

Act Against AIDS Leadership Initiative

Harnessing the Strength of National Organizations to Reach the Communities Hardest Hit by HIV



The *Act Against AIDS Leadership Initiative* (AAALI) is a six-year partnership between CDC and leading national organizations representing the populations hardest hit by HIV.

CDC first launched AAALI as part of its *Act Against AIDS* communication campaign in 2009. The initiative initially brought together some of the nation's foremost African American organizations to intensify HIV prevention efforts in black communities. In 2010, CDC expanded AAALI to also include organizations that focus specifically on the Latino community and men who have sex with men (MSM) of all races.

HIV takes the greatest toll among African Americans, Latinos and MSM of all races. The rate of new infections among blacks is almost eight times the rate among whites. Among Hispanics, the rate of new HIV infections is three times as high as that among whites. And MSM account for nearly two-thirds of new HIV infections in the United States.

AAALI partner organizations were chosen based on their demonstrated national reach, credibility and influence, as well as their ability to effectively reach these impacted communities through their existing communication channels and mobilization activities. The effort brings together a wide range of organizations, including civic, social, civil rights and professional organizations, as well as those in government, education and media.

While many AAALI partners have longstanding commitments to fighting HIV in their communities, the initiative provides the critical funding needed to allow each group to make HIV prevention a core component of its day-to-day activities. Each organization uses AAALI funds to support an HIV coordinator who works through the organization's membership networks to disseminate *Act Against AIDS* campaign materials and HIV prevention services.

Individually and collectively, AAALI partners conduct a wide range of communication, mobilization and outreach activities. Examples include:

- Holding education and training sessions on HIV prevention at national and regional membership conventions
- Integrating *Act Against AIDS* and other HIV prevention messages into community forums

AAALI Accomplishments

AAALI partner organizations have coordinated more than 1,800 outreach events attended by more than 1,380,000 people, engaged nearly 400 local affiliates across the country in HIV prevention activities, and reached millions more with critical HIV prevention messages through conferences, advertisements and media stories. In addition, AAALI has generated approximately 1.4 billion media impressions. Examples of accomplishments by AAALI organizations include:

- A nationwide health and HIV education tour reaching 60,000 people in 25 cities across the country
- A Physician Tool Kit providing information on HIV testing and risk-reduction counseling to more than 2,000 African American doctors
- A nationwide "Summit Tour" to build HIV awareness in African American communities
- Placement of an *Act Against AIDS* PSA in Times Square, reaching more than 1 million people in New York City
- A series of articles and YouTube videos featuring African American leaders in the fight against HIV
- Community town halls and forums led by congressional and local leaders in New York, South Carolina and Washington, DC
- A series of radio interviews with key public health leaders on the importance of HIV testing, reaching more than 43,575,000 listeners.
- Radio PSAs on HIV prevention featuring celebrities like Angela Bassett, Laila Ali and Jamie Foxx





- Working to educate national, state and local policymakers and community leaders about the role of HIV prevention in advancing the well-being of African Americans, Latinos and gay and bisexual men of all races
- Prominently placing *Act Against AIDS* and other HIV prevention public service announcements (PSAs) and news stories in broadcast and print outlets throughout the nation
- Working with celebrities to produce PSAs about HIV prevention
- Training and funding local chapters to implement community-based HIV awareness campaigns
- Extending *Act Against AIDS* campaign messages through organization publications, Web sites and public appearances



Partner Organizations

- 100 Black Men of America
- American Urban Radio Network
- Aspira Association
- Black Men's Xchange-National
- Black Women's Health Imperative
- Center for Black Equity
- Congressional Black Caucus Foundation
- Farmworker Justice
- National Action Network
- National Association for the Advancement of Colored People (NAACP)
- National Council of Negro Women
- National Hispanic Council on Aging
- National Medical Association
- National Newspaper Publishers Association Foundation
- National Organization of Black County Officials
- National Organization of Black Law Enforcement Executives
- National Urban League
- Sigma Gamma Rho Sorority
- Southern Christian Leadership Foundation