



**“AGING IS A PART OF LIFE; HIV
DOESN’T HAVE TO BE!”**

**National HIV/AIDS and Aging Awareness Day
(NHAAAD)**

The AIDS Institute

United States Conference on AIDS

September 13, 2010

ABOUT THE AIDS INSTITUTE



THE AIDS INSTITUTE

- The AIDS Institute is a national nonprofit and nonpartisan public policy research, advocacy, and education organization with offices in Washington, DC and Tampa, Florida.
- Began as a grass roots community mobilization effort in the late 1980s.
- The AIDS Institute's mission is to promote action for social change through public policy research, advocacy, and education.



ABOUT THE AIDS INSTITUTE

- Affiliated with the Division of Infectious Disease and International Medicine at the University of South Florida, College of Medicine
- Focused on HIV/AIDS while incorporating efforts in related areas including hepatitis, malaria, tuberculosis, and systems issues such as access to services, poverty, and human rights.
- VISIT us on the WEB:
www.TheAIDSInstitute.org
- Follow us on FACEBOOK: National HIV/AIDS and Aging Awareness Day



HISTORY

- The AIDS Institute launched a new national awareness initiative entitled “National HIV/AIDS and Aging Awareness Day” (NHAAAD) on September 18, 2008.



PURPOSE

- The National HIV/AIDS and Aging Awareness day highlights the complex issues related to HIV prevention, care and treatment for aging populations in the United States.
- The goal of the campaign is to emphasize the need for prevention, research, and data targeting the aging population, medical understanding of the aging process and its impact on HIV/AIDS.



GOALS OF NHAAAD



- To raise HIV/AIDS awareness among the aging population through educational efforts and awareness campaigns
- To highlight the complex issue related to HIV prevention, care, and treatment for aging populations in the United States
- To emphasize the need for prevention, research, and data targeting the aging population regarding HIV
- To increase the medical understanding of the aging process as it relates to HIV/AIDS
- To increase quality of life for those living with HIV/AIDS
- To reduce the stigma surrounding HIV/AIDS among the aging population
- To increase HIV/AIDS testing in the aging population



TARGET AUDIENCE

- People living with HIV/AIDS (PLWHAs) who are aging with the disease or already over 50 at the time of their initial diagnosis
- Increasing percentage of the population that needs to protect itself from HIV infection, including the growing baby boomer population
- Increasing number of grandparents becoming the primary guardians for children who have lost their parent(s) to HIV/AIDS



NHAAAD NATIONAL OBJECTIVES 2010

PREVENTION

- To increase media coverage, measured by number of media hits, surrounding NHAAAD
- To increase NHAAAD pre-registered events nationwide

TESTING

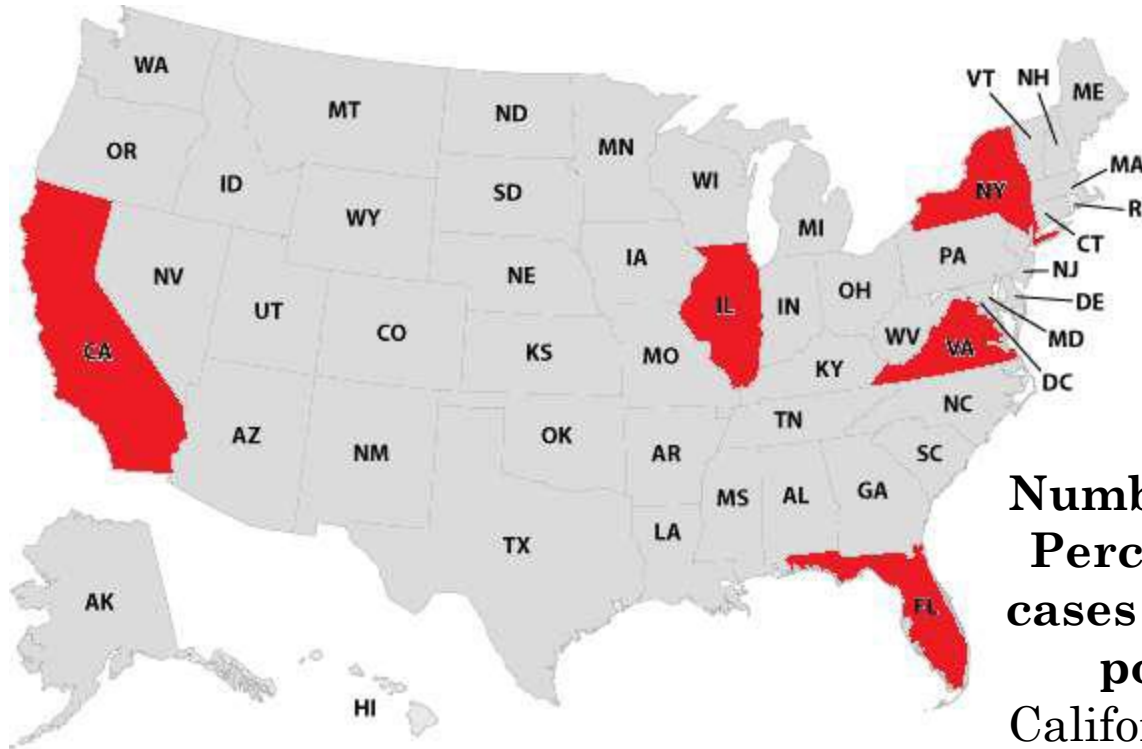
- To increase HIV testing (blood, oral, finger stick) among 50+ by participating organizations
- To increase access of NHAAAD materials available through the sponsoring organization websites

EVALUATION

- To increase number of completed online post-event surveys



5 STATES AT-A-GLANCE



**Number of people age 50+
Percentage of HIV/AIDS
cases occurring in the 50+
population in 2007**

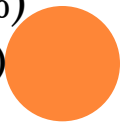
California: 9,969,514 (12.4%)

Florida: 6,429,608 (18.8%)

Illinois: 3,764,445 (11.7%)

New York: 6,044,843 (35.1%)

Virginia: 2,312,864 (30.3%)



**HIV (Human
Immunodeficiency Virus)
affects everyone and does
not discriminate against
gender, race and ethnicity,
where one lives, and of
course, *age*.**



THE AGING OF AMERICA

- The 50 and older population is the fastest growing population in the world.
- In 2008, the 50 and over population comprised over a quarter of the United States population.



WHY FOCUS ON OLDER ADULTS?

- May mistake signs of HIV/AIDS for the aches and pains of normal aging.
- Less likely than younger people to get tested.
- Older people are less likely than younger people to talk about their sex lives or drug use with their doctors.
- Doctors do not always test older people for HIV/AIDS and may miss cases during routine checkups.
- Doctors may not ask older patients about their sex lives or drug use or talk to them about risky behaviors.
- Older Americans know less about HIV/AIDS than younger people and may not know how it spreads or the importance of using condoms, not sharing needles, and getting tested for HIV.



HOW YOU CAN GET INVOLVED IN NHAAAD

- Host a free HIV screening fair. Encourage and promote HIV testing among older Americans
- Host a health fair – cholesterol, blood pressure, body mass index. Provide HIV prevention and education messages to older Americans
- Presentation by a physician, health care provider – answer/question session
- Encourage older Americans to practice safer methods to prevent HIV/AIDS and other Sexually Transmitted Diseases (STD's)
- Organize a public forum or town hall meeting held to discuss the impact of HIV/AIDS in the senior community



SPREADING THE WORD ABOUT NHAAAD

- Host a press conference with public officials to discuss the challenges of HIV/AIDS in your community
- Ask your community leaders to issue a proclamation recognizing the Awareness Day.
- Encourage radio stations to air public service announcements
- Host a cultural or faith-based event with speakers who can promote awareness of HIV/AIDS among the aging population
- Talk to an older adult in your family about getting tested
- Engage leaders in the faith based community to participate in local, regional, or national events on or around NHAAAD



RESOURCES

- To download NHAAAD-related materials including the NHAAAD Community Planning Guide, Fact Sheet, Brochure, 5 States -t-a-Glance, Poster, Power Point, Sample Media Advisory, Press Release, feel free to visit our website at www.TheAIDSInstitute.org to **DOWNLOAD NHAAAD TOOLS** or **Register Your Event**.



NATIONAL HIV/AIDS AND AGING AWARENESS DAY~SEPTEMBER 18TH



HIV HAS NO AGE LIMIT.

Nearly 30% of people living with HIV are over 50.

16% of persons newly diagnosed with HIV are over 50.

OVER 50? GET TESTED.



Locate HIV Testing Near You: Send a text message with your ZIP code to KNOWIT (566948). Visit HIVtest.org or contact 1-800-CDC-INFO (1-800-232-4636) for assistance in locating a testing site.



THE AIDS INSTITUTE

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