



## **NATIONAL HIV AWARENESS MONTH**

THE SOLUTION IS ALL OF U.S.

### **National HIV Awareness Month Frequently Asked Questions**

#### **What is National HIV Awareness Month?**

July 2012 has been established as National HIV Awareness Month (NHAM) to elevate the national discourse on the domestic HIV/AIDS epidemic and turn awareness into action for mainstream America.

#### **Why July 2012?**

The global AIDS community will convene in July 2012 for the International AIDS Conference in Washington, DC – back on US soil for the first time in more than 20 years. July also marks the second anniversary of the release of the National HIV/AIDS Strategy (NHAS) by President Obama.

This is the next step in driving the goals of the NHAS forward. The development of the strategy was a remarkable collaboration of community advocates, government leaders, and a few industry stakeholders. Now that the strategy has been released, most of the attention has focused on the work of the federal government, but they can't shift the tide of this epidemic alone. We all still have a critical role to play.

#### **What is the goal of NHAM?**

NHAM aims to create broad-scale public awareness of the domestic impact of HIV, work to combat HIV stigma and discrimination, and engage new stakeholders in the fight against the disease—with the ultimate vision of ending the epidemic. Since the explosion of the global epidemic, Americans have come to view HIV as a problem that primarily affects the developing world. NHAM will serve as a platform to re-engage civil society, the private sector, federal agencies, and community organizations here in the United States around our own HIV epidemic. Together, these organizations have the potential to reach a broad swath of Americans who remain untouched by current HIV education efforts.

#### **Who created NHAM?**

National HIV Awareness Month was announced on the eve of World AIDS Day, November 30, 2011, by a coalition of national organizations focused on HIV, including: AIDS United, amfAR, Black AIDS Institute, Latino Commission on AIDS, Magic Johnson Foundation, NAPWA, NMAC, The Well Project, and the U.S. Positive Women's Network.

#### **Who can participate in NHAM?**

Anyone and everyone. Since NHAM was announced, many non-profits as well as private sector partners have joined the movement, including HealthHIV, OraSure Technologies, Bristol Myers Squibb, Kaiser Permanente, Kenneth Cole, and POZ Magazine, to name a few. Civil society, the private sector, and our government partners all have a role to play in this historic opportunity to bring the domestic HIV crisis to the forefront through events, novel initiatives, and extensive media engagement.



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### **What do I have to do to participate in NHAM?**

Anyone can participate in NHAM – all we ask is that you commit to undertaking efforts focused on raising awareness of the domestic HIV epidemic in July 2012 and share those plans with us so that we can include as we publicize efforts around NHAM.

### **Is there a fee or a sponsorship cost to participate in NHAM?**

No – all we ask is that you commit to undertaking efforts focused on raising awareness of the domestic HIV epidemic in July 2012 and share those plans with us so that we can include as we publicize efforts around NHAM.

### **How do I sign up?**

To learn more about NHAM and its current members—or to join us in supporting NHAM—please visit [www.nationalhivawarenessmonth.org](http://www.nationalhivawarenessmonth.org).