

WELCOME.

EVERYONE WELCOME.

WE'RE ABOUT READY TO GET STARTED.

IF YOU COULD TAKE YOUR SEATS, THANK YOU SO MUCH.

>> GOOD AFTERNOON.

WELCOME TO THE EISENHOWER EXECUTIVE OFFICE BUILDING.

I AM JEFF CROWLEY AND I'M THE DIRECTOR OF THE WHITE HOUSE OFFICE OF NATIONAL AIDS POLICY.

WE'RE VERY PLEASED TO HAVE YOU ALL HERE TODAY AND THOSE OF YOU JOINING US VIA THE WEBCAST TO TELL YOU ABOUT AN EXCITING NEW CAMPAIGN FOR THE CENTERS FOR DISEASE CONTROL CALLED ACT AGAINST AIDS.

MANY IN THIS ROOM LIKELY HAVE A PERCEPTION THAT THE COUNTRY SEEMS TO HAVE MOVED ON A BUILT FROM THE HIV/AIDS.

THIS IS ONE STEP TO REMIND THE COUNTRY WE HAVE NOT YET SOLVED THE PROBLEM OF HIV/AIDS IN THIS COUNTRY.

AND SHOW THAT THERE IS MUCH WE CAN DO TOGETHER, GOVERNMENT WORKING WITH PARTNERSHIP WITH THE PRIVATE SECTOR, THE NONPROFIT COMMUNITY AND THE GENERAL PUBLIC TO REFOCUSING ON EFFORTS ON ENDING THE CRISIS, BY PREVENTING NEW INFECTIONS AND DOING MORE TO SUPPORT PEOPLE LIVING WITH HIV/AIDS.

I'D LIKE TO ACKNOWLEDGE 2 MEMBERS OF THE ADMINISTRATION WHO PROVIDE ESSENTIAL LEADERSHIP WITHIN THE WHITE HOUSE.

WE'RE JOINED BY VALERIE JERIT WHO IS THE SENIOR ADVISOR TO THE PRESIDENT.

[APPLAUSE] HE IS A SENIOR ADVISOR TO THE PRESIDENT AND ASSISTANT FOR INTERGOVERNMENTAL FAIRS.

ALSO MELODY BARNES RAILROAD WHO IS THE DIRECTOR OF THE DOMESTIC POLICY.

[APPLAUSE] THE OFFICE OF NATIONAL AIDS POLICY IS PART OF THE DOMESTIC POLICY COUNCIL, AND IMPORTANT SHIFT AS WE WORK TO INTEGRATE HIV/AIDS INTO THE PRESIDENT'S BROADER DOMESTIC AND GLOBAL POLICY AGENDA.

PLEASE WELCOME MELODY WHO IS GOING TO MAKE A FEW REMARKS.

THANK YOU.

[APPLAUSE]

>> THANK YOU.

GOOD AFTERNOON TO EVERYONE.

I AM PLEASED TO BE HERE THIS AFTERNOON AND JOINED BY SO MANY COMMITTED PARTNERS AS WE KICK OFF THIS VERY, VERY IMPORTANT CAMPAIGN.

THE LATEST CDC ESTIMATES INDICATE THAT THERE ARE ROUGHLY 56,000 NEW HIV/AIDS INFECTIONS IN THE UNITED STATES EVERY YEAR.

AS YOU'LL HEAR IN A FEW MINUTES, THAT MEANS THAT ONE AMERICAN IS INFECTED EVERY 9 1/2 MINUTES.

SO THINK ABOUT THAT.

BY THE TIME THIS PROGRAM IS OVER, 3 NEW AMERICANS WILL BE INFECTED WITH THE HIV/AIDS VIRUS.

AND IN MANY COMMUNITIES OFF -- AROUND THE COUNTRY, THAT INCLUDES WASHINGTON D.C. AND OTHER PLACES, THE EPIDEMIC IS EVEN MORE EXTENSIVE AND THE RATES EVEN MORE ALARMING.

THE PRESIDENT IS DEEPLY CONCERNED ABOUT THOSE NUMBERS AND HE'S DEEPLY COMMITTED TO BRINGING RENEWED FOCUS AND A SENSE OF URGENCY TO FIGHTING THE HIV/AIDS CRISIS IN THE UNITED STATES.

THE CAMPAIGN THAT WE'RE ANNOUNCING TODAY IS ONE IMPORTANT EFFORT.

BY HARNESSING THE POWER OF THE PARTNERS IN THIS ROOM WE REACH OUT FEW COMMUNITIES ALL ACROSS AMERICA.

WE HAVE A FOCUS ON GREATEST RISK OF HIV/AIDS INFECTION, AFRICAN AMERICAN, GAY AND BISEXUAL MEMBER AND AFRICAN AMERICAN WOMEN.

SUBSEQUENT PHASES OF THE PROJECT FOCUS ON THE LATINO COMMUNITY AND OTHER COMMUNITIES AT HIGH RISK.

THE PRESIDENT HAS DISCUSSED HOW IMPORTANT IT IS TO OVERCOME THE STIGMA OF HIV/AIDS.

HE HAS HIGHLIGHTED WE JUST DON'T TALK ABOUT THE ISSUE ENOUGH IN OUR SCHOOLS, IN OUR CHURCHES, IN OUR COMMUNITIES AND OTHER INSTITUTIONS.

FOR THAT REASON, I'M PARTICULARLY HAPPY TO NOTE THAT WE ARE JOINED BY SEVERAL MEMBERS OF THE FAITH COMMUNITY TODAY.

AND WE APPLIED THE IMPORTANT WORK THAT'S HAPPENING IN THE FAITH COMMUNITY AND THEY'RE BEING CRITICAL PARTNERS IN ENDING THE HIV/AIDS CRISIS IN AMERICA.

FINALLY, I WOULD LIKE TO RESTATE THE PRESIDENT'S STRONG COMMITMENT TO DEVELOPING HIV/AIDS NATIONAL STRATEGY.

WE INTEND AND HAVE STARTED AND TAKEN INITIAL STEPS TO DO A COMPREHENSIVE ASSESSMENT OF WHAT'S HAPPENING AND WHAT'S NOT.

WE NEED TO DRAMATICALLY REDUCE INFECTION RATES, INCREASE ACCESS TO CARE FOR INDIVIDUALS LIVING WITH HIV/AIDS, AND ADDRESS THE ALARMING DISPARITIES ACROSS POPULATIONS AND COMMUNITIES.

I KNOW THAT JEFF, WHO YOU JUST MET HAS BEEN MEETING WITH MANY IN THIS ROOM AND WITH VARIOUS STAKEHOLDERS ACROSS THE COUNTRY.

WE WELCOME AND APPRECIATE AND VALUE YOUR EXPERTISE AND YOUR ENGAGEMENT.

IT'S CRITICAL THAT WE ALL WORK TOGETHER TO SIGNIFICANTLY STRENGTHEN OUR NATION'S RESPONSE TO THIS CRISIS.

SO THANK YOU AGAIN FOR JOINING US HERE TODAY AND IT'S NOW MY PLEASURE TO INTRODUCE A COLLEAGUE AND SOMEONE WHO'S DONE SUCH IMPORTANT WORK IN THIS AREA, DR. KEVIN FENTON WHO IS DIRECTOR OF THE NATIONAL CENTER FOR HIV/AIDS, VIRAL HEPATITIS, STD AND TW PREVENTION.

HE WILL TELL US MORE ABOUT THE CDC'S NEW INITIATIVES.

KEVIN?

[APPLAUSE]

>> THANK YOU MELODY.

AND GOOD AFTERNOON.

I WOULD ALSO LIKE TO THANK ALL OF YOU HERE JOINING US THIS AFTERNOON TO ADDRESS WHAT WE BELIEVE IS A SERIOUS THREAT TO THE HEALTH OF OUR NATION.

AND HATRED IS COMPLACENCY, A FALSE SENSE OF SECURITY, A FALSE SENSE OF CALM THAT HIDES WHAT REMAINS A SERIOUS EPIDEMIC.

RIGHT HERE IN THE UNITED STATES EVERY 9 1/2 MINUTES SOMEONE'S MOTHER, SOMEONE'S DAUGHTER, SOMEONE'S SON, SOMEONE'S FATHER, FRIEND, BLOOMS HIV/AIDS INFECTED.

YET NEW DATA RELEASED ONLY LAST WEEK BY THE KAISER FAMILY FOUND FINDS THAT CONCERN ABOUT HIV/AIDS IN AMERICA THAT IS DECLINED OVERALL IN RECENT YEARS.

AND PERHAPS EVEN MORE CONCERNING ARE THE NUMEROUS STUDIES AMONG THOSE BECOMING INFECTED, WHETHER AFRICAN AMERICAN WOMEN, BISEXUAL MEN OF ALL RACES.

THESE STUDIES FIND THAT FAR TOO MANY OF THESE PEOPLE DID NOT RECOGNIZE THAT THEY WERE AT RISK OF BECOMING INFECTED.

OTHERS BELIEVE THAT DUE TO NEW HIV TREATMENTS, HAVING HIV IS NOT THAT BIG OF A DEAL ANYMORE.

AND THOSE INDIVIDUALS ARE ENGAGED IN HIGH RISK BEHAVIORS.

I'M HERE TO SAY THIS AFTERNOON, HIV IS A BIG DEAL.

CERTAINLY THOSE WHO ARE INFECTED INCLUDING JESSE, WHO WILL SHARE HIS STORY WITH US TODAY CAN SPEAK MUCH MORE EFFECTIVELY PASSIONATELY AND EMOTIONAL ABOUT THE IMPACT OF THIS DISEASE ON A PERSONAL LEVEL.

THIS INFECTION CHANGES LIVES FOREVER.

THE TREATMENT PROLONG LIVES BUT THEY ARE NOT EASY TO TAKE, THEY DON'T WORK FOR EVERYONE, AND THEY CERTAINLY DON'T REACH EVERYONE IN TIME.

IN FACT, MORE THAN 14,000 AMERICANS DIE EACH YEAR FROM HIV/AIDS, AND OF THE MORE THAN 1 MILLION AMERICANS NOW LIVING WITH HIV, ONE IN 5 ARE NOT AWARE THAT THEY'RE HIV INFECTED.

THEREFORE, CANNOT TAKE STEPS TO PROTECT THEMSELVES OR TO PROTECT THEIR LOVED ONES FROM BECOME INFECTED.

SO THE REALITY IS THAT WE SIMPLY MUST STOP THE CONTINUING TOLL OF NEW HIV INFECTIONS AND THE ONSET OF AIDS IN OUR SOCIETY.

TODAY, CDC IS ANNOUNCING A 5 YEAR COMMUNICATION CAMPAIGN CALLED ACT AGAINST AIDS.

ACT AGAINST AIDS CAMPAIGN WORKS DIRECTLY TO CONFRONT COMPLACENCY AND PUT THE U.S. HIV EPIDEMIC BACK ON THE FRONT BURNER, BACK ON THE NATIONAL RADAR SCREEN.

THE CAMPAIGN IS DESIGNED IN PHASES AND WILL FEATURE PUBLIC SERVICE ANNOUNCEMENTS, PSA'S, AND ONLINE COMMUNICATIONS AS WELL AS TARGETED MESSAGES AND OUTREACH TO THE POPULATION MOST SEVERALLY AFFECTED BY HIV.

WE WILL BEGIN WITH AFRICAN AMERICANS AND IN FUTURE PHASES EXTEND TO LATINOS AND OTHER GROUPS, INCLUDING OTHER POPULATIONS OF GAY AND BISEXUAL MEN.

TODAY MUCH WE ARE LAUNCHING THE FIRST PHASE OF THIS CAMPAIGN AND IT'S CALLED 9 1/2 MINUTES TO REMIND ALL AMERICANS OF THE SIGNIFICANCE AND THREATS OF HIV IN THIS COUNTRY.

THE MESSAGE IS SIMPLE, DIRECT, AND CLEAR.

IT WILL RESONATE WITH MANY AUDIENCES FROM THOSE AT GREATEST RISK TO THOSE WHO WANT TO BE A PART OF THE SOLUTION.

WE WILL COMMUNICATE THROUGH MULTIPLE CHANNELS INCLUDING MASS MEDIA, TRANSIT, ADVERTISING, A WEBSITE AND ONLINE TOOLS.

WE WERE PARTNERS WITH ORGANIZATIONS WHO CAN EXTEND THE REACH OF THE CAMPAIGN TO COMMUNITIES MOST AT RISK.

YOU'LL HEAR MORE ABOUT THAT IN A MOMENT.

SO FIRST, LET ME SHOW YOU SOME OF THE MATERIALS FROM THE 9 1/2 MINUTES CAMPAIGN, ALL OF WHICH WILL BE AVAILABLE IN ENGLISH AND IN SPANISH.

SO BEGIN WITH THE TRANSIT AD WHICH IS PICTURED HERE, THIS AD WILL BE PROMETED IN TRANSIT SYSTEMS THROUGHOUT THE NATION.

FROM THE METRO HERE IN DC TO BUSES AND TRANSIT SYSTEMS IN OTHER URBAN AREAS WHERE HIV RATES ARE HIGH.

WE WILL COMMUNICATE SIMPLY THAT EVERY 9 1/2 MINUTES SOMEONE IS INFECTED WITH HIV.

ALL OF THE ADS AND ONLINE TOOLS DIRECT INDIVIDUALS TO GET THE FACTS BY VISITING OUR WEBSITE, THE CAMPAIGN WEBSITE WHICH IS 9 1/2 MINUTES ORGANIZE.

9 1/2 MINUTES.ORG.

THE SAME MESSAGE WILL BE DELIVERED THROUGH AIRPORTS AND THROUGH ONLINE PRODUCTS THAT COMMUNICATE DIRECTLY TO YOUNG PEOPLE AND OTHERS AT POTENTIAL RISK FROM BANNER ADS LIKE THESE TO A RANGE OF ONLINE TOOLS SUCH AS A WIDGET, AND TEXT MESS THINKING SERVICE, TO LOCAL HIV TESTING SITE BY ZIP CODE, AS WELL AS AN ACT AGAINST AIDS BADGE THAT CAN BE USED ON FACEBOOK OR OTHER SOCIAL NETWORKING SITES.

THE CAMPAIGN WILL ALSO FOCUS ON DELIVERING THE MESSAGE THROUGH REAL PEOPLE USING REAL STORIES.

IN THIS ONLINE VIDEO, WE HAVE A RANGE OF PEOPLE RATHER THAN ACTORS ENCOURAGING OTHERS TO GET THE FACTS.

RIGHT HERE IN THE UNITED STATES, EVERY 9 1/2 MINUTES.

EVERY 9 1/2 MINUTES.

EVERY 9 1/2 MINUTES.

EVERY 9 1/2 MINUTES.

>> RIGHT HERE IN THE UNITED STATES EVERY 9 1/2 MINUTES SOMEONE IS INFECTED WITH HIV.

GET THE FACTS.

GET THE FACTS.

VISIT 9 1/2 MINUTES.ORG.

ACT AGAINST AIDS.

>> AND TO ENSURE THAT WE REACH EVERYONE IN THE UNITED STATES WHO MAY BE AT RISK, ALL OF THE MATERIALS WILL BE AVAILABLE IN SPANISH AS WELL.

[SPANISH]

>> ON OUR WEBSITE, 9 1/2 MINUTES ORGANIZE, AS YOU SEE IN SEVERAL ELEMENTS HERE WE WILL BE ENCOURAGING PEOPLE WHO ARE INFECTED OR PEOPLE AFFECTED BY THIS EPIDEMIC TO SHARE THEIR OWN STORIES.

VISITORS TO THE WEBSITE WILL BE ABLE TO TEST THEIR KNOWLEDGE, TO GET ADDITIONAL FACTS ABOUT THE SCOPE OF THE EPIDEMIC, ABOUT HOW TO PROTECT THEMSELVES, ABOUT HOW TO PROTECT THEIR HEALTH IF THEY'RE ALREADY INFECTED, ABOUT HOW AND WHERE IN THEIR OWN NEIGHBORHOOD TO GET TESTED AND HOW TO BE A PART OF THE SOLUTION AND HOW TO GET INVOLVED.

WE BELIEVE THAT THIS KICK OFF PHASE OF ACT AGAINST AIDS WILL NOT ONLY HELP TO RAISE AWARENESS ABOUT THE THREAT, BUT WILL ALSO HELP TO LINK PEOPLE TO CRITICAL PREVENTION, TESTING, AND TREATMENT SERVICES.

AND WILL LAY THE GROUNDWORK FOR MORE TARGETED PHASES TO COME.

FUTURE PHASES OF THE ACT AGAINST AIDS CAMPAIGN WILL FOCUS ON REACHING SPECIFIC SUBPOPULATIONS AT GREATEST RISK WITH TAILORED MESSAGES TO HELP MOTIVATE AND MAINTAIN RISK REDUCTION PRACTICES.

THESE TARGETED EFFORTS WILL BEGIN THIS SPRING AND WILL FOCUS FIRST ON AFRICAN AMERICANS, WHO BY FAR BEAR THE GREATEST BURDEN OF HIV IN THE UNITED STATES TODAY.

NOW, WHILE HIV/AIDS CONTINUES TO IMPACT PEOPLE OF ALL RACES, THE HARSH REALITY IS APPROXIMATELY 1 IN 16 BLACK MEN AND 1 IN 30 BLACK WOMEN WILL BECOME HIV/AIDS INFECTED IN THEIR LIFETIME.

SO MOVING FORWARD, WE WILL BE DEVELOPING PHASES TO ADDRESS THE NEEDS OF OTHER POPULATIONS WHO ARE SEVERELY IMPACTED BY HIV/AIDS.

EFFORTS WILL CLEARLY BE NEEDED FOR WORK WITH GAY AND BISEXUAL MEN OF ALL RACES WHO CONTINUE TO REPRESENT THE MAJORITY OF NEW INFECTIONS, AND FOR LATINOS WHO ARE AFFECTED BY THIS EPIDEMIC.

WE KNOW INFORMATION CAMPAIGNS ALONE CAN'T CHANGE COMPLEX BEHAVIORS, BUT THEY CAN HELP TO BREAK THROUGH COMPLACENCY, AND THEY CAN HELP TO GIVE PEOPLE INFORMATION WHICH IS NEEDED TO SAVE LIVES.

THESE COMMUNICATION EFFORTS WILL COMPLEMENT THE ONGOING, INTENSIVE PREVENTION PROGRAMS BEING IMPLEMENTED BY STATES AND LOCAL HEALTH DEPARTMENTS AND COMMUNITY BASED ORGANIZATIONS ACROSS THE COUNTRY.

THE ACT AGAINST AIDS CAMPAIGN WILL BE SUPPORTED BY A CDC BUDGET OF ROUGHLY \$9 MILLION PER ANNUM FOR THE NEXT 5 YEARS AS WELL AS EFFORTS OF COMMUNITY, MEDIA, AND PUBLIC HEALTH PARTNERS ACROSS THE COUNTRY TO USE CAMPAIGN MATERIALS AND MESSAGES.

NOW, TO ENCOURAGE EVEN BROADER DISSEMINATION OF BOTH THE 9 1/2 MINUTES PSA'S AND FUTURE CAMPAIGN MESSAGES WITHIN AFRICAN AMERICAN COMMUNITIES, TODAY WE ARE SO -- TODAY WE ARE SO PROUD TO ANNOUNCE A NEW PARTNERSHIP WITH 14 OF THE NATION'S LEADING AFRICAN AMERICAN ORGANIZATIONS.

THIS EFFORT IS CALLED IF ACT AGAINST AIDS LEADERSHIP INITIATIVE.

THIS LEADERSHIP INITIATIVE WILL HARNESS THE COLLECTIVE STRENGTHS OF MANY OF THE NATIONS MOST RESPECTED AND LONGSTANDING AFRICAN AMERICAN INSTITUTIONS TO INCREASE HIV RELATED KNOWLEDGE, AWARENESS, AND ACTION WITHIN BLACK COMMUNITIES ACROSS THE COUNTRY.

NOW, WHILE MANY OF THESE ORGANIZATIONS HAVE LONGSTANDING COMMITMENTS TO ADDRESSING HIV/AIDS AMONG AFRICAN AMERICANS, THE NEW INITIATIVE WILL ENHANCE THE ABILITY OF EACH GROUP TO MAKE HIV PREVENTION A CORE COMPONENT OF THEIR DAY TO DAY ACTIVITIES.

FUNDING FOR THE ACT AGAINST AIDS LEADERSHIP INITIATIVE INCLUDES APPROXIMATELY \$2 MILLION PER YEAR OVER THE NEXT 5 YEARS TO HELP THESE ORGANIZATIONS DELIVER SUSTAINABLE HIV PREVENTION PROGRAMS THROUGH THEIR EXTENSIVE OUTREACH NETWORK.

EACH ORGANIZATION WILL USE THE NEW FUNDING TO HIRE AN HIV PREVENTION COORDINATOR, WHO WILL WORK THROUGH EACH ORGANIZATION'S MEMBERSHIP NETWORK TO DISSEMINATE ACTS AGAINST AIDS LEADERSHIP MATERIALS AND CAMPAIGN MATERIALS, DELIVER OTHER CRITICAL INFORMATION, AND HELP PEOPLE TO ACCESS PREVENTION SERVICES.

NOW, BEFORE I ANNOUNCE THE ORGANIZATIONS THAT ARE PARTICIPATING IN THIS LEADERSHIP INITIATIVE, I WOULD BE REMISS IF I DID NOT ACKNOWLEDGE 2 PEOPLE WHO HAVE PROVIDED INVALUABLE GUIDANCE AND INSIGHT TO US AT CDC, AS WE DEVELOPED THIS INITIATIVE.

MR. PHIL WILSON AND MS. C VIRGINIA FIELDS.

[APPLAUSE]

>> PHIL AS MANY KNOW IS THE CHIEF EXECUTIVE OFFICER OF THE BLACK AIDS INSTITUTE AND PHIL HAS WORKED FOR MANY, MANY YEARS TO MOBILIZE TRADITIONAL BLACK INSTITUTIONS AGAINST AIDS AND HAS PLAYED A CRITICAL ROLE IN GETTING THE ACT AGAINST AIDS LEADERSHIP INITIATIVE OFF THE GROUND.

THANK YOU, PHIL.

C. VIRGINIA FIELDS IS THE PRESIDENT AND CEO OF THE NATIONAL BLACK LEADERSHIP COMMISSION ON AIDS AND SHE HAS WORKED TIRELESSLY TO FORGE LINKS BETWEEN FAITH LEADERS, POLICYMAKERS, AND OUR COMMUNITY LEADERS IN SUPPORT OF HIV POLICIES AND EFFORTS AS WELL AS PROVIDING KEY CONSULTATION ON THE DEVELOPMENT OF THIS PROGRAM.

THANK YOU BOTH.

ALL OF US ARE VERY GRATEFUL FOR THEIR HARD WORK AND THEIR COUNCIL IN HELPING US TO MAKE THIS MOMENT A REALITY.

NOW WE'RE HONORED TO HAVE LEADERS FROM EACH OF THE 14 ORGANIZATIONS PARTICIPATING IN THE ACT AGAINST AIDS LEADERSHIP INITIATIVE WITH US HERE TODAY.

THEY REPRESENT A VERY BROAD SPECTRUM OF THE BLACK COMMUNITY.

AND THE ORGANIZATIONS JOINING US INCLUDE THE 100 BLACK MEN OF AMERICA, AMERICAN URBAN RADIO NETWORKS, THE COALITION OF BLACK TRADE UNIONISTS, THE CONGRESSIONAL BLACKS FOUNDATION, THE NATIONAL ACTION NETWORK, THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT FOR COLORED PEOPLE, NATIONAL COALITION OF 100 BLACK WOMEN, THE NATIONAL COALITION OF ANYTHING GOVERNMENT WOMEN, THE NATIONAL MEDICAL ASSOCIATION, THE NATIONAL NEWSPAPER PUBLISHERS' ASSOCIATION, THE NATIONAL ORGANIZATION OF BLACK COUNTY OFFICIALS.

THE NATIONAL URBAN LEAGUE, AND THE 5 BETA SIGMA FRATERNITY, THE SOUTHERN CHRISTIAN LEADERSHIP CONFERENCE.

NOW, I'D LIKE TO THANK THESE ORGANIZATIONS AND I'D LIKE TO ASK THEIR REPRESENTATIVE TO STAND SO WE CAN ACKNOWLEDGE THEIR LEADERSHIP.

[APPLAUSE]

>> AND FINALLY, DR. DOROTHY HEIGHT, CHAIR AND PRESIDENT OF THE NATIONAL COUNCIL OF NEGRO WOMEN WHO AS GRACIOUSLY AGREED TO SPEAK ON BEHALF OF HER COLLEAGUES.

SHE IS ONE OF THE MOST INFLUENTIAL AND RESPECTED LEADERS OF HER TIME.

FOR MORE THAN HALF A CENTURY, HE HAS BEEN CHAMPIONING THE CAUSE OF FREEDOM AND GIVING VOICE TO ISSUES EFFECTING THE WELLNESS OF THE BLACK COMMUNITY.

SHE FIRST FOUGHT FOR HIV PREVENTION IN THE 1980S, AND IN THE 1990S.

AND IS AGAIN, TAKING UP THE MANTEL WITH HER PARTICIPATION IN THIS CRITICAL INITIATIVE.

DR. HEIGHT.

[APPLAUSE]



>> THANK YOU.

I'M REALLY HONORED TO REPRESENT SO MANY OF MY ESTEEMED COLLEAGUES TODAY.

THE ORGANIZATION THAT YOU HAVE JUST MET AND TO REPRESENT THEM MEANS A GREAT DEAL TO ME BECAUSE EACH HAS MADE AN OUTSTANDING CONTRIBUTION IN THE HISTORY AND IN COMING TOGETHER, LEARNING AND FROM EACH OTHER AND WORKING TOGETHER TO MAKE THINGS HAPPEN, NOT ONLY FOR OUR BLACK AMERICANS BUT FOR THE WHOLE COUNTRY.

WE'RE HERE TODAY TO ADDRESS ANOTHER GREAT CHALLENGE, HIV.

I'M VERY GRATEFUL AND REALLY THANKFUL TO PRESIDENT AND MRS. OBAMA, TO MELODY BARNES AND JEFF CROWLEY AND TO DR. FENTON AND THE CENTER FOR DISEASE CONTROL FOR THE NEW PARTNERSHIP TO FIGHT SUCH A GREAT THREAT TO THE HEALTH, TO THE PROSPERITY, AND TO THE WELLBEING OF BLACK PEOPLE IN AMERICA.

FOR MORE THAN A CENTURY, WE HAVE BEEN FIGHTING FOR JUSTICE, FOR A SOCIAL JUSTICE, AND FOR EQUALITY IN ALL AREAS OF OUR LIVES, INCLUDING OUR HEALTH.

AND I THINK EACH OF US HAS A HISTORY THAT SPEAKS FOR ITSELF, BUT THE NATION IS BETTER OFF BECAUSE OF WHAT THESE ORGANIZATIONS HAVE BEEN DOING THROUGH THE YEARS.

YET THERE ARE DISPARITIES.

AND I HAVE TO SAY A WORD ON BEHALF OF WOMEN.

25 YEARS AGO WHEN THE NATIONAL COUNCIL OF NEGRO WOMEN HELD A BRIEF CONVENTION SESSION ON HIV/AIDS, THERE WERE GREAT SKEPTICS.

WE HAD THE LEADERSHIP OF SOME OF OUR BEST EXPERTS AND PROFESSIONALS IN THE COUNTRY.

BUT THEY WERE VERY REAL QUESTIONS THAT PEOPLE RAISE THE.

WHY WERE WE DOING THIS?

AND HERE WE ARE TODAY WHEN AFRICAN AMERICAN WOMEN ARE 15 TIMES MORE LIKELY TO BE INFECTED THAN WHITE WOMEN IN OUR COUNTRY.

SO THAT THIS IS PERSONAL.

THIS IS IMPORTANT.

AND I THINK THAT WE HAVE LEARNED A LOT.

SO IF WE'RE GOING TO DEAL WITH THIS GREAT DISEASE WHICH REALLY IS PREVENTIVE, PREVENTABLE, IN OUR COMMUNITIES, IN OUR LIVES, IT WILL TAKE ALL OF US, ALL OF OUR ORGANIZATIONS OUR ELECTED OFFICIALS, OUR GOVERNMENT AGENCIES LIKE THE CDC, OUR BUSINESSES, OUR CHURCHES, OUR LABOR GROUPS, AND OUR UNIVERSITIES.

I'M PLEASED TO SAY THAT IT'S ENCOURAGING TO SEE THE WAY STUDENTS IN OUR UNIVERSITIES ARE BEGINNING TO TAKE HOLD OF THIS ISSUE.

THESE ORGANIZATIONS PARTICIPATING IN THE ACT AGAINST AIDS LEADERSHIP INITIATIVE HAVE LINKS TO EVERY CORNER, EVERY FACET OF THE BLACK COMMUNITY.

FOR ALL OF US AND FOR ALL WE COULD SAY TOGETHER, THERE ARE NO HARD TO REACH PEOPLE.

WE ARE IN THE NEIGHBORHOODS.

WE KNOW HOW TO REACH THE PEOPLE.

WE REACHED THEM THROUGHOUT THE YEAR.

THIS NEW EFFORT WILL ALLOW US TO USE OUR COLLECTIVE REACH AND STRENGTH TO WORK HIV -- FOR HIV PREVENTION INTO EVERY ASPECT OF WHAT WE DO.

WE HAVE MANY ACTIVITIES, MANY UNITS OF OUR ORGANIZATION, ALL THE COUNTRIES -- ACROSS THE COUNTRY.

AND WE WANT TO BE ABLE TO TALK ABOUT THIS AS WE TALK ABOUT JOBS, AS WE TALK ABOUT HOUSING, AS WE TALK ABOUT CIVIL RIGHTS.

IN ADDITION, WE ALL HAVE A RESPONSIBILITY TO BREAK THE SILENCE WHERE IT IS FOUND AROUND THIS DISEASE.

TO SPEAK OUT ABOUT HIV.

WE SHOULD BE ABLE TO FEEL SECURE KNOWING THAT OUR FAMILIES AND OUR FRIENDS AND OUR CHURCHES ARE THERE TO SUPPORT US IF WE NEED HELP.

AND IF SOMEONE TAKES TO US, TALKS TO US ABOUT HIV, WE HAVE A RESPONSIBILITY TO LISTEN, TO LEARN, BUT ALSO TO SEE HOW WE HELP.

WE ARE HERE TODAY AND WE KNOW THAT THIS IS HOW -- WE HAVE TO WORK TOGETHER TO OVERCOME THIS DISEASE.

BUT TAKING THE STEP -- BY TAKING THE STEPS WE CAN TO PROTECT OURSELVES AND LOVED ONES, AND BY REFUSING TO REMAIN SILENT, TODAY, WE ARE HERE TO SAY THAT WE HAVE A SENSE OF HOW WE MUST WORK TOGETHER TO OVERCOME THIS DISEASE, BY TAKING THE STEPS THAT WE CAN DO TO PROTECT OURSELVES AND OUR LIVES AND OUR LOVED ONES AND BE REFUSING TO BRING THE SILENCE.

WE KNOW THAT TOGETHER, AND I SAY -- I THINK I CAN SPEAK FOR ALL OF US TO SAY THAT WE ARE READY TO BRING THE FULL FORCE AS A MOVEMENT TO THE TASK OF THE -- OF THE ACT AGAINST AIDS LEADERSHIP INITIATIVE.

AND WE DO THAT WITH STRENGTH AND WITH COURAGE.

THANK YOU.

[APPLAUSE]

>> THANK YOU SO MUCH DR. HEIGHT.

NOW BECAUSE REDUCING THE IMPACT OF HIV WILL REQUIRE LEADERSHIP FROM NOT ONLY WITHIN BUT ALSO BEYOND THE HARDEST HIT COMMUNITIES, IT REALLY IS CRITICAL THAT WE REACH ALL SECTORS OF THIS SOCIETY.

THEREFORE, THE SECOND PARTNERSHIP ON WHICH WE'D LIKE TO FOCUS TODAY WILL BE KEY TO THE SUCCESS OF ENSURING THE BROAD REACH OF THESE AND OTHER HIV PREVENTION MESSAGES.

CDC'S PARTNERING WITH THE KAISER FAMILY FOUNDATION AND OTHERS TO FORM A BROAD NATIONAL MEDIA COALITION IN SUPPORT OF ACTS AGAINST AIDS.

IN ADDITION, KAISER WILL ENGAGE THE MEDIA AND ENTERTAINMENT INDUSTRIES ON AN EVEN DEEPER LEVEL THROUGH THE IMPLEMENTATION OF TARGETED MEDIA DRIVEN CAMPAIGNS THAT COMPLEMENT AND EXTEND CDC'S MESSAGE.

KAISER FAMILY FOUNDATION IS AN OPERATING FOUNDATION WELL KNOWN FOR RESEARCH, JOURNALISM AND MEDIA PROGRAMS.

THEY HAVE BEEN AT THE FOREFRONT OF HIV POLICY AND COMMUNICATIONS, PIONEERING MANY OF THE NEW WEB TOOLS AND OTHER STATE OF THE ART HEALTH COMMUNICATION APPROACHES WHICH WE KNOW AND USE TODAY.

I'M SO PLEASED THEREFORE TO WELCOME DREW ALTMAN, THE PRESIDENT AND CHIEF EXECUTIVE OFFICER.

[APPLAUSE] THANK YOU KEVIN.

DURING ONE OF MY STINTS IN GOVERNMENT I WAS DESCRIBED IN A NEWSPAPER AS A NICE GUY TRAPPED IN A SERIOUS FACE.

SO I HOPE I CAN CONVEY TO YOU HOW PLEASED I AM TO BE HERE.

WE ARE -- TO BE FROM KAISER AND HOW IMPORTANT WE THINK THIS ANNOUNCEMENT IS TODAY.

IN YOUR PRESS PACKETS THERE IS A SHORT COLUMN THAT I DID LAST WEEK BASED ON RESULTS FROM A MUCH LARGER SURVEY WE WILL BE RELEASING SOON THAT SHOWS HOW THE HIV EPIDEMIC HAS FALLEN OFF THE RADAR SCREEN IN OUR COUNTRY AT EXACTLY THE TIME WHEN OUR FRIENDS AT THE CDC HAVE TOLD US THAT IT IS A MUCH LARGER EPIDEMIC THAN WE THOUGHT IT WAS.

AND SO THAT'S A PROBLEM AND THAT'S A CHALLENGE AND THAT'S WHY WE APPLAUD THIS EFFORT TODAY WHICH I AM ABSOLUTELY SURE IS THE FIRST OF MANY EFFORTS THAT WE WILL SEE FROM THE

ADMINISTRATION BECAUSE I KNOW THE PRESIDENT'S COMMITMENT AND THE COMMITMENT OF THE LEADERS WHO ARE HERE TODAY FROM THE ADMINISTRATION, TO THIS ISSUE.

IT IS WHY WE ARE PLEASED TO BE PARTNERS IN THIS IMPORTANT EFFORT BEING ANNOUNCED TODAY AND IT'S ALSO WHY WE'RE PREPARED TO TAKE ON WHAT WE THINK IS A VERY CRITICAL PART OF THIS EFFORT WHICH IS TO MOBILIZE THE MEDIA IN A FIRST OF ITS KIND COORDINATED COALITION.

COMPANIES WORKING NOT ALONE, BUT TOGETHER IN A COORDINATED WAY ON THIS PROBLEM BEGINNING WITH A TARGETED FOCUS ON COMMUNITIES AT HIGHEST RISK, WHICH I BELIEVE NEEDS TO BE A REAL FOCUS OF THE NEW RESPONSE IN OUR COUNTRY TO HIV.

AS WE DO THIS, WE WILL BE WORKING WITH LONGSTANDING PARTNERS BUT WE WILL BE WORKING HAND IN GLOVE WITH ONE PARTNER IN PARTICULAR, AND THAT'S MY LONG TIME FRIEND WHO YOU'VE ALREADY APPLAUDED BUT IT WOULDN'T BE A PROBLEM IF YOU DID IT TWICE, THAT'S PHIL WILSON.

[APPLAUSE] WE'LL BE PARTNERS THIN.

THEY DO SUCH GREAT WORK, SINGULAR WORK IN THE LAST YEAR ON THIS ISSUE.

IF YOU KNOW US, THIS IS WHAT WE DO AT KAISER.

THIS IS ONE OF THE THINGS WE DO AT KAISER.

WE OPERATED LONGSTANDING PARTNERS ON HIV WITH SOME OF THE LARGEST MEDIA COMPANIES IN THE U.S., FOR EXAMPLE, MTV WHICH IS HERE TODAY WITH WHICH WE HAVE A BIG PUSH UNDERWAY NOW TO ENCOURAGE YOUNG PEOPLE TO GET TESTED FOR HIV WHICH IS SO IMPORTANT.

BUT ALSO WITH BET AND VIACOM AND UNIVISION AND FOX WITH OTHERS.

WE HAVE WORKED WITH MEDIA LITERALLY AROUND THE WORLD AND ON CROSS COMPANY COORDINATED CAMPAIGNS WHICH LITERALLY HUNDREDS OF MEDIA COMPANIES ACROSS AFRICA AND ACROSS THE CARIBBEAN, WHICH IS EXACTLY THE KIND OF CROSS COMPANY COORDINATED CAMPAIGNS THAT WE HOPE TO EMULATE IN THE NEW INITIATIVE THAT WE WILL BE PUTTING TOGETHER HERE.

I'M VERY PLEASED TO SAY THAT THOUGH WE'RE JUST GETTING STARTED ON THIS ALREADY, A NUMBER OF KEY PLAYERS HAVE COME TO US AND HAVE COME ON BOARD INCLUDING THE AMERICAN URBAN RADIO NETWORK, CLEAR CHANNEL, ESSENCE COMMUNICATIONS, THE NATIONAL NEWSPAPER PUBLISHER'S ASSOCIATION JUST TO NAME A FEW OF THEM.

ON THE 28<sup>TH</sup> OF THIS MONTH, WE WILL BE RELEASING THE FULL SURVEY PREVIEWED IN THE LITTLE COLUMN THAT I MENTIONED AT OUR JORDAN CONFERENCE CENTER A FEW BLOCKS FROM HERE.

I THINK BARBARA WOULD HAVE BEEN REALLY THRILLED ABOUT THIS A-- THRILLED ABOUT THIS ANNOUNCEMENT HERE TODAY.

IT WILL UNDERSCORE THE CONTINUING NEED FOR MORE NEW INITIATIVES JUST LIKE THE ONE THAT IS BEING ANNOUNCED TODAY, BUT ALSO, PUBLIC SUPPORT -- I'D SAY PERHAPS SURPRISING LEVELS OF

PUBLIC SUPPORT GIVEN THE CONTINUING RECESSION AND THE BITING RECESSION WHICH SO OCCUPIES THE MINDS OF AMERICANS TODAY FOR NEW EFFORTS ON DOMESTIC HIV, FOR MORE SPENDING ON DOMESTIC HIV.

PUBLIC CONFIDENCE THAT NEW EFFORTS AND PREVENTION WILL MAKE A DIFFERENCE.

SO STATE TUNED FOR THAT.

THAT'S ON THE 28<sup>TH</sup>.

I JUST WANT TO END BY CONGRATULATING MELODY BARNES FOR HER LEADERSHIP ON THIS ISSUE AND FRANKLY ALL THE ISSUES THAT WE CARE ABOUT IN THE KAISER FAMILY FOUNDATION AND MY FRIEND, JEFF CROWLEY, WHO I WANTED TO SAY IS ONE OF THE GREAT APPOINTMENTS THAT THIS ADMINISTRATION HAS MADE.

AND OUR PARTNERSHIP, KEVIN FENTON AND ALL THE PARTNERS AT THE CDC AND CERTAINLY THE PRESIDENT AND THE ADMINISTRATION FOR NOT JUST ANNOUNCING A NEW INITIATIVE TODAY BUT FOR SIGNALING NEW LEADERSHIP ON DOMESTIC HIV.

[APPLAUSE]

>> THEIR EFFORTS TO MAKE HIV A PRIORITY AGAIN SHOULD MEAN, I HOPE THEY MEAN AND I EXCEPT THEY MEAN WHEN WE DO OUR SURVEY AGAIN IN A YEAR, AND THEN THE YEAR AFTER THAT, WE WILL BE BACK TO YOU WITH VERY DIFFERENT RESULTS.

SO THANK YOU VERY MUCH.

[APPLAUSE]

>> GREAT, THANK YOU DREW.

NOW IT'S MY PLEASURE TO INTRODUCE JESSE MILAN WHO HAS BEEN A LEADER IN HIV/AIDS ISSUES FOR DECADES.

HE'S CURRENTLY THE CHAIR OF THE BLAME AIMS INSTITUTE AND VICE-PRESIDENT FOR COMMUNITY HEALTH SYSTEMS.

HE'S HERE TO REMIND US ALL ABOUT THE CRITICAL IMPORTANCE OF HIV PREVENTION FROM THE PERSPECTIVE OF SOMEONE WHO HAS BEEN LIVING WITH HIV FOR 27 YEARS.

JESSE.

[APPLAUSE]

>> WELL, WHEN I LOOK AT DR. HEIGHT AND SEE HOW BEAUTIFUL SHE LOOKS I'M REMINDED SOME OF US HAVE A CERTAIN RELIGIOUS PERSUASION MIGHT FIND IT A COUPLE DAYS EARLY TO SHOUT HALLELUJAH.

FOR THOSE OF US LIVING AND WORKING WITH HIV FOR A LONG TIME THIS IS A CAUSE TO SHOUT.

IT'S BEEN A LONG TIME SINCE WE HAD SOMETHING TO CELEBRATE.

WE HAVEN'T BEEN ABLE TO USE THE C WORDS OF CELEBRATE AND CAMPAIGN IN THE SAME SENTENCE WITH REGARD TO THE FEDERAL GOVERNMENT IN A LONG TIME.

SO THERE IS REASON TO SHOUT.

AND AS A PERSON, AS AN AMERICAN LIVING WITH HIV/AIDS, I'M THRILLED TO BE ABLE TO CELEBRATE A PRESIDENT WHO CARES ABOUT THE EPIDEMIC AT HOME.

BEEN A LONG TIME.

[APPLAUSE] SINCE WE'VE BEEN ABLE TO USE THE C WORD OF CARE WITH REGARD TO A PRESIDENT AND THE AMERICAN EPIDEMIC, AND I'M SO PLEASED AND PROUD THAT WE HAVE A PRESIDENT WHO CAN TAKE CARE OF ALL THESE PLEASING ISSUES OF THE DAY AND AT THE SAME TIME, IN LESS THAN 100 DAYS, GET A CAMPAIGN CLEARED AND LAUNCHED FOR THE PUBLIC.

THERE IS A LOT TO CELEBRATE.

[APPLAUSE]

AS AN AFRICAN AMERICAN, LIVING WITH HIV, I CELEBRATE THE ACT AGAINST AIDS WILL FOCUS FIRST ON BLACK PEOPLE.

OUR LEADERS.

OUR MEDIA.

OUR PEOPLE, OUR MEN AND WOMEN AND I'M PARTICULARLY CELEBRATING THAT THIS CAMPAIGN WILL NOT BE AFRAID TO ADDRESS BLACK YOUTH AND BLACK GAY AND BISEXUAL MEN.

I SAY IT'S ABOUT TIME.

[APPLAUSE]

AND AS A PERSON LIVING WITH HIV INFECTION FOR MORE THAN HALF MY LIFE, I CELEBRATE THE RETURN OF FEDERAL SUPPORT, FOR SCIENCE BASED APPROACHES TO PREVENT NEW INFECTIONS, BECAUSE THIS CAMPAIGN WILL USE A C WORD THAT WE HAVEN'T USED PUBLICLY IN A LONG TIME, THE WORD CONDOMS.

DESPITE WHAT THE POPE MIGHT SAY, I'M THRILLED THAT THIS PRESIDENT UNDERSTANDS THAT CONDOMS ARE A SCIENTIFICALLY EFFECTIVE MECHANISM AGAINST HIV INFECTIONS, AND NOW THE FEDERAL GOVERNMENT WILL BE ABLE TO SAY THAT PUBLICLY IN A PUBLIC CAMPAIGN.

HALLELUJAH.

[APPLAUSE] BUT MOSTLY, I CELEBRATE THE POWER THAT THIS CAMPAIGN WILL UNLEASH.

THE POWER OF MY BROTHERS AND SISTERS WHO ARE LIVING WITH HIV.

ACT AGAINST AIDS CAMPAIGN WILL LET YOU HEAR OUR STORIES FROM OURS, ABOUT THE STIGMA WE EXPERIENCE IN OUR OWN FAMILIES, IN OUR CHURCHES, IN OUR COMMUNITIES.

ABOUT DISCRIMINATION IN THE WORKPLACE.

I'M HEAR ABOUT OUR HOPES AS WELL AS OUR FEARS AND CONCERNS.

AND I CELEBRATED THAT YOU'LL ALSO GET TO HEAR ABOUT THE SUPPORT THAT WE RECEIVE.

NO ONE GETS BETTER SUPPORT THAN ME FROM MY SPOUSE, FROM MY FAMILY, FROM MY CHURCH AND FROM MY FRIENDS AND FROM SOME OF THE BEST MEDICAL MINDS IN THE COUNTRY.

WHEN I SIT IN THAT EXAM ROOM EVERY 3 MONTHS, I SUPPRESS ANGER AND ANXIETY.

I WONDER WHAT IS THAT SCREEN GOING TO SAY WHEN IT PULLS UP MY VIRAL LOAD?

WHAT IS IT GOING TO SAY WHEN IT PULLS UP MY CD4 COUNT?

I REPRESS REGRET, REGRET ABOUT WHAT I DID NOT KNOW 27 YEARS AGO WHEN I WAS INFECTED.

REGRET BECAUSE AFTER ALL THESE YEARS, IN THIS EPIDEMIC, THERE IS ONE FACT THAT REMAINS TRUE.

AND THAT IS THAT PREVENTION IS AND ALWAYS WAS THE BEST DEFENSE AGAINST HIV.

SO TODAY I WANT TO CELEBRATE THE PEOPLE WHO'S LIVES WOULD BE SAVED BY THE CAMPAIGN, AND I CELEBRATE ALL THOSE WHO WILL BE NEWLY INFORMED AS WELL AS NEWLY INSPIRED.

MANY OF THOSE WHO MOST NEED THIS CAMPAIGN ARE THE ONES WHO NEED TO BE REMINDED THAT THEIR LIFE COULD CHANGE IN 9 1/2 MINUTES OR LESS.

I SHOULD KNOW.

SO LET'S NOT BE AFRAID TODAY TO USE THE C WORDS.

THE C WORDS OF CELEBRATE, FEDERAL CAMPAIGN FUND I HAD BY TAXPAYERS TO FIGHT HIV/AIDS.

AND WHILE WE DO LET'S CELEBRATE A PRESIDENT WHO HAS NOT ONLY SUPPORTED THE CAMPAIGN BUT IS ALSO SUPPORTIVE OF CREATING A NATIONAL STRATEGY AGAINST HIV/AIDS, ONE THAT BRINGS TOGETHER ALL FEDERAL AGENCIES ADDRESSING THIS DISEASE.

I DON'T KNOW ABOUT YOU, BUT I HAVE BEEN CELEBRATING SINCE NOVEMBER.

AND TODAY I CELEBRATE THAT WITH THE LAUNCH OF THE ACT AGAINST AIDS CAMPAIGN, THIS DAY MAY JUST BE THE BEGINNING OF GREATER CHANGE FOR HIV/AIDS IN AMERICA.

AND AS A PERSON LIVING WITH HIV I WANT TO BE THE FIRST TO SAY HALLELUJAH.

[APPLAUSE]

>> THANK YOU JESSE.

AND THANKS TO SO MANY OF OUR DISTINGUISHED LEADERS WHO HAVE JOINED US HERE TODAY.

THE ACT AGAINST AIDS CAMPAIGN EMPHASIZES THAT HI PREVENTION MESSAGES NEED TO REACH ALL ASPECTS.

IT WILL REQUIRE ONGOING SENSE OF RESPONSIBILITY AND COMMITMENT, ALL OF US CAN BE PART OF THE SOLUTION.

I NOW WOULD LIKE TO OPEN THE FLOOR FOR QUESTIONS FROM THE MEDIA SO I'D LIKE TO ASK KEVIN TO COME TO THE PODIUM.

I BELIEVE WE HAVE TIME FOR 3 QUESTIONS.

THANK YOU.

>> [INAUDIBLE] THERE IS A FAILURE TO ENGAGE BLACK PUBLIC RELATIONS AGENCIES [INAUDIBLE].

>> ONE OF THE NICE THINGS ABOUT THE CAMPAIGN IS WE HAVE A FRAMEWORK WITHIN WHICH WE'RE GOING TO HAVE MULTIPLE PHASES WHICH ARE GOING TO BE TARGETING HIGH RISK COMMUNITIES, ESPECIALLY THE AFRICAN AMERICAN COMMUNITIES.

AND INITIATIVES SUCH AS THE ACT AGAINST AIDS LEADERSHIP INITIATIVE ALREADY HAS ON BOARD MEDIA PARTNERSHIPS AS WELL.

AS WE THINK ABOUT REACHING AFRICAN AMERICAN COMMUNITY WE'RE GOING TO LOOK AT ALL THE STRUCTURES AND INFRASTRUCTURES IN PLACE WHICH INCLUDE TRADITIONAL ORGANIZATIONS, SCHOOLS, BUSINESSES, AND OF COURSE MEDIA HOUSES AS WELL.

SO WE'RE GOING TO HAVE DIALECT RELATIONSHIPS WITH BLACK MEDIA HOUSES.

CLEARLY, THROUGH THE LEADERSHIP INITIATIVE WE WILL BE HARNESSING THOSE NETWORKS WE WILL.

I LOOK FORWARD THAT WE ENSURE TO CONTINUE THE DIALOGUE THAT WE STARTED WITH BLACK MEDIA HOUSES IN GETTING THE MESSAGE OUT AND STRENGTHENING IT FOR THE AFRICAN AMERICAN COMMUNITY.

THANK YOU.

>> YOU MENTIONED THAT THE LATINO [INAUDIBLE] BECAUSE THE HIV INFECTIONS.

HOW MUCH, WE HAVE NOT SEEN ANY MEMBER OF THE LATINO COMMUNITY TALKING ABOUT THE PROBLEM.



WHAT IS BEING DONE TO REACH MORE PEOPLE IN THIS COMMUNITY, TO ENGAGE WITH THE MEDIA.

I'M INVOLVED IN [INAUDIBLE] EFFORT JUST AS --

>> THANK YOU.

THAT'S THE REASON WE'RE KICK STARTING THE CAMPAIGN, THE 9 1/2 MINUTE CAMPAIGN TO TOUCH THE LIVES, THE HEARTS AND MINDS OF ALL AMERICANS.

WE HAD THE RESOURCES IN SPANISH, WEBSITE WILL BE IN SPANISH.

I THINK WE'RE GOING TO BE SPECIFICALLY GENERALLY TARGETING ALL COMMUNITIES WITHIN THE UNIVERSITIES.

BUT SPECIFICALLY, WE WILL BE HAVING AND DEVELOPING PHASES WHICH WILL BE TARGETING THE LATINO COMMUNITIES, SUBSEQUENTLY.

THESE WILL BE LOOKING AT SUBGROUPS WITHIN THE LATINO COMMUNITY WHICH ARE AT HIGH RISK OF ACQUIRING HIV.

WE KNOW THAT EPIDEMIC IS PARTICULARLY SEVERE AMONG LATINO BISEXUAL MEN, BUT WE KNOW WE HAVE TO BE LOOKING AT YOUNG PEOPLE AS WELL.

SO IN SUBSEQUENT PHASES OF THE CAMPAIGN YOU WILL BE SEEING MESSAGES THAT WILL BE EVIDENCE BASED, DEVELOP IN PARTNERSHIP WITH OUR LATINO COLLEAGUES AND USE INFRASTRUCTURES WITHIN THE COMMUNITY.

SO THAT'S PART OF OUR COMMITMENT TODAY.

>> [INAUDIBLE] INCLUDE MESSAGES FOR BLOOD, GAY, AND BISEXUAL MEN.

I FIEND THAT THERE ARE ALSO [INAUDIBLE].

THEY ARE THE SINGLE LARGEST GROUPS OF INFECTED BY [INAUDIBLE] MENTIONED IN GENERAL.

AND I WONDER IF TRADITIONAL GROUPS ARE GOING TO BE ABLE TO INCLUDE MANY TRADITIONAL GROUPS, WHETHER THEY WILL BE ABLE TO WORK WITH THIS COMMUNITY WHEN, YOU KNOW, WE BARELY MENTIONED THEM OR BARELY SPEAK ABOUT THEM.

THE EPIDEMIC IN THAT GROUP CONTINUES TO RISE AND HAS OVER THE LAST 15 YEARS.

>> THANK YOU SO MUCH FOR THAT QUESTION.

[APPLAUSE] YOU'RE ABSOLUTELY RIGHT.

THE FIGURES ARE STAGGERING.

AS YOU KNOW IN SOME OF THE CDC STUDIES WHICH HAVE BEEN DONE IN URBAN SETTINGS ACROSS THE UNITED STATES THE PREVALENCE HAVE HI IS EXTREMELY HIGH.

SOME SETTINGS EXCEEDING 50%.

SO IT'S REALLY CRITICAL AS WE DEVELOP THE LEADERSHIP INITIATIVE AND PARTNERSHIP WITH THESE ORGANIZATIONS, AND AS WE DEVELOP SUBSEQUENT PHASES OF THE CAMPAIGN, THAT WE HAVE GOT TO FOCUS ON WHERE THE EPIDEMIC IS.

WE WILL BE HOLDING OURSELVES ACCOUNTABLE AT CDC TO MAKE SURE PREVENTION IS TARGETED TO THOSE WHO NEED IT.

WE WOULD HOLD ACCOUNTABLE OR PARTNERS, ACT AGAINST AIDS LEADERSHIP INITIATIVE TO ENSURE THE MESSAGES ARE OUT THERE.

THAT WE'RE TARTING THE COMMUNITIES AT HIGH RISK.

WE HAVE TO BE CAREFUL BECAUSE WE'VE GOT TO GET OUT OF OUR COMFORTED ZONE.

YES, WE ALL LIKE SPEAKING TO YOUNG PEOPLE, AND WE ALL LIKE GIVING PAMPHLETS OUT ON THE CORNERS OF THE STREETS.

BUT WE NEED TO DO MORE THAN THAT BECAUSE WE'RE IN A CRISIS PHASE.

THIS IS WHY THE LEADERSHIP INITIATIVE, WORKING WITH THESE ORGANIZES WILL BE A KEY PART RESEARCHING OUT TO THAT GROUP.

>> I WANT TO FOLLOW UP ON THE [INAUDIBLE] YOU MENTIONED EARLIER, BECAUSE I MISSED IT.

ALSO, WHEN YOU SAY YOU'RE TRYING TO REACH OUT TO ALL THE HIGH RISK GROUPS, ARE THERE ANY [INAUDIBLE] WHETHER OR NOT YOU PLAN TO USE ENTERTAINERS TO REACH OUT TO YOUNG PEOPLE, RAPPERS, SINGERS, HOW ARE YOU REACHING OUT TO THE YOUNG?

>> VERY BRIEFLY ABUSE I'M OVER MY 3 YESES.

THE CAMPAIGN WILL COST \$45 MILLION OVER 5 YEARS.

9 MILLION DOLLARS PER YEAR FOR THE NEXT 5 YEARS.

\$2 MILLION OF THAT AMOUNT PER YEAR GOES TO THE ACT AGAINST AIDS LEADERSHIP INITIATIVE AND \$300,000 PER YEAR GOES TO THE ACT AGAINST AIDS MEDIA INITIATIVE WHICH THE PARTNERSHIP WITH KAISER FAMILY FOUNDATION.

FOR THE SECOND PART OF YOUR QUESTION, ABSOLUTELY.

WE HAVE WORKING CLOSELY THROUGH THE INSTITUTES AND OTHER COLLEAGUES IN THE FIELD TO REALLY TARGET AND WORK WITH ENTERTAINMENT LEADERS, LEADERS IN THE MEDIA, AND THIS HAS BEEN A CRITICAL PART OF THE MOBILIZATION OF AFRICAN AMERICAN COMMUNITIES AGAINST HIV HI.

WE WILL CONTINUE THAT PARTNERSHIP MOVING FORWARD.

THANK YOU VERY MUCH.

[APPLAUSE]

>> JENNY ARE AVAILABLE TO THE PRESS, IF YOU HAVE FOLLOW UP QUESTIONS.

AGAIN, THANK YOU VERY MUCH FOR JOINING US HERE TODAY.

GOOD AFTERNOON.

[APPLAUSE]