



CITY COUNCIL

Darryl Moore
Councilmember District 2

CONSENT CALENDAR
January 30, 2007

To: Honorable Mayor and
Members of the City Council

From: Councilmember Darryl Moore
Councilmember Max Anderson
Councilmember Kriss Worthington

Subject: Designate February 7, 2007 as National Black HIV/AIDS Awareness Day

RECOMMENDATION:

The Berkeley City Council Adopt a Resolution Designating February 7, 2007 as National Black HIV/AIDS Awareness Day in the City of Berkeley.

BACKGROUND:

The mission of National Black HIV/AIDS Awareness Day (*NBHAAD*) is to build the capacity and increase awareness, participation and support for HIV prevention, care and treatment among African Americans. February 7, 2007 marks the seventh year of this annual event.

The primary goal of NBHAAD is to motivate African Americans to *get tested* and know their HIV status; *get educated* about the transmission modes of HIV/AIDS; *get involved* in their local community; and *get treated* if they are currently living with HIV or are newly diagnosed.

NBHAAD dates back to 1999, when the Centers for Disease Control and Prevention's (*CDC*) Division of HIV/AIDS Prevention (*DHAP*) funded five national non-profit organizations known then as the Community Capacity Building Coalition (*CCBC*) which are: Concerned Black Men, Inc. of Philadelphia; Health Watch Information and Promotion Services; Jackson State University - Mississippi Urban Research Center; National Black Alcoholism & Addictions Council; and National Black Leadership Commission on AIDS. On February 23, 2001, the CCBC organized the first annual National Black HIV/AIDS Awareness Day. The date was changed to February 7 the following year (2002) and is now recognized on February 7th of each year.

A major inspiration for NBHAAD is Louis E. Harris (1947-2003) who passed away in January 2003 due to complications with bladder cancer. He served as the Executive Director of

Concerned Black Men, Inc. of Philadelphia during NBHAAD's conception. His work and dedication will be missed along with his kind smile and warm words of encouragement. It is hoped that NBHAAD will continue to build the capacity of community based organizations (CBOs) as well as community stake holders to increase awareness, prevent HIV and get those who need treatment into care.

Currently, NBHAAD is directed, planned and organized by a group known as the Strategic Leadership Council who partners with the Centers for Disease Control and Prevention to mobilize communities and address specific issues in regards to local epidemics and best practices that are science based and will influence the course of HIV in Black communities across the country.

Initially, the founding body held quarterly meetings to discuss activities, trainings, and/or events that each organization was doing around the country. The concept was to have a day to recognize the devastation of HIV/AIDS and to promote testing, education and involvement within African-American communities.

Now, the Strategic Leadership Council is responsible for strategically directing and overseeing NBHAAD which assists in coordinating the overall planning of what will occur leading up to February 7. This groups meet via monthly conference calls.

The expected outcomes as NBHAAD are to:

1. **Increase** reporting of accurate up-to-date statistics on the HIV and AIDS epidemic among Blacks by electronic and print media, radio and television stations;
2. **Increase** collaboration and sharing of resources at the national and local levels;
3. **Increase** resources and support including capacity building assistance for health departments, community based organizations and stakeholders serving Black communities; and
4. **Increase** the number of Blacks at high risk for acquiring HIV that receive HIV counseling, testing and other HIV prevention, treatment and care services.

As African Americans continue to be impacted by this disease, the individuals who make up the planning bodies of National Black HIV/AIDS Awareness Day will continue to work daily in local communities to use the best programs and interventions to prevent new infections as well as ensure that those living with the disease have access to available care and treatment services.

(Excerpt from National Black HIV/AIDS Awareness Day, <http://www.blackaidsday.org/>)

FINANCIAL IMPLICATIONS:

None

CONTACT PERSON:

Councilmember Darryl Moore, District Two	(510) 981-7120
Councilmember Max Anderson, District Three	(510) 981-7130
Councilmember Kriss Worthington, District Seven	(510) 981-7170

RESOLUTION NO. ##,###-N.S.

Designating February 7, 2007 as National Black HIV/AIDS Awareness Day in the City of Berkeley

WHEREAS, February 7, 2007, is the seventh annual observance of National Black HIV/AIDS Awareness Day; and

WHEREAS, this observance is a nationwide effort to mobilize Black American communities to get educated, get tested, get treated, and get involved with HIV/AIDS, as it continues to devastate Black communities; and

WHEREAS, African-Americans represent nearly 19 percent of all people living with AIDS in California as of November 30, 2005. Eighty percent of those are African-American men, while 20 percent are African-American women; and

WHEREAS, more than half of all people living in the United States with HIV/AIDS and newly infected with HIV each year are African-Americans, yet African-Americans make up only 12 percent of the population; and

WHEREAS, among women, Black Americans account for two-thirds of all new infections, representing an unprecedented crisis for Black America; and

WHEREAS, it is fitting that the City of Berkeley joins with other jurisdictions around the country to express our strong support for National Black HIV/AIDS Awareness Day and the initiatives to prevent the spread of HIV/AIDS in Black American communities and provide treatment and support services to those living with HIV/AIDS;

NOW, THEREFORE, BE IT RESOLVED by the Berkeley City Council, that February 7, 2007, be designated as National Black HIV/AIDS Awareness Day in the State of California;

AND BE IT FURTHER RESOLVED, that the City of Berkeley encourages Californians to strongly support this day and participate in events planned to commemorate the occasion.

