

Stop AIDS: It's Everyone's Business

HIV Is Still In Business

Every 9.5 minutes, someone in the United States becomes infected with HIV, the virus that causes AIDS. Over 1 million people in the United States are living with HIV, and of those persons 1 out of 5 do not know that they are infected. Based on data from the Centers for Disease Control and Prevention, in 2006 an estimated 56,300 Americans became infected with HIV. In the state of Florida, it is estimated that 5,550 Floridians were newly infected with HIV in 2006.

To understand the magnitude that HIV/AIDS has had on Floridians, take a look at some quick facts:

- ◆ Florida ranks third in the nation in the number of AIDS cases
- ◆ At the end of 2008, 92,738 adults in Florida were living with HIV/AIDS
- ◆ Blacks comprise 15% of Florida's adult population, but represent over half (53%) of the 4,944 AIDS cases and 45% of the 7,503 HIV cases reported in 2008
- ◆ At least 1 in 68 black women in Florida are living with HIV/AIDS.
- ◆ At least 1 in 44 black men in Florida are living with HIV/AIDS.
- ◆ Among adolescent females aged 13-19 who are living with HIV/AIDS, 75% of the 3,571 reported cases are among blacks.
- ◆ For 16 consecutive years, HIV/AIDS has been the leading cause of death for black females between the ages 25-44, and is currently the third leading cause of death for black males ages 25-44.
- ◆ At least 1 in 22 men who have sex with men (MSM) are living with HIV/AIDS
- ◆ MSM account for 44% (46,045) of all 105,500 AIDS cases and 41% (14,672) of all 36, 127 HIV cases reported through 2006.
- ◆ Whereas 1 in 29 white MSM are living with HIV/AIDS, 1 in 12 black MSM in Florida are living with HIV/AIDS.



“AIDS education is an investment in our people and in long term health and productivity as a business. My credibility as an employer is highest if I educate my people on how you get AIDS and how you don't get AIDS.”

*Michael Lauber
President and CEO,
Tusco Display*

Florida's Business and Labor Respond to AIDS

In 2009, the Regional Minority AIDS Program at the Alachua County Health Department (ACHD) Office of HIV/AIDS implemented the "Stopping AIDS is Everyone's Business" campaign. The yearlong campaign was part of the Centers for Disease Control and Prevention (CDC), Business Responds to AIDS/Labor Responds to AIDS (BRTA/LRTA) program. The campaign was originally launched in Miami-Dade county in 2007 with success in targeted neighborhoods. Area 3/13 launched the initiative throughout Alachua, Putnam and Columbia County. Due to the success of the implementation of the "Stopping AIDS is Everyone's Business" campaign, the Bureau of HIV/AIDS began replicating the project statewide.

Started in 1992, BRTA/LRTA engages and supports the private sector in promoting HIV education, awareness, and policies in the workplace. The program has evolved over the years into a public/private partnership that promotes both the involvement of business and labor in HIV prevention; and provides tools and technical assistance to build the expertise and capacity of health departments to engage business and labor for HIV prevention. Local BRTA/LRTA projects develop partnerships between health departments, city business and labor leaders, and neighborhood merchants.

The goals of the projects are to:

- ◆ Increase community awareness about the impact of HIV/AIDS
- ◆ Motivate residents in high prevalence neighborhoods to get tested and seek prevention treatment and care
- ◆ Increase the number of persons who know their HIV status and are linked to appropriate prevention and care services

It is a recognized fact that community business leaders have tremendous influence within their communities. BRTA/LRTA allows health departments to utilize these relationships in their HIV prevention efforts. The Florida Department of Health, Bureau of HIV/AIDS recognizes the influential roles that you play in your communities. We are asking for your support of our new "STOP AIDS: It's Everyone's Business" statewide Business and Labor Responds to AIDS project. Businesses are essential partners in the response to AIDS, and you can make a huge difference in reducing the stigma and complacency about the need for HIV prevention. You are in a unique position to respond to the HIV/AIDS epidemic because you have relationships with employers, customers, and local business communities. These relationships allow HIV prevention messages to become a part of your communities' environment.



How Does It Work?

Merchants located in neighborhoods with high HIV/AIDS prevalence are asked to:

- ◆ Display and distribute free HIV/AIDS point-of-purchase materials to their customers. Materials include grocery bags, dry cleaner bags, posters, postcards, beverage sleeves, and window decals .
- ◆ Discuss HIV/AIDS awareness with their employees, customers, and peers.
- ◆ Encourage other neighborhood businesses to share HIV prevention information with their employees, customers, and peers.

Why Should My Business Participate in Florida's Business Response to AIDS?

It is recognized that community business leaders have tremendous influence within their communities. BRTA/LRTA allows health departments to utilize these relationships in their HIV prevention efforts. HIV/AIDS affects us all, but many people are uninformed or misinformed about the nature of HIV/AIDS and how to prevent the spread of the disease. Stigma and silence about the disease helps to fuel the epidemic.

The key to stopping the spread of HIV is to break the silence around the disease. We must begin talking about HIV/AIDS where we live, work, play, and worship. Having conversations about HIV/AIDS allows for opportunities for raising awareness and educating communities on how they can protect themselves from HIV. As a business leader in your community, you can help start the conversations where people work and play. You have the opportunity to impact the lives of members of your community by simply supporting HIV prevention efforts.

What Can My Business Expect From Participating in the Business Response to AIDS?

If you choose to participate in the Stop AIDS: It's Everyone's Business project, you can expect to receive the following:

- ◆ Six months free supply of point-of-purchase materials
- ◆ Basic HIV/AIDS 101 training for your employees and customers
- ◆ Free HIV/AIDS information and resources
- ◆ Your business and participation will be highlighted in press releases and newspaper ads
- ◆ Recognition as a supporter of STOP AIDS: It's Everyone's Business
- ◆ Discounted prices on point-of-purchase materials

RESOURCES

CDC Business and Labor

Resource Service

Provides information for employers on national, state, and local resources related to HIV/AIDS in the workplace.

1-800-452-5231 (voice)

1-888-282-7681 (fax)

www.brta-lrta.org

Florida HIV/AIDS-Hotline

Provides supportive telephone counseling and community referrals on HIV/AIDS related information.

1-800-352-2437 (English)

1-800-545-7432 (Spanish)

1-800-243-7101 (Haitian Creole)

Area 3/13 Regional Minority AIDS Program

Mrs. Teresa White

Regional Minority AIDS Coordinator

Alachua County Health Dept

224 SE 24th Street

Gainesville, Florida 32641

352-334-7900 ext. 3335-office

352-316-4023-cell

Teresa_white2@doh.state.fl.us

www.alachuacountyhealth.org

www.wemakethechange.com



How Can My Business Support Florida's Business Response to AIDS?

BRTA can not exist without the support of your business. You provide the direct link to the community. You can help to support the efforts of BRTA by choosing to participate in three ways:

Endorsement

- ◆ Business agrees with project goals and signs business commitment letter
- ◆ Business agrees to display project logo and print material

Support

- ◆ Business agrees with project goals and signs business commitment letter
- ◆ Business agrees to display project logo and print material
- ◆ Business distributes project materials and point-of-purchase materials
- ◆ Business agrees to talk to customers and/or employees about HIV/AIDS

Participation

- ◆ Business agrees with project goals and signs business commitment letter
- ◆ Business agrees to display project logo and print material
- ◆ Business distributes project materials and point-of-purchase materials
- ◆ Business agrees to talk to customers and/or employees about HIV/AIDS
- ◆ Business participates and/or supports health department sponsored HIV/AIDS events and activities

[Contact Teresa White if you are interested in having your business support the business Responds to AIDS Initiative](#)

Is Your Business Prepared?

To stop the spread of HIV in your community your business has the ability to:

- ◆ Break the silence around HIV by providing opportunities for education and awareness to employees, their families, and customers
- ◆ Help change community perceptions about HIV/AIDS by supporting HIV prevention activities in your community
- ◆ Motivate community members to seek HIV testing
- ◆ Encourage employees, their family members, and customers to engage in healthy behaviors
- ◆ Provide customers a link to HIV prevention programs and testing services within your community

Thank you for your support!