

FOR IMMEDIATE RELEASE

October 5, 2010

MEDIA ADVISORY

LATINO SUMMIT TO MOBILIZE COMMUNITY LEADERS IN FIGHT AGAINST HIV

Study shows lack of messages targeted to Latinos and low access to overall health care as primary barriers to successful HIV prevention

Ft. Lauderdale, Fla. – Latino community leaders throughout South Florida will converge on Wilton Manors, Fla. for the first HIV/AIDS Leadership Summit on Oct. 8, 2010. New HIV/AIDS survey data collected from providers, consumers, and concerned citizens will be released. Leaders will be provided tools to utilize in their communities and an action plan will be developed to mobilize Latinos in the fight against HIV/AIDS.

What: The first HIV/AIDS Leadership Summit to discuss the crisis of HIV/AIDS among Florida's Latino community and develop a mobilization plan for prevention among Latinos statewide.

Who: The Florida Department of Health in conjunction with Latinos en Acción of Broward County, the Florida Latino AIDS Advisory Group, Miami-Dade and Broward County Health Departments.

Speakers include:

- Tom Liberti, Chief, Florida Department of Health, Bureau of HIV/AIDS
- Francisco Ruiz, National Latino AIDS Action Agenda Network

When: Friday, Oct. 8, 2010
8 a.m. to 5 p.m.

Presentation and discussion of new HIV/AIDS survey data will begin at 9 a.m. Agenda is available upon request. Media interviews are available at 11 a.m.

Where: Pride Center / LATINPRIDE Gallery
2040 N. Dixie Highway
Wilton Manors, FL 33305

Info: Florida ranks third in the nation in the number of reported AIDS cases. In 2009, Hispanics accounted for 22 percent of AIDS cases in men and 13 percent of those in women.

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