

# National Native HIV/AIDS Awareness Day Toolkit:

A Guide to Planning Community Activities



*A Celebration of Life...Protecting Our Future,  
Protecting Our People*

This toolkit was created by the staff of the STD/HIV Program at the Northern Plains Tribal Epidemiology Center, Aberdeen Area Tribal Chairmen's Health Board. It is a template which may be modified for use in your local community.

Ann Drobnik, STD/HIV Coordinator  
Jenny Ghost Bear, STD/HIV Research Assistant  
STD/HIV Program  
Northern Plains Tribal Epidemiology Center  
Aberdeen Area Tribal Chairmen's Health Board  
1770 Rand Road, Rapid City, SD 57702  
Phone: 800-745-3466; Fax: 605-721-2876  
Website: [www.aatchb.org/epi/std](http://www.aatchb.org/epi/std)



*"Hecel Oyate Kinipikte"*  
*So that the People May Live*

# Please Join Us for this Important Day!

March 21, 2007 marks the first ever annual National Native HIV/AIDS Awareness Day. This day is an opportunity to raise awareness of the impact of HIV/AIDS on Native people.

HIV/AIDS is on the rise among American Indians nationwide, and in the Northern Plains. National Native HIV/AIDS Awareness Day is an opportunity for Native people to create a greater awareness of the risks of HIV/AIDS to their communities; to remember those who have passed; to acknowledge those who are infected and affected by HIV/AIDS; and to call for increased resources for testing, treatment and care.

Please join us on this important day by organizing events in your local community. You can do this by handing out save the date cards at community events and organizations leading up to March 21, 2007; putting up posters in clinics, schools, wellness centers or other community locations; and most importantly by organizing a local activity to raise awareness about HIV/AIDS in your community. Also consider letting your local Tribal newspaper, radio or other local media know about The Native HIV/AIDS Awareness Day and about your event.

This resource guide will help you get organized. [Insert name of program or person] can help you. For questions and information, please contact:

[Insert name and contact information, including email and phone number]

# Ideas for Activities

- Hold a forum at a local school, wellness center, youth center or community center to discuss HIV/AIDS
- Hold a community event such as a walk, sports tournament or other special event in honor of the Awareness Day
- Hold a prayer vigil or sweat lodge to remember those who have passed, those who are affected and infected by HIV/AIDS, and the future generations who will come after us
- Invite someone who is living with HIV to speak to your community
- Invite leaders (Tribal, IHS, school) to talk about the impact or potential impact of HIV/AIDS on your community
- Encourage a newspaper, school or Tribal health program to sponsor an essay or poster contest for National Native HIV/AIDS Awareness Day
- Encourage local radio stations to broadcast public service announcements leading up to the Awareness Day
- Encourage a local newspaper to write a story about the impact of HIV/AIDS in your community and let them know that you are available to be interviewed
- Encourage teachers, school nurses or counselors to talk to students about HIV/AIDS
- Set up a location in the community where people can get information about HIV/AIDS and “mini nag bags” or condoms to protect themselves
- Work with the local hospital or clinic to make rapid HIV tests available in the clinic or in the community on the Awareness Day

These are just some of the activities you can plan in your community to observe the National Native HIV/AIDS Awareness Day.

# Involving the Media

## Purpose

By sending a press release to local media outlets (newspapers, radio stations, or TV stations) you are alerting them to an important event on which they should report. The press release lets them know the who, what, when, where and why of your event, and if they are alerted early enough, it will allow them to assign someone to attend.

You should send the media advisory to arrive 3-5 days in advance of your event. Follow-up with a phone call the day before the event to encourage them to cover it and answer any questions they have.

When you call, be ready with information about your event. Tell them how important your event is to the community, what you hope to accomplish, how many people you hope to reach and how their organization can play a vital role in making sure the community hears your message.

## Sample

For Immediate Release  
[Insert date of release]

Contact: [contact person's name]  
Phone: [contact person's phone]  
Fax: [contact person's fax]

### Media Advisory

"[insert name of community] Observes National Native HIV/AIDS Awareness Day."

March 21, 2007 marks the first annual National Native HIV/AIDS Awareness Day, which is being observed across Indian Country.

*Who and What:* The [insert name of Tribe, program, etc] will hold [insert name of event] to acknowledge the impact of HIV/AIDS in Native communities.

*When and Where:* The [insert name of event] will be held at [insert location] at [insert time] on March 21, 2007.

*Why:* Explain why this is an important issue and an important event for your community.

For more information or to schedule an interview, please contact [insert name of contact person] at [insert phone number].

Native Media

**Newspapers**

**Radio**

# Post-Event Activities

- Fill out and mail or fax in the activities evaluation included at the end of the toolkit:

[Insert name, address and fax number]

- Prepare news releases to send to any media outlets that did not cover your event. Include any photos of the event.
- Send thank you letters to leaders, community organizations, media outlets, speakers or others who contributed to or participated in your event.
- Ask the media for copies of the coverage of your event.
- Keep track of the leadership, media, community organizations and others that were invited so you can follow-up for next year's activities.



