

Talking Points National Latino AIDS Awareness Day 2009

Topic: L.U.C.E.S. (*Latinas Unidas Contra el SIDA*)

Suggested Interview Questions

1. What is the significance of National Latino AIDS Awareness Day?
2. Where does Florida rank when it comes to HIV/AIDS?
3. How is the Hispanic/Latino community disproportionately affected?
4. Why is it so important to get tested and to know your HIV status?
 - a. Where can Floridians go to get tested? (**Mention text messaging: text your zip code to 477493 for your nearest testing site location.**)
5. What is Florida doing to help raise awareness about HIV/AIDS?
 - a. What is L.U.C.E.S. and why is it important?
6. What's the best way to prevent the spread of HIV/AIDS?
7. Is there a Web site or phone number someone can call to get more information? (**Mention www.WeMakeTheChange.com and 1-800-FLA-AIDS**)
8. What events are going on in our area in observance of National Latino AIDS Awareness Day?

Other Questions to Consider

1. How can a person contract HIV/AIDS?
2. Tell me about the testing process – is it a long procedure?
3. If your test comes back positive, can HIV be cured? Is there treatment?

What is National Latino AIDS Awareness Day – (www.hhs.gov)

- National Latino AIDS Awareness Day (NLAAD) is an annual campaign to increase awareness of the devastating and disproportionate effects of HIV/AIDS in the Latino community.
- It was established to draw attention to the critical role HIV testing and prevention education plays in stemming the spread of HIV/AIDS among Hispanics/Latinos.
- More than 300 institutions in 250 cities across the continental United States, Puerto Rico and the U.S. Virgin Islands are participating in NLAAD.
- National Latino AIDS Awareness Day is observed annually on October 15.

AIDS Cases in Florida – (according to The Florida Department of Health, Bureau of HIV/AIDS)

- **Florida ranks third in the nation in the number of reported AIDS cases.**
- In 2008, 7,503 Floridians became infected with HIV.
- One in five people with HIV **don't even know they're infected.**
- 92,738 adults in Florida are currently living with HIV/AIDS.
- In Florida, women accounted for 31% of the new AIDS cases and 26% of the new HIV cases reported in 2008.

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Hispanic AIDS Epidemic – (according to The Florida Department of Health, Bureau of HIV/AIDS)

- Through 2006, 1 in 472 Hispanic/Latina women are living with HIV/AIDS in Florida, compared to 1 in 1,281 white women.
- Hispanic women are nearly three times as likely as white women to be reported with HIV.
- In 2007, HIV/AIDS was the 6th leading cause of death among Hispanic men and the 3rd leading cause of death women aged 25 to 44.
- In 2008, Hispanics accounted for 20% of AIDS cases in men and 13% of those in women.

AIDS Cases in the U.S. – (according to The Florida Department of Health, Bureau of HIV/AIDS)

- Every 9 ½ minutes, another person in the U.S. becomes infected with HIV.
- In 2006, 39,002 AIDS cases were reported in the U.S.
- Of the AIDS cases reported in 2006, 30% were among whites, 49% were among blacks, 19% were among Hispanics, and 2% were among other races.
- Males account for 73% of the cumulative reported AIDS cases, and females account for 27%.

How is Florida Working to Raise Awareness and Prevent New HIV Infections Among Hispanics?

- We Make the Change Program – www.WeMaketheChange.com - Statewide campaign launched in 1999 and designed to increase the awareness of HIV/AIDS and its impact in Florida's minority communities.
- L.U.C.E.S. (Latinas Unidas Contra El SIDA or Latinas United Against AIDS) – a community mobilization initiative created by Hispanic/Latina women to heighten awareness about HIV/AIDS and encourage Latina women to get tested.
- Text Messaging Initiative – “Text for Testing” – Floridians can text their zip code, from any location in the state, to “477493” to receive a text reply directing them to their nearest testing center. All text messages are anonymous and confidential.

What are the Goals of L.U.C.E.S.?

- Raise awareness about the magnitude of HIV/AIDS among Latina women in Florida.
- Offer tools to enable Latina women to educate others about HIV/AIDS and HIV prevention where they live, work, play, learn, and worship.
- Connect Latina women to HIV/AIDS resources.
- Increase the capacity of Latina women to build effective responses to the HIV/AIDS epidemic in local communities.

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- Strengthen Latina women's ability to take charge and control of their sexual health.

Who is the Most at Risk for Contracting HIV/AIDS?

- EVERYONE who practices unsafe/unprotected sex, has a pre-existing STD, or uses IV drugs is at HIGH RISK for contracting HIV/AIDS.
- Worldwide, more than 90% of all adolescent and adult HIV infections have resulted from heterosexual intercourse.
- Females are at as much risk as males.

How Can a Person Contract HIV?

- An infected person passes HIV to another person by body fluids.
- Blood, semen, vaginal fluids, and breast milk all have a high concentration of the virus.
- Pregnant women who are HIV positive can pass the virus to their baby during pregnancy, delivery, or by breast-feeding.

Why Should People Get Tested?

Get tested early!!

- Being tested is an essential first step in obtaining treatment. The earlier you get tested the better the disease can be managed.
- Testing also enables infected individuals to take the steps necessary to protect their partners from infection.
- Once people learn they are infected with HIV, they are linked directly into primary medical care, social support systems, and other services that can help them live long, productive lives.

Testing process

- A person can get tested by their private physician or at their county health departments.
- An HIV test can be administered two ways: a blood test and an oral specimen test.

What is the Best Way to Prevent the Spread of HIV/AIDS?

- Safe sex is no sex. Abstinence is the only certain way to protect yourself against HIV/AIDS.
- Practice monogamy in your relationship after both partners have been tested for HIV.
- If you are sexually active, use condoms to reduce the risk of HIV infection. Latex condoms are the most effective protection against HIV. When used correctly and consistently, condoms have been proven effective in helping prevent the transmission of HIV.

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- Avoid drug use. When using drugs, you are more likely to do risky things like share needles or have sex without a condom.
- Practice standard universal precautions; treat all blood and body fluids as though they were infectious. Use latex gloves when dealing with blood and body fluids.

HIV/AIDS Info & Resources

For more information please call the Florida AIDS Hotline at 1-800-545-SIDA (1-800-545-7432).

www.WeMakeTheChange.com

StopTheSpread

www.StopTheSpread.com (in areas that include an AATI county)

Florida Department of Health

<http://www.floridaaids.org>

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www.nlaad.org