

Engaging African American Churches in HIV Prevention

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The Problem

New York City Statistics

- New York leads the nation in the number of new HIV cases. More than 114,000 New Yorkers are living with HIV/AIDS, and yet 20% do not know they are infected. To date, over 100,000 New Yorkers have died from AIDS-related causes. HIV is the third leading cause of death for NYC residents ages 35 to 54.

People of Color

- In NYC, 81% of new HIV diagnoses and AIDS-related deaths are among African Americans and Hispanics. In the U.S., 65% of new infections were among African Americans and Hispanics.

Youth

- Nationally, about one in four new HIV infections are among youth, ages 13 to 24. Young people aged 13 to 29 accounted for 39% of all new HIV infections in 2009.

What is the First Ladies/Pastor's Care Campaign

- The FLPC Campaign is an intervention targeting black churches by featuring an image of the First Lady or Pastor on the front of a church fan, with a message on the reverse side urging members of the congregation to support more open dialogue about HIV.
- A "First Lady" is typically the wife of the senior pastor (or head of the church) and is highly respected within a church community. A first lady usually oversees ministries, hosts fundraisers, teaches classes and has other important duties.
- The dialogue should begin among the congregation and family members. Family members will talk to friends and community.

The Church...

- The church has always played a central role in African American communities, particularly around social justice causes. From slavery to the Civil Rights Movement, the church has always been a beacon of hope.
- Churches tend to be underutilized resources when it comes to HIV Prevention work because dialogue about risk factors for HIV, such as sex and drug use, are typically viewed as conversations about morality.
- HIV and AIDS tend to be issues associated with sex and drugs by faith-based communities and considered taboo topics.
- Utilizing churches as a community intervention.

Steps to Awareness...

- Close to 5,000 fans were distributed to 4 different churches. A presentation was made by GMHC about the importance of HIV 101 awareness, testing, treatment, and prevention.
- The presentation stimulated conversation among the congregation. Educational workshops and materials were made available.



GMHC

END AIDS. LIVE LIFE.



IMPACT

- Through the use of the church fans, the stigma associated with discussing HIV/AIDS was reduced
- Churchgoers were eager to take to the fans, which normally remain at the church-home to family and friends.

First Ladies Care...



**PASTORS
TAKE A STAND
for HIV/AIDS
AWARENESS**

Revere,
Senior Pastor,
Memorial Baptist Church

gmhc.org



This fan is a part of GMHC's campaign, "First Ladies Care," bringing HIV/AIDS awareness to faith-based communities.

GMHC HELPLINE
1-800-243-7692



**FIRST LADIES
TAKE A STAND
for HIV/AIDS
AWARENESS**

"I got tested and know my status, what about you?"

Dr. Renee F. Washington Gardner,
First Lady
Eastward Missionary Baptist Church, NYC

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GMHC
END AIDS. LIVE LIFE.

What can I do?

Similar interventions in faith-based communities would afford a unique opportunity to reach a community traditionally seen as viewing HIV/AIDS as a moral, not health condition and hard to engage and reach

Q & A

Special Thanks ...

~ *Rev. Dr. Renee F. Washington – Gardner*

~ *Adam Fredericks*

~ *Lynnette Ford*

~ *Hannah Hirschland*

~ *Eishelle Tillery*