these communities; and

WHEREAS, American Indians/Alaska Natives had the 3rd highest rate of AIDS diagnoses in 2004, despite having the smallest population; and

WHEREAS, through June 2004 the cumulative reported AIDS cases for American Indians/Alaska Natives was 3,084 and reported cases for HIV infection (not AIDS) was 1068; and

WHEREAS, data presented for Hawaiian/Part Hawaiian represent 8.6% of the Hawaii population and account for 11% (302) of the total reported AIDS cases as of June 30, 2005 and the proportion of Hawaiian cases has increased from 10.7% before July 1995 to 13% during the period from July 2000 – June 2005; and

WHEREAS, from 2000 through 2004, the estimated number of deaths among persons with AIDS decreased among whites, blacks, and Asian/Pacific Islanders but increased among American Indians/Alaska Natives; and

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

National Congress of American Indians Resolution

NCAI 2006 Annual Session

Resolution SAC-06-002

WHEREAS, American Indians and Alaska Natives constitute less than 1% of the total HIV/AIDS cases causing the disproportionate impact of this disease to garner national attention and public health effort; and

WHEREAS, the abovementioned rates and statistics are held suspect and are believed to be much higher than the true rates of infection and death which are underreported due to lack of access to medical diagnosis, misclassification, and/or poor reporting; and

WHEREAS, there is potential for a great increase of HIV/AIDS in American Indian, Alaska Native, and Native Hawaiian communities, as evidenced by several co-risk factors such as high rates of sexually transmitted disease in our communities (i.e. gonorrhea, syphilis, and Chlamydia), poverty, social stigma (i.e. discrimination, racism, homophobia), high substance abuse rates; and

WHEREAS, the status of HIV/AIDS epidemic among American Indian and Alaska Native people is a public health crisis that requires a focused national effort to bring attention to the prevention needs of American Indian people and to raise the awareness of the American public, the Administration, the Congress, and public health agencies of this issue.

NOW THEREFORE BE IT RESOLVED, that the NCAI does hereby support the National American Indian, Alaska Native, and Native Hawaiian HIV/AIDS Awareness Day in its efforts to bring tribal and national awareness of HIV/AIDS among Native peoples to prevent its spread and to encourage HIV/AIDS testing; and

BE IT FURTHER RESOLVED, that the NCAI encourages all Native, as well as national and regional Native organizations to work together to develop strategies and commit the necessary resources to bring this effort to fruition; and

BE IT FINALLY RESOLVED, that this resolution shall be the policy of NCAI until it is withdrawn or modified by subsequent resolution.

CERTIFICATION

The foregoing resolution was adopted by the General Assembly at the 2006 63rd Annual Session of the National Congress of American Indians, held at the Sacramento Convention Center in Sacramento, California on October 1-6, 2006, with a quorum present.



President

ATTEST:



Recording Secretary

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Tribal Resolution Template

Resolution to Support
National Native HIV/AIDS Awareness Day
A Celebration of Life
March 20, 2008

WHEREAS, American Indians and Alaska Natives have experienced a long history of a lower health status when compared with other Americans that includes a lower life expectancy and higher disease occurrence than other racial/ethnic groups due to inadequate health education, disproportionate poverty, discrimination in the delivery of health care services and access to quality health care; and

WHEREAS, the spread of HIV/AIDS virus among American Indians, Alaska Natives and Native Hawaiians poses a significant risk to the public health and well-being of these communities, who have the third highest rate per 100,000 persons of AIDS diagnoses in 2005 of all racial/ethnic groups despite having the smallest population; and

WHEREAS, of all persons who had received a diagnosis of AIDS during 1997 – 2004, American Indians and Alaska Natives had survived for a shorter time than Asian/Pacific Islanders, Whites, and Hispanics while in the state of Hawaii Native Hawaiians represent 8.6% of the population yet account for 11% of the AIDS cases; and

WHEREAS, the above mentioned rates and statistics are held suspect and are believed to be much higher than the current rates of infection and death which are under reported due to lack of access to medical diagnosis, misclassification, and/or overall poor reporting; and

WHEREAS, there is potential for a great increase of HIV/AIDS in American Indians, Alaska Natives and Native Hawaiian communities, as evidenced by several co-risk factors such as high rates of sexually transmitted disease in their communities, poverty, social stigma, high substance abuse rates; and

WHEREAS, the status of HIV/AIDS epidemic among American Indians, Alaska Natives and Native Hawaiian people is a public health crisis that requires a focused national effort as well as tribal effort to bring attention to the prevention needs of Indigenous people and to raise awareness of the American public, the Administration, the Congress, and public health agencies on this issue.

NOW THEREFORE BE IT RESOLVED, the _____ Tribal Council supports March 20, 2008 as the National Native HIV/AIDS Awareness Day.

Executed the _____ day of _____, 20____, in regular session of the _____ Tribal Council by a vote of ____ yes ____ no, and _____ abstained.

Signed _____
President/Chairperson of Tribal Council

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

City Proclamation Template

Proclamation
Supporting the National Native HIV/AIDS Awareness Day
March 20, 2008

WHEREAS, we, the _____ do hereby establish and submit the following proclamation; and

WHEREAS, American Indians and Alaska Natives have experienced a long history of a lower health status when compared with other Americans that includes a lower life expectancy and higher disease occurrence than other racial/ethnic groups due to inadequate health education, disproportionate poverty, discrimination in the delivery of health care services and access to quality health care; and

WHEREAS, the spread of HIV/AIDS virus among American Indians, Alaska Natives and Native Hawaiians poses a significant risk to the public health and well-being of these communities, who have the third highest rate per 100,000 persons of AIDS diagnoses in 2005 of all racial/ethnic groups despite having the smallest population; and

WHEREAS, of all persons who had received a diagnosis of AIDS during 1997 – 2004, American Indians and Alaska Natives had survived for a shorter time than Asian/Pacific Islanders, Whites, and Hispanics while in the state of Hawaii Native Hawaiians represent 8.6% of the population yet account for 11% of the AIDS cases; and

WHEREAS, the above mentioned rates and statistics are held suspect and are believed to be much higher than the current rates of infection and death which are under reported due to lack of access to medical diagnosis, misclassification, and/or overall poor reporting; and

WHEREAS, there is potential for a great increase of HIV/AIDS in American Indians, Alaska Natives and Native Hawaiian communities, as evidenced by several co-risk factors such as high rates of sexually transmitted disease in their communities, poverty, social stigma, high substance abuse rates; and

WHEREAS, the status of HIV/AIDS epidemic among American Indians, Alaska Natives and Native Hawaiian people is a public health crisis that requires a focused national effort as well as tribal effort to bring attention to the prevention needs of Indigenous people and to raise awareness of the American public, the Administration, the Congress, and public health agencies on this issue.

NOW THEREFORE, I _____, MAYOR of the City of _____ do hereby proclaim the people support March 20th 2008 as the National Native HIV/AIDS Awareness Day. I call upon the people of this city to observe this day with appropriate programs and activities.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Post-Event Activities

- Fill out the Activities Evaluation included at the end of the Toolkit and send it to any of the CBA Network Partners listed at the end of this Toolkit.
- Prepare news releases to send to any media outlets that did not cover your event. Include any photos of the event. See example of photo release form (page 25) to obtain appropriate permission.
- Send thank you letters to leaders, community organizations, media outlets, speakers or others who contributed to or participated in your event.
- Ask the media for copies of the coverage of your event.
- Keep track of the leadership, media, community organizations and others that were invited so you can follow-up for next year's activities.

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Activities Evaluation

The Native Capacity Building Assistance Network greatly appreciates the work you did to organize your community for the National Native HIV/AIDS Awareness Day. Please take a moment to let us know about your activities on this important day.

1. Tribe or Organization Name:
2. Contact Information:
3. What activity or activities did you organize in your community? Please provide a brief description of your event.
4. How many people attended your event?
5. If HIV testing occurred, how many individuals received HIV counseling and testing services?
6. Did any media cover your event? If so, please provide an extra copy of the coverage for our Awareness Day files.
7. Do you have any photos of your event? If so, please provide an extra copy of the photos that we could have for our Awareness Day files. If you would like us to use your photos on any web sites or future materials, please provide a signed photo release.
8. Would you like to hold a similar event to observe Awareness Day next year?
9. What could the Native Capacity Building Assistance Network do to better assist you with planning your Awareness Day event next year?

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

Photo Release Form

I, (name) _____ hereby grant permission to the *Native Capacity Building Assistance Network* (Colorado State University's Center for Applied Studies in American Ethnicity, Inter Tribal Council of Arizona, Inc., and National Native American AIDS Prevention Center) the right to use and reproduce all photographs taken of me for National Native HIV/AIDS Awareness Day educational, publication, or marketing purposes without further compensation and consenting that all this material shall be solely and completely the property of Native Capacity Building Assistance Network.

I also acknowledge that *Native Capacity Building Assistance Network* may choose not to use my photo at this time, but may do so at its own discretion at a later date.

A. For individuals eighteen (18) years of age and over:

I hereby certify that I am 18 years of age or over, and I have read the contents of the above release, I give this consent voluntarily and I understand and agree to be bound by its consents.

Signature

Witness

Print Name

Print Name

Date

Date

B. To be signed by parent or legal guardian of individuals under age of eighteen (18).

I am the parent or legal guardian of the individual named _____ to which this form applies and for whom I am giving this consent. I have legal authority to represent and bind the individual named.

I have read the contents of the above release, I give this consent voluntarily on behalf of the individual named and I understand and agree to be bound by its consents.

Signature

Witness

Print Name

Print Name

Date

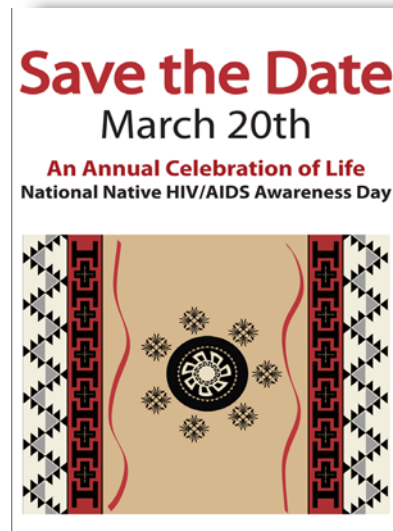
Date

NATIONAL NATIVE HIV/AIDS AWARENESS DAY

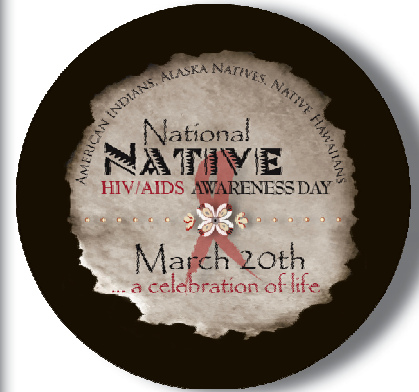
Awareness Day Products



Posters



Save the Date Cards



Buttons

...and more Incentive Items!

To order items in the Toolkit, to get assistance with your Awareness Day event, or to send in your Awareness Day event evaluation please contact the agencies below:

Center for Applied Studies in American Ethnicity (CASAE)
at (800) 642-0273 or visit their web site at www.happ.colostate.edu
357 SE Aylesworth Hall
Fort Collins, CO 80523-1790

Inter Tribal Council of Arizona, Inc. (ITCA)
at (602) 258-ITCA or visit their web site at www.itcaonline.com
2214 North Central Avenue, Suite 100
Phoenix, AZ 85004

National Native American AIDS Prevention Center (NNAAPC)
at (720) 382-2244 or visit their web site at www.nnaapc.org
720 S. Colorado Blvd., Suite 650-S
Denver, CO 80246

Department of Health and Human Services, Office of Minority Health
HIV/AIDS Awareness Days at (800)-444-6472 or visit their web site at
<http://www.hhs.gov/aidsawarenessdays/index.html>

Department of Health and Human Services, Indian Health Services
HIV/AIDS Program at (301)-443-1289 or visit their web site at
<http://www.ihs.gov/MedicalPrograms/HIVAIDS/>