



National Latino AIDS Awareness Day 2004
Fort Lauderdale – Broward Events
October 8th, 9th and 10th

Open Your Eyes, Broward! Abre Los Ojos Broward!

September 29th, 2004

Dear Community Partners:

HIV/AIDS continues to challenge the extended Latino family in every part of this country, Latin America and the Caribbean. Surveys completed by Latinos in this country consistently find that AIDS is seen as the number one health issue.

In Florida, an estimated 1 in 176 Hispanics are currently living with HIV. Broward County mirrors the national and the State's panorama, a county with a growing Hispanic population.

The struggle continues as we work to increase our political voices and confront difficult issues with our families such as "drug use" and "sexuality" which for generations in the Latino communities has been deemed unmentionable. The spiritual life of our communities have been challenged to its core as religious leaders reach out to advocate for families who have suffered stigma and exclusion.

In 2003, National Latino AIDS Awareness Day (NLAAD) in Broward succeeded with tremendous vigor to send out the message, "Prevention Saves Lives: Open Your Eyes" about HIV prevention in our Latino communities. We reached more than 10,000 people through events and programs and accomplished the proclamation on October 15th as National Latino AIDS Awareness Day in Broward.

As the NLAAD 2004 local planning committee gears up, we must continue to save our brothers and sisters from HIV infection through education and awareness. This year National Latino AIDS Awareness Day will be bigger and better than ever because we will mobilize our communities to fight HIV/AIDS infections among our Hispanic youth, family and friends.

The Broward HIV/AIDS Minority Network and the Broward Community Planning Partnership – Hispanic/Latino Committee is committed to make the events in Broward a total success.

For information on how to participate please contact:
Manuel Rodriguez - AIDS Project Florida (APFL) 954-537-4111 Ext. 110 or
Donna Markland - Broward County Health Department at 954-467-4730.

Join us this October

For our families, For our community, For our future
HIV HAS NO BORDERS!



Open your eyes Broward!

More than 2 million people are now living with HIV in Latin America and the Caribbean including the estimated 200,000 that contracted HIV in the past year.

At least 100,000 people died of AIDS in the same period- the highest regional death toll after sub-Saharan Africa and Asia.

HIV is the 3rd (up from 5th) leading cause of death among Hispanics in Florida.

Among Males, HIV is the 2nd (up from 5th in 2002) leading cause among Hispanics.

Among Females, HIV is the 4th (up from 5th) leading cause among Hispanics.

The heterosexual transmission of HIV is increasingly becoming a major source of HIV infection in the Hispanic/Latino community.

Studies have also shown that Latinos are more likely to be tested for HIV late in their illness, and that by the time Latinos test for HIV, they are more likely to be diagnosed with AIDS (the advanced stage of HIV infection).

**Take action!
Get Tested (FREE)**

**Help Prevent HIV
in the Latino Community**



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*The Hispanic/Latino Committee of the Broward Community Planning Partnership
The Broward HIV/AIDS Minority Network - The Florida Department of Health Bureau of HIV/AIDS
The Broward County Health Department, AIDS Program Office
AIDS Project Florida (APFL) - The PALS Project –Project VIDA (Vaccine Initiative to Develop Awareness)
North Broward Hospital District – Comprehensive Care of Broward – Red Hispana - Hispanic Unity
ABBOTT Laboratories – Pfizer Pharmaceuticals – Noche Latina Fridays – “Los Doctores”
Spanish Broadcasting System and Affiliates – The Independent - Univision
The Hispanic/Latino Community of Broward County*

Present

National Latino AIDS Awareness Day 2004 Events

Friday, October 8th

Awareness Day at “Viva Broward!” – Hispanic Heritage Festival
Stranahan Park – Main Library -Downtown Fort Lauderdale
5:00 PM – 10:00 PM

Awareness Night at “Noche Latina” – Elements Nightclub

The Latino Gay, Bi, Lesbian and Transgender Community united against
HIV/AIDS
10:00 PM – 1:00 AM

Saturday, October 9th

Awareness Day at “Viva Broward!” - Hispanic Heritage Festival
Stranahan Park – Main Library - Downtown Fort Lauderdale
11:00 AM – 11:00 PM

Sunday, October 10th

Awareness Day at “Viva Broward!” – Hispanic Heritage Festival
Stranahan Park – Main Library - Downtown Fort Lauderdale
11:00 AM – 7:00 PM

For more information, please contact Manuel Rodriguez at 954-537-4111 Ext 110
or Mars McMillan 954-537-4111 Ext 143





Fort Lauderdale, Broward County, Florida

VIVA BROWARD 2004- PARTICIPATION FORM

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State: _____

Zip: _____

E-mail: _____

Phone: _____

Fax: _____

Are you a certified HIV Testing Counselor? _____

Please mark the day and shift you will be able to volunteer at Viva Broward. Please remember to bring information about your agency and the services available for the Hispanic Population for distribution.

Set up / Final pre-event meeting:

Thursday, October 7th 10:00 AM- 12 NOON _____

APFL's Outreach Center. Located at 831 N. Federal Hwy. Suite E. One block south of Sears. Fort Lauderdale 33304. Phone:954-467-6932

Festival:

Friday, October 8th: 5 PM TO 11PM _____

Saturday, October 9th:

11:00 AM TO 3:00 PM _____

3:00 PM TO 7:00 PM _____

7:00 PM TO 11:00 PM _____

Sunday, October 10th:

11:00 AM TO 3:00 PM _____

3:00 PM TO 7:00 PM _____

Please fax this form to Mars McMillan at 954-566-7707 or email: mmcmillan@apfl.org

Thanks for participating in the Second Annual National Latino AIDS Awareness Day events in Broward.