

# NATIONAL BLACK HIV/AIDS AWARNESS DAY



Community:

February 7th, is National Black HIV/AIDS Awareness Day (NBHAAD). NBHAAD is an opportunity for Black people (and those who profess to love us) to address the disproportionate impact the HIV/AIDS crisis continues to have throughout diverse Black communities. On NBHAAD, there are opportunities to end HIV transmission, increase support for people living with HIV, and reduce stigma.

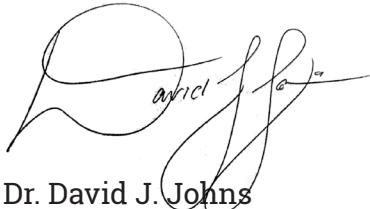
It's been more than 40 years since the first cases of what would be known as HIV/AIDS were reported. Today, still, HIV/AIDS is discussed as and imagined to be an epidemic that only impacts members of the lesbian, gay, bisexual, transgender, and queer+ (LGBTQ+) community. The facts show otherwise.

## **CONSIDER THE FOLLOWING:**

- Black people still account for the highest proportion of Americans living with HIV. In 2021, Black people made up 14% of the U.S. population but 40% of HIV diagnoses.
- HIV diagnoses among Black cisgender women are the highest among cisgender women of all races/ethnicities.
- In 2021, Black women accounted for 53% of new HIV diagnoses among women in the U.S.
- In 2020, 481,815 people in the Southern U.S. states were living with HIV. 52.2% of those living with HIV in the South were Black.
- There is hope. From 2015-2019, in all age categories, HIV diagnoses among Black people either went down or remained stable.

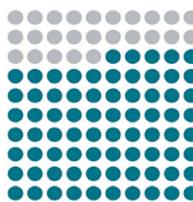
These statistics represent Black people across the community—siblings, parents, and partners. It's important to remember that people with HIV can thrive, live, and love with support and treatment, which means we have to eliminate feelings of fear, shame, and judgment (stigma) around HIV. When people are afraid to know or tell the truth about their health, they struggle to get care, engage in prevention, receive treatment, and live their full lives. We hope this toolkit will help you participate in the effort.

In Love and Continued Struggle,

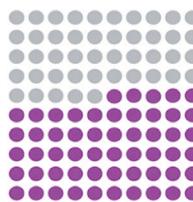
A handwritten signature in black ink, appearing to read "David J. Johns". The signature is fluid and cursive, with "David" on the left and "J. Johns" on the right.

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

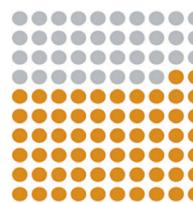
Compared to all people with diagnosed HIV, Black/African American gay and bisexual men have lower viral suppression rates. For every **100 Black/African American gay and bisexual men with diagnosed HIV in 2019:**



**75**  
received  
some  
HIV care



**55**  
were  
retained  
in care<sup>†</sup>



**62**  
were virally  
suppressed<sup>‡</sup>

For comparison, for every **100 people overall** with diagnosed HIV,  
**76 received some HIV care**, **58 were retained in care**, and **66 were virally suppressed**.

# LET'S STOP HIV TOGETHER!

Here are things that each of us can do to address the negative impact that HIV/AIDS continues to have in Black communities.

## KNOW YOUR STATUS

- Find a free testing site and other support through the [HIV prevention services locator](#).
- Get 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 at the CDC](#).
- If you're HIV-negative, ensure you're engaging in practices to minimize risk. This includes taking PrEP and [using condoms](#) when engaging in sexual activity.
- U=U or Undetectable=Untransmittable means people who achieve and maintain an undetectable viral load (the amount of HIV in the blood) by taking their treatment daily cannot sexually transmit the virus.

## DISRUPT STIGMA

- Normalize [talking about HIV and AIDS](#) without fear, shame, or judgment. People who are afraid of experiencing discrimination are less likely to be tested or treated for HIV, which makes eliminating HIV stigma essential.

**Avoid using stigmatizing language or otherwise preventing conversation about HIV/AIDS and sexual health and wellness. [Learn more here.](#)**



# SPOTLIGHT NBHAAD!

Here are things that each of us can do to address the negative impact that HIV/AIDS continues to have in Black communities.

## MOCKTAILS & CONVERSATION

Host a virtual event and facilitate a conversation about Black people's 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 WordsMatterHIV Toolkit](#)
- [Let's Stop HIV Together Campaign Resources](#)
- [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](#)
  - [Center BlackPeople on World AIDS Day](#)

## FILM SCREENINGS

- Host a screening and discussion of the film [90 Days](#), which explores a beautiful couple's relationship and their 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.
- Host a screening and discussion of the digital dark comedy series [POZ ROZ](#), which explores the life of 20-something Rozlyn "Roz" Mayweather after a positive HIV diagnosis rocks her already shaky world. Watch the 13 episode series for free on YouTube, and discuss what you learned and how it made you feel.

## 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 NBHAAD awareness day event.

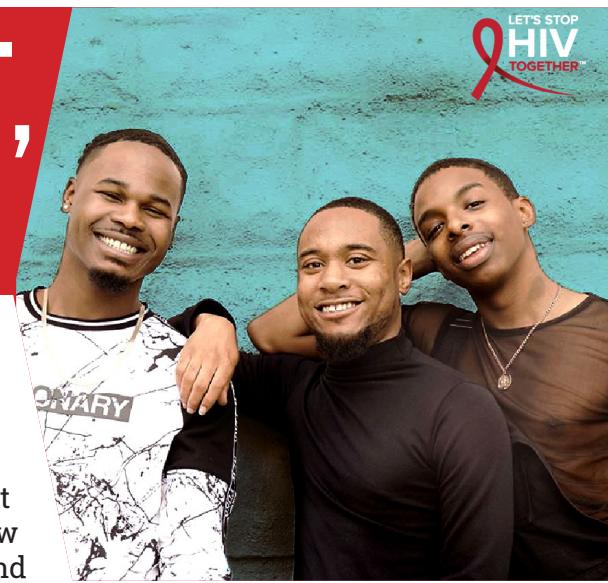
## WRITE ABOUT IT

- You can raise awareness by writing an OpEd, blog post, or article or by producing and posting digital content on TikTok and X (formerly known as Twitter) to promote conversation, action, advocacy, prevention, and treatment in your community.
- Follow creators who talk about HIV/AIDS including, [@IamGMJohnson](#), [@donjarlove](#), [@LionelMoise](#).

**Ready, Set, PrEP makes PrEP medication available at NO COST for qualifying recipients.**

# DON'T JUST TALK ABOUT IT, BE ABOUT IT.

Consider how you and those in your network can encourage and support the following vital actions to [Stop HIV Together](#). Engage in the conversation by sending a #StopHIVTogether tweet.



## KNOW YOUR STATUS

Don't wait until you're about to get it poppin' 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 services here](#).

## TALK ABOUT HIV

Bring awareness to the importance of testing, transmission, and treatment for HIV by having conversations with friends and family. Here are some tips:

- **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 'talkiversaries.' 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 WordsMatterHIV](#) 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](#).

## CALL TO ACTION

This NBHAAD you can work to reduce HIV stigma by getting tested, downloading the [Words Matter HIV Toolkit](#) to facilitate asset-based conversations with loved ones, and sending a #StopHIVTogether tweet to spread information and start a conversation with those who follow you.



#StopHIVTogether



TOGETHER FOR LOVE

# USE SOCIAL MEDIA

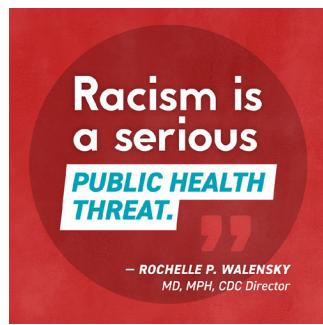
**#NBHAAD #StopHIVTogether #PACT4HIV**

Join us on this day by sending a #StopHIVTogether tweet and get tested. Feel free to customize the content below. Use the following campaign hashtags so we can find and amplify your messages:

## Sample Social Media Posts

- Not sure where to start when it comes to discussing sexual health? Check out our #WordsMatter HIV Toolkit for tips, facts, and resources for HIV. #StopHIVTogether!
- Get tested, and stay healthy: It's the best way to protect yourself and your partners. Get a FREE HIV self-test today! #StopHIVTogether
- HIV testing helps keep you and your partners safe. With a simple test, you can get peace of mind and have access to the resources you need. No matter your result, getting tested for HIV is an act of self-care that demonstrates your commitment to taking care of yourself and those. Order your FREE at-home test at nbjc.org. #KnowYourStatus #StopHIVTogether

[\*\*Download graphics and digital assets from the CDC here\*\*](#)



# THINGS TO KNOW AND SHARE

## START TALKING. STOP HIV.

Together, we can learn to live healthier lives. Personal health includes sexual health. We all deserve pleasure and intimacy without stigma. Talk to your partner about how you will protect each other's health and well-being. Use the [NBJC WordsMatterHIV toolkit](#) for language, resources, and facts.

## TAKE ADVANTAGE OF 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 (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. Last year the federal government announced that almost all health insurers must cover PrEP at no sharing cost, including clinic visits and lab tests. [Learn more.](#)
- **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.](#)

Whatever you do in recognition of National Black HIV/AIDS Awareness Day, **DO SOMETHING** to reduce stigma, support testing, or otherwise address the disproportionate impact that HIV/AIDS continues to have on Black communities. We hope that this toolkit serves as a source of both inspiration and support. Thank you in advance for all that you will do.

