

June



National Health Observances



Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services

June 27 is National HIV Testing Day

Sponsor: [The National Association of People with AIDS \(NAPWA\)](http://www.napwa.org/)
(<http://www.napwa.org/>)

One in 5 people living with HIV in the U.S. don't know they have it. You can help change this: spread the word about National HIV Testing Day on June 27.

HIV (human immunodeficiency virus) is the virus that causes AIDS. Many people with HIV don't have any symptoms. The only way for people to know if they have HIV is to get tested. [Encourage people to take the test and take control.](http://www.hivtest.org/press_files/default.aspx)
(http://www.hivtest.org/press_files/default.aspx)

How can National HIV Testing Day make a difference?

More than half of American adults have never been tested for HIV. And right now, at least 1 in 3 people who test positive for HIV are tested too late to get all the benefits of treatment.

We can use National HIV Testing Day to raise awareness about how people can take the test and take control. Every time someone gets tested for HIV, everyone wins.

- People who find out they are HIV-negative can take steps to stay HIV-free.
- People who find out they are HIV-positive can get early treatment to help them live longer, healthier lives. They can also take steps to protect their partners' health.
- Every new HIV infection prevented can save up to \$367,000 per person in lifetime medical costs.

How can I help spread the word?

We've made it easier for you to make a difference! This toolkit is full of ideas to help you take action today. For example:

- Post an announcement on your Web site.
- Tweet about National HIV Testing Day.
- Host a fundraising event to support an agency that provides HIV testing.
- Make it easier for people to get tested! [Add the HIV/AIDS Prevention & Service Providers Locator to your Web site](http://www.locator.aids.gov/) (<http://www.locator.aids.gov/>) to remind everyone to get tested on June 27.

Get the Word Out

Sample Media and/or Newsletter or Listserv Announcement

Cut and paste this text into your newsletter, listserv, or press release. Add local details and quotes from your organization.

HIV (human immunodeficiency virus) is the virus that causes AIDS. Today, in honor of National HIV Testing Day, **[your organization]** encourages you to get tested for HIV.

The only way to know if you have HIV is to get tested. Many people with HIV don't have any symptoms. In the United States, 1 in 5 people living with HIV don't know they have it.

Even if you don't feel sick, getting early treatment for HIV is important: early treatment can help you live a longer, healthier life.

Am I at risk for HIV?

HIV is spread through some of the body's fluids, like blood, semen (cum), vaginal fluids, and breast milk. HIV is passed from one person to another by:

- Having unprotected sex (vaginal, anal, or oral) with a person who has HIV
- Sharing needles with someone who has HIV
- Breastfeeding, pregnancy, or childbirth if the mother has HIV
- Getting a blood transfusion that has HIV (very rare in the U.S.)

HIV testing is covered for many people under the Affordable Care Act, the health care reform law passed in 2010. Depending on your insurance plan, you may be able to get tested at no cost to you. Talk to your insurance provider.

- **[Add details about your local activities.]**
- **[Include quote from your organization.]**

For more information, visit **[insert your organization's information]**.

Is your organization on Twitter? Send tweets.

Sample Tweets:

The messages below are sample tweets. To send them via Twitter, click on the URL link provided after the “Tweet this message” phrase. Or, copy the message and paste it to your Twitter stream and click post.

- Today is National HIV Testing Day. Take the test, take control. Find HIV testing & services near you: <http://go.usa.gov/p5D> #NHTD
- 1 in 5 people living with #HIV in the U.S. don't know they have it. Get tested: <http://1.usa.gov/90Fyd9> #NHTD
- Check out these 12 questions to ask your doctor about #HIV testing: <http://1.usa.gov/kKpO2z> #NHTD
- More than half of American adults have never been tested for #HIV. If this includes you, get tested today: <http://1.usa.gov/m67i0l> #NHTD
- Start the conversation about #STD testing with your partner: <http://1.usa.gov/s6wcHS> #NHTD
- Help your kids make healthy decisions. Talk to them early and often about sex and your values: <http://1.usa.gov/JGHBAw> #NHTD #HIV
- Join @healthfinder, @AIDSGov, and @napwaus, in recognizing National #HIV Testing Day. Find out how to get involved: [link to: HIV Testing Day Toolkit on healthfinder.gov]

Send E-cards

- healthfinder.gov: Get Tested for HIV
(<http://healthfinder.gov/ecards/DisplayCard.aspx?CardID=20>)
- healthfinder.gov: Get Screened
(<http://healthfinder.gov/ecards/DisplayCard.aspx?CardID=9>)
- Centers for Disease Control and Prevention (CDC): STD Who Knew
(<http://www2c.cdc.gov/ecards/message/message.asp?cardid=288&category=174>)
- Centers for Disease Control and Prevention (CDC): Talk to Your Teen About Sex
(<http://www2c.cdc.gov/ecards/message/message.asp?cardid=545&category=174>)
- National Institutes of Health (NIH): HIV: Take the Test. Take control.
(<http://wcdapps.hhs.gov/ECards/NIAID?cardid=39>)

Post a Web Badge

Add this free Web badge (<http://healthfinder.gov/nho/nhoBadges.aspx> - HIV) to your Web site, blog, or social networking profile to show your support for National Physical Fitness and Sports Month.

Get Involved

Take action to increase awareness about HIV.

1. [Find out about services that prevent HIV in your community.](http://locator.aids.gov/) (<http://locator.aids.gov/>) Help promote these resources by including information in your newsletter or posting information on your Web site.
2. Host a community forum with an HIV educator to talk about the benefits of HIV testing and early treatment.
3. Call a local organization that offers HIV testing and ask them how you can help them spread the word about HIV Testing Day.
4. Host a fundraising event, like a run or walk, to raise money for a local HIV organization.
5. Set an example by getting tested for HIV. Encourage co-workers, family members, and friends to get tested.

Adapted from The National Association of People with AIDS and the Centers for Disease Control and Prevention.

- Contact the [National Association of People with AIDS](http://napwa.org/) (<http://napwa.org/>) at Toll Free: 866-846-9366.
- Contact the [Centers for Disease Control and Prevention](http://cdcinfo@cdc.gov) at cdcinfo@cdc.gov for more information and materials.

Share These Tools

Quick Guide to Healthy Living

- Get Tested for HIV (<http://healthfinder.gov/prevention/ViewTopic.aspx?topicId=49>)
- HIV Testing: Questions for the doctor (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=28>)
- STD Testing: Conversation starters (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=17>)
- Choose the Right Birth Control (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=87>)
- Talk to Your Kids about Sex (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=77>)

Personal Health Tools



- HIV Risk Calculator (http://www.healthcalculators.org/calculators/hiv_risk.asp)
- HIV/AIDS Prevention & Service Provider Locator (<http://locator.aids.gov/>)

- HIV Testing Site Locator (<http://www.hivtest.org/> )
- HIV/AIDS Interactive Health Tutorial (<http://www.nlm.nih.gov/medlineplus/tutorials/aids/htm/index.htm>)
- HIV/AIDS Podcast (<http://www.aids.gov/podcast/podcast-gallery/index.html>)
- The Check (<http://www.plannedparenthood.org/all-access/check-26541.htm> )

More Information (Health A-Z)

- HIV/AIDS (<http://healthfinder.gov/scripts/SearchContext.asp?topic=412>)
- STDs (Sexually Transmitted Diseases) (<http://healthfinder.gov/scripts/SearchContext.asp?topic=786>)
- Birth Control (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=203>)

Find More Information

- Get Tested on National HIV Testing Day, June 27 – Centers for Disease Control and Prevention (<http://www.cdc.gov/Features/HIVtesting/>)
- National HIV Testing Day: Take the Test, Take Control – Centers for Disease Control and Prevention (http://www.hivtest.org/press_files/default.aspx )
- HIV Testing Day Activity/Event Submission Form – Centers for Disease Control and Prevention (http://www.hivtest.org/press_files/nhtd/default.aspx)
- President Obama on National HIV Testing Day, 2009 – The White House (<http://www.whitehouse.gov/photos-and-video/video/president-obama-national-hiv-testing-day>)
- National HIV Testing Day and the Mayors Campaign against HIV – The National Association of People with AIDS (<http://www.napwa.org/content/national-hiv-testing-day-and-mayors-campaign-against-hiv> )
- What Is HIV/AIDS? – U.S. Department of Health & Human Services (<http://www.aids.gov/hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/>)
- HIV in the United States: At A Glance – Centers for Disease Control and Prevention (<http://www.cdc.gov/hiv/resources/factsheets/us.htm>)
- Get Tested for HIV – Office on Women's Health (<http://www.womenshealth.gov/hiv-aids/get-tested-for-hiv/>)
- Preventive Services Covered Under the Affordable Care Act – U.S. Department of Health & Human Services (<http://www.healthcare.gov/news/factsheets/2010/07/preventive-services-list.html>)
- Event Planning Guide – U.S. Department of Health & Human Services (<http://www.aids.gov/awareness-days/event-planning-tips.html>)

Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure they are available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local access television, radio, newspaper, and community calendars to promote your event.
- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.

- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, the library, post office, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.


Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.

Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic e-mail alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer e-mail alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media coverage on your organization's Web site. No matter the size or success of your event, remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at healthfinder.gov. You can contact us at info@nhic.org or send us a tweet @healthfinder (<http://twitter.com/Healthfinder>) .



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