National HIV/AIDS and Aging Awareness Day
Technical Assistance Webinar:
Planning Activities for NHAAAD

Wednesday, August 13, 2014
Presenter: Michelle Scavnicky, MS
Director of Education and Capacity Building
The AIDS Institute
Webinar Logistics

The webinar is being recorded.

All lines are muted to reduce background noise.

Questions may be asked at the end by virtually “raising your hand.”

You must enter your AUDIO PIN to be able to speak.
Questions

Questions may be asked by virtually “raising your hand.” All lines are muted until individuals are called upon.

Your “hand” is raised when a red arrow is present. Your “hand” is down when a green arrow is present.

You must enter your AUDIO PIN to be able to speak.
Webinar Objectives

- The AIDS Institute will provide technical assistance and planning support for community partners to engage and participate in specific activities on or around NHAAAD.

- The webinar will demonstrate and showcase a variety of NHAAAD activities that may help community partners participate at any given level.
About 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.

- The AIDS Institute’s mission is to promote action for social change through public policy research, advocacy, and education.
National HIV/AIDS and Aging Awareness Day-History

The AIDS Institute launched National HIV/AIDS and Aging Awareness Day (NHAAAD) on September 18, 2008.

NHAAAD is held annually on September 18th.
Purpose of NHAAAD

- 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 issues 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.
NHAAAD’s Core Essentials

- Power Point Presentation (2010)
- Poster Series (2011)
- Social Media Guide (2011)
- Event Evaluation Form (2011)
- Customizable Brochure & Posters (2012)
- Local Event Survey (2013)
NHAAAD’s Community Planning Guide

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- National Steering Committee Members
- Materials available at www.NHAAAD.org

BROCHURE ( pdf )
BROCHURE - CUSTOMIZABLE (MS Word)
COMMUNITY INVITE LETTER ( pdf )
COMMUNITY PLANNING GUIDE ( pdf )
Fact sheet ( pdf )
Poster ( pdf )
Poster Series - Customizable (pdf)
NHAAAD Logo ( jpg )
NHAAAD Power Point Presentation ( pdf )
Sample Media Advisory ( MS Word )
Sample Press Release ( MS Word )
Social Media Guide ( pdf )

History

The AIDS Institute launched National HIV/AIDS and Aging Awareness Day (NHAAAD) on September 18, 2005. Each year our nation observes NHAAAD and promotes activities on or around September 18th. The campaign is further recognized by the U.S. Department of Health and Human Services, Office of HIV/AIDS Policy, and www.aids.gov

Purpose

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

- To increase HIV/AIDS awareness among the aging population through educational efforts and awareness campaigns
- To highlight the complex issues 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 the quality of life of 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

Objectives

PREVENTION

- To increase media coverage, measured by number of media hits, surrounding NHAAAD
- To increase NHAAAD pre-registered events nationwide using online registration event report tools

TESTING

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

EVALUATION

- To increase number of completed online post-event surveys
How To Plan An Activity or Event?
Planning Timeline

Week 1

How to Get Started
How to Get Started

✔ Create awareness for your activity or event by issuing a community invite letter.
Planning Timeline

Week 2

Brainstorm Ideas
Activities versus Events

Older Americans: The Changing Face of HIV/AIDS in America

September 18, 2013
Briefing: 9:30-10:30 a.m.
Reception: 10:30-11:30 a.m.
Capitol Visitors Center, Room SVC 212

Hosted by:
AIDS Community Research Institute of America (ACRIA)
Services and Advocacy for GLBT Elders (SAGE)
National Hispanic Council on Aging
AIDS Services Organization (ASO)
Gay Men’s Health Crisis (GMHC)

Moderators:
Michael Adams, Executive Director, SAGE

Speakers:
Henry Rambacher, MD, Director of Medicine & Public Health, National Hispanic Council on Aging
Lisa Fitzpatrick, MD, Medical Director, Infectious Diseases Care Center, United Medical Center
Nafisah Yehia, Director, Program for Wellness Restoration
Courtney Williams, Community Planner, DC Office on Aging

This briefing will highlight the needs and challenges of older adults with and at risk for HIV. In particular, the discussion will focus on federal AIDS policy and how investments in HIV and aging improve and extend lives.

National HIV/AIDS and Aging Awareness Day
Staff Briefing, Reception, and Hearing
U.S. Senate Special Committee on Aging
Wednesday, September 18, 2013
By 2015, more than half of Americans living with HIV/AIDS will be over 50. In recognition and observance of National HIV/AIDS and Aging Awareness Day, the Senate Special Committee on Aging will hold a Congressional briefing on the specific challenges and needs of persons aging with HIV/AIDS. The hearing will be preceded by a staff briefing that will include presentations and discussions regarding the rapidly changing demographics of the HIV epidemic in the U.S., the prevention, testing, treatment and support needs of persons with and at risk for HIV in the U.S., and how best to meet those unique needs, including federal policy and budget implications.

Staff Briefing and Reception
Hosted by: ACRIA, SAGE, NHCOA, VHIC, and GMHC
9:30 – 11:30 a.m., Capitol Hill, Capitol Visitors Center, Room SVC 212
Refreshments served (to staff only)

Moderator: Michael Adams, Executive Director, Services and Advocacy for GLBT Elders (SAGE)

Henry Rambacher, MD, Director of Medicine & Public Health, National Hispanic Council on Aging (NHCOA)
Lisa Fitzpatrick, MD, Medical Director, Infectious Diseases Care Center, United Medical Center
Nafisah Yehia, Director, Program for Wellness Restoration
Courtney Williams, Community Planner, DC Office on Aging

Hearing
2:00 – 4:00 p.m., Dirksen Senate Office Building, Room 562
Witnesses (as of Sept. 12):
Ronald D. Violanti, M.D., M.P.H., Deputy Assistant Secretary for Health, Infectious Diseases, Office of HIV/AIDS and Infectious Diseases Policy
Daniel Tier, RN, JD, Executive Director of AIDS Community Research Institute of America (ACRIA)
Camille Mosley, CEO of Southern Associates, LLC
Other witnesses as called by the Committee

An RSVP is required.
For updated speaker lists and further details, visit sageusa.org or acria.org.
Activities

- Ask your community leaders to issue a proclamation recognizing the Awareness Day.
- Encourage radio stations to air public service announcements.
- Set-up interviews with local television.
Activities

✓ Prepare an Aging and HIV focused newsletter or E-newsletter
✓ Social Media Posts
✓ Links to Website
✓ Distribute NHAAAD materials
✓ Distribute TAI’s press releases, announcements or webinar notices
Event Ideas

✓ Public forum or town hall meeting held to discuss the impact of HIV/AIDS in older adults.
✓ Plan a presentation by a health care provider.
Event Ideas

✓ Host a press conference with public officials to discuss the challenges of HIV/AIDS among older adults.

✓ Host a cultural or faith-based event with leaders promoting awareness of HIV/AIDS to older adults within your community.
Event Ideas

✓ Host a series of educational webinars

Target audiences can include: health care providers working with adults over 50 or individuals over 50 living with HIV
Event Ideas

✓ Host a health fair
✓ Organize a 5K Run or 1 mile Walk
Planning Timeline

Potential Venues

Registration

Week 3
Potential Venues

- Local hospital
- Community center
- Senior center
- Physician’s office
- Assisted Living Facilities
- Nursing homes
- Local health department
Potential Venues

- Fitness center
- Local library
- Local dining establishments
- Bookstore
Register Your Activity/Event

Register your event at

2014 NHAAAD EVENT REGISTRATION
Planning Timeline

Week 4

Promotion
Promoting Your Activity/Event Using the Social Media Guide

The 7th annual National HIV/AIDS and Aging Awareness Day (NHAAAD) will be observed September 18, 2014. The campaign is recognized by the U.S. Department of Health and Human Services, Office of HIV/AIDS Policy, and AIDS.gov. The NHAAAD theme is “Aging is a part of life: HIV doesn't have to be!”

Many older adults are not getting tested for HIV. The misconception that older adults do not have sex or use drugs leads to a lack of HIV testing among this population. Lack of public education about HIV/AIDS targeted at older adults means the demographic may also be less knowledgeable about how to protect themselves. Furthermore, advancements in the treatment of HIV means that more and more people diagnosed with the virus are living longer than expected, yet there is a shortage of social services and support mechanisms for older adults living with HIV/AIDS.

The AIDS Institute and the National HIV/AIDS and Aging Awareness Day Planning Committee encourage you and your organization to use social media to reach older adults about the importance of getting tested for HIV and how to further protect themselves.

FAACBOOK

Become a fan and promote The AIDS Institute’s National HIV/AIDS and Aging Awareness Facebook Fan Page. Tag the page in your postings by typing www.NHAAAD.org.

Here is a sample post for your Facebook wall throughout the month of September.

Thank you for your support of our initiative to raise awareness about HIV/AIDS in the aging community. Together, we can empower older adults to make healthy choices and promote early detection. Please visit www.NHAAAD.org for more information.

TWITTER

Tweet the posts provided below prior to and throughout the month of September. We encourage all partners to tweet each post and post your own tips on how older adults can find resources regarding HIV/AIDS. Don’t forget to use #AIDSandAging so everyone can view your tweets.

The 7th annual National HIV/AIDS and Aging Awareness Day (#NHAAAD) is 9/18/14. Visit www.NHAAAD.org to find out about the campaign, #AIDSandAging.

To plan a National HIV/AIDS and Aging Awareness Day event on or around 9/18, use this guide NHAAAD Community Planning Guide #AIDSandAging.

Register your National HIV/AIDS and Aging Awareness Day (#NHAAAD) event at NHAAAD Event Registration #AIDSandAging.

Aging is a part of life! HIV doesn't have to be! Spread the word, not the disease. Start at #AIDSandAging.

Older Americans don't always realize they may be at risk for HIV infection. More facts about NHAAAD Fact Sheet #AIDSandAging.

In 2009, it is a new diagnosis in the U.S. were in people ages 50+. Find out more about #AIDSandAging NHAAAD Brochure #AIDSandAging.

About 17% of newly diagnosed HIV infections are Americans age 50+. Promote testing in older adults by using the NHAAAD Original Poster #AIDSandAging.

Want an HIV test, but don’t know what to entails? Educate and empower yourself with the NHAAAD Fact Sheet #AIDSandAging.

HIV/AIDS is not just a young person’s disease. #AIDSandAging are more connected than ever. Learn the facts: NHAAAD Fact Sheet #AIDSandAging

Help spread the word about HIV on your website or blog. Use and share the widget and badges from http://www.aids.gov/widgets-and-badges/ #AIDSandAging.


On September 18th:

Today is National HIV/AIDS and Aging Awareness Day. Find out where you can get tested near you. Enter your zip code at https://testlocalsites.gov/ #AIDSandAging.

THE AIDS INSTITUTE
Promoting Your Activity/Event

Sample Media Advisory

Sample Press Release
Promoting Your Activity/Event

✓ Customize and disburse brochure to list date and promote awareness

HIV/AIDS & Older Adults

National HIV/AIDS & Aging Awareness Day (NHAAAD)

"AGING IS A PART OF LIFE, MY DEAR, IT DOESN'T HAVE TO BE SICK!

The AIDS Institute launched National HIV/AIDS and Aging Awareness Day (NHAAAD) on September 23 (00). Each year our nation observes NHAAAD and HIV/AIDS, helping to end AIDS on September 23. The campaign is further recognized by the U.S. Department of Health and Human Services, Office of HIV/AIDS Policy, and many others.

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 educate the need for prevention, research, and data targeting the aging population, medical assistance of aging persons and to impact HIV/AIDS.

The AIDS Institute is a national nonprofit and nonpartisan public policy, research, advocacy, and education organization with offices in Washington, DC and Tampa, Florida.

The AIDS Institute's mission is to promote action for social change through public policy research, advocacy, and education.

The AIDS Institute has expanded the overall public policy agenda to include an emphasis on the impact of HIV/AIDS on older adults and the aging population in the United States. The AIDS Institute also focuses on issues related to the aging population, medical assistance of aging persons, and to impact HIV/AIDS.

Target Audience

I. People living with HIV/AIDS (PLWH) who are aging with the disease at 50 or older.
II. People living with HIV/AIDS who are aging at 50 or older.
III. People living with HIV/AIDS who are aging at 50 or older.
IV. People living with HIV/AIDS who are aging at 50 or older.
V. People living with HIV/AIDS who are aging at 50 or older.
VI. People living with HIV/AIDS who are aging at 50 or older.
VII. People living with HIV/AIDS who are aging at 50 or older.
VIII. People living with HIV/AIDS who are aging at 50 or older.
IX. People living with HIV/AIDS who are aging at 50 or older.

How can you get involved?

The AIDS Institute believes that everyone is the key in tackling the spread of HIV for older adults and ensuring the best possible care and treatment options are available with this disease.

We invite your organization and its community members to participate in awareness day-related activities on or around September 23 (00). Benefits of participating include:

1. Make a positive mark on the aging population.
2. Increase and promote the health of older adults.
3. Promote research and support for older adults.
4. Develop communities that are comfortable for older adults.
5. Work with senior centers to promote awareness.
6. Host educational events for older adults and community members.
7. Provide education and support for older adults and community members.
8. Increase awareness and support for older adults and community members.

For more information, please visit www.aids.org

HIV/AIDS data is referenced from the Centers for Disease Control and Prevention, www.cdc.gov/hiv
Promoting Your Activity/Event

Seek out ways to publicize your events in community calendars, community newsletters, neighborhood bulletins.
Planning Timeline

Evaluation
# Post Evaluation Form

Thank you for participating in this year's NHAAD event. Please take a few moments to complete the following National HIV/AIDS and Aging Awareness Day Post Event Evaluation Form. Please fax the completed form to Michelle Snowberry at 813.345.8599. The results will assist in our future planning efforts for NHAAD. For more information, please visit www.NHAAD.org.

## Organization Information
1. Name of Organization or Group:
2. Name of Event Organizer:
3. Title/Position/Volunteer:
4. Email Address:
5. Address:
6. City, State, Zip Code:
7. Phone Number (XXX-XXXX):
8. Organization Name:
9. Organization Website:

## Event Information
1. Name of Event:
2. Event Address:
3. Date of Event:
4. Time:
5. Type of event (HIV testing event, community event for media, marketing campaign, etc.):

## Target Audience:
- Who was the primary audience who attended the event?
- What was the role of the audience?
- What was the primary goal of the event?

## Event Highlights:
1. Did you use any of the following to plan or promote your NHAAD event (check if the above fields apply):
   - NHAAD Community Time Line
   - NHAAD Community Planning Guide
   - NHAAD Brochure
   - NHAAD Event Planning Guides
   - NHAAD Social Media Guides
   - NHAAD Event Evaluation Form
   - NHAAD Sample Media Guides
   - NHAAD Sample Print Materials

2. Please feel free to add additional comments to this table about your experience using any of the components of the NHAAD toolkit:

## Additional Information:
1. Time it took to complete this evaluation:
2. Additional space:

Thank you for taking the time to complete this evaluation. If you need additional space, feel free to add pages to this form.

We are interested in submitting photos from NHAAD activities or events and seeking them on www.NHAAD.org. If you would like to submit photos of your event please contact Michelle Snowberry at msnowberry@AIDS.gov. If you would like to submit photos please contact Michelle Snowberry at msnowberry@AIDS.gov.
In 2013, TAI introduced the customizable NHAAAD Local Event Survey.
Sending Thanks

Be sure to thank those who attended or contributed to your event/activities.
Evaluation Summary

• Submit a short narrative about your best practices and success to The AIDS Institute.
• Begin to develop ongoing planning strategies for HIV/AIDS & Aging efforts in your community year round.
Timeline Review

How to Get Started

Brainstorm Ideas

Potential Venues

Registration

Promotion

Evaluation

Week 1

Week 2

Week 3

Week 4
Additional Resources
Core Essential Links

- NHAAAD Logo
- NHAAAD Community Planning Guide
- NHAAAD Community Invite Letter
- NHAAAD Original Poster
- NHAAAD Poster Series
- NHAAAD Post Event Evaluation Form
- NHAAAD Brochure
- NHAAAD Fact Sheet
- NHAAAD Power Point Presentation
Other Resources

✓ http://www.TheAIDSInstitute.org
✓ http://www.NHAAAD.org
✓ http://www.aids.gov
✓ http://locator.aids.gov/
✓ http://www.aoa.gov/
✓ http://www.acria.org
✓ http://www.cdc.gov/hiv/
✓ http://www.hab.hrsa.gov
✓ http://www.sageusa.org
✓ http://www.lgbtagingcenter.org/
Upcoming Webinar

NHAAAD National Webinar

Aging Experience + Advanced Developments = A Fundamental HIV Message

Wednesday, September 10, 2014
3:00PM (EDT)
Contact Information

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