



10 WAYS HEALTH DEPARTMENTS CAN PARTICIPATE IN NATIONAL LATINO AIDS AWARENESS DAY (NLAAD) October 15, 2009

- 1. Join the National Planning Committee** - www.nlaad.org. All campaign information is at your fingertips; convene via monthly conference calls; obtain NLAAD event strategy tips, network, collaborate, and be part of a growing national health movement for Latino communities.
- 2. Host a brown bag for health department staff.** Conduct a series of cultural competency in-service trainings and/or discussions with state and local health department staff to examine relevant issues and trends in Latino communities using a variety of NASTAD's published tools (e.g., [Latino Call to Action: Adelante!](#), [Issue Brief on Young Black and Latino gay men/MSM](#), etc.) to serve as a framework to target discussions.
- 3. Support local planning groups that are organizing NLAAD events.** Offer office space to conduct meetings; announce local events on your website, in bulletins and newsletters; provide awareness materials, supplies, and staff as needed (e.g., testing kits, literature, condoms (male and female), marketing materials). For a listing of organizations and to see what events are happening in your community, visit www.nlaad.org.
- 4. Hold a special testing day event in your office or a community center.** If you don't offer counseling, testing, referrals and/or additional services, partner with an agency that does. Offer incentives such as food, music and gift cards to increase community participation. Invite an elected official, local celebrity or community leader to get tested and demystify HIV testing. *(Special note: NASTAD is working with Inverness Medical again this year to identify up to eight states to participate in The Governors' HIV Testing Initiative intended to coincide with awareness days such as NLAAD. NASTAD and Inverness will help interested jurisdictions plan and execute the HIV testing event. Inverness will contribute up to 1,000 rapid HIV tests for each event and will provide other in-kind support related to publicity, advertising materials and staff support for the event. For more information, contact [Francisco Ruiz](#).)*
- 5. Organize a press conference.** Invite elected officials, community stakeholders and local media. Encourage community leaders to speak on the importance of getting tested and get tested themselves.

6. **Issue a press release, media alert, announce local NLAAD events on your website.** Utilize popular social networking sites such as Facebook or Twitter to publicize events. Consider text messaging to blast information about where to access services. Solicit a video recording of your governor or health commissioner announcing NLAAD activities – distribute widely or post to the health department’s website.
7. **Request a formal proclamation from your governor’s office regarding the importance of NLAAD.** Utilize NLAAD and complementary activities as mechanisms to increase your governor’s support of HIV/AIDS prevention efforts among Latino communities. Frame the request as a win for the governor and the health department. Be sure your governor’s proclamation includes language about the importance of HIV testing and knowing your status.
8. **Call or contact your local elected officials to increase national recognition of this day.** Distribute information, including local data to local grassroots groups. Explain the significance of HIV prevention for Americans, particularly highly impacted Latino communities (e.g. Latino gay men/MSM).
9. **Provide staff to assist in conducting outreach in your community regarding NLAAD events.** Put up posters, hand out flyers, and/or distribute condoms, etc. Tailor national social marketing tools such the Kaiser Family Foundation’s [“Soy…”](#) campaign and CDC’s [“9 ½ Minutes”](#) to underscore the HIV/AIDS epidemic generally and its impact on Latino communities.
10. **Sponsor, organize, and/or plan a health fair to educate the public on general health issues, focus on issues that affect/impact Latino communities and include information on HIV prevention, treatment and testing.** Provide additional health screenings (e.g., blood pressure screening, cholesterol, mammogram and prostate, etc.).

For more information on NLAAD, please contact:

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