



NCCAF Technical Assistance Toolbox

Increasing the capacity of communities to respond to the HIV epidemic locally

Section III – Establishing HIV Programs

December 2010

- Over 1 million people are living with HIV in the United States
- Over 35,000 North Carolinians are living with HIV
- Approximately 20% of those living with HIV in North Carolina do not know they are HIV positive
- People under age 24 make up about 16% of the newly diagnosed in North Carolina

Useful Numbers

National AIDS Hotline

1-800-CDC-INFO
(1-800-232-4636)

HIV Health Information
from Project Inform

1-888-HIV-INFO
(1-888-448-4636)

Gay and Lesbian National
Hotline

1-888-THE-GLNH
(1-888-843-4564)

Incorporating HIV Education into your Current Programs

While it may feel overwhelming to add one more thing to your busy schedule, the fact is that some of your clients are probably living with HIV or are at risk; it's a part of their busy lives and will impact how they receive your services. HIV impacts all segments of our society, but has hit some populations particularly hard including African Americans, survivors of domestic violence, current and past substance users, men who have sex with men, and the homeless among others.

By *showing your support* of those living with HIV, you are reducing the stigma your clients might be feeling and this can improve your relationship with them.

By providing HIV prevention, education, and testing you are *empowering your clients* to take better care of themselves .

By supporting their adherence to medical care you help to make their complicated lives *a little less complicated*.

1. In your waiting room provide brochures about HIV, HIV magazines, or highlight statistics about HIV on your bulletin board.

You can order brochures about HIV from the Center for Disease Control (CDC) for free at <http://www.cdc.gov/pubs/hiv.aspx> and printable versions are available there too.

2. Promote HIV Testing Day (June 27th) with posters and then invite your local health department or AIDS service organization to provide HIV testing for your clients at your office.

The National Association of People with AIDS (NAPWA) has resources for national testing day at http://www.napwa.org/index.php?option=com_content&view=article&id=25:national-hiv-testing-day&catid=3&Itemid=57.

3. When you provide your clients with a resource list of emergency assistance, domestic violence support, local libraries, etc. be sure to include your local HIV testing sites and AIDS service organizations.

4. Bring a speaker on HIV to talk with your support group, as a special activity.

HIV 101, Talking with your children about healthy decision-making and HIV, Substance abuse and increased risks for HIV exposure, What women need to know to prevent HIV or thrive with HIV, Dating again after 20, 30, or 40 years – these might be interesting ways to bring the topic of HIV to your clients.

5. Include questions about HIV in your paperwork. For example, if you conduct a needs assessment, include HIV testing, prevention, and treatment; if you monitor diabetes and cholesterol, ask your clients if they have gotten an HIV test recently; include medication adherence in a housing plan.

Tips for incorporating HIV education into your current programs

- Almost 2,000 people test positive for HIV each year in NC
- Of those newly diagnosed with HIV in NC each year, approximately 25% are simultaneously diagnosed with AIDS, meaning that people are living with HIV and not getting the medical care they need
- African Americans account for about 64% of those newly diagnosed with HIV annually in NC
- Cases of HIV have been reported in all 100 North Carolina counties

6. Provide red ribbons for your staff to wear to show your clients that you are open to talking about HIV.
7. Show a video about HIV prevention and treatment in your waiting room.
The NC AIDS Education Training Center has copies of "Getting Through: Stories of HIV/Hepatitis C Co-infection" available for free. Request a copy at http://www.ncaetc.net/index.php?option=com_content&task=view&id=36.
8. When you host community resource days or health fairs, invite your local AIDS service organization to have a table of information.
9. There are HIV Awareness Days throughout the year – find one that is particularly appropriate to your clients and provide education around that day.
AIDS.gov (<http://www.aids.gov/awareness-days/>) has a list of HIV/AIDS Awareness Days throughout the year along with suggestions for getting started. Awareness Days target the aging, women and girls, Latino/a communities, African Americans, and gay men among others.
10. December 1st is World AIDS Day; this is a time when there are often articles about HIV in the newspaper, vigils, prayer services, and other activities to commemorate the day. Promote these events to your clients or you can provide a program of your own - host an HIV 101 class, provide red ribbons or condoms to your clients, coordinate a prayer service for those living with HIV, or mount an art exhibit by soliciting paintings/poetry/collages about your clients' experience with AIDS.

A few more things to remember:

Even the smallest of steps will be noticed and appreciated by your clients impacted by HIV.

Don't feel you need to address all of your clients' HIV needs. Have referrals for HIV testing, counseling, treatment, and support services ready if you don't have the time or ability to provide those services.

Start small and take reasonable steps to incorporate HIV into your programs.

Partner with your local health department or AIDS service organization – you provide the space and clients and they can provide the programming.

Invite an HIV speaker to talk with your staff and make sure they are up to date.

If some staff are uncomfortable talking about sex or drugs (two ways of contracting HIV), identify which staff members or resources, like a health educator, they can refer clients to for further discussions.

People of all ages are at risk of getting HIV. For children, discussions about HIV can start with how HIV is not transmitted (holding hands, playing games, being friends) and include general health education that all children should receive (anatomy, appropriate touching, and staying healthy). As your clients get older, the conversations should be tailored to their age, needs, and interests. People over 50 account for about 10% of those newly diagnosed with HIV, don't forget to include them in the conversations too.



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