START TALKING.

12.1.21

World AIDS Day

STOP HIV.

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Greetings,

Since 1988, the world has observed World AIDS Day on December 1. The day is an opportunity to remember those who have passed away due to an AIDS-related illness, support people currently living with HIV, and unite in the fight to end HIV/AIDS once and for all.

Globally, an estimated 37.7[1] million people were living with HIV at the end of 2020 - a fact that's been made possible by fierce activism that has led to ongoing scientific and social advances. Since the epidemic began in the early 1980s, more than 36.3 million[2] people have died from AIDS related illnesses. In the U.S., Black communities are disproportionately impacted by the HIV epidemic. Recent data shows that although Black people make up only 13% of the U.S. population, we make up 42% of new HIV diagnoses[3]. Black communities see a higher proportion of new HIV diagnoses and people living with HIV than any other racial or ethnic group. This includes people across all sexual and gender identities, though gay, bisexual, and same gender loving men are the most affected.

The inequality that Black people face is compounded within the LGBTQ+/SGL community, from discrimination around jobs to education, housing, and healthcare. The COVID-19 pandemic has exacerbated all of this, but together, we can unite in the fight against HIV. The National Black Justice Coalition (NBJC) wants to take the time on World AIDS Day to fight.

Whether you're a community leader, a healthcare practitioner, an activist, or an elected official, we invite everyone to advocate for accurate information sharing, affirming and accessible care, regular testing, rapid diagnosis, and affordable treatment. Most importantly, we have to remove the stigma and shame that surround HIV and other sexually transmitted infections. We have to start talking about HIV, about sexual health, and about our wellness to ensure that we can all thrive.

To show your support in the fight to end HIV and stand in solidarity with those living with HIV, wear a red ribbon on December 1.

In Love and Continued Struggle,

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

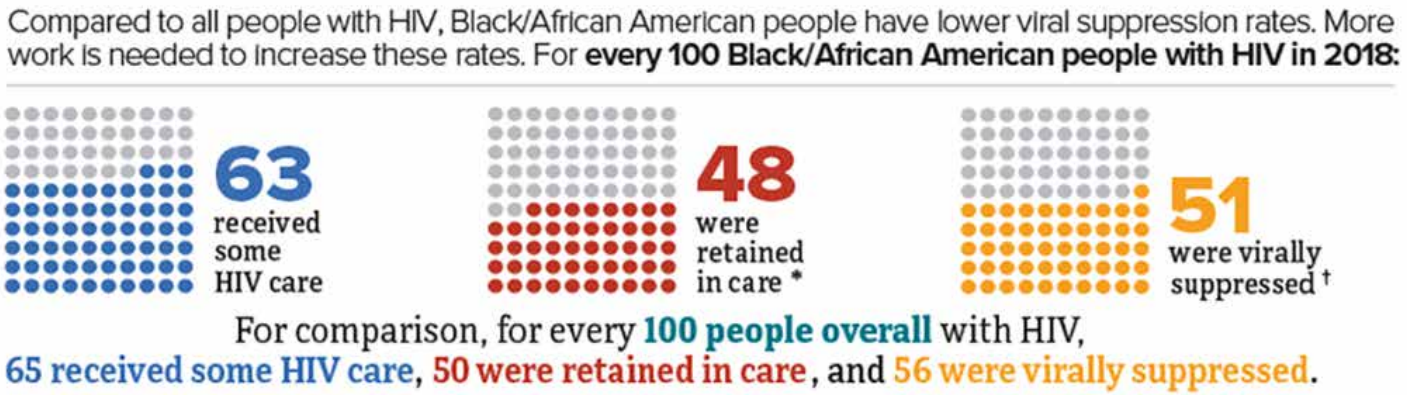


1 More HIV/AIDS data products
2 Global HIV & AIDS statistics — Fact sheet
3 HIV African Americans | Race/Ethnicity | HIV by Group | HIV/AIDS

HIV IN THE BLACK COMMUNITY



1. In 2018, Black people accounted for 13% of the US population but 42% (16,002) of the 37,968 new HIV diagnoses in the United States and dependent areas. This is a 1% decrease from 2017[4].
2. Black people account for a higher proportion of new HIV diagnoses and people living with HIV, compared to other races/ethnicities[5].
3. 1 in 7 Black people with HIV are unaware they have HIV. People who do not know they have HIV cannot take advantage of HIV care and treatment and may unknowingly pass HIV to others[6].
4. An estimated 482,900 Black people were living with HIV at the end of 2018[7]. Of those, an estimated 85% were aware of their infection.
5. Limited access to quality health care, lower-income and educational levels, and higher rates of unemployment and incarceration may place some Black people at higher risk for HIV.
6. HIV can only be transmitted through an exchange of body fluids. It cannot be spread through physical contact unless you have an open wound which comes into contact with the body fluids (semen, vaginal fluids, breast milk, blood or pre-ejaculatory fluids) of an HIV-positive person.
7. Stigma, discrimination, and homophobia put those at risk for HIV in Black America at risk for many health issues and may impede their ability to access quality health care, which serves as another barrier to eradicate HIV in Black America.



At NBJC, we are dedicated to ensuring the Black community receives the advocacy, information, and support needed to make empowered decisions about their health and wellness, including sexual health. Black people are dying as a result of HIV, more than any other racial/ethnic group, and this does not have to be our reality. Conversations about prevention, treatment, and support on #WAD2021 must be focused on supporting the Black community as we take charge of our health and bodily autonomy.

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4 HIV and African American People | Race/Ethnicity | HIV by Group | HIV/AIDS
5 HIV and African American People | Race/Ethnicity | HIV by Group | HIV/AIDS
6 HIV and African American People | Race/Ethnicity | HIV by Group | HIV/AIDS
7 HIV and African American People | Race/Ethnicity | HIV by Group | HIV/AIDS

ENGAGE

1. **GET TESTED & KNOW YOUR STATUS.** To end the HIV epidemic, you must know your status. Get tested regularly (every three to six months). Know the different ways you can get tested and pick the way that is most comfortable for you. To find a free testing site near you, use the testing locator at www.nbjc.org.

    - Get a free at home HIV test with Have Good Sex. If you live in the U.S. and are 17 years or older and have not ordered from the site in the past 90 days, you are eligible to request one or two HIV testing kits. If you are using PrEP or have previously tested positive for HIV you can order one or two test kits to give to others.

2. **DECREASE** the stigma associated with getting tested. Do this by encouraging others to get tested and by knowing the facts about HIV. Feel free to ask a trusted friend to accompany you while you get tested.

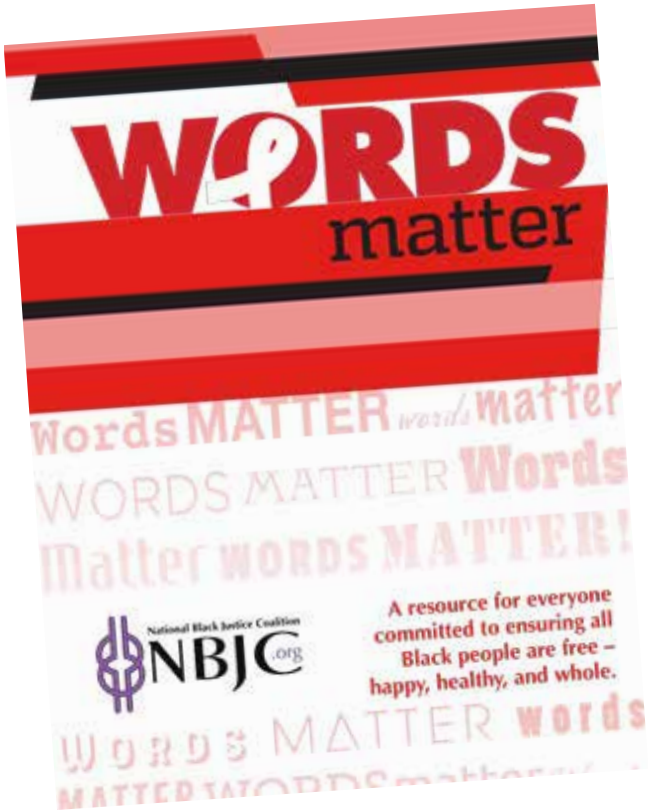
3. **HOST AWARENESS EVENTS** within your community to educate, eliminate stigma, encourage testing and support people living with HIV. During the ongoing COVID-19 pandemic, we can leverage digital platforms to have these important conversations about reducing stigma and shame, facilitate opportunities for people to get tested,and get connected to care..

4. **BRING AWARNESS** to the importance of testing, transmission, and treatment for HIV by having conversations with friends and family.

5. **USE DIGITAL ASSETS.** Social media is a tool that should be used to share fact-based information and to raise awareness. Use the hashtags #PACT4HIV, #WordsMatterHIV, and #MyFirstHIVTweet.

6. **CONNECT WITH CULTURALLY COMPETENT HEALTH CARE PROVIDERS.** Talking with healthcare providers is one of many first steps to take in ending the HIV epidemic in the Black community. Connect with culturally competent health care providers on your campus or in the community to discuss HIV prevention, treatment, and support.

7. **START TALKING. STOP HIV.** Together, we can educate ourselves and one another in ways that enable Black people to live healthier lives. It is critically important to talk about what you are doing to protect your health and wellness with your partner(s). Discussing HIV can be difficult, which is why NBJC created the Words Matter HIV Toolkit, which includes resources to support Black people in having healthier conversations about holistic health and wellness..



IF YOU KNOW YOU ARE HIV-NEGATIVE, CONSIDER THE FOLLOWING TO HELP KEEP YOU FROM BECOMING HIV POSITIVE.

1. **TAKE MEDICINE TO PREVENT HIV** (pre-exposure prophylaxis, or PrEP). Use the PrEP locator to find a PrEP provider in your area. The federal government recently announced that almost all health insurers must cover PrEP at no sharing cost (for FREE). This includes not only the drug, but clinic visits and lab tests.
2. **USING CONDOMS THE RIGHT WAY** every time you have anal or vaginal sex. Use the condom locator to find condoms near you.
3. **NEVER SHARING SYRINGES** or other equipment to inject drugs.
4. **GETTING TESTED AND TREATED FOR OTHER SEXUALLY TRANSMITTED INFECTIONS.**



TALK ABOUT & TAKE ADVANTAGE OF MEDICAL & SCIENTIFIC 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.

Pre-exposure prophylaxis (or PrEP) reduces the risk of getting HIV from sex by 90% and reduces the risk for those who inject drugs by 70%. Using PrEP, as a part of a holistic health regimen, significantly decreases the odds of contracting HIV. Think about PrEP in the same way you think about birth control. Anyone at risk of exposure to HIV should discuss the medicine with a knowledgeable medical provider.

Post-exposure prophylaxis (or PEP) is an antiretroviral medication that must be taken within 72 hours after recent possible exposure to HIV. Think about PEP in the same way that you think about Plan B.

To obtain PrEP or PEP, contact your healthcare provider, an emergency room, or visit your local or state health department. PrEP must now be covered by almost all health insurers at no sharing cost. If eligible, the Gilead Advancing Access® co-pay coupon card may help you save on your co-pays for PrEP and PEP. For more information, visit:

https://www.gileadadvancingaccess.com/copay-coupon-card.

ADDITIONAL RESOURCES

[Words Matter HIV Toolkit Download]

[David Johns Educates Us On National Black HIV Awareness + More]

[NBJC Recognizes National Gay Men's HIV/AIDS Awareness Day]

[National Women and Girls HIV/AIDS Awareness Day Toolkit]









National Black Justice Coalition NBJC.org

GILEAD

CDC

DIGITAL SOCIAL MEDIA

#MyFirstHIVTweet

There are many people who engage in activism around the LGBTQ+/SGL community and racial issues but do not show up in conversations around HIV/AIDS. This is, in part, because the epidemic is not visible for them or because they lack accurate information. On World AIDS Day 2021, NBJC is excited to partner with Twitter's #CampaignsForChange x #TwitterIgnite Program to launch the #MyFirstHIVTweet campaign. Our goal is to create a virtual safe space to inspire, inform, and empower everyone to share their first HIV tweet. Join us on this day by sending a #MyFirstHIVTweet!

Feel free to customize the content below. Please use the following hashtags when posting on social media and sharing the importance of World AIDS Day

#MyFirstHIVTweet #PACT4HIV #WorldAIDSDay

SAMPLE TWEETS, POSTS AND CAPTIONS

- Dec 1st is World AIDS Day. Conversations about prevention, treatment, and care help us take charge of our health, which is essential to ending the HIV epidemic in Black communities. #WorldAIDSDay #PACT4HIV
- 1 in 7 Black people living with HIV do not know their status. People who do not know their status cannot take advantage of HIV care and treatment. #WorldAIDSDay #PACT4HIV
- Stigma, fear, discrimination, and homophobia place Black people at higher risk for HIV. We must combat this stigma to save the people in the Black community from the HIV epidemic.#WorldAIDSDay #PACT4HIV
- For every 100 Black people living with HIV in 2018, 51 were virally suppressed. #WorldAIDSDay #PACT4HIV
- Many people are unknowingly living with HIV. What are you doing to protect your ASSets? #WorldAIDSDay #PACT4HIV
- More Black Women and Girls are dying as a result of HIV/AIDS than any other racial/ethnic group but it doesn't have to be this way. Ending the HIV/AIDS epidemic in Black communities begins with becoming more aware and empowered. #WorldAIDSDay #PACT4HIV
- Transgender Women in the U.S. are at a high risk for HIV, and half of transgender people diagnosed with HIV are Black. ##WorldAIDSDay #PACT4HIV
- Too many Black people are dying as a result of HIV and this does not have to be our reality. Know your status (visit www.nbjc.org to find free testing services near you or order a FREE HIV self-test here: bit.ly/3qpfBLv). #WorldAIDSDay #PACT4HIV

SOCIAL MEDIA ASSETS

All assets are available for download at
nbjc.org/world-aids-day













We hope the resources within this #WAD2019 toolkit are useful to you as you start or sustain a conversation about or efforts to support HIV prevention, treatment, and support in Black communities. We all have a role to play in HIV advocacy, prevention, treatment, and support. Please continue to consider the National Black Justice Coalition a resource as you engage in this critically important work.

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

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