



National African Immigrant & Refugee HIV/AIDS and Hepatitis Awareness (NAIRHHA) Day

A Toolkit for Partner Organizations and Community Members

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1. Purpose of NAIRHHA Day Toolkit

This toolkit aims to serve various purposes, including:

- Be a guide to organizations, communities, families, and individuals looking to support NAIRHHA Day on September 9th;
- Further advocate for NAIRHHA as a federally recognized day;
- Increase awareness about HIV/AIDS and Hepatitis in our communities in a way that is culturally and linguistically appropriate;
- Provide facts on the HIV/AIDS and Hepatitis epidemic (in general and specific to the African Immigrant and Refugee population)
- Present a comprehensive introduction the what NAIRHHA Day is
- Offer sample materials addressing how to:
 - get other organizations on board with NAIRHHA Day
 - organize and promote NAIRHHA Day events
 - increase fundraising
 - stay connected to current advancements of NAIRHHA Day through social media.

2. What is National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day (NAIRHHA Day)?

The National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day, or NAIRHHA Day, is a day aimed toward bringing both national and local attention to the highly prevalent health issues of HIV/AIDS and viral Hepatitis in African Immigrant and Refugee population in the United States, in a way that is culturally and linguistically appropriate.

NAIRHHA Day is recognized on **September 9th** by many locally recognized and established organizations, although the U.S. government has not yet federally recognized NAIRHHA Day. That is exactly why **we need your help!** Although we are pleased with the great efforts being made to establish NAIRHHA Day as a federally recognized day in the U.S., we need to continue that tradition and widen its impact. NAIRHHA Day will provide a way for organizations, communities, families, and individuals to:

- Raise awareness about HIV/AIDS and viral Hepatitis to eliminate stigma
- Learn about ways to protect against HIV, viral Hepatitis and other related diseases

3. Why is NAIRHHA Day Important?

HIV and AIDS and Hepatitis Prevalence in the African Immigrant and Refugee Population

Population Growth & Demographics

African immigrants account for the fastest growing groups of immigrants to the U.S. in recent years, representing the largest wave of migration to the U.S. for over 200 years (Arthur, 2000). The number of African-born individuals residing in the U.S. has grown rapidly in the last two decades, growing from 80,000 in 1970 to 1.6 million by 2012 (American Community Survey, 2014). Between 1990 and 2000, the number of Africans migrating to the U.S. increased by 166%, with the highest numbers of new arrivals living in D.C., New York, Atlanta, and Minnesota (Venters, 2001). This trend continues to grow significantly, with African-born individuals accounting for 1/5 of growth in the U.S. black population between 2001 and 2006 (Kent, 2007). Overall, Blacks in the U.S. accounted for 51% of new HIV diagnoses in 2006, while they make up 12.8% of the U.S. population, yet the proportion of African-born Blacks within that group has yet to be determined (Blanas et al, 2012). This is due to the failure of HIV surveillance methods to record the place of birth of individuals upon information intake and evaluation. By failing to properly estimate the full contribution of African-born individuals to the U.S. HIV epidemic, the system fails to develop resources to target this population in the availability of HIV testing and care, hence, the massive gap in treatment delivery and preventative measures. Overall, U.S. census data have shown that the population African-born individuals have doubled in size between 2000 and 2010. Approximately 70% speak only English or speak it “very well”, 40% have at least a bachelor’s degree, and more than 33% work in professional jobs (African Immigrants in America: A Demographic Overview). From 2000-2010, African-born individuals were 75% black and 20% white, with the largest numbers of African immigrants located in California, New York, Texas, Maryland, and Virginia. The top countries of origin were Nigeria, Ethiopia, Egypt, Ghana, and Kenya (African Immigrants in America: A Demographic Overview). Larger influx of immigrants continues to spread across the U.S. in cities such as Los Angeles, Dallas, and Houston, and is responsible for the shifting of the racial balance in states such as Minnesota (Kent, 2007).

According to the 2008-2012 American Community Survey (ACS), African-born U.S. residents were 4% of the foreign-born population. This growth is expected to continue as a result of the existing U.S. refugee policies, the diversity visa program and as the U.S. remains a prime spot for foreign students. As African-born individuals become long-term U.S. residents, it will be increasingly important to provide screening, prevention, and treatment of chronic and infectious diseases in a culturally sensitive approach. As many more Africans immigrate to the U.S., there will be a need to adapt healthcare practices and research to meet the specific needs of this diverse group.

HIV and Hepatitis B Prevalence Among Africa-born Populations in the U.S.

The continent of Africa has been hit the hardest by the HIV/AIDS epidemic. In 2010, it was estimated that 70% of the 34 million individuals living with HIV worldwide was residing in Sub-Saharan Africa (Blanas, 2012). The prevalence of HIV among Africans on the continent is reflected in the African-born population in the U.S. This is evidenced by the high proportion of HIV diagnosis in this population. Though there are no national HIV surveillance data specific to African born individuals living in the U.S., some jurisdictions, including Massachusetts; Minnesota; Georgia; New York City, New York; Washington D.C, and King County, Washington, are collecting specific HIV data to document and report country of origin within the foreign-born population. Results show that African-born individuals in these areas bear a disproportionate burden of HIV cases. African-born represented 0.6% of the population in the area collecting HIV surveillance data by country of birth and 3.8% of all HIV diagnoses from 2003-2004 (Kerani et al., 2000). Nationally, the HIV diagnosis rates among African-born population are 6 times higher than the general population (Blanas et al, 2012). This shocking rate may even be an underestimate, as many researchers and advocates suggest that HIV diagnoses among African immigrants are captured under the racial category of Black/African American due to the lack of national HIV surveillance data for African-born individuals in the U.S.

In addition, the high rate of HIV among African born individuals in US, they are at greater risk of being diagnosed with HIV at the latest stage of the disease (Blanas et al, 2012). The late access to health services can be partly attributed to experiences in their home countries. Due to the lack of adequate healthcare infrastructures in most African countries, coupled with financial constraints to pay for health services, most Africans are not accustomed to seeking preventative healthcare services and mostly seek healthcare services when ill. Consequently, they are more likely to be diagnosed at the late stage of a health condition that could have been prevented or treated more effectively if diagnosed early (Foth, 2012).

Given this state of urgency, a fast and adequate undertaking to implement services to address for screening and care among this population is needed, but this need has not been addressed. HIV/AIDS among African-born U.S. immigrants has similarly been ignored while the population has not been followed or examined regarding treatment accessibility and adequacy.

Like HIV/AIDS, Hepatitis B has also proven to be a virus that disproportionately affects the African Immigrant and Refugee population (along with many other foreign-born populations). To many researchers, Hepatitis B has been labeled as a “silent epidemic”; similar to HIV/AIDS, foreign-born populations are not typically surveyed accurately regarding their Hepatitis B status. The U.S. can attribute much of their Hepatitis B screening to the work done by the National Health and Nutrition Examination Survey (NHANES), but even NHANES does not always survey foreign-born populations on their countries of origin, which often leads to a limitation in the collection of accurate Hepatitis B data (Ward, Byrd, 2012).

In general, in U.S. published estimates, there is a total of 550,000 to 2 million people living with Hepatitis B, with 40%-70% of that population being foreign-born (Kowdley, 2012). A study examined the prevalence of chronic Hepatitis B within the foreign born population in the US using country of origin information from the 2009 American Community Survey (Kowdley, 2012). The study specifically focused on the amounts of the Hepatitis B surface antigen, HBsAg, in blood serum in different countries. Countries with the highest pooled HBsAg rates were Sudan (18.6%), Liberia (16.5%), Guinea (16.3%), Eritrea (15.5%), and Zimbabwe (13.9%) (Kowdley, 2012). Overall within the U.S., African-born individuals had the highest average chronic Hepatitis B of all of the countries of origin surveyed, with average prevalence rates at 10.3% (Kowdley, 2012).

It is anticipated that along with the growing African born immigration rate in the U.S., the rates of Chronic Hepatitis B will also directly continue to increase; to curb this trend, we need to raise awareness and increase rates of screening and preventative action. As recommended by the CDC, individuals born in Africa, or individuals born in the U.S. who have at least one parent born in Africa, who were not vaccinated at birth should most prioritize getting tested for Hepatitis B.

Factors Leading to HIV and Hepatitis B Prevalence among African-born Populations

Stigma is highly pervasive within the African Diaspora about HIV. Because people fear isolation and discrimination, they may be reluctant to seek care for HIV. Contributing agents to stigma are a lack of education, limited HIV awareness, language barrier or insufficiency, traditional values and social norms, limited accessibility to services for African-born individuals and limited opportunities for economic self-sufficiency. These factors have to be considered in the context of the population and their cultures in order to enact successful measures to improve treatment and care for African-born individuals, to the extent that those effective treatments in the U.S. and elsewhere have dramatically changed the fight against HIV/AIDS and Hepatitis.

Statistics have shown that men who have sex with men (MSM) are at a higher risk to attain HIV/AIDS. Reasons for this include unprotected anal sex (a high risk behavior) and a higher number of sexual partners, among other factors. MSM individuals are often not well accepted in the African population due to factors such as religious, social, and cultural norms that do not tolerate such sexual behaviors (Airhihenbuwa, 2012). This contributes to the stigma around seeking HIV/AIDS prevention and treatment.

There is often a lack of knowledge surrounding HIV/AIDS and Hepatitis, specifically how one may attain those diseases or if there is a cure. African born individuals will sometimes think that HIV and AIDS are the same thing, as opposed to recognizing that AIDS is in fact the last step in the progression of HIV and that it may often be prevented by participating in Antiretroviral Therapy (ART) (Othieno, 2007). This failure to partake in ART not only leads to higher rates of AIDS development, but also to an overall decreased quality of life in individuals suffering from HIV, for ART can greatly help to slow down the progression of HIV and ensure a higher quality of life for a longer time in people battling HIV/AIDS. In the African-born population specifically, there is limited awareness about how the HIV disease is affecting their communities at a

disproportionate rate in comparison to other groups. This undermines the recognition of how important it is to be frequently tested for both HIV/AIDS and Hepatitis.

The massive HIV/AIDS and Hepatitis prevalence among the African-born immigrants in the U.S., more than in any other population groups in the U.S., calls for the nation to enact a National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day, to recognize the critical need for African-born individuals to prevent risky behaviors and seek treatment without fear.

Why is Another HIV/AIDS Awareness Day Needed?

National Black HIV/AIDS Awareness Day was started in 1999 to address the increasing epidemic among Black/African-American communities. In addition, June 8th was established as the Caribbean American HIV/AIDS Awareness Day in an effort to encourage Caribbean-American and Caribbean-born individuals in the U.S. to address HIV and to show compassion for those infected or affected by HIV/AIDS. However, neither awareness day specifically responds to the unique challenges experienced by African-born individuals, as highlighted above. These communities have ethnic and cultural diversity as well as divergent histories in the U.S.; as such, it is necessary to establish NAIRHHA Day as a way to address the unique aspects of the needs of African-born US immigrants.

To learn more about NAIRHHA Day, please visit our website:

Multicultural Aids Coalition: <http://www.mac-boston.org/departments/prevention-screening/africans-for-improved-access/nairhha-day.php>

4. History of NAIRHHA Day

NAIRHHA Day originated from a summit on strategic planning by the African National HIV Alliance (ANHA). In 2006, a group of individuals and organizations including the Office of Minority Health began examining current issues in HIV and Hepatitis for African immigrants, collecting information on best practices, and strategizing on how to move forward with addressing the increasing numbers of newly diagnosed cases of HIV and hepatitis in the African immigrant population. As part of this effort, regional summits were held, including one in Worcester, Massachusetts for New England states and New York. A non-profit organization named the African National HIV Alliance (ANHA) was birthed from this summit and given the task of implementing a strategic planning process by the Office of HIV Policy. In line with this process, ANHA sought to establish an HIV awareness day for African immigrants, and has subsequently joined forces with other organizations to achieve this goal.

The Africans for Improved Access (AFIA) program at the Multicultural AIDS Coalition, the Coalition against Hepatitis for People of African Origin (CHIPO), and the Hepatitis B Foundation are leading mobilization efforts to establish the National African Immigrant *Refugee HIV/AIDS and Hepatitis Awareness (NAIRHHA) Day as a federally recognized awareness day. A federally recognized HIV and hepatitis awareness day for African immigrants will bring visibility to a “hidden epidemic” (Kerani et al, 2008) within African immigrant and refugee communities across the country. The article, published in 2008, examined HIV diagnoses in 8 jurisdictions - California; Georgia; Massachusetts; Minnesota; New Jersey; King County, Washington; New York City; and Virginia-DC between 2003 and 2004. In each of the jurisdictions studied, the percentage of HIV diagnoses occurring in African-born persons was disproportionate to the size of the African-born population. Overall, black African-born persons accounted for 8% of diagnoses among blacks, ranging from 2.5% in Georgia to 49.8% in Minnesota. The states represented in this article are those that collected and reported information on country of origin following diagnosis. Hence, many researchers and advocates suggest that the actual numbers of HIV diagnoses among African immigrants are captured under the racial category of Black/African American, and therefore under-represented.

In addition to raising awareness about HIV/AIDS and viral Hepatitis to eliminate stigma; learning about ways to protect against HIV and viral Hepatitis; encouraging screenings and treatment and advocating for policies and practices that promote healthy African immigrant families, communities and individuals, NAIRHHA day will support the eradication of other epidemics fueling, or related to HIV disparities among African immigrants including Tuberculosis, Substance Use and Mental Health.

5. Partner Organizations

a. Leading Organizations



Multicultural AIDS Coalition (MAC)

The mission of the Multicultural AIDS Coalition (MAC) is to mobilize communities of color to end the HIV/AIDS epidemic. We work to ensure high quality, accessible prevention and treatment services for people living with HIV, at high risk of becoming infected, or closely affected by the disease.



Africans for Improved Access (AFIA) Program

The AFIA program is the first program in Massachusetts dedicated to addressing the increasing HIV/AIDS rates in African communities living in Massachusetts. AFIA provides HIV prevention, education and screening services, and facilitates cultural competency trainings for providers who serve African immigrants and refugees.



Hepatitis B Foundation

Baruch S. Blumberg Institute

Hepatitis B Foundation

The Hepatitis B Foundation is the only national non-profit organization solely dedicated to the global problem of hepatitis B. The foundation is dedicated to finding a cure and improving the quality of life for those affected by hepatitis B worldwide.



Coalition against Hepatitis for People of African Origin (CHIPO)

CHIPO is a coalition of organizations and individuals interested in addressing the high rates of hepatitis B infections among African communities in the US. CHIPO serves as a forum for sharing information and best practices, improving national capacity to improve hepatitis B awareness, testing, and vaccination and treatment among highly infected African communities.

b. Partner Organizations

- African National HIV/AIDS Alliance (ANHA)
- African Services Committee (ASC)
- Cameroon American Council (CAC)

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6. NAIRHHA Day Tools

There are many different events that your organization can sponsor to promote NAIRHHA Day within your own community and beyond. Some examples of events include:

- Press Conference
 - Launch a mobilization event for NAIRHHA Day in which a group of individuals closely involved with the cause (i.e. Program Directors of organizations supporting NAIRHHA Day, Government officials, Public Health related officials, community activists, etc.) present information on NAIRHHA Day, and address questions from the public as well as the media about NAIRHHA Day.
- Collaborative Community Events With Other Organizations
 - Attend other community events and use that opportunity to promote your NAIRHHA Day event. You may also set up a table at their event, in which you may present information about your organization, NAIRHHA Day, and future events and/or initiatives that your organization partakes in to support NAIRHHA Day.
- Speaking Engagements
 - Speak at different community based events and discuss NAIRHHA Day and the ways in which your organization is currently working in support of NAIRHHA Day.
- NAIRHHA Day Walk/Run Events
 - Set up a 5k run/walk to raise awareness about NAIRHHA Day. Consider charging a small fee per participant (i.e. \$10-20 per walker/runner) and/or encourage individuals to run/walk in teams that will raise funds together for the event.
 - Consider having food and/or store vendors as a way to attract attendees.
 - Provide HIV/AIDS and Hepatitis screening services by health professions and pass out HIV/AIDS and/or Hepatitis resources like condoms, informational handouts, etc.
- NAIRHHA Day Community Parade
 - Hold a parade in your community in support of NAIRHHA Day. Consider using the parade as a way to honor African Immigrants or Refugees who have HIV/AIDS or Hepatitis, or allow them a chance to share their stories with others. Consider inviting food and store vendors and providing HIV/AIDS and Hepatitis screening services as well as HIV/AIDS and/or Hepatitis resources to the public.

The above ideas and examples of events may entail appropriate planning, so feel free to create your own NAIRHHA Day events!

You may find documents for all NAIRHHA Day tools in the Appendix, starting on page 28. Below is a brief description of all the tools we feel may be necessary and helpful when mobilizing your NAIRHHA Day efforts.

a. NAIRHHA Day Flyer

The NAIRHHA Day flyer provides a paragraph explaining essential facts about NAIRHHA Day, and the 3-step process addressing how to start your involvement! The flyer also contains the link to the Multicultural AIDS Coalition website, and how you may use that link to sign the NAIRHHA Day petition, as that will be the first concrete step that an individual can take in showing their support for NAIRHHA Day!

b. NAIRHHA Day Petition

The NAIRHHA Day Petition addresses in specific details how HIV/AIDS and Hepatitis have disproportionately caused negative health outcome in the African immigrant and Refugee population, and why it important to have an HIV/AIDS and Hepatitis awareness day for African immigrants. The petition also outlines how NAIRHHA Day specifically addresses this issue; we do recognize that there are already other necessary HIV/AIDS and Hepatitis awareness days in place for other demographics. We advise you to fully read the petition before actually signing it because we want you to understand what you are supporting when you sign on in support of NAIRHHA Day being annually recognized on September 9th.

c. Letter of Proclamation

Follow this letter template to see a sample letter to send out to State Legislators and Federal Government Agencies when seeking to gain their support for NAIRHHA Day. **NOTE:** This letter is just a template, so feel free to alter the writing to be more appropriate for you.

Source: <http://nationalblackaidsday.org/wp-content/uploads/2015/02/NBHAAD-Complete-Toolkit3.pdf>

NOTE: The Letter of Proclamation was adapted from the National Black HIV/AIDS Awareness Day Toolkit

source: <http://nationalblackaidsday.org/wp-content/uploads/2015/02/NBHAAD-Complete-Toolkit3.pdf>) found on <http://nationalblackaidsday.org/toolkits/>

d. Letter Template for Local Organization Involvement

Follow this letter template to see a sample letter to send out to local organizations with which you may be interested in collaborating when seeking to gain their support for NAIRHHA Day.

NOTE: This letter is a template, so feel free to alter the writing to be more appropriate for you.

e. NAIRHHA Day Event Press Release

This is an example of a press release that may be used for your NAIRHHA Day event (whatever it may be). The main purpose of a press release is to announce an event to the media (as you will want good media coverage of your event to help promote NAIRHHA Day and your company/organization), including important event details. **NOTE:** The format of a press release can vary in layout and length. We include herein a sample press release layout; you may alter it in however you feel may be appropriate to your organization and your sponsored event.

f. NAIRHHA Day Event Media Advisory

This is an example of a media advisory that may be used for your NAIRHHA Day event (whatever it may be). The main purpose of a media advisory is to invite the media to attend your event (as you will want good media coverage of your event to help promote NAIRHHA Day and your company/organization). **NOTE:** The format of a media advisory can vary in layout and length. We include herein a sample media advisory layout; you may alter it in however you feel may be appropriate to your organization and your sponsored event.

g. NAIRHHA Day Event Calendar Alert

This is an example of a calendar alert that may be used for your NAIRHHA Day event (whatever it may be). The main purpose of a calendar alert is to state precisely and completely the details about *who, what, when, where and why* your given event is being run. The format of a calendar alert can vary in layout and length. We include herein a sample calendar alert layout; you may alter it in however you feel may be appropriate to your organization and your sponsored event.

h. How to Get Involved on Social Media

1. NAIRHHA Day on Facebook

We invite you to check out and please “like” our official NAIRHHA Day page on Facebook. We have posted the link to the NAIRHHA Day Facebook page below.

<https://www.facebook.com/pages/National-African-Immigrant-and-Refugee-HIVAIDS-and-Hepatitis-Awareness-Day/1592508974352471?fref=ts>

What is the purpose of NAIRHHA Day on Facebook?

- To promote NAIRHHA Day as September 9th
- To serve as a way to present/post the latest HIV/AIDS and Hepatitis news
- To stay up to date on the latest NAIRHHA Day progressions
- To network with other likeminded organizations supporting NAIRHHA Day on September 9th

How can I support NAIRHHA Day on Facebook?

- **“Like”** the page by clicking the “Like” button next to the thumb at the **top right corner** of your screen (as shown above)
- Invite other users in your Facebook Network to “like” our NAIRHHA Day page

Have questions and/or suggestion for the Facebook page? Please contact the AFIA program at cnaji@mac-boston.org –we love hearing from others!

2. NAIRHHA Day on Twitter

We invite you to please **“follow”** **@NAIRHHADay** on Twitter. We have posted the link to our twitter page below.

<https://twitter.com/NAIRHHADay>

What is the purpose of @NAIRHHADay on Twitter?

- To promote NAIRHHA Day as September 9th

Twitter Basics

- **“Tweet”**, or type a 140-character message, about causes, events or thoughts about a given topic
- **“Favorite”** other users’ tweets that resonate with you (similar to the “like” button on Facebook) by clicking the star button below their tweet
- **“Retweet”** a tweet written by another user that you would like to give them credit for, but still share on your Twitter page

How can I to support NAIRHHA Day on Twitter?

- You may **“follow”** our **@NAIRHHADay** Twitter page, or any other pages on Twitter, by looking in the top right corner and clicking the button showing a person’s torso and the word “Follow” on it (as shown in the image above).
- Invite other users in your Twitter network to follow us **@NAIRHHADay**

Have questions and/or suggestion for the Facebook page? Please contact the AFIA program at cnaji@mac-boston.org –we love hearing from others!

i. Tips for Efficient Fundraising

Often times when sponsoring different health awareness and outreach events, it is necessary to raise funds for event-related expenses such as venue rental, food, entertainment, or giveaway items. This need for funds will likely be the case for NAIRHHA Day events your organization may sponsor; in order to appeal to event goers, you will want to include a variety of attractions. Should you not have sufficient funds to provide various attractions to event goers, do not panic! There are MANY ways for you or your organization to gain funds. Below we provide a list of fundraising tips from the National Black HIV/AIDS Awareness Day Toolkit that may help you and/or your organization. While these fundraising strategies may not specifically apply to your event, pick and choose what is relevant and use the other tips as a resource for future events.

- Determine **whom you want to approach** for funding/sponsorship/partnering, such as:
 - Friends of your organization
 - Likeminded organizations – those serving other local social and health care needs of African Immigrants and Refugees in your area
 - Advertisers in the community – particularly billboard companies and other metropolitan transit advertising agencies
 - Businesses with established presence in the African Immigrant and Refugee community (*e.g. grocery stores, banks, other financial institutions, restaurants, etc.*)
 - Community organizations (*e.g. churches, fraternal organizations, chambers of commerce, etc.*)
 - Local leaders and other individuals with influence in the community
 - Media (*e.g. television stations, newspapers, and radio stations*)
- Determine **who from your organization will make initial contact**. If someone has a good contact at a specific business/organization, you may want that person to be the one to do the asking. Create a table/spreadsheet outlining your target contact list and who will be responsible for making contact with each person/organization on the list.
- Establish **levels of sponsorship** including in-kind gifts. Below are a few ways that individuals/businesses can show their support for your event:
 - **Monetary donations.** Be sure to itemize what is needed and what various levels of donations will “buy”. Consider having a *Named Sponsor* who contributes a specific percentage of the total cost (*e.g. 50%*) and whose name, logo and other identifiers are used on signs, hand-outs, etc. The *Named Sponsor* should be publicly thanked for their support of your event(s)/activity(ies).
 - **In-kind gifts.** Grocery stores may donate food and drinks for your event. A movie theater may donate free movie passes to use as an attendance incentive. Be creative in brainstorming the various products and/or services that would be useful or attractive.

- **Volunteers.** Businesses may encourage their staff to sign up to volunteer for your event(s)/activity(ies), to pass out flyers door-to-door, or assist in other ways. Be willing to allow others to help you leading up to, and on the day of, the event(s)/activity(ies).
- **Publicity support.** Churches, sororities, fraternities and others may include information about your event(s) in their member newsletter. Local barbers or beauty shops might hand out flyers or display posters in their shops.
- **Media partners.** You might ask non-competitive media – (*e.g. radio station, television station, local newspaper*) – to be media partners and work with you to publicize your event(s)/activity(ies) regularly in the week leading up to September 9th. You can list your “media partners” on promotional materials.
- Determine **levels of sponsor recognition.** What do the sponsors get in return? Do they get their name on posters or signs at your event(s)? Do you mention them in your interviews with local media? Make sure that the return investment for the sponsor fits the donation.

HOW TO ASK: Once you know **whom to approach** for sponsorship/funding/partnering, here is how to proceed:

- **Explain the need.** Present compelling information that shows the potential sponsor or partner why it is important for them to get involved. Prepare information that can be sent or left behind, including fact sheets about HIV/AIDS rates (locally, regionally, and nationally), newspaper articles that illustrate the impact of HIV/AIDS in your area, and the press materials you plan to use in your campaign. Some health departments are able to provide HIV/AIDS data and statistics by zip code.
- **Allow time for a reply.** It may take weeks, if not months, for an organization to make a decision about donating. Give them as much time as possible to reply. However, be sure to follow up with them periodically to make sure you are still being considered for a donation.
- **Schedule a face-to-face meeting.** Find out who you should talk with about sponsorship and schedule a meeting with them. Be armed with information including fact sheets about HIV/AIDS and Hepatitis rates and press materials whenever you meet with a potential sponsor. Also, be sure to take a formal invitation letter addressed to the individual with whom you are meeting. Do your research about any support they have provided in the past to your organization, community, or HIV/AIDS and Hepatitis overall.

- **Be punctual & dress to impress.** Once you have set up and confirmed a meeting, be sure to show up on time and wear clothing that complements the environment you are entering. When in doubt, dress suits for women and business casual for men is appropriate.
- **Mail a personalized letter with your factual information.** In-person meetings are far more preferable, but if this is not possible, find out who you should send information to regarding sponsorship and mail them a personalized letter. Always follow-up with a telephone call and try to schedule a meeting to determine if a donation is feasible and to discuss next steps.
- **Keep a record.** Make sure that you keep correspondence with organizations on file. This will make it easier for you to approach them in the future. It also helps you track each and every contribution/donation solicited and received.
- **Send a thank-you note.** In addition to thanking your sponsors and partners, let them know the impact NAIRHHA Day had in your community and nationwide. Let them know how many people participated and share success stories that affirm the importance of the event. You will have to gauge your relationship with the sponsor to determine if you should also include pictures in your correspondence. Then, put their names on your list to call next year. A thank you card *with a personal note* written inside along with your business card will go a long way in helping them to remember you, in case you need their future support.

NOTE: The Tips for Efficient Fundraising section was adapted from the National Black HIV/AIDS Awareness Day Toolkit

source: <http://nationalblackaidsday.org/wp-content/uploads/2015/02/NBHAAD-Complete-Toolkit3.pdf> found on <http://nationalblackaidsday.org/toolkits/>

j. Evaluation

To be able to create a culture of quality and make sure that the toolkit is meeting the organization's needs, it is suggested that a system of ongoing evaluation is put in place. It is recognized that a possible limitation might be that there are little resources available for this task. However there are some simple ways you can measure your progress:

1. Keep an updated list of partners and contact information.
2. Evaluate through your social media outlets (if applicable). This can be measured by keeping track of how many likes or retweets you get. You can also keep track of how many other organizations you engage through conversation or by the increase in the number of likes or followers your page gets.

3. Use a basic survey to collect information. How many people that your organization has served, heard about you through activities that were done on NAIRHHA Day. Have they heard of NAIRHHA Day? How did they hear about it? Do people have a better awareness of HIV/AIDS and/or Hepatitis and where they can get resources they need?

By evaluating the work that you are doing, you can make adjustments based on the needs of your community and the people you serve.

9. Contact information for the Multicultural AIDS Coalition

We would love to have your feedback on the current initiatives that support the establishment of a federally recognized NAIRHHA Day on September 9th as well as regarding the effectiveness of this Toolkit. We invite you to direct all feedback toward the Multicultural AIDS Coalition (MAC), specifically any staff member within the Africans for Improved Access Program. No comment is too big or too small, so please share your thoughts! Your feedback is important because we will use your feedback to assure that all interested supporters have the necessary information and resources to continue supporting NAIRHHA Day on September 9th. In addition, you may use the contact information below to inquire about other initiatives relating to HIV/AIDS awareness and outreach sponsored by the MAC. Thank you for your time and service, and let us all band together to make NAIRHHA Day on September 9th a national success!

Multicultural AIDS Coalition, Inc.

31 Heath Street

Jamaica Plain, MA 02130

Phone Number: 617-442-1622

Fax: 617-442-6622

10. Resources

a. HIV/AIDS Basics

- **What is HIV?**
 - HIV refers to Human Immunodeficiency Virus, a virus that weakens the body's immune system (which is responsible for fighting off diseases).

- **How does HIV weaken the immune system?**
 - HIV destroys T-Cells, or CD4 cells, which normally function to fight infection and disease within the body. The destruction of these T cells causes the immune system to weaken and to be unable to clear the HIV from the body like it normally does to other viruses. This is precisely why having HIV is lifelong; the immune system will never fully have the capability to fight this virus off.
- **Does how one get HIV?**
 - HIV is spread through bodily fluids. Specifically, HIV can be spread in four ways (from the bodily fluid with the highest concentration of the virus to the lowest):
 1. Blood (including menstrual and birth delivery blood)
 2. Semen/Cum/Pre-Cum/Ejaculate
 3. Vaginal Secretions
 4. Breast Milk
- **Is there a cure for HIV?**
 - There is currently no cure for HIV, but there is a treatment known as Antiretroviral Therapy (ART), which lessens the negative health outcomes and effects of HIV on the body, thus helping to vastly improve the quality of life and even the length of life of those affected by HIV.
- **What is AIDS?**
 - AIDS stands for Acquired Immunodeficiency Syndrome. AIDS is a syndrome, which is a collection of symptoms and signs of the disease, in which the immune system is deficient and not working properly. AIDS is the last stage of HIV.
- **What are some common symptoms of AIDS?**
 - AIDS fulfills the characteristics of a syndrome because it is associated with having symptoms of low CD4 levels (which are used to fight off bodily infection and diseases), in conjunction with one or many opportunistic Infections (OI's). Opportunistic infections are infections that recognize when the body has a weakening or weakened immune system (characterized by low CD4 levels), as is the case with HIV. This creates illnesses that work together with that weakened immune system, making it even weaker than before. Some common examples of OI's associated with AIDS are: Invasive cervical cancers, Lymphoma, Pneumonia and Tuberculosis.
- **How does one get AIDS?**
 - AIDS is the last stage of HIV which occurs as the HIV infection progresses. One cannot get AIDS from a parent.
- **What is the difference between HIV and AIDS? Are they the same thing?**
 - HIV is a specific virus, while AIDS is a syndrome that arises after and because of HIV (AIDS is the last stage of HIV). This means that an individual can have HIV,

but not have AIDS, but an individual cannot have AIDS if they do not have HIV. It is becoming increasingly common for individuals with HIV to live without progressing to AIDS due to successful treatments for HIV such as Antiretroviral Therapy (ART).

- **What are some of the most and least common ways to contract HIV/AIDS?**
 - Anal sex is the most common way to contract HIV. This partially accounts for the reason that men who have sex with men (MSM) are at higher risk for HIV than other groups.
 - Sexual intercourse without protection is considered a high-risk practice because HIV may enter through cuts, sores, or directly through the mucus membrane.
 - Sharing needles is considered a high-risk practice because it is easiest for HIV to be spread through blood (blood will spread on to needles after injection, so it is dangerous to share that needle and transfer blood to others).
 - Oral sex is considered a low-risk practice. However HIV can still be spread when performing oral sex with a man in which ejaculate is spread in the mouth.
 - HIV can be transmitted from mother to child before or after birth. Before birth, the child can receive HIV from the mother through bodily fluids, such as blood in the birthing canal. After birth, HIV can be spread to the child through the bodily fluid of breast milk, although breast milk is the bodily fluid with the lowest concentration of HIV. **Note:** it is less common nowadays for a mother to pass HIV to her child, especially before birth, because mothers with HIV typically receive HIV medicine to reduce the effects that HIV will have on their children.
- **What are common prevention strategies to limit the overall prevalence of HIV/AIDS?**
 - Limit the number of sex partners (i.e. sexual intercourse includes vaginal, oral, and/or anal sex)
 - Use condoms while performing sexual acts (i.e. vaginal, oral, and/or anal sex)
 - Use medicine, such as Antiretroviral Therapy (ART), if diagnosed with HIV to help lower the negative health effects of HIV
 - Get tested for HIV and other Sexually Transmitted Diseases (STD's), and encourage others to do so as well

b. Hepatitis B Basics

- **What is Hepatitis B?**
 - Hepatitis B is an infection affecting the liver that arises when the Hepatitis B Virus (HBV) attacks the liver.
- **How is Hepatitis B transmitted?**

- Hepatitis B is transmitted through bodily fluids and actions that emit bodily fluids. Most commonly, Hepatitis B is spread by:
 1. Blood
 2. Unprotected Sex
 3. Sharing of Needles
 4. From a mother to child during the childbirth process.
- **What are the two levels of Hepatitis B?**
 - There are two levels of a Hepatitis B infection:
 1. Acute Hepatitis B Infection
 - Acute Hepatitis B infections are classified as Hepatitis B infections in which HBV does not stay in the body's blood stream for more than 6 months. Acute Hepatitis B often arises after a patient has no symptoms, although some common symptoms (from what is most likely to develop first to what is more likely to develop in later on) are extreme tiredness, joint pain, nausea, severe abdominal pain, jaundice, dark urine, etc.
 2. Chronic Hepatitis B Infection
 - Chronic Hepatitis B infections are Hepatitis B infections in which HBV stays in the body's blood stream for more than 6 months. Studies have shown that it is more common for young children diagnosed with Hepatitis B to progress to the chronic stage, for it becomes easier for the body to create antibodies that will fight against HBV with age (90% of infants diagnosed with Hepatitis B will progress to chronic Hepatitis B, as opposed to 2-6% of adults). When a person has chronic Hepatitis B, they are unable to get rid of the virus from their body. These individuals are at higher risk for developing liver disease, such as cirrhosis or liver cancer. Those with chronic Hepatitis B need to be under the care of a physician to manage their infection.
- **Is there a cure for Hepatitis B?**
 - There is currently no cure for Hepatitis B, but typically among adults, Hepatitis B goes away with time (approximately 4-8 weeks). There are treatments (antivirals) that are often in used in people with chronic Hepatitis B. The treatments can slow down the virus and prevent liver disease in many people. It is much more common for adults to naturally rid themselves of the disease than it is for children, and especially infants, to rid themselves of Hepatitis B. It is recommended that all children receive 3-4 doses of the Hepatitis B vaccine as a

way to prevent them from developing the disease in childhood or as adults, as well as to prevent them spreading the disease to anyone else as HBV carriers.

c. Other Resources

1. Articles

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What should People from Africa know about Hepatitis B? (2015, May 31). Retrieved June 26, 2015, from <http://www.cdc.gov/hepatitis/hepb-africa.htm>

3. Partner Organizations

1. Multicultural AIDS Coalition (MAC)
2. Africans for Improved Access Program (MAC)
3. Coalition against Hepatitis for People of African Origin (CHIPO)
4. Hepatitis B Foundation
5. Strategic Leadership Council of National Black HIV/AIDS Awareness Day (NBHAAD)

4. Webinars

Webinar 1 (Epidemiology)

<https://www.youtube.com/watch?v=RWYGgyNSIK8>

Webinar 2 (HIV)

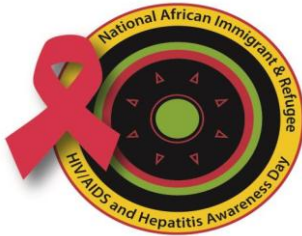
<https://www.youtube.com/watch?v=T0LOybRvjNw>

Webinar 3 (Hepatitis B)

<https://www.youtube.com/watch?v=g47Dm3rV4-Y>

13. Appendix

a. NAIRRHA Day Flyer



National African Immigrant & Refugee HIV/AIDS and Hepatitis Awareness Day (NAIRRHA Day)

The purpose of NAIRRHA Day is to bring national and local attention to the HIV and viral Hepatitis needs of African immigrants living in the U.S. in a culturally and linguistically appropriate manner. The creation of a national awareness day will also support the eradication of other epidemics fueling or related to HIV disparities among African immigrants, including Tuberculosis, Substance Use and Mental Health.

On this day, organizations, communities, families and individuals will:

- raise awareness about HIV/AIDS and viral Hepatitis to eliminate stigma
- learn about ways to protect against HIV, viral Hepatitis and other related diseases
- take control by encouraging screenings and treatment, including viral Hepatitis vaccination
- get involved by advocating for policies and practices that promote healthy African immigrant families, communities and individuals

WHAT CAN YOU DO?

b. Petition

PETITION

National African Immigrant & Refugee HIV/AIDS and Hepatitis Awareness Day (NAIRHHA Day)

We hereby call on President Obama, Congress, the U.S. Department of Health and Human Services, and the HIV/AIDS and Hepatitis community to officially recognize September 9th as National African Immigrant & Refugee HIV/AIDS and Hepatitis Awareness Day (NAIRHHA Day). September 9th was chosen because US Congress, the White House, and U.S. Governors in over thirty states recognize September as National African Immigrant Heritage Month.

According to the U.S. Census, the number of African immigrants moving to the U.S. has grown from 35,000 in 1990 to over 1.6 million in 2010. Almost half of African immigrants in the U.S. arrived in 2000 or later. The African immigrant community contributes significantly to the economic and social welfare of the U.S.: two-fifths of African immigrants have at least a bachelor's degree and more than a third work in professional jobs. Unlike other communities, the African immigrant community does not have a federally recognized awareness day that promotes health education and prevention, specifically HIV and viral Hepatitis.

Why is it important to have an HIV/AIDS and Hepatitis awareness day for African immigrants?

Awareness days have historically been established by community-led advocacy campaigns as a way to bring national attention, resources and policy change to sub-populations impacted by HIV and other diseases. There is growing data related to the disproportionate impact of HIV and Hepatitis B on African immigrants in the U.S. According to the U.S. Center for Disease Control and Prevention, testing for Hepatitis B is recommended for people born in Africa. In addition, based on HIV surveillance data of 8 jurisdictions (California; Georgia; King County, Washington; Massachusetts; New Jersey; New York City; and Virginia-DC) one study found that Africans accounted for 0.6% of the total population and 3.8% of HIV diagnoses.

HIV, viral Hepatitis, and other infectious diseases among African immigrants is a “hidden epidemic” because of the failure of current U.S. surveillance reporting requirements to collect data on country of origin. Therefore, it has been suggested that a significant unknown number of persons currently classified as African-Americans with HIV infection are African immigrants.

How does National African Immigrant & Refugee HIV/AIDS and Hepatitis Awareness Day (NAIRHHA Day) address this issue?

The purpose of NAIRHHA Day is to bring national and local attention to the HIV and viral Hepatitis needs of African immigrants living in the U.S. in a culturally and linguistically appropriate manner. The creation of a national awareness day will also support the eradication of other epidemics fueling or related to HIV disparities among African immigrants, including Tuberculosis, Substance Use and Mental Health.

On this day, organizations, communities, families and individuals will:

- raise awareness about HIV/AIDS and viral Hepatitis to eliminate stigma
- learn about ways to protect against HIV, viral Hepatitis, and other related diseases
- take control by encouraging screenings and treatment, including viral Hepatitis vaccination
- advocate for policies and practices that promote healthy African immigrant communities, families, and individuals

African immigrants and their allies are determined to have a significant impact on the HIV and viral Hepatitis pandemic by establishing NAIRHHA Day. This is a momentous step towards acknowledging and addressing the needs of a growing percentage of the U.S. population — and towards holding our leaders accountable each year as we continue this fight.

c. Template for Letter of Proclamation

IMPORTANT: Call your local City Hall or State offices to identify the specific person to whom a letter and sample proclamation should be sent.

Proclamation Letter

A RESOLUTION to designate September 9, 2015, as “**National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day**” in [name of city or state]

WHEREAS, September 9, 2015 shall be the first official date of a federally recognized National African Immigrant and Refugee Awareness Day that is to be continued on that date for all years to come; and

WHEREAS, the day will be used to bring national and local attention to the HIV and viral Hepatitis needs of African immigrants living in the U.S. in a culturally and linguistically appropriate manner, seeing as African immigrants and Refugees in the United States of America are being Affected at a disproportionate rate; and

WHEREAS, *National African Immigrant and Refugee Awareness Day* has been implemented, organized and supported by the Multicultural Aids Coalition in conjunction with organizations such as the Hepatitis B Foundation and Coalition Against Hepatitis for People of African Origin (CHIPO) to further collaborate with other relevant organizations involved in HIV/AIDS and Hepatitis prevention, outreach, care and treatment; and

WHEREAS, [number] residents of [city or state] are living with HIV/AIDS and/or Hepatitis and [percentage] of these men, women and children are African Immigrants and Refugees; and

WHEREAS, [list the names of state or city organizations that are involved] are hosting outreach events within their communities to recognize this day and its importance to African Immigrants and Refugees, as well as all other citizens interested in the cause; and

WHEREAS, it is fitting that we join with these local, national and international groups to express our strong support for *National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day* and the initiatives to prevent the spread of HIV/AIDS and Hepatitis in African

Immigrant and Refugee communities and provide access to and utilization of HIV/AIDS and Hepatitis prevention, treatment and support services to those affected by HIV/AIDS and/or; now, therefore,

BE IT RESOLVED BY THE **[name of governing body]** that we designate **September 9, 2015**, as *National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day* in **[city/state]**, and encourage local residents to support this day by both leading and participating in events that will help to support the cause that is *National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day* (NAIRHHA Day).

d. Template for Call to Action for Local Organizations

Dear **[Insert Prospective Organization]**,

Thank you for the opportunity of introducing you to **[Insert your organization name]**. Our organization primarily works to **[insert main goals and initiatives of your organization in 1-2 sentences]**. We have recently been working hard with other likeminded organizations to increase the impact and overall awareness about National African Immigrant and Refugee HIV/Aids and Hepatitis Awareness Day (NAIRHHA Day) on September 9th, and we are reaching out to **[Insert Prospective Organization]** to help assist us in this goal, and in ultimately establishing NAIRHHA Day as a federally recognized day throughout the United States.

NAIRHHA Day is aimed toward bringing both national and local attention to the extremely prevalent health issues of HIV/AIDS and viral Hepatitis in African Immigrant and Refugee population within the United States of America, in a culturally and linguistically appropriate manner. Today, we call upon your organization to help us do two things;

1. start supporting the push to establish a federally recognized National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day by signing our petition on change.org (link: https://www.change.org/p/ronald-o-valdiserri-establish-the-national-african-immigrant-refugee-hiv-aids-and-hepatitis-awareness-day-nairhhaday?after_sign_exp=member_sponsored_donation) and;
2. participating in a NAIRHHA Day event sponsored by our organization, or sponsoring your own NAIRHHA Day event. This year, our organization will be sponsoring an event known as **[Insert the event/outreach activity name]**. **[Insert here the details of your event/ outreach initiative]**.

I invite you to contact me at the telephone contact and email address below with any questions or for any additional information on **[insert your organization]**, **[insert your event]** or on NAIRHHA Day as a whole. Thank you for your time and consideration of this request. We appreciate any and all support you can give to establishing September 9th as NAIRHHA Day this year and for many years to come!

Sincerely,

[Name of person sending letter]

[Title]

[Organization, agency, group name]

[Email address, phone number]

e. Press Release Template

[INSERT YOUR COMPANY/ORGANIZATION LETTERHEAD]

[Your Company/Organization Name]

[Your Company/Organization Media Contact]

[Your Company/Organization Media Contact Info]

Month/Date/Year

FOR IMMEDIATE RELEASE

NAIRHHA Day

Together in Support of African Immigrant and Refugees Battling HIV/AIDS and Hepatitis

As the African Immigrant and Refugee population in the United States has steadily increased, the disproportionate amount of African Immigrants and Refugees suffering from HIV/AIDS and Hepatitis has unfortunately also increased. This is exactly why NAIRHHA Day is so important. NAIRHHA Day, fully known as National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day, is aimed toward bringing national and local attention to the extremely prevalent health issues of HIV/AIDS and viral Hepatitis in African Immigrant and Refugee population in the U.S., in a culturally and linguistically appropriate manner. The date for NAIRHHA Day is now recognized on **September 9th** by many locally recognized and established organizations, and hard work is being done to establish NAIRHHA Day as an annual and federally recognized day on September 9th.

Today, we call upon **[Insert Prospective Media Group]** to help aid us in covering our official NAIRHHA Day event to public audiences. Our Company/Organization **[You may insert your company/organization name]** will be hosting **[Insert Your Event]** on **[Insert Event Date]** at **[Insert Event Location]**. **[Insert important Event Details in 3-5 sentences]**

We ask that you keep this event on your radar and consider providing media coverage in hopes of increasing awareness and impact of NAIRHHA Day in the community. Please contact _____ using the email address or phone number above with any questions or additional information on **[Insert your company/ organizations event]**, **[Insert your company/**

organization], or on NAIRHHA Day as a whole. We appreciate any and all support **[Insert Prospective Media Group]** can provide and hope to be working with you in the future!

Sincerely,

[Name of person sending letter]

[Title]

f. Media Advisory

[INSERT YOUR COMPANY/ORGANIZATION LETTERHEAD]

[Your Company/Organization Name]

[Your Company/Organization Media Contact]

[Your Company/Organization Media Contact Info]

Month/Date/Year
RELEASE

FOR IMMEDIATE

NAIRHHA Day

Together in Support of African Immigrant and Refugees Battling HIV/AIDS and Hepatitis

As the African Immigrant and Refugee population within the United States has steadily increased, the disproportionate amount of African Immigrants and Refugees suffering from HIV/AIDS and Hepatitis has unfortunately also increased. This is exactly why NAIRHHA Day is so important. NAIRHHA Day, fully known as National African Immigrant and Refugee HIV/AIDS and Hepatitis Awareness Day, is aimed toward bringing national and local attention to the extremely prevalent health issues of HIV/AIDS and viral Hepatitis in African Immigrant and Refugee population in the U.S., in a culturally and linguistically appropriate manner. The date for NAIRHHA Day is now recognized on **September 9th** by many locally recognized and established organizations, and hard work is being done to establish NAIRHHA Day as an annual and federally recognized day on September 9th.

Today, we officially invite **[Insert Prospective Media Group]** to attend our companies **[You may insert your company/organization]** official NAIRHHA Day event, **[Insert Event Name]**. **[Insert Your Event]** will be held on **[Insert Event Date]** at **[Insert Event Location]**. **[Insert important Event Details in 3-5 sentences]**

We kindly ask for your presence at this event, for we are confident that **[Insert Prospective Media Group]** may assist us in raising awareness and impact of NAIRRHAA Day in

our community. I invite you to contact me at the telephone number or email address below with any questions or additional information on **[Insert your company/ organizations event]**, **[Insert your company/ organization]**, or on NAIRHHA Day as a whole. We appreciate any and all support, and hope to see **[Insert Prospective Media Group]** represented at our event!
Sincerely,

[Name of person sending letter]

[Title]

g. Calendar Alert

[INSERT YOUR COMPANY/ORGANIZATION LETTERHEAD]

[Your Company/Organization Name]

[Your Company/Organization Media Contact]

[Your Company/Organization Media Contact Info]

Month/Date/Year

FOR IMMEDIATE RELEASE

[Name of your Event]

What: [Insert what your event is (including its title), and a general description (3-5 sentences) of what the event will entail. Also, you may give a brief description (1-2 sentences) about your company regarding the work you do/ services you provide in this section should you so choose.]

Who: [State the other companies/organizations/individuals who will also be involved in your event]

When: [State the date and time on your event]

Where: [State the location of your event, as well as directions should they be necessary]

Why: [State the overall significance of your event and how it is relevant to the mission of NAIRHHA Day]