

National Planning Committee

There will be a National Planning Committee for the National Caribbean Health/AIDS Awareness Day. Planning Committee participants will be convened by the Caribbean People International Collective Inc, and Caribbean organizations in different cities that agree to serve as the primary organizers for the National Day in their communities. Every local organization designated to lead this day must commit to organizing local groups and leaders; must be inclusive of all segments of the Caribbean community; provide a primary leadership role; be seen as a credible voice within their community; be able to raise funds for their organized activity; participate in the Caribbean National Planning Committee conference calls and work with the National Organizer Caribbean People International Collective Inc and the National Planning Committee.

Work of the National Planning Committee.

The Planning Committee will develop a few of the basic materials in order to maximize the impact of the day on a local level. The Planning Committee will raise funds to assemble a Resource Handbook that can be used by local efforts, develop key materials that tie the event together nationally (poster, suggested activities, resources, etc.), operate to ensure national press coverage, and track activities in different cities. Additionally, the National Planning Committee will develop a website that will enable participants from different cities to learn what is happening elsewhere and to generate a discussion of program ideas.

How to organize an NCAHAAD coalition

The purpose of a National Caribbean Health/AIDS Awareness Day (NCAHAAD) is to raise awareness about the importance of health visits to medical practitioner and HIV prevention efforts in the Caribbean community. Organizing community members to form an NCAHAAD coalition will help the community address numerous health conditions to include HIV as well as organize an annual awareness day called “National Caribbean Health/AIDS Awareness Day.”

If you are interested in forming an NCAHAAD coalition, first contact your local Caribbean service organizations, community centers, church leaders, advocates, people living with the virus and other community leaders you feel may want to become involved. At this time, explain to them what an NCAHAAD coalition is, the purpose of the coalition and the benefits to them and their community.

Then, follow up with a letter that reiterates the information you have already discussed and focus on the purpose of the coalition (e.g. to form a coalition that is dedicated to raising awareness about HIV prevention and reducing HIV infection within Caribbean communities).

If you are located within the community, try to organize a meeting to become acquainted with those interested in participating. If you are located outside of the community, a conference call can be organized to communicate involvement.

At your first meeting, provide the group with:

- an agenda to help guide you and the group through the meeting
- statistics about Caribbean-Americans and HIV
- Statistics about Caribbean-Americans and high risk Diseases
- information regarding the National Caribbean-American Health/AIDS Awareness Day
- examples of different activities your coalition could organize together.

Because every community is different it is important to identify and discuss the priorities for your community. Therefore, brainstorming ideas and suggestions may be a great way to gain consensus on the goals your coalition would like to achieve. Depending on the size of your group, subcommittees may be a way to divide activities, roles and responsibilities such as media, press, organizing, fundraising, materials and proclamations development, etc.

Coalition building is built on consensus of members and therefore is extremely important. If you have any questions or need additional information, contact Ryan Stewart 718 441-2619 or Truda Hickman 718 282-9255 at the CPIC Headquarters.

How to Obtain a Proclamation/Resolution

- Identifying a local representative. A local representative could be a city councilmember, state senator, state assemblyperson or congressional representative. It would be helpful if you are a constituent or your organization resides within the district of the official you are contracting. It is also helpful to contact an official with whom you have developed a relationship.
- Call the representative. When calling the official's office ask to speak with their Chief of Staff, Legislative Director, or Community Affairs Liaison and explain the purpose of your call"
 1. Provide details about the press conference and NCAHAAD on June 1st
 2. The need for a letter of support and proclamation.
 3. A request for a meeting with the official or representative.
- Write a letter to the representative. You may need to provide a letter or written request for a proclamation. Use the enclosed materials to help you develop a letter. In addition to your request, be sure to include information about your organization and contact information.
- Meet with the official or representative. Be sure to have the NCAHAAD campaign kit with you, your prepared draft resolution, information/promotional materials about the event and information about your organization (e.g. organizational press kit). Again, it is important for you to begin to familiarizing the official and his staff about your agency and, if appropriate, offer to become a source of information for them.
- Provide details about NCAHAAD. Explain to the official that NCAHAAD will be a national event which has gained the support of their colleagues (city officials, governors' mayors and congressional representatives) around the nation.
- Provide details about the Press Conference. Inform the official that your organization has arranged a press conference on June 8th about the NCAHAAD and it would be helpful if the official presented the proclamation at that time.
- Invite the official to the (select a date), congressional briefing if they are in Congress. Explain to the representative that this will be a bipartisan briefing (both Democrat and Republican).

A proclamation can take at least 2-3 weeks to develop, so plan well in advance of the June 1st press conference. Call your contact at the officials' office and inquire about the status of the proclamation.

Registration Form

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State: _____

Zip: _____

E-Mail: _____

Phone: _____

Fax: _____

Please mark:

My organization would like to participate in Locally Planned Activities

We will participate in future conference calls

My organization would like to participate in the National Planning Committee.

Date

Dear Friends and Colleagues:

The Center for Disease Control (CDC) has announced it will directly fund only HIV prevention programs that target person who are already HIV positive to prevent them for infecting others. CDC officials have made it clear that they will no longer directly fund efforts to prevent infection among men and women who are HIV negative but are at high risk. These policies will result in sharp increases in new HIV cases nationally. Caribbean-American families and communities across the nation continue to be impacted at disproportionate levels.

The Caribbean People International Collective Inc and twenty-five (25) national partners announce the first national event dedicated to promoting awareness. On June 8th, 2006 cities around the country will respond to the state of Health and AIDS among Caribbean-Americans in there specific communities. Join us in our first annual **National Caribbean-American Health/AIDS Awareness Day**.

PURPOSE

June 8th is the eight day of Caribbean Heritage Month in the United States and the first day of what will become an annual observance – National Caribbean Health/ AIDS Awareness Day. It is a day of hope for the future of a world without AIDS, access to health care and better health. The National Caribbean-American Health/AIDS Awareness Day (NCAHAAD) Planning Committee and the members at large acknowledge that we must organize to inform our Caribbean communities about the importance of HIV/AIDS prevention. Our intention is to raise awareness, have families visit a medical practitioner, prevent additional infections and to commemorate this day as a recognized Day of Remembrance because Caribbean-Americans in the United States have been disproportionately affected by the HIV/AIDS epidemic and inaccessible health care resources.

A close examination of the U.S. AIDS cases over the past decade reveals that HIV/AIDS is the leading cause of death among African American between the ages of 25-44. It is important to note that African-American are often view as one group, there is, in fact, a wide variety of populations in the US included under this heading are upper class, lower class, Christian, Muslim, inner city, suburban, descendants of slaves and recent Caribbean immigrants all come under the African-American heading. Current epidemiological surveillance does not record these social, cultural, economic, geographic, religious, and political differences that may accurately predict risk.

HIV infection rates in the Caribbean are the highest in the world outside of Africa, with an estimated prevalence of 2.1%. By the end of 2003, UNAIDS estimates that

approximately 430,000 individuals were living with HIV/AIDS in the Caribbean, compared with 330,000 individuals at the end of 1998; this same report cites that the true number living with HIV may be as high as 760.

In recognition of the rising infection rates among Caribbean-Americans as localities around the country will use the National Caribbean-American Health/AIDS Awareness Day to promote and sponsor activities on prevention ranging from free health screening /HIV testing to cultural events in an effort to reduce new infections and provide care for Caribbean-Americans living with the virus.

HOW YOUR ORGANIZATION CAN PARTICIPATE

We urge you to participate to promote the importance of early health care and prevention within the Caribbean-American community. To aid you in this effort, we have provided the enclosed Campaign Kit compiled with information ranging from fact sheets regarding Caribbean-American health Status and HIV to ideas/activities on how to participate in the National Caribbean-American Health/AIDS Awareness Day

CPIC Inc and our partners are here to assist you with any information or help you may need organizing this event. We have provided a participate list for your convince. Feel free to call us if you have any questions and we hope you will be able to join “our family” in this unprecedented event.

For further information or if you have any questions, please contact Truda Hickman 703 441-2619.

How to organize a press conference

When To Have One

Hold them only when you have news. Reporters' dread news events in which no news is made. Do not waste reporters' time with non-events, or events designed simply to promote your name. Actually make news (news announcement, new report released, protest staged, etc.) in your event.

Determine Who The News Is For

Before you make news, at your event, you must target your audience. The audience for your news will determine what kind of event you stage and what media is invited. That means where you stage the event, who speaks, what the banners look like and numerous other details will be colored by your target audience. For example, events promoting youth related messages will look and should very different from other kinds of events and will be designed to attract media that serves you people.

Good And Bad News Days

Schedule your event with the best timing in mind. Do not state your events late in the afternoon or evening when many reporters are on deadline. Mondays are not preferred because offices will be closed over the previous weekend and you will not be able to reach key reporters for a couple of days before the event. Fridays are not good either, because the news may come out in Saturday's media, the least read issue of the newspaper.

Good Time for Press Conference

Late morning for press conference is a good time; lunch hour if you are trying to attract participants to a rally; and midweek is good when other news may be slow. Of course, you can never really predict slow news days. And the reality of your organization may dictate other times. If you must stage a rally after work, for example, at least do it during the evening television news so the station can send cameras for live coverage.

Avoid Being "Bumped" – Check for competing events.

Keep the Events Short- About 30 to 45 minutes is the length of a good press conference.

Location

Make your event convenient for reporters, yet dynamic and appropriate in terms of backdrop.

Speaker Lineup

Limit your speakers at a press conference to three or four maximum. The first speaker welcomes, hosts, introduces other speakers and communicates key messages. Typical speakers might include: An executive director or other key staff person, board member, a person or two representing the personal human interest, a public official, celebrity, local politician or ally and an “expert”, say, the author of the report you are realizing or the lawyer in charge of a case.

Practice Your Event

For press conference, consider a “dress rehearsal” the day before with your speakers (at least those who can attend). Fire questions that reporters may ask at the speakers during the rehearsal, and test any audio visual equipment you may be using.

HEAR IS YOUR CHECK LIST FOR A PRESS CONFERENCE

- News defined
- Audience targeted
- Location, Time and date scheduled
- Room confirmed for press conference
- Calendar checked for conflicts
- Speakers identified and confirmed
- Media advisory drafted and sent to reporters
- Deliverables produced (press kits, reports, videos, etc.)
- Logistics in place for media event (security, crew, volunteers)
- Decorations produced (banners, posters, podium logo, charts, etc.)
- Pitch call to reporters made
- Dress rehearsal for speakers at press conference
- Audio-Visual equipment secured for space
- Media check in sheet put out. Someone assigned to staff the check-in desk at all times.
- Reporters greeted and checked in as they arrive.
- First speaker starts on time (within 5 minutes of scheduled time)
- Other speaker starts on time.
- Q&A period starts
- Follow up spin after Q&A
- Follow up work completed

ROUGH DRAFT

Sample 1 – GENERIC DRAFT PROCLAMATION

WHEREAS The Caribbean-American community of New York City is one of the largest ethnic groups in the region. Today Caribbean-Americans make approximately up 40% of the Brooklyn Community population and are quickly expanding. Caribbean-American are making a critical contribution to life in our communities through dedication to family, diversity, work and cultural richness; and

WHEREAS Many Caribbean-American lack health insurance and are not connected to traditional social services and health care networks. Further Caribbean-American s require culturally and linguistically appropriate services that effectively communicate critical health information; and

WHEREAS It is critical to raise awareness of the potential for HIV infection, Diabetes, Prostate Cancer, Hypertension, and Cardiovascular diseases in the Caribbean-American public and to offer expanded culturally and linguistically appropriate HIV testing and prevention programs; and

WHEREAS HIV prevention programs for Caribbean-Americans must target those who are at high risk for infection but are HIV negative as well as those men and women who are HIV positive. Further pregnant Caribbean-Americans need to be counseled and offered HIV testing; and

WHEREAS AIDS has challenged the extended Caribbean-Americans family to find new reservoirs of compassion, and to confront difficult issues such as drug use and sexuality; and

WHEREAS Caribbean-American Health/AIDS Awareness Day brings an opportunity to increase community awareness and dialogue, to commemorate those lost and bring leaders together to advocate for greater services and community involvement to fight this epidemic.

NOW, THEREFORE BE IT RESOLVED, that the XX does hereby proclaim June 8th 2006, as “CARIBBEAN-AMERICAN HEALTH/AIDS AWARENESS DAY” in New York City and urges all community-based organizations, religious communities, civic groups, elected officials and government agencies to utilize this day to raise awareness of AIDS in the Caribbean-American community.

Sample 3 – ROUGH DRAFT FOR NEW YORK

PROCLAMATION

WHEREAS: OVER ONE HALF OF NEW YORK CITY'S CARIBBEAN-AMERICANS RESIDENTS REPORT PERSONALLY HAVING A CLOSE PERSONAL FRIEND OR FAMILY MEMBER INFECTED WITH HIV; AND OTHERS WHO HAVE DIED FROM PREVENTABLE DISEASES, THERE IS HARDLY A CARIBBEAN-AMERICANS FAMILY THAT HAS NOT BEEN TOUCHED BY THE DEATH OF A LOVED ONE WITH AIDS OR CANCER OR CARDIOVASCULAR DISEASE; THERE ARE COMMUNITIES IN THE CITY SUCH AS THE BROOKLYN, EAST FLATBUSH, CROWN HEIGHTS AND BEDFORD STYVANZANT THAT HAVE BEEN DISPROPORTIANATELY AFFECTED BY POOR PREVENTIVE HEALTH CARE AND THE TRAGEDY BROUGHT ON BY AIDS, AND

WHEREAS: NEW YORK CITY IS THE EPICENTER FOR AIDS AMONG CARIBBEAN-AMERICANS; THE CITY HAS 7% OF THE UNITED STATES CARIBBEAN POPULATION BUT ACCOUNTS FOR OVER 25% OF CARIBBEAN-AMERICAN AIDS CASES REPORTED NATIONALLY TO DATE: NEW YORK CITY HAS MORE CARIBBEAN-AMERICAN CURRENTLY LIVING WITH AIDS THAN ANY OTHER STATE. NEW YORK ACCOUNTS FOR OVER 35% OF ALL AIDS CASES AMONG CARIBBEAN-AMERICAN WOMEN IN THE UNITED STATES, AND

WHEREAS: THERE ARE COMMUNITY BASED ORGANIZATIONS WHOSE PRIMARY MISSION IS TO PREVENT THE SPREAD OF HIV INFECTION AMONG CARIBBEAN-AMERICANS AND TO PROVIDE SERVICES, HOUSING AND DRUG TREATMENT FOR THOSE LIVING WITH THE VIRUS, AND

WHEREAS: NATIONAL CARIBBEAN-AMERICANS HEALTH/AIDS AWARENESS DAY IS INTENDED TO PROMOTE HEALTH AWARENESS AND HIV PREVENTION EFFORTS IN THE CARIBBEAN-AMERICANS COMMUNITY THAT ARE CULTURALLY AND LINGUISTICALLY APPROPRIATE AND EFFECTIVE AND TO SUPPORT EFFORTS TO OVERCOME THE STIGMA AND DISCRIMINATION THAT SO OFTEN ACCOMPANIES THE DISEASE; THE DAY WILL BE COMMEMORATED WITH ACTIVITIES IN EACH BOROUGH OF THE CITY THAT REFLECT THE DEPTH OF COMMITMENT BY ELECTED OFFICIALS, HEALTH CARE PROVIDERS, COMMUNITY BASED ORGANIZATIONS, RELIGIOUS LEADERS, ARTISTS AND OTHER CARIBBEAN COMMUNITY LEADERS

WHEREAS: MY ADMINISTRATION RENEWS ITS LONG STANDING COMMITMENT IN WORD AND DEED TO PREVENT THE SPREAD OF HIV

INFECTION IN ALL COMMUNITIES OF COLOR AND TO DEDICATE
EXTRAORDINARY RESOURCES TO MEET THE NEEDS OF THOSE OFTEN
WITHOUT MEANS LIVING WITH THE VIRUS AND TO IMPROVE ACCESS TO
HEALTH CARE.

THEREFORE, I MAY MICHAEL BLOOMBERG, DO HEARBY DECLARE
PROCLAIM THIS DAY, JUNE 8, 2006, AS NATIONAL CARIBBEAN HEALTH/
AIDS AWARENESS DAY IN THE CITY OF NEW YORK

10 ways to participate in the National Caribbean-American Health/AIDS Awareness Day

Participating is an excellent way to take action and help prevent HIV in the Caribbean-American community or any community you work with. **NCAHAAD's message is "Beating the ODDS"** and there are many things you or your organization can do to relay that message in your community.

1. Log onto www.caribbeanhealthaidsday.org for information, or call to receive your own NCHAAD Campaign Kit @ 703 441-2619.
2. Through the website: Click onto "List of Participants" to see who is participation in your state.
3. Contact the local organizations and see what they are planning to do. You can have your organization come on board with them or they can help you with suggestions for your own events.
4. If your organization provides testing and counseling, hold a special Testing Day event in your agency. Offer incentives such as food, resources, or a social to have people come in and get tested. As an individual you can get tested to set the example.
5. Have you and your staff/clients email/cal your local representatives and tell them why this day is important and why prevention is important for Latinos and everyone.
6. Hold a health fair focusing on Caribbean-American health and educate people about HIV in the Caribbean-American community. Invite local organizations, community centers, schools to attend.
7. Have a group of peers (dependent of the age group you would like to reach) do outreach in your local neighborhood promoting awareness about HIV in Caribbean-American community. Put up posters; hand out flyers, condoms, etc.
8. Gather your family for a meeting and explain to them why this day is important and that this is happening on a national level to raise awareness about prevention for Caribbean-American. Ask them to talk about it with their friends, mothers, brothers, sisters, relatives and co-workers.
9. Hold a cultural event (for example, invite a Latino dance group to entertain your community members) and talk to the audience about HIV in the Caribbean-American community.
10. Work with your local church to hold a vigil for Caribbean-American living with HIV/AIDS and recognize June 1st as National Caribbean-American Health/AIDS Awareness Day.