

**National Latino AIDS Awareness Day –  
Minnesota  
October 15, 2011**

**Introduction**

October 15 is the last day of Hispanic Heritage Month in the United States and the first day of what has become an annual observance – National Latino AIDS Awareness Day (NLAAD).

Through the Latino Commission on AIDS (<http://www.latinoaids.org>), NLAAD began in over 100 cities in 2003. Minnesota joined NLAAD in 2004 and will continue with the observance in 2011.

**Theme**

Each year, a national theme is developed for NLAAD through the NLAAD planning committees that are administered by the Latino Commission on AIDS at the national level. The theme for 2011 will be, “*Latinos Unite! Let’s Stay Healthy! Get Tested for HIV.*”

**Purposes**

Nationally, different localities and leaders will use the day to promote and sponsor activities on prevention. Others will use the day to make religious leaders and public officials aware of the needs in reducing new infections and caring for those Latinos living with HIV.

**In Minnesota, one of the initiatives will be to promote HIV testing** since many Latinos test several years after they have become infected. As a result, there are missed opportunities for early treatment and prevention of ongoing transmission. Bilingual resources for Minnesota are located at:

<http://www.NoMasHIV.com>  
<http://www.health.state.mn.us/std>

**Activities**

In Minnesota, the Minnesota Latino HIV/AIDS Network (MNLHAN) will help facilitate and promote local activities and events. The planning committee is a coalition of agencies that serve the Latino populations of Minnesota.

In observance of NLAAD, examples of some of the activities that may be provided by the MN Latino HIV/AIDS Network include:

- HIV testing opportunities
- Educational displays at events
- Educational seminars
- Public awareness campaigns
- Interviews on local radio and cable television shows

For an updated listing of NLAAD events:  
<http://www.health.state.mn.us/divs/idepc/disease/s/hiv/worldaidsday/nlaad/nlaadcalendar.html>

**For Information about NLAAD, contact:**

**Minnesota**

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**National**

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**AIDS Facts**

**United States Latino AIDS Cases per CDC - excludes HIV cases:**

- 190,263 estimated AIDS cases reported (As of December 31, 2009)
- 89,297 estimated deaths reported among AIDS cases (As of December 31, 2008)
- 94,247 estimated Latinos living with AIDS (As of December 31, 2008)
- To view the data go to:  
<http://www.cdc.gov/hiv/>

**Minnesota Latino HIV/AIDS Cases per MDH (Reported as of December 31, 2010)**

- 679 HIV/AIDS cases reported
- 150 deaths among HIV/AIDS cases
- 565 Latinos living with HIV/AIDS
- 31 HIV/AIDS cases reported in 2010
- To view the data go to:  
<http://www.health.state.mn.us/hiv>