National Women and Girls HIV/AIDS Awareness Day

Digital Toolkit

National Black Justice Coalition

ACT Against AIDS

GILEAD
Friends,

As we observe National Women and Girls HIV/AIDS Awareness Day (NWGHAAD) on Thursday, March 10th, the National Black Justice Coalition (NBJC) wants everyone to have the information and support needed to protect their health and well-being. Throughout the month of March, and especially on March 10th, individuals and organizations have opportunities to support the women and girls affected by HIV and AIDS, shine a light on the virus’s impact and its disproportionate impact on cisgender and transgender Black women and girls, and reduce stigma to ensure we all thrive. Black women accounted for nearly 60% of new HIV infections among US women, and Black women with HIV had the highest premature mortality rates between 1998-2018. On NWGHAAD, conversations about HIV prevention and treatment must focus on Black women and girls and the unique challenges they face because of intersecting identities. We hope that this toolkit is helpful to you and your networks. Let’s #StopHIVTogether and show the Black women and girls in our lives that we are committed to their health, happiness, and longevity.

In Love and Continued Struggle,

David J. Johns
Executive Director, The National Black Justice Coalition

Talking with competent healthcare providers is one of many first steps to take in ending the HIV/AIDS epidemic in the Black community.
Since the beginning of the epidemic in the 1980s, we have made tremendous strides in helping people not only survive but thrive while living with HIV/AIDS. In spite of the medical, scientific, and social progress made, cisgender and transgender women remain vulnerable to transmission. Black women and girls continue to be disproportionately impacted by HIV/AIDS. Heterosexual contact is the source of 91% of new HIV cases among cisgender Black women and girls.\(^1\) Annually new HIV cases among Black cisgender women are 11 times that of white cisgender women and four times that of cisgender Latinas.\(^2\) Black women accounted for 6 in 10 new HIV infections among women in 2016.\(^3\)

This issue is worsened by the fact that stigma, stereotypes, and shame prevent Black people from discussing sexuality and sexual health, including HIV prevention, treatment, and support. In addition, discrimination around jobs, education, housing, and healthcare makes accessing accurate, responsive, and timely information and care exceptionally difficult. An estimated 14% of trans women have HIV, and 44% of those women are Black.\(^4\) The continuing COVID-19 pandemic has exacerbated all of this, and the consequences to our community have been devastating. But, we have the power to change that.

**Consider the following:**

1. HIV/AIDS impacts all people, not just gay men. Black women and girls are at a higher risk of HIV/AIDS transmission than women in other racial/ethnic groups.

2. Disproportionate HIV/AIDS susceptibility is due to systemic issues (1) misogyny, (2) racism, (3) insufficient access to culturally competent and quality healthcare, (4) transphobia, and (5) other socially constructed barriers; Not biology or behaviors.

3. More women and girls should know about medication like PrEP (Pre-Exposure Prophylaxis), which helps reduce the risk of getting HIV (learn more below).

4. A majority of Black women living with HIV/AIDS don’t know they are HIV positive. It’s crucial for Black women and girls to discuss HIV/AIDS, get tested regularly, and be supported in navigating healthcare.

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\(^1\) [HIV Diagnoses | HIV and African American People | Race/Ethnicity | HIV by Group | HIV/AIDS | CDC](https://www.cdc.gov/hiv/statistics/raceethnicity/index.html)

\(^2\) [Impact on Racial and Ethnic Minorities](https://www.cdc.gov/hiv/statistics/raceethnicity/index.html)

\(^3\) [HIV hits black women hardest, CDC report says](https://www.cdc.gov/hiv/statistics/raceethnicity/index.html)

\(^4\) [Transgender People | Gender | HIV by Group](https://www.cdc.gov/hiv/statistics/gender/index.html)
• From 2014 to 2018, HIV diagnoses among Black women decreased by 10%.  

• In 2019, heterosexual contact accounted for 91% of new HIV diagnoses among Black cisgender women.  

• In 2018, despite making up less than 15% of the female population, Black women accounted for 57% of new HIV diagnoses among cisgender women in the U.S. and dependent areas.  

• Black women represented 26% of new HIV diagnoses among all Black people in 2018.  

• Black transgender women made up 49% of new HIV diagnoses among transgender people in 2018.  

• Young Black women are more affected by HIV than young women of other races. The rate of new infections among Black girls and women aged 13 to 24 is 6 times higher than that of young Hispanic women and 20 times that of young white women.  

Compared to all people with diagnosed HIV, women have lower viral suppression rates. More work is needed to increase these rates. For every 100 women with diagnosed HIV in 2018:  

- 76 received some HIV care  
- 58 were retained in care  
- 63 were virally suppressed  

For comparison, for every 100 people overall with diagnosed HIV,  
76 received some care, 58 were retained in care, and 65 were virally suppressed.  

NBJC is dedicated to ensuring that Black women and girls receive the advocacy, information, and support needed to make empowered decisions about their well-being, including their sexual health. Black women are dying because of HIV/AIDS, more than any other racial/ethnic group, and this does not have to be our reality. Misogyny, racism, insufficient access to culturally competent and quality healthcare, transphobia, and other socially constructed barriers get in the way of Black women and girls being happy, healthy, and whole. Conversations about prevention, treatment, and support on #NWGHAAD must focus on supporting Black women and girls.

KNOW YOUR STATUS.
• Don’t wait until you’re about to get intimate to start talking about HIV and sexual health. To end the HIV epidemic you have to know your status and so does your partner. Get tested for HIV, STIs, and hepatitis regularly (every three to six months).
• Find a free testing site and other support through the HIV prevention services locator.
• Order a free at-home HIV testing kit with TakeMeHome.

CONNECT TO CARE.
• If you’re HIV positive, start HIV treatment, stay in care, & keep the virus under control. Learn more HERE.
• If you’re HIV negative, ensure you’re engaging in practices to minimize risk.

DISRUPT STIGMA.
• Normalize talking about HIV and AIDS without fear, shame, or judgment. Personal health includes sexual health and you deserve to be well.
• Avoid using stigmatizing language or otherwise preventing conversation about HIV/AIDS and sexual health and wellness. Learn more here.

TALK ABOUT IT.
Here are some tips for having conversations with friends and family about awareness, testing, transmission, and treatment:
• DON’T FORCE IT. Find the right time and place to have a conversation. Schedule a time to talk or have spontaneous conversations in a setting where you are comfortable and people will be able to listen to what you have to say.
• SCHEDULE IT. Consider scheduling regular check-ins, or ‘talkaversaries.’ The key to a healthy relationship is open dialogue. It can be hard to find the right time to bring these things up. If you agree to schedule them in advance, no one has to wonder about the timing of the conversations.
• BE FLEXIBLE. Conversations don’t have to be face-to-face. Whether you talk, type, or text, what is important is that you communicate.
• USE RESOURCES. Use the NBJC Words Matter HIV toolkit to support stigma-free conversation and encourage loved ones to stay healthy by taking medicine if they are living with HIV or are on PrEP.

CREATE SPACES FOR BLACK GIRLS
• Black girls need community spaces specific to their needs regarding sexual health and HIV prevention and treatment.
• These spaces must acknowledge their intersecting marginalized identities and how they can affect their health and access to health care.
• Giving Black girls the space to freely talk about their sexual health without fear of stereotypes, stigma, or judgment will help us end the HIV epidemic.
Celebrate NWGHAAD

You can do something special to raise awareness, start conversation, and mobilize people to act on March 10th. We’ve provided some ideas to get you started.

**Tea & Conversation**

Host a virtual event and facilitate a conversation about Black women and girls’ sexual health with attention to HIV/AIDS. Not only do we deserve wellness, but we deserve pleasure and intimacy without stigma. Talk about it!

Resources you can use:

- NBJC [Words Matter HIV Toolkit](#)
- The NWGHAAD [materials and resources](#)
- The Black AIDS Institute’s resource on [Black Women & HIV](#)
- [Reframing Sexual Health for Black Girls and Women in HIV/STI Prevention Work: Highlighting the Role of Identity and Interpersonal Relationships](#)
- [Facts & Figures](#) from the CDC
- Media:
  - [Condoms, masks, and the tale of two viruses - COVID and HIV/AIDS -harming the Black community](#)
  - [Smarter in Seconds: HIV & AIDS produced by Blair Imani](#)
  - [On National Black HIV/AIDS Awareness Day, all Black people can get free](#)
  - [The National Black Justice Coalition Endorses House Resolution Commemorating the 40th Anniversary of HIV/AIDS Epidemic](#)
  - [National Black Justice Coalition Partners with Twitter for World AIDS Day](#)
  - [Could Queer-Inclusive Sex Ed Halt Trans Homicides? Advocates Say Yes](#)

**Free Condom Day**

Host a free condom day, where campus organizations give away a variety of condoms and encourage safer sex practices. Most universities have wellness centers that provide free condoms and other forms of contraception. Consider partnering with them to host an event.

Consider engaging condom brands like [b condom](#) to support these efforts and partnering across campus organizations that represent marginalized communities (i.e. Black Student Union x LGBTQ+ organizations) to create intersectional impact.

**Free Testing**

Host a free HIV testing event by bringing in a group like Planned Parenthood. Providing buttons, stickers, hats, or shirts can generate enthusiasm and increase HIV awareness. Click [HERE](#) to find a service provider near you.

On-campus, advertise free testing days hosted by school clinics or wellness centers. If none exist, petition your administration and senior leaders to make sure they happen regularly.
Celebrate NWGHAAD

**Campus Conversations**

Students, educators, and youth workers can partner with campus community leaders and organizations to produce events focused on women and girls that raise awareness, reduce stigma, and encourage testing, prevention, and support. You can host a Q&A session on campus, or with the campus radio station so students, and members of the campus community can ask questions and learn more about HIV/AIDS.

You can post informative flyers in bathrooms, elevators, and hallways to reduce stigma and increase education or host give-aways where you trade information for gifts/prizes/swag that students covet.

**Film Screening - 90 Days**

Host a screening and discussion of the film 90 Days, which explores a couple’s relationship and life altering decision after 90 days of dating. This is a film about life, love, and the power of compassion. It also shares important information about HIV in an accessible and hopeful way. Watch the film, then talk about what you’ve learned and how you feel.

**Film Screening - POZ ROZ**

Host a screening and discussion of the digital dark comedy series POZ ROZ, which explores the life of 20-something Rzzlyn “Roz” Mayweather after a positive HIV diagnosis rocks her already shaky world. Watch the 9 episode series for free on YouTube, discuss what you learned and how it made you feel.

**Write About It**

Contact the media to promote the work of your organization, or your school in increasing HIV prevention, treatment, and support. You can raise awareness by writing an OpEd, blog post, or article to promote conversation, action, advocacy, prevention, and treatment in your community.

**Go Social**

Record a video or post for Instagram, Facebook or any of the platforms used by your networks. Encourage your communities to share how they have been affected by HIV and HIV stigma using the hashtags #NWGHAAD and #WordsMatterHIV. Be sure to tag and share your article/video with @NBJCOntheMove so we can help amplify your message.

**Go Live**

Share videos and images of you and those you love talking about and taking steps to encourage positive, asset-based conversations about HIV/AIDS in Black communities. Broadcast live from your NWGHAAD awareness day event. Use the hashtags #NWGHAAD, #WordsMatterHIV, and #PACT4HIV.

Find more ideas here.
Medical Advancements:

Medications such as Pre-exposure prophylaxis (or PrEP) and Post-exposure prophylaxis (or PEP) exist to aid in reducing the risk of becoming HIV positive or transmitting the virus. Pre-exposure prophylaxis (or PrEP) reduces the risk of getting HIV from sex by as much as 90% and those who inject drugs by up to 70%.

- Pre-Exposure Prophylaxis (PrEP) is a daily pill that people take to prevent getting HIV from sex or injection drug use. When taken as prescribed, PrEP is highly effective for preventing HIV. Learn more about Black women and PrEP here.

- There is a misconception that Truvada as PrEp does not work for women. This is false. Truvada (or a generic equivalent) is effective for HIV prevention in women and other people who have receptive vaginal sex.

- Apretude is the first injectable PrEP treatment recently approved by the FDA. The drug is approved for HIV-negative adults and adolescents weighing at least 77 pounds. Unlike the PrEP pill, which is taken daily, Apretude is delivered through two initial injections one month apart and then every two months. Learn more.

- Post-Exposure Prophylaxis (PEP) is medicine taken to prevent HIV after a possible exposure. PEP should be used only in emergency situations and must be started within 72 hours after a recent possible exposure to HIV. Learn more.

- To obtain PrEP or PEP, contact your healthcare provider, an emergency room, or your local or state Health Department. If eligible, the Gilead Advancing Access® co-pay coupon card may help you save on your co-pays for PrEP and PEP. Learn more.

Risk of contracting or transmitting HIV increases when you:

- Have unprotected sex with a partner;
- Are unaware of you partner’s risk factors;
- Have, or have sex with people who have, sexually transmitted infections (gonorrhea, syphilis, etc.);
- Have multiple sex partners;
- Use injection drugs;
- Have sex or share needles with those who had a blood transfusion between 1978 and 1985;
- Have a history of sexual abuse.

Consider using PrEP as a part of a holistic health regimen, similar to ways people use birth control. Talk to your doctor.
Sample FB posts | Tweets | Instagram captions

1. March 10th is National Women and Girls HIV/AIDS Awareness Day #NWGHAAD. Conversations about prevention, treatment, and support help Black Women and Girls take charge of their health and are essential to ending the epidemic in Black communities. #StopHIVTogether

2. Ending HIV/AIDS starts with awareness and support. HIV diagnoses among Black women and girls decreased by 11% from 2015 to 2019. #NWGHAAD #StopHIVTogether

3. Black women are dying due to HIV/AIDS more than any other racial/ethnic group. This doesn’t have to be our reality. Ending HIV/AIDS in Black communities begins with each of us becoming more aware and empowered. #NWGHAAD #StopHIVTogether

4. Transgender women and girls in the United States are at high risk for HIV, and half of the transgender people diagnosed with HIV are Black. Raise awareness. Increase support. #NWGHAAD #StopHIVTogether

5. ICYMI: Of all of the women diagnosed with #HIV in 2018, 57% were Black. Housing precarity, food insecurity, bias in healthcare, misogyny, sexism, transphobia, and anti-Blackness all factor in. #NWGHAAD #StopHIVTogether
Black women and girls are dying as a result of HIV/AIDS, more than any other racial/ethnic group and this does not have to be our reality.

HIV impacts all people, genders and sexual orientations.

HIV/AIDS is NOT a “gay disease” Black heterosexual cisgender women are disproportionately impacted by HIV/AIDS compared to heterosexual cisgender women of other races/ethnicities.

Among all cisgender women with diagnosed with HIV in 2018, 57% were Black, 21% were white, and 18% were Hispanic/Latina. (CDC)

Among all women with HIV diagnosed in 2015, 61% (4,524) were Black, 19% (1,431) were white, and 15% (1,131) were Hispanic/Latina. (CDC)

Transgender women in the United States are at high risk for HIV, and half of transgender people diagnosed with HIV are Black.

Among transgender adults and adolescents in 2018, the percentage of diagnoses of HIV among trans women and girls were largest among people of multiple races (96%), followed by Hispanics/Latinas (94%) and Black people (93%).

Black people account for a higher proportion of new HIV diagnoses, those living with HIV, and those who have ever received an AIDS diagnosis, compared to other races/ethnicities. (CDC)

To reduce the disproportionate impact of HIV/AIDS among Black women and girls we must encourage and support advocacy, awareness, prevention, treatment, and support.

You can find official CDC National Women and Girls HIV/AIDS Awareness Day social media sssets HERE
We at NBJC hope that the resources in this #NWGHAAD toolkit are useful to you as you start or sustain efforts to increase HIV prevention, treatment, and support in Black communities.

We all have a role to play in ending HIV. Please continue to consider the National Black Justice Coalition a resource as you engage in this critically important work.
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