

National Native **HIV/AIDS** Awareness Day Toolkit:

A Guide to Planning Community Activities



*A Celebration of Life...Protecting Our Future,
Protecting Our People*

Ann Drobnik, STD/HIV Coordinator
Jenny Ghost Bear, STD/HIV Research Assistant
Northern Plains Tribal Epidemiology Center
Aberdeen Area Tribal Chairmen's Health Board
1770 Rand Road, Rapid City, SD 57702
Phone: 800-745-3466; Fax: 605-721-2876
Website: www.aatchb.org/epi/std



"Hecel Oyate Kinipikte"
So that the People May Live

Please Join Us for this Important Day!

March 21, 2007 marks the first ever annual National Native HIV/AIDS Awareness Day. This day is an opportunity to raise awareness of the impact of HIV/AIDS on Native people.

HIV/AIDS is on the rise among American Indians nationwide, and in the Northern Plains. National Native HIV/AIDS Awareness Day is an opportunity for Native people to create a greater awareness of the risks of HIV/AIDS to their communities; to remember those who have passed; to acknowledge those who are infected and affected by HIV/AIDS; and to call for increased resources for testing, treatment and care.












Please join us on this important day by organizing events in your local community. You can do this by handing out save the date cards at community events and organizations leading up to March 21, 2007; putting up posters in clinics, schools, wellness centers or other community locations; and most importantly by organizing a local activity to raise awareness about HIV/AIDS in your community. Also consider letting your local Tribal newspaper, radio or other local media know about The Native HIV/AIDS Awareness Day and about your event.

This resource guide will help you get organized. The STD/HIV Program staff at the Aberdeen Area Tribal Chairmen's Health Board can help you. For questions and information, please contact:

Ann Drobnik, STD/HIV Coordinator, epidrobnik@aatchb.org,
800-745-3466 x 106

Jenny Ghost Bear, Research Assistant, epiral1@aatchb.org,
800-745-3466 x 143

Ideas for Activities

-  Hold a forum at a local school, wellness center, youth center or community center to discuss HIV/AIDS
-  Hold a community event such as a walk, sports tournament or other special event in honor of the Awareness Day
-  Hold a prayer vigil or sweat lodge to remember those who have passed, those who are affected and infected by HIV/AIDS, and the future generations who will come after us
-  Invite someone who is living with HIV to speak to your community
-  Invite leaders (Tribal, IHS, school) to talk about the impact or potential impact of HIV/AIDS on your community
-  Encourage a newspaper, school or Tribal health program to sponsor an essay or poster contest for National Native HIV/AIDS Awareness Day
-  Encourage local radio stations to broadcast public service announcements leading up to the Awareness Day
-  Encourage a local newspaper to write a story about the impact of HIV/AIDS in your community and let them know that you are available to be interviewed
-  Encourage teachers, school nurses or counselors to talk to students about HIV/AIDS
-  Set up a location in the community where people can get information about HIV/AIDS and “mini snag bags” or condoms to protect themselves
-  Work with the local hospital or clinic to make rapid HIV tests available in the clinic or in the community on the Awareness Day

These are just some of the activities you can plan in your community to observe the National Native HIV/AIDS Awareness Day.

Involving the Media

Purpose

By sending a press release to local media outlets (newspapers, radio stations, or TV stations) you are alerting them to an important event on which they should report. The press release lets them know the who, what, when, where and why of your event, and if they are alerted early enough, it will allow them to assign someone to attend.

You should send the media advisory to arrive 3-5 days in advance of your event. Follow-up with a phone call the day before the event to encourage them to cover it and answer any questions they have.

When you call, be ready with information about your event. Tell them how important your event is to the community, what you hope to accomplish, how many people you hope to reach and how their organization can play a vital role in making sure the community hears your message.

Sample

For Immediate Release
[Insert date of release]

Contact: [contact person's name]
Phone: [contact person's phone]
Fax: [contact person's fax]

Media Advisory

"[insert name of community] Observes National Native HIV/AIDS Awareness Day."

March 21, 2007 marks the first annual National Native HIV/AIDS Awareness Day, which is being observed across Indian Country.

Who and What: The [insert name of Tribe, program, etc] will hold [insert name of event] to acknowledge the impact of HIV/AIDS in Native communities.

When and Where: The [insert name of event] will be held at [insert location] at [insert time] on March 21, 2007.

Why: Explain why this is an important issue and an important event for your community.

For more information or to schedule an interview, please contact [insert name of contact person] at [insert phone number].

Northern Plains Native Media

Newspapers

Eagle Butte News

Contact: Pauline Webb
P.O. Box 210
Eagle Butte, SD 57625-0210
Phone: 605-964-2100
Fax: 605-964-2110
Website: <http://www.ebnews.net>
Email: ebnews@lakotanetwork.com

Lakota Country Times

Contact: Amanda Takes War Bonnet
P.O. Box 386
Martin, SD 57551
Phone: 605-455-1868
Fax: 605-455-1670
Website: <http://www.lakotatimes.net>
Email: lakota1868@gwtc.net

Sicangu-Sun Times

Contact: Nancy Brooks
P.O. Box 750
Rosebud, SD 57570-0750
Phone: 605-747-2058
Fax: 605-747-2789
Email: suntimes@gwtc.net

Teton Times

Contact: Avis Little Eagle
P.O. Box 317
McLaughlin, SD 57642
Phone: 605-823-4806

UmoⁿHoⁿ Traveler/Omaha Traveler

Contact: DeeWayne Lyons
P.O. Box 368
Macy, NE 68039
Phone: 402-837-5391
Email: jrlyons@huntel.net

Black Hills Peoples News

Contact: Shelly Amiotte
P.O. Box 3008
Pine Ridge, SD 57770
Phone: 605-867-2220
Fax: 605-867-2987
Email: bhpnews@gwtc.net

Sota Iya Ye Yapi

Contact: Chuck Floro
P.O. Box 628
Agency Village, SD 57262
Phone: 605-938-4452
Fax: 605-938-4676
Website: <http://www.earthskyweb.com/sota.html>

New Town News

Contact: Karen Hwinen
372 Main St., Suite 2
New Town, ND 58763
Phone: 701-627-4829
Fax: 701-627-4021

Todd County Tribune

Contact: Joyce Glynn
Hwy 18
P.O. Box 229
Mission, SD 57555-0229
Phone: 605-856-4469
Fax: 605-856-2428
Website: <http://www.tribnew.info>
Email: tribnew@gwtc.net

MHA Times

Contact: Laurie Kraft
603 Lodge Road
New Town, ND 58763
Phone: 701-627-4307
Email: lkraft@mhanation.com

Indian Country Today

3059 Seneca Turnpike
Canastota, NY 13032
Phone: 1-888-327-1013
Website: <http://www.indiancountry.com>
Email: sales@indiancountry.com

Native Voice

Contact: Frank King
601 12th St., Suite 3
Rapid City, SD 57701
Phone: 605-718-9141/1-800-449-8176
Fax: 605-718-9143
Website: <http://www.native-voice.com>
Email: ads@native-voice.com

Devils Lake Journal

Contact: Mike Bellmore, Louise Oleson,
and Sue Kraft-Fischer
516 4th St. NE
Devils Lake, ND 58301
Phone: 701-662-2127
Fax: 701-662-3115
Website: <http://www.devilslakejournal.com>
Email: advertising@devilslakejournal.com

TISA Times Newsletter

Contact: Crystal Johnson
Phone: 701-572-8316
Email: kej4@hotmail.com

Lakota Dakota Journal

Contact: Ernestine Chasing Hawk
P.O. Box 3080
Rapid City, SD 57028
Phone: 605-399-1999
Fax:
Website: <http://www.lakotajournal.com>
Email: editor@lakotajournal.com

Winnebago Indian News

Contact: Jerome LaPointe, Sr.
P.O. Box 687
Winnebago, NE 69071
Phone: 402-878-3200
Fax: 402-878-2632
Website: none
Email: winnebagoindiannew@yahoo.com

Radio

KILI Radio

Serving Pine Ridge, Rosebud and Cheyenne River Reservations

Contact: Tom Casey, Director

P.O. Box 150

Porcupine, SD 57772

Phone: 605-867-5002, 5003

Fax: 605-867-5634

Website: <http://www.kiliradio.org>

KLND Radio

Serving Standing Rock and Cheyenne River Reservations

Contact: Virgil Taken Alive or Alden

Archambault, Staff Announcers

11420 SD Hwy63

McLaughlin, SD 57642

Phone: 605-823-4661, 4662, 4663

Fax: 605-823-4660

Website: <http://www.klnd.org>

KEYA Radio

Serving Turtle Mountain Reservation

P.O. Box 190

Belcourt, ND 58316

Phone: 701-477-5686

Fax: 701-477-3252

Website: <http://www.utma.com/~keya/>

Email: keya@utma.com

KABU Radio

Serving Fort Totten, North Dakota area

Contact: Dakota Circle Tipi, Inc

P.O. Box 7

Fort Totten, ND 58335

Phone: 701-766-1995

Fax: 701-766-4774

KEGK Radio

Serving Wahpeton, North Dakota area

2720 7th Ave. S

Wahpeton, ND 58103

Phone: 701-237-4500

Fax: 701-237-5400

Website: <http://www.eagle1069.com>

Email: studio@eagle1069.com

KMHA Radio

Serving Mandan, Hidatsa, and Arikara Nations

HCR 3, P.O. Box 1

New Town, ND 58763

Phone: 701-627-3333

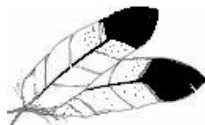
Fax: 701-627-4212

Post-Event Activities

- ✿ Fill out and mail or fax in the activities evaluation included at the end of the toolkit:

Ann Drobnik & Jenny Ghost Bear
NPTEC/AATCHB
1770 Rand Road
Rapid City, SD 57702
Fax: 605-721-2876

- ✿ Prepare news releases to send to any media outlets that did not cover your event. Include any photos of the event.
- ✿ Send thank you letters to leaders, community organizations, media outlets, speakers or others who contributed to or participated in your event.
- ✿ Ask the media for copies of the coverage of your event.
- ✿ Keep track of the leadership, media, community organizations and others that were invited so you can follow-up for next year's activities.



Activities Evaluation

The Northern Plains Tribal Epidemiology Center/Aberdeen Area Tribal Chairman's Health Board greatly appreciates the work you did to organize your community for the National Native HIV/AIDS Awareness Day. Please take a moment to let us know about your activities on this important day.

Tear off this sheet and mail or fax to:

Ann Drobnik & Jenny Ghost Bear, NPTEC/AATCHB
1770 Rand Road, Rapid City, SD 57702
Fax: 605-721-2876

1. What activity or activities did you organize in your community? Please provide a brief description of your event.
2. How many people attended your event?
3. What media covered your event? Please send us an extra copy or a photocopy by fax or mail or email us the link to any print or internet media.
4. Would you like to hold a similar event to observe the Awareness Day next year?
5. What could NPTEC/AATCHB do to better assist you with the Awareness Day next year?