

Speaking Points – National Latino AIDS Awareness Day 2010

Points to Cover

- About National Latino HIV/AIDS Awareness Day.
- HIV/AIDS in Florida's Latino communities.
- How does Florida compare to the rest of the United States?
- The importance of testing and knowing your HIV status. Where can people go to get tested?
 - Mention text messaging: text your zip code to 477493 for the nearest testing site location.
- What is Florida doing to address HIV/AIDS in the Hispanic/Latino community?
 - Latino Leadership Summit in Ft. Lauderdale on Oct. 8.
- Is there a website or phone number someone can call to get more information?
 - Mention WeMaketheChange.com / JuntosHacemosEICambio.com and 1-800- 545-SIDA.

National Latino HIV/AIDS Awareness Day – Oct. 15

- In 2003, National Latino AIDS Awareness Day was established in response to the impact of HIV and AIDS on Hispanic/Latino communities nationwide.
- NLAAD is a national community mobilization and social marketing campaign that unites the Hispanic/Latino community in efforts to raise HIV awareness, promotion of HIV testing, prevention and education.
- This year's theme is Save a Life, It May be your Own. Get Tested for HIV. It speaks to the critical role HIV testing and prevention education play as a result of late testing realities faced by Hispanic/Latino communities.

HIV/AIDS in Florida's Hispanic Community

- In 2009, Hispanics accounted for 22% of AIDS cases in men and 13% of those in women.
- One in 113 Hispanic men and 1 in 438 Hispanic women were living with HIV/AIDS in 2009; compared to 1 in 205 white men and 1,139 white women.
- In 2009, the HIV case rate among adult Hispanic men was two times higher than that for white men in Florida and five times higher for adult Hispanic women than among white women.
- In 2008, HIV/AIDS was the 6th leading cause of death in Florida for Hispanic men aged 25 – 44 and the 5th leading cause of death for Hispanic women for ages 25 – 44.

Latino Issues Survey 2010

- Conducted by the Latino Action Committee, the Latino Issues Survey provides insight for the development of an action plan of how best to administer HIV prevention to Florida's Spanish-speaking communities.
- Of the 229 survey respondents, 67% were health care providers, 20% were concerned citizens, and 14% were recipients of HIV/AIDS services.
- Survey results include:
 - The leading Latino population in need of HIV/AIDS prevention and care services is gay, bisexual, and men who have sex with men (MSM).
 - Both providers and consumers identified language barriers as the primary obstacle to successful HIV prevention.
 - Health provider respondents cited lack of HIV prevention messages targeted to Latinos and low access to overall health care as primary barriers to successful HIV prevention.
 - Recipients of HIV/AIDS services listed transportation as one of the highest barriers to obtaining HIV prevention services.

HIV/AIDS Cases in Florida

- Florida ranks third in the nation in the number of reported AIDS cases.
- Through 2009, Florida reported a total of 93,053 persons living with a diagnosis of HIV.
- One in five people with HIV don't even know they're infected.
- An estimated 125,000 adults in Florida are currently living with HIV/AIDS.

AIDS Cases in the U.S.

- Every 9 ½ minutes, another person in the U.S. becomes infected with HIV.
- In 2007, 38,384 AIDS cases were reported in the U.S.
- Of the AIDS cases reported in 2007, 30% were among whites, 47% were among blacks, 20% were among Hispanics, and 2% were among other races.
- Males account for 72% of the cumulative reported AIDS cases, and females account for 28%.

HIV/AIDS Info and Resources

- Latino Issues Survey 2010
- Florida Department of Health Bureau of HIV/AIDS Reports:
http://www.floridashealth.com/Disease_ctrl/aids/index.html
 - HIV/AIDS among Hispanics Factsheet, 2009
 - US vs. FL Factsheet, 2008
 - HIV Counseling and Testing Annual Report, 2008