Today Is National Latino AIDS Awareness Day

October 15, 2009

Since 2003, National Latino AIDS Awareness Day (NLAAD), recognized on October 15, draws much needed attention to HIV/AIDS among Latinos in the United States, a group that accounts for 18 percent of new HIV cases while only representing 15 percent of the general population.

In honor of NLAAD, Univision—one of the largest Spanish-language media companies in the United States—and the Kaiser Family Foundation are launching the second phase of their “SOY…” (I AM…) campaign, which features the personal stories of HIV-positive Latinos and their loved ones. Campaign materials debut today on the Univision Network, the Telefutura Network and Galavision, and they will continue through 2010. The radio and television campaign spots will air in the United States and more than 12 countries in Latin America as part of the Latin American Media AIDS Initiative.

Univision and Kaiser are also working closely with the Latino Commission on AIDS and the National Association of State and Territorial AIDS Directors (NASTAD) to distribute HIV education resources to community organizations, health agencies and clinics nationwide.

“The ‘SOY…’ campaign provides an unprecedented opportunity to tell the story of HIV/AIDS in our communities in a way that’s real and compelling,” said Latino Commission on AIDS interim executive director Guillermo Chacon. “The campaign reinforces that each of us is equal in the face of AIDS—ending this epidemic requires both personal responsibility and community action.”

Watch one of the campaign videos below.

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