

Changing Times

SPRING 2010

FLORIDA DEPARTMENT OF HEALTH
BUREAU OF HIV/AIDS

Florida's Faith Initiative

This spring, Florida's faith initiative increased its visibility in support of both the National Week of Prayer for the Healing of HIV/AIDS and the formal introduction of the AME partnership to Florida's citizens.

NATIONAL WEEK OF PRAYER FOR THE HEALING OF HIV/AIDS

This annual March observance represents the coming together of all people of faith for the purpose of HIV-prevention advocacy. Thousands of congregations across the nation participated in weeklong activities that advocate for HIV education, HIV testing and the availability of compassionate care and treatment for HIV-infected persons. Florida's Regional Minority AIDS Coordinator Network mobilized at least ten congregations in each of Florida's counties to participate in this annual event. Over 600 churches were represented in this effort to address the disproportionate effect of HIV and AIDS in our minority communities. *We Make The Change* distributed thousands of in-hand materials including church bulletins, bookmarks and supplies to assist participating churches in hosting successful Week of Prayer events.

FLORIDA'S AME PARTNERSHIP

Florida is the first state to establish a formal, faith-based HIV prevention network. In recent months, the Department formed a relationship with the Eleventh Episcopal District of the African Methodist Episcopal (AME) Church to establish at least one AME church in every Florida county as an HIV community test site or test location. In February and March, *We Make The Change* reached out to media outlets throughout the state to gain media attention and coverage of both Florida's initiative and the importance of community leadership regarding HIV issues in faith communities. *We Make The Change* released press materials advocating for Florida's faith leaders to take an active role in HIV education in their congregations. Media outreach highlighted the role of AME in the faith network and the availability of church-based HIV resources at the local level. ■



Dr. George McRae gives a power speech at the Second Annual World AIDS Day Gospel Fest in Putnam County.

For more information about *We Make The Change* and other HIV Prevention Programs, contact April Hogan at APRIL_HOGAN@DOH.STATE.FL.US

You can sign up for automatic delivery of *Changing Times* by visiting WeMakeTheChange.com.



Ujima Men's Conference featured speakers.

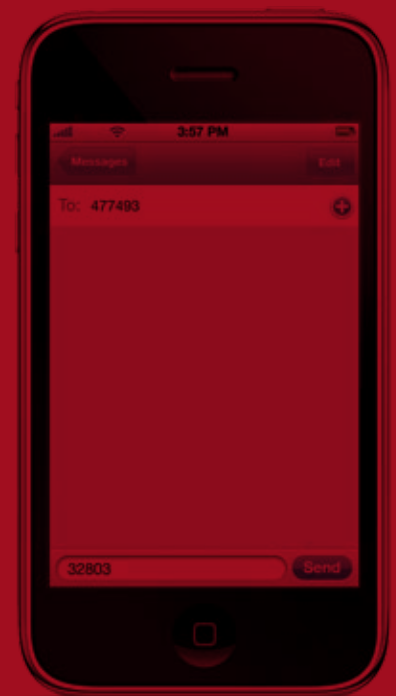
HIV Education in The Community

As part of our community outreach efforts, *We Make The Change* sponsors local and statewide events throughout Florida. Our goal is to bring HIV education and prevention into Florida's communities at a personal level. Event sponsorships create educational opportunities in a variety of locations – often in areas where HIV messages would not usually be present. Our objective is not only to deliver important education to those most adversely affected by HIV and AIDS, but also to introduce HIV as a community priority. HIV and AIDS affect everyone. When we talk about Florida's health, we must also talk about the impact that HIV and AIDS have on our state.

We Make The Change strives to build relationships with professional event hosts who share our goal of bringing HIV education to Florida's population – particularly to those who are at increased risk of infection. We consistently search for and evaluate potential event partnerships and sponsorship opportunities across the state. We select those that deliver an effective use of HIV prevention funds, local outreach and HIV testing services to event participants. ■



The mobile billboard moves across the state.



**FOR A TESTING SITE
NEAR YOU, TEXT YOUR
ZIP CODE TO 477493.**

WeMakeTheChange.com Gets a New Look

Since the inception of *We Make The Change*, the Internet has played an important role in communicating HIV information to Floridians. Just as the HIV/AIDS epidemic has changed over time, so has the Internet. The use of both the Internet and web-based tools to access information is exponentially increasing every day. The sheer volume of online information can be overwhelming to users while they try to identify reliable and trustworthy online resources.

The Florida Department of Health uses a variety of Web tools to provide HIV prevention and testing information to the online community. We've integrated the use of web-based testing site locators, online social networking, online media outreach and numerous download functions to assist health educators across the state. In keeping pace with the changing face of HIV education, *We Make The Change* is incorporating even more web-based tools in 2010.

This month, *WeMakeTheChange.com* visitors will enjoy a freshly rejuvenated Web site. The redesigned site includes more user features, expanded content, new digital tools for social media, our blog, a pressroom, expanded material downloads and more. On the site, you can sign up for automatic delivery of *Changing Times* and also use e-mail functions to share the site

with others. Visitors can find local events, volunteering opportunities and community liaisons to HIV services.

We're excited and proud to introduce the new site and are hopeful that it continues to serve Florida as a comprehensive, reliable source for HIV prevention information, program activities and as a connection source to local services. As the site develops, Spanish language modules and various news features will be added. ■

WE MAKE THE CHANGE SEARCH GO

HOME HIV PREVENTION HIV RESOURCES COMMUNITY ARTICLES NEWS & EVENTS INITIATIVES ABOUT PRESS ROOM

EVENTS

NEXT EVENT

APRIL 18 - APRIL 17, 2010
Tallahassee Pride Fest
 Location: Tallahassee, FL
[LEARN MORE](#)

MAY 1, 2010
Turn Joyner 2K Run
 Location: Orlando, FL
[LEARN MORE](#)

JUNE 1 - JUNE 7, 2010
Gay Days
 Location: Orlando, FL
[LEARN MORE](#)

JULY 18 - JULY 18, 2010
Miami Beach Bruther
 Location: Miami, FL
[LEARN MORE](#)

5 PINK EVENTS IN YOUR AREA

RECENT NEWS

MARCH 24, 2010
Florida's AME Initiative Grows
 In recent months, the Department formed a relationship with the Eleventh Episcopal District of the African Methodist Episcopal (AME) Church to establish at least one AME church in every Florida county as an HIV community test site or test location. As our media and prevention outreach grows, so does our network of participating congregations. Currently ...
[READ MORE](#)

MARCH 24, 2010
National Week of Prayer for the Healing of HIV/AIDS
 This annual, March observance represents the coming together of people of all faiths for the purpose of HIV prevention. Florida's Regional Minority AIDS Coordinator network mobilized at least ten congregations in ...
[READ MORE](#)

MARCH 24, 2010
Stop AIDS: It's Everyone's Business
 Stop AIDS: It's Everyone's Business, is a Florida prevention program developed after the CDC's program -- Business Responds to AIDS. The program brings business owners and public health advocates ...
[READ MORE](#)

MARCH 24, 2010
Changing Times Keeps You Connected
 We've introduced Changing Times -- an electronic bulletin that updates you on the many components of We Make The Change. Changing Times shares information about specific initiatives, best practices, as ...
[READ MORE](#)

CHANGING TIMES
 Do you have access to the right information about HIV and AIDS?
 Email Address *
 ZIP code *
 I understand that I will receive the following:
 NEWS

Observances
 Click here to get the latest on national HIV observances and events in your area

Right now, HIV and AIDS cases are increasing among MEN WHO HAVE SEX WITH MEN.
 If you're a man having unprotected sex with another man, you're at risk.



The Miami-Dade County Health Department hosts a roulette game at Calle Ocho using HIV prevention materials.

Business Responds to AIDS

STOP AIDS: It's Everyone's Business is a statewide initiative modeled after the Centers for Disease Control and Prevention's Business Responds to AIDS/Labor Responds to AIDS (BRTA/LRTA) program. This program helps businesses and labor organizations respond to AIDS in the workplace and the community. Partnerships are built among businesses, labor unions, health departments, community-based organizations and government agencies to promote the development of comprehensive HIV/AIDS programs.

The goals of Business Responds to AIDS include:

- Increase community awareness about the impact of HIV/AIDS
- Motivate residents in high-prevalence neighborhoods to get tested and seek prevention, treatment and care services
- Increase the number of persons who know their HIV status and are linked to appropriate prevention and care services

The BRTA/LRTA program is comprised of five components: workplace policy development, leadership training, employee education, family education and community involvement. *STOP AIDS: It's Everyone's Business* incorporates all five components to engage busi-

nesses across the state to join in the fight to stop the spread of HIV/AIDS. Community business leaders and businesses have tremendous influence within their communities. BRTA/LRTA brings community leaders and public health advocates together to strengthen a community's HIV prevention network.

Local merchants participate in the program in several ways:

- Displaying and distributing free HIV/AIDS point-of-purchase materials to customers
- Discussing HIV/AIDS awareness with employees, customers and peers
- Encouraging other neighborhood businesses to share HIV/AIDS prevention information with their employees, customers and peers

Later this spring, *WeMakeTheChange.com* will feature a listing of Florida's participating business partners. Help us thank them for their support and for their involvement in HIV prevention across the state. ■