



Growing Branches in the Community:

COMMUNICATIONS TOOLKIT



ACKNOWLEDGMENTS

This toolkit was prepared by the Asian & Pacific Islander (A&PI) Wellness Center, San Francisco, CA. The mission of A&PI Wellness Center is to educate, support, empower and advocate for A&PI communities, particularly those living with, or at risk for HIV/AIDS. Founded in 1987 as a grassroots response to the HIV/AIDS crisis in communities of color, A&PI Wellness Center is the oldest nonprofit organization in North America that focuses on sexual health and HIV/AIDS services for A&PI communities. To meet the needs of immigrant and refugee clients, A&PI Wellness Center's staff speaks 20 languages.

A&PI Wellness Center acknowledges the U.S. Centers for Disease Control & Prevention for its generous support of the Banyan Tree Project. A&PI Wellness Center also thanks the following individuals for their contributions to this toolkit:

Project director

Lori Higa
Capacity Building Assistance Lead Consultant
A&PI Islander Wellness Center
San Francisco, CA

Editor

Dara Coan
Project Consultant
Community Health Consulting
Berkeley, CA

Finally, this toolkit borrows heavily from the following publications:

>> HIV/AIDS Community Action Toolkit
<http://www.campaign.cpha.ca/archive/campn04e/resdown/down10.htm>

>> The SPIN Project: Strategic Communications Planning
<http://www.spinproject.org/article.php?id=113>

>> Marketing and Results Kit
Cable Positive Tony Cox Community Fund Application Guidelines
www.cablepositive.org

>> HIV Does Not Discriminate: Do You? A Speaker's Guide
www.campaign.cpha.ca/archive/campn04e/resdown/speakers01.pdf

To request additional copies of this toolkit, contact the Research and Technical Assistance Department at A&PI Wellness Center at (415) 292-3400.

GUIDE TO ABBREVIATIONS

The following abbreviations are used in this toolkit:

A&PI – Asian and Pacific Islander

AIDS – Acquired immune deficiency syndrome

CDC – U.S. Centers for Disease Control & Prevention

HIV – Human immunodeficiency virus

LGBTQQ – Lesbian/gay/bisexual/transgender/queer/questioning

PSA – Public service announcement

TABLE OF CONTENTS

Introduction

- Banyan Tree Project overview
- Toolkit purpose

Part 1: Designing Your Campaign

- Ten helpful hints for planning a successful campaign
- Activity and event ideas
- Tips for evaluating your campaign

Part 2: Working with the Media

- Framing the issue
- Crafting the message
- Making media connections
- Assigning and preparing a spokesperson

Part 3: Tools for Your Campaign

- Introduction
- Backgrounder
- Media advisory
- Press release
- Press conference
- Media kit/Press kit
- Public service announcement
- Fact sheet on HIV/AIDS in A&PI communities
- Campaign pledge form
- Sponsorship and endorsement request letters
- Proclamation solicitation letter
- Politician invite letter
- Community presentation
- Spokesperson question and answer (Q&A) guide
- Email signature
- Banyan Tree Project style guide

Appendix 1: Additional Resources

- Useful websites
- Banyan Tree Project materials
- Support, information and friendly advice

Appendix 2: Templates

- Backgrounder
- Media advisory
- Press release
- Fact sheet on HIV/AIDS in A&PI communities
- Banyan Tree Project campaign pledge form
- Sponsorship request letter
- Proclamation solicitation letter
- Politician invite letter
- Spokesperson question and answer (Q&A) guide
- Email signature
- Banyan Tree Project stationery
- Banyan Tree Project logo

INTRODUCTION

Banyan Tree Project Overview

The Banyan Tree Project is a groundbreaking national campaign to fight HIV/AIDS-related discrimination and stigma in Asian & Pacific Islander (A&PI) communities in the U.S. and around the world.

Funded by the U.S. Centers for Disease Control & Prevention (CDC), the Banyan Tree Project is led by San Francisco-based A&PI Wellness Center, plus a growing number of partners, including nonprofit and community-based organizations offering HIV outreach, education, advocacy, prevention, treatment and care services for A&PIs living with, or at risk for HIV/AIDS.

The name of this project, and its visual symbol, is the banyan tree. A culturally significant symbol for A&PIs from India to Hawai'i, the banyan tree has fan-shaped leaves that offer shade for weary travelers. It is a tree of substance, with extensive roots that grow deep beneath the ground and shoot out new growth from branches. A focal point where families and individuals gather, the banyan tree represents symbolic strength and anchorage for communities. It is also the tree under which the Buddha is said to have attained enlightenment.

The Banyan Tree Project is so named because it seeks to grow new roots and branches of acceptance, caring and compassion toward A&PIs affected by HIV/AIDS. By involving all walks of our society, the Banyan Tree Project strives to educate A&PI communities about the impact of HIV/AIDS and promote attitudes that ensure the health and dignity of A&PIs living with, or at risk for HIV/AIDS. The key project goals are:

- >> Reduce HIV-related stigma toward A&PI populations living with, or at risk for HIV/AIDS by changing A&PI social norms regarding disease, associated links to homosexuality and sexual orientation via community and families.
- >> Create partnerships and build capacity among HIV stakeholders and media to promote fair and sensitive representation of A&PIs living with, or at risk for HIV/AIDS and encourage service access through training and building communications networks.
- >> Foster national and regional leadership in A&PI communities living with, or at risk for HIV/AIDS.
- >> Develop organizational linkages and resources to deliver HIV prevention and intervention services that are culturally appropriate and linguistically accessible for A&PIs.
- >> Increase access to and utilization of services, specifically HIV testing and prevention with positives, and reduce morbidity and mortality rates.

One of the key achievements of the Banyan Tree Project to date is the establishment of National A&PI HIV/AIDS Awareness Day on May 19th. This day is officially recognized by the U.S. Department of Health & Human Services. The first such awareness day was held in 2005. Each year, this day will be commemorated with events around the country designed to promote the Banyan Tree Project.

Health departments, health care service providers, community organizations, media, legislators, key stakeholders, faith-based organizations, schools and individuals who share the Banyan Tree Project's principles and goals are welcome as partners in this effort, and we offer this toolkit to support those who want to join our campaign.

Toolkit Purpose

This communications toolkit is designed to guide our growing base of supporters in the fight against HIV/AIDS-related stigma in their communities. In essence, it provides a roadmap and tools for developing community campaigns to promote acceptance of, and reduce discrimination against A&PI individuals affected by HIV/AIDS. The toolkit is divided into three parts:

Part 1: Designing your campaign. In this section, you will find a wealth of ideas for events and activities that can be tailored to meet your community's needs. Tips for planning, implementing and evaluating your efforts are included.

Part 2: Working with the media. Fighting stigma means getting the word out, and that inevitably means working with the news media. For example, you might want press coverage for an event you are hosting. In other cases, the media may act as the vehicle for delivering your message, such as with a public service announcement (PSA) or a social marketing campaign. This section talks about how to attract media attention for your efforts through framing the issue, crafting appropriate messages and assigning and preparing spokespeople.

Part 3: Tools for your campaign. Regardless of the event or type of media coverage you are seeking, you will need to develop materials to support it. This section provides examples and instructions for preparing press releases, presentations, PSAs and many other items you might need for your campaign.

In addition, there are two toolkit appendices:

Appendix 1: Additional resources. This appendix contains useful websites, a list of available Banyan Tree Project materials and information on how to get assistance with your campaign or event.

Appendix 2: Templates. This appendix contains templates for many of the documents presented in Part 3 of the toolkit. Use each Microsoft Word template to tailor a document for your purposes. You can download them from www.banyantreeproject.org or, if you are using a CD ROM, you can find them in a separate file.

PART 1: DESIGNING YOUR CAMPAIGN

Ten Helpful Hints for Planning A Successful Campaign

1. Get some help! Planning events and activities designed to reduce HIV/AIDS-related shame and stigma in your community requires a lot of human resources. Bring your staff and volunteers together in a group to plan, create, brainstorm, assign tasks, monitor progress, trouble-shoot, participate and evaluate activities and products. Who should be on the planning committee? Consider people, organizations and groups that you already work with, such as:

- >> Health clinics and health departments
- >> Other community-based organizations or institutions serving A&PIs (e.g., cultural centers)
- >> Schools
- >> Local politicians or policymakers
- >> Business leaders (e.g., owners/managers of key establishments in your community)
- >> Your clients

2. Assign tasks. Assign specific jobs to everyone on the committee. Depending on the event or campaign you are planning, you'll need to fill several positions (e.g., publicity coordinator, event manager, budgeting manager, administrative support, volunteer coordinator).

3. Set goals for your campaign. The overarching goal of the Banyan Tree Project is to reduce HIV/AIDS-related discrimination and stigma in A&PI communities in the U.S. and around the world. You may use this goal as your own, but consider developing more specific local campaign goals. Some examples might be:

- >> Change attitudes and beliefs among parents of children living with HIV/AIDS
- >> Change laws or policy around HIV/AIDS funding for A&PIs
- >> Increase awareness about the impact of HIV/AIDS in A&PI communities
- >> Create a supportive community of A&PIs living with HIV/AIDS

4. Define your audience. Who do you seek to affect? Be clear on who you want your campaign or event to reach. Consider the following possible audiences:

- >> People who can actually make changes (e.g., government)
- >> People who can influence changes (e.g., media, HIV/AIDS stakeholders, lobbyists, action groups)
- >> At-risk members of your community (e.g., your clients)
- >> The broader A&PI community
- >> Don't forget groups who may be resistant to the message you are trying to send (such as A&PIs who might hold traditional values, such as older, non-English-speaking immigrants). Consider their opinions and how you can best reach them.

5. Develop key messages. Your campaign should have some key messages that are emphasized throughout. Build on the national Banyan Tree Project's key messages to make them locally relevant.

6. Don't re-invent the wheel. Because the Banyan Tree Project is a national campaign, there are a lot of resources available to you. This toolkit is a great start. Be sure to refer to the appendices for templates, additional resources to consult, materials that can be ordered and contact information for our current partners who might have useful information or resources. Finally, don't miss the Banyan Tree Project website at www.banyantreeproject.org.

7. Be efficient and organized. For most people on your planning committee, their participation in your campaign or event will likely be one of dozens of commitments they have. Prepare agendas for meetings, keep minutes and send them to committee members in advance of upcoming meetings. Consider teleconferences to minimize travel time and costs. Meetings at mealtimes (ask folks to brown-bag a meal) might also make it easier for people to participate.

8. Motivate and appreciate your committee members. Motivate and reward your committee members with a small surprise at each meeting – an inexpensive dollar-store trinket, an edible treat or a personal message of thanks for their efforts. Recognition goes a long way.

9. Keep costs down while raising awareness and promoting goodwill. Consider asking local businesses in the A&PI community to sponsor your event. In exchange, the businesses will gain exposure and promotion for their companies or organizations. There are many kinds of sponsors:

- >> Financial – The business gives you a lump sum of money.
- >> In-kind – The business donates goods or services that you would otherwise have to purchase. Local media will sometimes donate airtime to promote your event.
- >> Event – The business gives a large lump sum, and the event is then called by their name, such as “The ‘Ourtown Pizza’ AIDS Walk.” This type of sponsorship can bring in thousands of dollars, and typically the business owner/manager will sit on your planning committee and help run the event.

Locally owned businesses are more likely to sponsor your event than big, nation-wide companies. Call for an appointment, and then go in person to ask for sponsorship. You'll need to bring a written request on your organization's letterhead (see Example Sponsorship Request Letter in Part 3 of this toolkit). The sponsor will expect to be publicly recognized for their sponsorship. Usually, it's done by including their logo on posters, brochures, palm cards, signage and other event/campaign materials. In addition, you can reference their sponsorship in press releases and newsletter articles.

10. Make fighting HIV/AIDS-related stigma and discrimination a year-round event. Although National A&PI HIV/AIDS Awareness Day is on May 19th, and many large events are held on this day, activities can continue year-round. Keep an eye open for opportunities to create media interest, news angles or hooks. For example, supply the local media with ongoing human interest stories, respond to current issues with the HIV/AIDS community's point of view, contribute opinion pieces to the local newspaper or write letters to the editor.

Activity and Event Ideas

As a Banyan Tree Project individual, community or organizational partner, what can you do to reduce stigma and promote acceptance and compassion toward A&PIs living with, or at risk for HIV/AIDS? There are numerous types of events, media campaigns and activities that you can organize, ranging from staffing an information table at a local health fair to running a PSA on your local radio station to holding a community art contest to design an anti-stigma poster. These activities can be one-time events, held on May 19th in honor of National A&PI HIV/AIDS Awareness Day, or ongoing projects, depending on your resources and what is appropriate for your local community.

Examples of Banyan Tree Project Campaigns

The A&PI Wellness Center, located in San Francisco, Calif., is the lead agency for the Banyan Tree Project. Our partners are five nonprofit organizations in four other cities dedicated to providing HIV/AIDS prevention and treatment services to A&PIs living with, or at risk for HIV/AIDS. These agencies work closely together to reduce HIV/AIDS-related stigma by organizing nationwide activities and events for National A&PI HIV/AIDS Awareness Day on May 19th each year. To date, activities have included social marketing; developing a strategic press relations campaign; conducting proactive outreach to media (especially A&PI press), service providers, community, religious and business leaders, clients, policy makers, celebrities, key stakeholders and educational institutions; and mobilization. Some key campaign successes include:

- >> Governmental support in the form of proclamations, letters from federal, state and local legislators, including members of the U.S. Congress and the U.S. Surgeon General's office.
- >> Free PSA placement on major networks, affiliates, cable operators and indie television stations, such as CBS, ABC and MTV, reaching more than 200 million households.
- >> As of May 19th, 2005, more than 1,800 individuals signed on to the Banyan Tree Pledge (see the Banyan Tree Pledge in Part 3 of this toolkit or download it from www.banyantreeproject.org).
- >> Numerous A&PI celebrities (such as Russell Wong, a leading Asian American movie actor and Greg Louganis, Olympic gold medalist), joining the Banyan Tree Project as spokespeople, supporters, donors and endorsers.

On May 19th, 2005, the first National A&PI HIV/AIDS Awareness Day, hundreds of people attended events in nine cities around the country. The events generated significant national, regional and local press coverage on television, in print and online. Examples of media outlets included AsianWeek, QTV, National Public Radio, Comcast, ABC, CBS and Gay.com. The events included activities such as:

- >> In Boston and Los Angeles, key leaders in the fight against HIV/AIDS-related stigma were recognized with awards.
- >> In Chicago, A&PIs living with HIV/AIDS spoke publicly about how stigma and discrimination affected their lives.
- >> In Honolulu, a media blitz of radio, television and print ads, as well as posters and signs,

promoted HIV/AIDS awareness and addressed the issue of stigma through a campaign using the Hawaiian native dialect, called “No Shame.”

- >> In New York City, an HIV/AIDS research summit was held. Dr. David Ho, who was honored as Time Magazine’s Man of the Year in 1996 for his breakthrough research on HIV/AIDS, was the keynote speaker.
- >> In Washington, D.C., a speakers’ panel discussed how faith-based organizations could play a role in reducing HIV/AIDS-related stigma in A&PI communities.

Other Activity and Event Ideas

The following are some other creative event ideas that you can tailor for your own purposes:

Community education, awareness and advocacy

- >> Community panel or discussion group: Invite a human rights advocate (such as a lawyer) or social justice activist to a forum on the topic of stigma and discrimination.
- >> Press conference at City Hall: Invite the mayor and other local politicians and community leaders. An Example Politician Invite Letter is provided in Part 3 of this toolkit.
- >> Proclamations: Invite local or state politicians to get on board with your campaign by signing a proclamation acknowledging the impact of HIV/AIDS-related stigma on A&PI communities and showing their commitment to the cause. An Example Proclamation Solicitation Letter is provided in Part 3 of this toolkit.
- >> Awareness brunch, wine and cheese receptions or similar gatherings: Invite local stakeholders to participate, and quote their statements of support in your news release.
- >> Information tables, displays at street fairs, festivals, conferences, workshops, screenings, parties, open houses, gala events or benefits: Make these visually attractive, and have lots of give-aways.
- >> Interfaith services/candlelight vigils: Hold these in support of people living with HIV/AIDS or pay tribute and memorialize those whose lives were lost to the epidemic.
- >> Presentations or trainings: Invite community members and A&PI service providers to learn more about how HIV/AIDS and stigma affect A&PI communities.
- >> AIDS memorial quilt display and vigil: Enlist a local sewing club for expert support or order existing A&PI quilts from the Names Foundation. See www.aidsquilt.org for more details.
- >> National A&PI HIV/AIDS Awareness Day: Thanks to the Banyan Tree Project, May 19th is designated as the annual National A&PI HIV/AIDS Awareness Day. Honor this date with an event that increases awareness about the impact of HIV/AIDS on A&PI communities.
- >> News articles, op eds, and letters to the editor: Get the word out to your community with a piece in your local newspaper.

The arts

- >> Visual arts: Commission a local artist to create a work of art such as a painting, video or sculpture, or ask designers to create clothing reflecting Banyan Tree project themes and messages. Display in a gallery, public art space, your organization’s facilities or offices or with a fashion show.
- >> Performing arts: Ask local playwrights, theater companies, musicians or dance troupes to stage a performance with the theme of stigma and discrimination. In addition to news reporters, be

sure to contact arts/entertainment reporters.

- >> Lesbian/gay/bisexual/transgender/queer/questioning (LGBTQQ) A&PI or HIV/AIDS-themed film festivals: Screen topical movies (e.g., Saving Face, Brokeback Mountain, The Wedding Banquet, Philadelphia) with discussion groups.

Games and contests

- >> Poetry or essay contests: Don't limit to schools! Have several age categories, and ask local media to promote winners by publishing their work.
- >> Design contests: Ask people to design a poster, button, song or comic strip. These contests are popular with youth. Local media may cover the winner's entry, and the resulting artwork makes good campaign material.
- >> Celebrity sports games: Get local media, politicians and business people involved. Viewers could be charged nominal admission as a fundraising method.

Fundraising events

- >> Cut-a-thon: Ask a community hair salon to donate part of their week's proceeds to HIV/AIDS.
- >> AIDS walks/runs red ribbon campaign: Sell or give away ribbons. Ask local merchants to give a discount to anyone wearing the ribbon during the campaign week.
- >> AIDS dance-a-thon: Involve local radio stations. Ask participants to get sponsors.

Social marketing campaign. Social marketing is the process of promoting a new idea, product, service or behavior to encourage changes in attitudes and beliefs for social good, using traditional marketing techniques.

- >> Social marketing ads. Design an advertisement to reduce HIV/AIDS-related stigma and purchase or get free ad space in your community – tops of taxis, bus shelters, busses, bars, kiosks and other locations. Think outside the box and be creative.
- >> "Poster blitz": Have one day set aside for volunteers and staff to distribute and place posters all around your community. Either create your own, or order campaign posters free from the Banyan Tree Project. Place in store windows, libraries, doctors' offices, gyms and fitness clubs, day care centers, coffee shops and restaurants, schools, beauty salons, churches, elevators, shopping malls and more. Be sure to ask permission from the person in charge first.
- >> Public Service Announcement (PSA). Design a PSA appropriate for your community (see Example PSA Script in Part 3 of this toolkit, and see additional examples at www.banyantreeproject.org). Work with local media to get the PSA on television or radio.

Tips for Evaluating Your Campaign

Evaluating your efforts is a critical step for many reasons:

- >> Evaluation helps you know whether your event or campaign is going as planned.
- >> Evaluation shows whether your efforts made an impact.
- >> Evaluation results provide lessons learned that can be applied to future events and campaigns.

All evaluations should start with developing a list of questions you want to answer. From there, you can design surveys, interviews, focus groups and other tools for answering these questions. For the Banyan Tree Project, participating agencies should answer at least the following basic question: How many people attended the event or were reached by the campaign? Some examples of how to do this include:

- >> For each event, count and keep a record of how many participants attended using a sign-in sheet.
- >> Ask participants to provide their email address when they attend an event and provide an incentive, such as a small giveaway (e.g., a key chain, a coffee coupon). This email list can be used to count the number of attendees, to send ongoing announcements regarding the Banyan Tree Project and to invite participants to future events.

Numbers of attendees will be reported to CDC (the funder) as evidence of the success of the national campaign. Contact the A&PI Wellness Center for more information and tracking and evaluation tools.

A more extensive evaluation would attempt to answer the following questions:

1. Are the tasks and steps leading up to the event or campaign going as planned? For example, did the press release go out on time? Did the event invitations get mailed as on time? Did someone confirm facilitators, spokespeople, special guests, VIPs, policy makers and volunteers? Are you on, over or under budget? To answer these questions, monitor the campaign as it happens. Examples of ways to do this are:

- >> Take notes at all planning meetings.
- >> Keep a log of all events and their dates, as well as dates and numbers of campaign materials distributed.
- >> Take photos or videos of all phases of your campaign events and build a scrapbook or archive of the event.
- >> Prepare a budget for each event and keep all related receipts. Enter expenditures into a spreadsheet to tabulate what the event actually cost against what you had budgeted.

2. Who attended the event or was reached by the campaign?

- >> Collect basic information from event participants – information that will tell you if you are reaching your target population, such as demographics (e.g., race/ethnicity, gender).
- >> Keep track of all your media coverage. This will capture information about the audience that was reached by the campaign, even if those individuals never attend an event. For example, note how many media representatives attended your event and their media outlets (e.g., newspaper, television station). Keep clippings of all newspaper ads and a log of when radio and television ads were aired.

3. What was the impact of your event or campaign? Revisit your campaign goals. For instance, if one of your goals was to raise awareness among educators in your community during the campaign, then you'll want to find out: 1) what participants knew before they attended your event, and 2) what they know after your event. Evaluation methods you could use to assess whether you have achieved this goal include the following:

- >> Participant surveys
- >> Participant interviews
- >> Focus groups

Designing tools to measure your results, such as surveys and interviews, can be challenging. Research and technical assistance as well as consulting help are recommended and can be obtained from the A&PI Wellness Center or our partners (see Appendix I for contact information).

4. What are the lessons learned? As you bring your campaign to a close, it is time to measure results, synthesize the information you gathered and identify what went well, what was challenging and what could be done better next time. Hold a debriefing session with your planning committee and others involved in implementation immediately after the campaign and take notes. If applicable, identify a few funding sources to approach for your next campaign and research what it will take to apply for funds. Lastly, prepare a written evaluation summary and keep copies to refer to for future campaigns.

PART 2: WORKING WITH THE MEDIA

Framing the Issue

“Framing the issue” means describing it in a way that resonates with the values and needs of your audience and that is also interesting to journalists, or “newsworthy.” The box to the right outlines a general frame for the Banyan Tree Project.

Question	Banyan Tree Project Frame
What is this issue really about?	How stigma and discrimination have prevented A&PIs from accessing HIV prevention and treatment services, and how we can change this.
Who is affected?	A&PI communities all over the U.S. and the world.
Who are the stakeholders?	A&PIs living with, or at risk for HIV/AIDS, their families, A&PI faith-based organizations, community organizations, media, health care providers, health departments, legislators, popular opinion leaders and individuals dedicated to creating an environment of acceptance.
What hooks does this frame contain?	The alarming increase of HIV/AIDS among A&PIs.
What pictures and images communicate this frame?	The banyan tree. This tree has fan-shaped leaves that offer shade for weary travelers. It is a tree of substance, with extensive roots that grow deep beneath the ground and shoot out new growth from branches. It is a focal point where families and individuals gather, providing strength and anchorage for A&PI communities.

Crafting the Message

Crafting the message means taking the issue as you have framed it and transforming it into sound bites, news hooks and article ideas that can be easily used by whatever media outlet will be telling your story. The following three-part framework is a helpful guide. Each part should be no longer than 35 words.

- >> **Part 1: Problem.** Introduce your frame. Describe the broad impact of HIV-related stigma among A&PIs and how this is relevant to your audience.
- >> **Part 2: Solution.** Speak broadly about the change you wish to see happen around the elimination of stigma and discrimination. Speak to peoples’ hearts with colorful metaphors, anecdotes and emotionally moving language and images.
- >> **Part 3: Action.** Call on your audience to do something specific – such as starting a dialogue with the friends and family, joining the Banyan Tree Project, attending your upcoming event or volunteering with your organization.

Additional considerations for crafting the message include:

- >> Make sure the key people involved in the event or campaign buy into this message.

- >> Craft your message to be appealing to journalists and convincing to your target audience. Reporters are looking for stories that their audience wants and needs to know about. Your job is to present your story to the reporter so that he/she can quickly grasp the angle that is important to the audience. The reporter is looking for:
 - >> Relevance: Why your story is important to their audience
 - >> Timeliness: For example, your organization's same-day reaction to a related national media story
 - >> Novelty: Something totally new or unheard of, an event never staged before
 - >> Proximity: The local aspect of the story, what's happening right in the community
 - >> Human interest: The personal, biographical aspect of the story, the impact on one person's life
- >> Brainstorm sound bites, or spoken language that expresses much or all of your message in 15 to 20 seconds maximum.

Making Media Connections

You can't get your message out to the public alone. The media may be your easiest route to reaching a broad segment of your community, so it is well worth the time and effort to ensure good working relationships. Here are some tips:

- >> Develop a contact list of reporters and editors (editors are usually senior newsroom staff). Make sure you have correct names, addresses, fax and phone numbers. Try checking websites or using the phone book and calling the main newsroom numbers. Contact the A&PI Wellness Center for a database with contact information for mainstream print, broadcast and online national and local media, non-technical HIV media, A&PI ethnic media and LGBTQQ media.
- >> Respect their busy schedules! In the afternoon, reporters are working to meet deadlines and have little time to chat. Schedule contact phone calls for the morning hours.
- >> Begin your relationship by sending a "backgrounder," a one-page fact sheet about your organization, with contact information (see Example Backgrounder in Part 3 of this toolkit).
- >> Then, place a follow-up phone call. Ask if they received the backgrounder, explain your group's role and offer a spokesperson as a source for any HIV/AIDS-related stories.
- >> Now that you know the reporters, they'll recognize your organization when you send out your media advisory or press release.
- >> After sending out a press release, follow it with another phone call to "sell" the reporter/editor on your story. Keep the call brief, get straight to the point, and emphasize the value and interest of your story (see previous section on "Crafting the Message").
- >> Place a reminder call the day before or the day of the event.
- >> Regardless of the response, thank the reporter/editor for his/her time and interest. If your story isn't covered, there will always be another opportunity!

Assigning and Preparing a Spokesperson

Why Do You Need a Spokesperson?

It is essential to have someone who can comfortably and consistently work with print and broadcast media representatives. All committee members and staff should refer media inquiries to the spokesperson. Your spokesperson will:

- >> Deliver your key messages.
- >> Ensure your messages are consistent.
- >> Remain your "one point of contact" for the media before, during and after the campaign. (You may also need to identify other individuals to act as subject specialists or area experts on legal, economic, scientific or technical aspects of your message or your work.)

Selecting and Training a Spokesperson

Look for a spokesperson among your staff, from your planning committee, from your board of directors or among your volunteers. They should have an interest and skill in public speaking and community relations. Consider who would be the best messenger for your target audience. An individual from within your organization or your community who is well known and respected can bring positive attention to stigma and discrimination issues related to HIV/AIDS. A human rights lawyer or a celebrity committed to HIV/AIDS issues are two good choices for consideration. Remember that the most powerful person in the organization is not always the best person to put on camera. Choose someone with an effective speaking style and a look that appeals to your audience.

Preparing for the Limelight

Preparing for a television or radio appearance takes a lot of work and practice. Some tips for making a successful appearance are as follows:

- >> Relax! The majority of journalists are ethical and fair-minded. Your job is to provide honest, expert information for them to report.
- >> Know what you are talking about. Discuss with the event committee which topics you handle, and which should be referred to other agencies/spokespersons.
- >> Practice delivering the message on camera. Review and critique the tape. Adjust the message if needed at this stage; something that works on paper may fail when you actually say it.
- >> If the interview is going in a direction you're unprepared for, steer it back on course by saying, "That's a good question, but the issue is (insert message)."
- >> Your message should be short enough to fit as a sound bite – 15 to 20 seconds maximum. That way, your entire message is more likely to be used in the finished report.
- >> If a journalist who is known to be antagonistic wants to interview you, remember that you almost always look worse if you refuse an interview. Protect yourself from being misquoted or having your comments taken out of context by tape-recording the entire interview.
- >> You can retain control of the interview by not only answering the reporter's questions but also bringing up topics and points that you want to talk about.
- >> Establish ground rules for the interview, including which questions will be asked. If there is something you will not talk about (such as if you or a partner are living with HIV/AIDS and don't want to share your personal story), make that clear to the reporter.
- >> Retain control of the interview. You are in charge, and you always have the power to stop the interview at any time if the reporter is verbally abusive, or not honoring the ground rules you both agreed to. Simply stop answering questions, thank the reporter and say you have another commitment, then walk out of the interview area.
- >> THERE IS NO SUCH THING AS OFF THE RECORD! Assume every telephone call is being recorded, and that the television camera and microphones are recording every word, even during the technical set-up and teardown.
- >> Never lie or fudge an answer. If you don't know, simply admit that you don't have that information right now and promise to find out the answer. Then follow up on that promise with a prompt response to the journalist.

- >> Use plain language, and avoid jargon and technical language. You may know the acronyms or scientific words, but the audience doesn't.
- >> Try to relate statistics to something the audience knows (instead of "3000 people," try "enough people to fill our football stadium.")

If you will be making an on-camera appearance, there are several additional points you should pay attention to. It may sound frivolous, but if something about your personal appearance is distracting, the audience focuses on that instead of your message. Here are some easy tips:

- >> Wear a solid color (bright primary colors are good, as are grays and browns), and avoid small patterns such as plaid.
- >> Avoid white or black (they don't work well on video – substitute pale blue and charcoal gray).
- >> Special makeup is unnecessary, but both men and women should powder their noses and foreheads, because facial oil in those regions reflects TV camera lights and takes the viewers' attention.
- >> If you're wearing pants, ensure your socks/hose reach to your knee. This avoids having long shinbones show when you sit down for the interview.
- >> Keep your hands loosely in your lap. Avoid fidgeting or clenching your fists.
- >> Don't play with the microphone or its cable, because the sounds are amplified on the audio track.
- >> Look the reporter in the eye and ignore the camera. You'll appear more natural.
- >> If looking the reporter in the eye feels awkward, stare at his/her eyebrows. The camera can't tell the difference!
- >> Take a few seconds before answering to collect your thoughts. The pause will seem to take forever but actually appears more conversational.
- >> Lean slightly forward and toward the reporter, which makes you look more alert and engaged in the conversation.

PART 3: TOOLS FOR YOUR CAMPAIGN

Introduction

This section provides tools that you can use for your Banyan Tree Project campaign, events and activities. Each tool has an explanation and instructions for using it, and an example. See Appendix 2 for templates to create your own media documents.

Backgrounder

What is it?	A backgrounder is a brief document usually providing general information <u>about your organization but can also describe a specific topic or event.</u>
When do I use it?	A backgrounder is often used when you are just beginning to get to know your media contacts. It provides the reporter or editor with some information about who you are and what you do, giving them some context <u>for future media advisories and press releases.</u>
How do I create and send one?	<ol style="list-style-type: none">1. Start with the word “Backgrounder” in bold letters at the top of the document.2. Include a short sentence in bold describing the content of the media advisory.3. Provide a one-page maximum outline of your organization’s history, goals and achievements.4. End with key contact people and contact information at the bottom.5. Send it to media contacts that you want to cover future stories.
What else do I need to know?	<ol style="list-style-type: none">1. A backgrounder should be printed on your organization or campaign letterhead. Use the same letterhead (with the Banyan Tree Project logo and tag line included) on which future press releases will be printed so that your media contacts will recognize it.2. Always include page numbers and total pages to ensure the media contacts receive the entire document.3. <u>Click here for a backgrounder template.</u>

Example Backgrounder



BACKGROUNDER

Asian & Pacific Islander (A&PI) Wellness Center launches the Banyan Tree Project to fight HIV/AIDS-related stigma.

A&PI Wellness Center: Founded in 1987 as a grassroots response to the HIV/AIDS crisis in communities of color, A&PI Wellness Center, located in San Francisco, Calif., is the oldest nonprofit organization in North America that focuses on sexual health and HIV/AIDS services for A&PI communities. Its mission is to educate, support, empower and advocate for A&PI communities, particularly those living with, or at risk for HIV/AIDS. To meet the needs of immigrant and refugee clients, A&PI Wellness Center's staff speaks 20 languages.

The Banyan Tree Project: In 2005, A&PI Wellness Center, in collaboration with partner agencies around the country, launched the Banyan Tree Project – a five-year national social marketing campaign funded by the U.S. Centers for Disease Control & Prevention to reduce HIV/AIDS-related stigma and discrimination in A&PI communities.

National A&PI HIV/AIDS Awareness Day: One of the Banyan Tree Project's first accomplishments was to establish May 19th as National A&PI HIV/AIDS Awareness Day. The first awareness day was in 2005. Every year on this day, events will be held to commemorate the impact of HIV/AIDS on A&PI communities and to promote compassion and acceptance for those living with, and at risk for HIV/AIDS.

For more information, visit the Banyan Tree Project website (www.banyantreeproject.org) or contact:

Jennifer Ngo
Communications Director
A&PI Wellness Center
730 Polk Street, 4th Floor
San Francisco, CA 94109
Tel: (415) 292-3400
Fax: (415) 292-3404
info@banyantreeproject.org

Media Advisory

What is it?	A media advisory is a brief written document that provides the media just enough information to write a story. It is less detailed than a press release <u>and should be sent out in advance of a press release.</u>
When do I use it?	Generally, it is used when you want to provide the media with concise <u>information about an event.</u>
How do I create and send one?	<ol style="list-style-type: none"> 1. Start with the words "Media Advisory" in bold letters at the top of the document. 2. Next, list key contact people and contact information. 3. Include a short sentence in bold describing the content of the media advisory. 3. Provide a one-page maximum description of your event. It is helpful to use a "who, what, when, where, why" format (see template). 4. Send it to media contacts to whom you plan to send your press release via email, fax, or mail 2 to 3 weeks prior to the press release. Follow up with phone calls and a more detailed press release as necessary (see <u>Press Release later in this section for more information on timing.</u>)
What else do I need to know	<ol style="list-style-type: none"> 1. A media advisory should be printed on your organization or campaign letterhead. Include the Banyan Tree Project logo and tagline. 2. Always include page numbers and total pages to ensure the media contacts receive the entire document. 3. <u>Click here for a media advisory template.</u>

Example Media Advisory



MEDIA ADVISORY

Contact:

Jennifer Ngo
A&PI Wellness Center
Tel: (415) 292-3400
Fax: (415) 292-3404
info@banyantreeproject.org

First National Asian & Pacific Islander HIV/AIDS Awareness Day Takes Root

in San Francisco

Asian & Pacific Islander celebrities unite to fight HIV-related discrimination and reduce stigma

The Asian and Pacific Islander (A&PI) Wellness Center has claimed May 19, 2005 as the first annual **National Asian and Pacific Islander HIV/AIDS Awareness Day**. To mark this historic event, which is officially recognized by the U.S. Department of Health & Human Services, the San Francisco-based A&PI Wellness Center will lead the nation with a special May 19th launch event, **Family Trees: Rooted in Acceptance**.

- WHO:** A&PI Wellness Center/Banyan Tree Project organizers
- WHAT:** First annual National Asian & Pacific Islander HIV/AIDS Awareness Day launch event. The program consists of a multimedia presentation and a panel of experts featuring Greg Louganis, Helen Zia, the Hon. Cecilia Chung, Dr. Steven Tierney and Kristine Silva. Other guest celebrities include Esera Tuaolo, Amy Hill, Alec Mapa, Russell Wong and Sydnie Kohara. The event is free and open to the public and the media.
- WHEN:** Thursday, May 19, 5 – 6 p.m.
⊙ Press set up starts @ 4:30 p.m. Please register at the press table.
⊙ A post-event press tent for one-on-one interviews will be open from 6 – 6:45 p.m. Refreshments/catered food will be served.
- WHERE:** The Forum, Yerba Buena Center for the Arts, San Francisco
- WHY:** To focus attention on the rising rates of HIV/AIDS in A&PI communities and reduce related discrimination and stigma. The national initiative strives to foster acceptance and compassion toward A&PIs living with, or at risk for HIV/AIDS, and increase access to health resources to ensure the health and dignity of individuals and families.

For more information on A&PI Wellness Center, go to www.apiwellness.org or call 415-292-3400. For information about National A&PI HIV/AIDS Awareness Day, go to www.banyantreeproject.org or call 1-866-5BANYAN. Press materials are available on the website.

Press Release

What is it?	A press release is a document tailored to the press to inform them about any news or announcements you have. The release provides information on the who, what, when, where, why and how of your announcement, so that the reporter can write a story or article about it. It is sometimes referred to as a "news release."
When do I use it?	<u>It is used to give a more detailed explanation than a media advisory.</u>
How do I create and send?	<ol style="list-style-type: none"> 1. Start with the title "Press Release" in bold letters at the top of the document. 2. Below this, indicate "For immediate release" with today's date, on the left. List key contact people and contact information on the right. 3. Include a short sentence in bold describing the content of the press release. 3. Provide a three-page maximum description of your event and its history and context. The press release should include all the information that was in the media advisory but should also include more details that a reporter can use to write an article. If you have photos or artwork, send those as well. There is a much better chance your press release will be picked up and used if accompanied by a photo or graphic. 4. Send it to the appropriate media contacts via email, fax or mail. How far in advance of the event you send it will depend on the type of media. For a newspaper, a few days might be sufficient. For a quarterly magazine, a few months might be more appropriate. Ask about the media outlet's lead time. 5. Follow up with a phone call the day before the event. Respect the journalist's schedule and do not contact s/he when on deadline. Keep your call brief and don't ask if s/he received your press release. Focus on pitching your story in a minute or less. Generally, reporters want to hear <u>your pitch in 30 seconds.</u>
What else do I need to know?	<ol style="list-style-type: none"> 1. A press release should be printed on your organization or campaign letterhead. Include the Banyan Tree Project logo and tagline. 2. Include a hard copy of all press releases in your media kit. 3. Use boldface in the release to emphasize important information. 4. <u>Click here for a press release template.</u>

Example Press Release



PRESS RELEASE

FOR IMMEDIATE RELEASE

May 9, 2005

Contact:

Jennifer Ngo

A&PI Wellness Center

Tel: (415) 292-3400

Fax: (415) 292-3404

info@banyantreeproject.org

First National Asian & Pacific Islander HIV/AIDS Awareness Day Takes Root in San Francisco

A&PI Wellness Center launches national initiative to foster acceptance and reduce stigma in Asian & Pacific Islander communities

San Francisco, CA – Monday, May 9, 2005 – Asian & Pacific Islander (A&PI) Wellness Center has claimed May 19, 2005, as the first annual **National Asian & Pacific Islander HIV/AIDS Awareness Day**. To mark this historic day, which is officially recognized by the U.S. Department of Health & Human Services, the San Francisco-based A&PI Wellness Center will lead the nation with a special May 19th launch event, **Family Trees: Rooted in Acceptance**, which will be held at The Forum, Yerba Buena Center for the Arts, 701 Mission St., from 5-6 p.m. Along with video presentations, panel discussions will feature A&PI celebrities, community leaders and HIV/AIDS experts: Olympic gold medalist and AIDS activist **Greg Louganis**; CBS5/KPIX award-winning television news anchor **Sydney Kohara**; award-winning journalist and writer **Helen Zia**; San Francisco Human Rights Commissioner, the **Hon. Cecilia Chung**, together with her mother and grandfather; **Kristine Silva**, a mother and HIV educator who lost her son Derek early in the epidemic; and **Dr. Steven Tierney**, director of HIV prevention, San Francisco Dept. of Public Health. A&PI celebrities, appointed officials and other VIPs will also be present to lend their support – former NFL lineman **Esera Tuaolo**; actors **Alec Mapa** and **Amy Hill**; Capt. **Ryan Okashima**, first Asian-American commander of the Bay area California Highway Patrol; and Chief **Heather Fong**, San Francisco Police Dept.. The event is free and open to the public and the media. Similar events will be held in six other cities across the U.S., including Chicago, Los Angeles, Washington D.C., Honolulu, New York and Boston.

Example Press Release (cont.)

The A&PI population is one of the fastest growing in the U.S., which makes the need for public awareness even more urgent. Data from 1999 through 2003 indicates a 34 percent increase in AIDS diagnoses among A&PIs in the U.S. In addition, a strongly entrenched cycle of cultural shame and stigma surrounding issues of disease, sexuality and acceptable behavior continues to thwart access to HIV prevention and care.

"The national awareness day is one lightning rod for the Banyan Tree Project," said Executive Director John Manzon-Santos, A&PI Wellness Center. "The key message we want to communicate is that families play an important role in stopping silence and shame around HIV/AIDS in A&PI communities."

National A&PI HIV/AIDS Awareness Day sprouted from the Banyan Tree Project, which is funded by the U.S. Centers for Disease Control & Prevention. The Banyan Tree Project is a groundbreaking national campaign designed to foster acceptance and compassion toward A&PIs living with, or at risk for HIV/AIDS. Other campaign activities include the development of public service announcements (PSAs) dramatizing the critical issue of HIV/AIDS in A&PI communities.

The PSAs will be screened at the May 19th event and televised nationally through CBS, Comcast and other networks in May and June. A Banyan Tree Pledge was also developed to "grow" awareness and acceptance by collecting signatures nationally to fight stigma and discrimination.

Through informing, teaching and setting a positive example, the project goal is to stop the cycle of discrimination and silence, by eliminating barriers that delay or prevent access to HIV prevention and care services.

"Our cultures too often value silence and saving face at all costs. We need to give ourselves and our families the permission to openly discuss topics that affect all of our families – sex, sexuality, drug use and life-threatening illnesses like HIV," said Manzon-Santos. "Let's figure out together how to create this space at our dinner tables, within our religious congregations and in our newspapers and TV stations to talk about how to keep our families healthy and whole."

National A&PI HIV/AIDS Awareness Day media partners include CBS5/UPN (San Francisco broadcast media sponsor), Comcast (broadband media sponsor) and Cable Positive (national and local cable sponsor).

A&PI Wellness Center's mission is to educate, support, empower and advocate for A&PI communities, particularly A&PIs living with, or at risk for HIV/AIDS. A&PI Wellness Center is the oldest nonprofit organization in North America that focuses on sexual health and HIV/AIDS services for A&PI communities.

For more information on A&PI Wellness Center, go to www.apiwellness.org or call 415-292-3400. For information about National A&PI HIV/AIDS Awareness Day, go to www.banyantreeproject.org or call 1-866-5BANYAN. Press materials are available on the website.

Press Conference

What is it?	A press conference is a presentation of information to a group of reporters. Often, your spokesperson will be the primary or only speaker (see section on “Assigning and Preparing a Spokesperson” in Part 2 of this toolkit).
When do I use it?	These are staged only when there is significant media interest in the issue/ event, or the issue is too complex to cover in a simple press release. It’s also a way of having your spokesperson conduct many interviews at once. Don’t call a press conference for a simple announcement – reporters will soon ignore your releases.
How do I organize it?	<ol style="list-style-type: none"> 1. Set a convenient time (mid-morning) to allow reporters to meet their deadlines. 2. Send out media advisories 3 to 4 days in advance. 3. Choose a location that is accessible, is large enough to accommodate everyone invited, has space for cameras and lighting equipment and is equipped with sufficient electrical outlets. 4. Decorate the room or area with a banner displaying your organization’s name and logo. 5. Set up microphone and speakers. 6. Prepare a podium if there will be a speech. Otherwise set up a banquet table and chairs. 7. Provide drinking water for the speaker(s).
What else do I need to know?	See the section on “Assigning and Preparing a Spokesperson” in Part 2 of this toolkit).

Example Press Conference Outline

Banyan Tree Project & Local San Francisco Anti-stigma Campaign Press Conference Agenda San Francisco City Hall

Date: Monday, May 16, 2005, 2 p.m.

Location: Room 305

Claudine Cheng, moderator	<p>Welcomes everyone. (Remarks)</p> <ul style="list-style-type: none">• Introduces herself as an activist and supporter of A&PI Wellness Center• We have come together today to announce two ground-breaking campaigns by A&PI Wellness Center on behalf of A&PI communities:<ul style="list-style-type: none">○ Chinese HIV/AIDS anti-stigma campaign○ Banyan Tree Project• Importance of these efforts for our communities are underscored by the attendance of our supervisors and community leaders:<ul style="list-style-type: none">○ Introduce supervisors:<ul style="list-style-type: none">⊙ Fiona Ma, Tom Ammiano and Bevan Dufty○ Introduce Stephen Louie, past president of Chinese Six Companies and community leader for past 40 years• Remarks—Fiona Ma:<ul style="list-style-type: none">○ As an Asian American woman and a community leader, I commend the efforts of A&PI Wellness Center to educate and reach our communities with a message of compassion and acceptance of people with HIV/AIDS.○ This is greatly needed by our communities. I and my colleagues have signed the Banyan Tree pledge and will take a stand against HIV/AIDS stigma and discrimination. (Hold/show pledge)• Remarks—Stephen Louie:<ul style="list-style-type: none">○ Asian Americans are the fastest growing sector of the U.S. population—this kind of educational outreach program makes sense for our people, etc.○ HIV/AIDS has grown in China to nearly 1 million cases, and it only makes sense that it is important for us to address these issues here.• Introduce John Manzon-Santos, Executive Director of A&PI Wellness Center, who will offer details about the campaigns.
---------------------------	---

John Manzon-Santos	<ul style="list-style-type: none"> • A&PI Wellness Center – brief who we are. • We have embarked on two major anti-stigma projects to reach families. Comment on why we are targeting families. <p>I. Chinese HIV/AIDS anti-stigma campaign</p> <ul style="list-style-type: none"> ○ Funded by the Ford Foundation ○ Community survey led to an education strategy to address the overriding biases and myths ○ Strategy is to feature illustrated advertorials in major Chinese newspapers that acknowledge these biases and address them with the facts ○ Headline: “One mind opened. One heart touched. One life changed.” ○ Other tactics: Newspaper insert booklet of the entire series of illustrated advertorials with additional information on how to get free, private HIV testing ○ PSA on KTSF ○ Bus shelter posters in SF neighborhoods: Chinatown, Richmond, and Sunset <ul style="list-style-type: none"> • Introduce artist Hien Nguyen—Queer and Asian artist who has collaborated with us and donated his talent. Present him with poster as photo op #1. <p>2. Banyan Tree Project campaign—first National HIV/AIDS Day for A&PIs—funded by the CDC:</p> <ul style="list-style-type: none"> • PSAs—series of spots reaching families to communicate a message of compassion and acceptance toward people living with, or at risk for HIV/AIDS. Tagline: Rooted in acceptance. • Banyan Tree Pledge—we are asking individuals, communities, and companies to stand with us against HIV/AIDS discrimination. Supervisors have signed. We ask you to sign as well <p>Past tactics have included “There is No Name for This” — a documentary on HIV/AIDS that Claudine Cheng was instrumental in making happen.</p>
John	<p>Closing Remarks—</p> <ul style="list-style-type: none"> • Come to Yerba Buena Center for the Arts on May 19th—<u>the first annual National A&PI HIV/AIDS Awareness Day.</u>

Media Kit/Press Kit

What is it?	A media kit, also called a press kit or packet, is a complete resource for reporters. It is a collection of documents describing your organization, the issue at hand and the campaigns or events you are hosting. It might also include campaign promotional materials, bios and photos. The kit also serves as a handy information resource for potential or existing donors, partners, sponsors, clients, allies and other key stakeholders interested in <u>your activities and materials.</u>
When do I use it?	Media kits are handy to have on hand at your events. After the event, send a <u>copy to journalists who did not attend.</u>
How do I organize it?	<p>A media kit should be assembled in a folder and should contain the following, in any order that seems appropriate:</p> <ol style="list-style-type: none"> 1. Backgrounder on your organization (see Example Backgrounder earlier in this section) 2. An HIV/AIDS fact sheet, with local and national statistics 3. Business card and contact information 4. Recent press releases, including contact names and information 5. Annual report for your organization 6. List of key players (e.g., the organization's executive director, program manager) with brief bios and photos 7. Summary of project along with any flyers or ads created 8. Copies of relevant articles written about your organization or the campaign/event 9. Campaign materials, such as copies of speeches, copies of promotional materials (e.g., posters, brochures, DVDs, copies of public service announcements) or photos from the project activities <u>10. Photos and/or graphics</u>
What else do I need to know?	Banyan Tree Project media kit materials, including the folder and contents, are available for free from the A&PI Wellness Center.

Example Media Kit Contents

The Banyan Tree Project Media Kit

The 2005 Banyan Tree Project media kit is in a two-pocket folder with the following title on the cover: "The Banyan Tree Project: Rooted in Acceptance." At the bottom of the folder on the front appears the following catch phrase: "Asian & Pacific Islander communities fighting HIV-related discrimination and stigma." The email address and website for the Banyan Tree Project appear just below this.



The contents of the media kit are as follows:

- >> The Banyan Tree Project pledge form
- >> Fact sheet on HIV/AIDS among A&PIs (found later in this section) and the Banyan Tree Project response
- >> Fact sheet on HIV/AIDS among A&PIs in San Francisco
- >> Two press releases announcing the first National A&PI HIV/AIDS Awareness Day events (see Example Press Release provided earlier in this section)
- >> Announcement and description of the Banyan Tree Project's PSAs
- >> Program from the first annual National A&PI HIV/AIDS Awareness Day event
- >> Postcard invitation to first annual National A&PI HIV/AIDS Awareness Day event
- >> A&PI Wellness Center Community Report, 1998-2003
- >> Two DVDs:
 - >> "Honor Thy Children," an educational video about the Nakatani family's experience with the loss of their three sons, two to AIDS and one to gun violence, and their journey to acceptance (available from www.honorthychildren.org).
 - >> Two short films produced by the Banyan Tree Project about the effects of HIV/AIDS-related stigma on A&PI families and communities: "Coming Out, Coming Home" and "There Is No Name for This" (available from www.banyantreeproject.org)

Public Service Announcement

What is it?	A public service announcement (PSA) is a short television or radio non-commercial advertisement designed to serve the public good. Often, it attempts to persuade the audience to take some specific action or adopt a <u>favorable view toward a service, institution, issue or cause.</u>
When do I use it?	PSAs are an excellent tool for getting the word out about your local project, or for communicating anti-stigma and pro-acceptance messages to <u>A&PI communities.</u>
How do I design it and get it on the air?	<p>The following guidelines were adapted from “20 Tips for Successful PSAs,” which can be downloaded from www.psaresearch.com:</p> <ol style="list-style-type: none"> 1. Do pre-campaign research on your audience and the media. 2. Develop a strategic plan for your campaign. 3. Hire a team with experience in producing PSAs to create your campaign. 4. Budget permitting, produce a campaign that is multi-media in scope to use the different strengths that each type of media can provide. 5. Offer maximum flexibility in terms of formats, sizes and lengths (e.g., different video formats, different spot lengths). 6. Members of your target audience should see themselves reflected in your campaign. 7. Keep the message simple, clear and concise. 8. Create bold packaging, especially for television, that includes a clearly defined benefit statement on the package exterior. 9. Develop a solid distribution plan and a rationale for media selection. 10. Find ways to involve the media in your campaign (e.g., participation in special community events). 11. Very importantly, don’t forget to say “thank you” to the media that run your PSAs or publish your print ads. 12. <u>Include your organization’s logo and contact information.</u>
What else do I need to know?	The Public Service Advertising Research Center has a wealth of helpful information and resources on their website, including a list of organizations that can help you with your PSA and answers to frequently asked questions. See http://www.psaresearch.com/ .

Example Public Service Announcement Script

Note: You can view this PSA at www.banyantreeproject.org.

"I Am"

Voice 1: I am your nurse. (Vietnamese)

Voice 2: I am your teacher. (Tagalog)

Voice 3: I am your daughter (Hindi)

Voice 4: I am your bus driver. (Cantonese)

Voice 5: I am your best friend. (English)

Visual (Voice 1): I am living with HIV.

Visual (Voice 2): I am living with HIV.

Visual (Voice 3): I am living with HIV.

Visual (Voice 4): I am living with HIV.

All voices together: I am your nurse, your teacher, your daughter, your bus driver, your best friend.

All voices together: We are your family and friends, and we need you.

Tag voice: Learn more about how you can support family and friends with HIV/AIDS. Call 1-866-5BANYAN. The Banyan Tree Project: Rooted in Acceptance.

(End card shows BTP website address: www.banyantreeproject.org)

Fact Sheet on HIV/AIDS in A&PI Communities

What is it?	A fact sheet includes facts and statistics about the impact of HIV/AIDS on A&PI communities and subgroups within these communities, such as gay men. It should include national statistics, as well as information relevant to the area in which you are conducting your campaign. Fact sheets can also extend to talking about how a community, organization or program can <u>respond to the epidemic, as in the example provided below.</u>
When do I use it?	A fact sheet is a good awareness-raising tool and can be distributed at educational and community events and venues. It should also be part of <u>any media kits you develop.</u>
How do I create one?	Several facts sheets on HIV/AIDS in A&PI communities already exist, so there is no need to reinvent the wheel, but you might want to add local information and statistics. Here are links to some of these fact sheets: http://www.apiwellness.org/fact_sheet.html http://www.caps.ucsf.edu/API.html http://www.cdc.gov/hiv/pubs/Facts/API.htm
What else do I need to know?	1. Local data on HIV in A&PI communities can be challenging to obtain, depending on the capacity of your local health department. Work with your health department to get the information available, and advocate for collection of the information that is not available. 2. <u>Click here for a fact sheet template.</u>

Example Fact Sheet



FACT SHEET

2005

Asian & Pacific Islander
Wellness Center
San Francisco, CA

Asian & Pacific Islander
American Health Forum
San Francisco, CA
Washington, DC

Asian Health Coalition
of Illinois
Chicago, IL

Asian Pacific AIDS
Intervention Team
Los Angeles, CA

Hawai'i Multicultural
HIV/AIDS Resource
Project for Life Foundation
Honolulu, HI

Massachusetts
Asian & Pacific
Islanders for Health
Boston, MA

Asians & Pacific Islanders & HIV – A Silent Population at Risk



Long considered a “model minority” in terms of health, education and economic status, Asians & Pacific Islanders (A&PIs) may actually be undermined by cultural traditions of silence and discrimination surrounding the subject of HIV/AIDS within their communities.

A&PIs comprise more than 40 different ethnic groups and communicate in over 100 languages and dialects. Yet the rich diversity of these communities also presents particular challenges in confronting HIV/AIDS in the 21st century.

The U.S. A&PI general population is currently estimated at 10 million or 3.6 percent, and will grow to 37.6 million by the year 2050.

What We Know



- As of 2004, an estimated 7,317 A&PIs in the U.S. had been given a diagnosis of AIDS. Among these individuals, 86 percent were men and 14 percent women. A total of 73 percent of all AIDS cases involving men have reported gay or bisexual activity.
- A significant number of female A&PIs who are HIV-positive or who have AIDS report not understanding their at-risk status, or have an unwillingness to divulge information about their sexual history. Yet at least 52 percent of AIDS cases among A&PI women have been attributed to heterosexual contact, the highest percentage of any racial/ethnic group.
- Although 10 states account for three fourths of the A&PI population (CA, NY, HI, TX, IL, NJ, WA, VA, FL and MA), only FL, NJ, TX and VA had reported HIV data to the U.S. Centers for Disease Control & Prevention (CDC) as of December 2001. To further complicate matters, most state and local health departments still report A&PI HIV/AIDS data as part of the “other” category in ethnic classification. The full impact of HIV on the A&PI community remains unknown.

Campaign Pledge Form

What is it?	A campaign pledge form is a document you ask people to sign demonstrating their commitment to your cause. By collecting these forms, you will identify your allies and perhaps new partners in your efforts.
When do I use it?	A campaign pledge form can be distributed and collected at events, at your office and through your community partners.
How do I create one?	A campaign pledge form should contain: <ol style="list-style-type: none"> 1. Campaign logo 2. A title and brief description of what it is 3. A statement of belief or purpose to which people are supporting when they sign 4. Spaces to sign and print one's name 5. Space to include contact information if the person so chooses (e.g., email or address) 6. A short paragraph describing the project or campaign 7. An address and fax number for where to send the signed form 8. <u>Your organization's logo and contact information</u>
What else do I need to know?	<ol style="list-style-type: none"> 1. The Banyan Tree Project has its own campaign pledge that you can use to get people to support the national campaign. A template is included here that has space at the bottom for you to include your organization's logo and contact information. 2. <u>Click here for a Banyan Tree Project campaign pledge form template.</u>

Banyan Tree Project Campaign Pledge Form



The
Banyan Tree Project™
Rooted in Acceptance

SIGN-ON

Make History With Us!

Take a stand against HIV discrimination and stigma
in Asian and Pacific Islander (A&PI) communities.

I believe...

- 1 All A&PIs deserve **access** to quality HIV care, testing, treatment and prevention in their native languages, regardless of their immigration or economic status.
- 2 A&PIs who are living with HIV/AIDS and A&PI lesbians, gays, bisexuals and transgendered persons should be **treated with dignity**.
- 3 Discussion of sexual health, reproductive health, and safer sex should be open, accurate and support informed decision-making – especially among **young people**, who make up half of all new HIV infections in the U.S.
- 4 Health and HIV data on A&PIs should be reported **by ethnicity** in order to deepen our understanding of the HIV epidemic and to strengthen the ability of health providers to meet community needs.
- 5 The U.S. government has a responsibility to **fulfill** and **increase its commitment** to fight HIV/AIDS in the U.S. and the growing pandemic in the Asia Pacific region.

Signed,

☐ Mr. ☐ Ms. ☐ Mrs. ☐ Dr. ☐ Rev. ☐ Hon.

First (printed)

Last (printed)

City

State or Jurisdiction

Occupation (optional – nurse, student, small business owner,
monk, nun, priest, parent, elected official, journalist, etc.)

Email (optional). Your address will enable us to
stay in touch with you and will remain confidential.

When you sign the pledge, we will post your name, city/state and profession on our website and in our campaign materials. No other information will be made public.

The Banyan Tree Project was launched on May 19, 2005, with the first annual National A&PI HIV/AIDS Awareness Day, to promote acceptance and fight HIV/AIDS-related discrimination and stigma in A&PI communities across the U.S. Sponsored by San Francisco-based A&PI Wellness Center and in collaboration with partner organizations in Boston, Chicago, Honolulu, Los Angeles and Washington D.C., the Banyan Tree Project is collecting pledges to demonstrate a national, multi-racial community lending their names in support of healthy A&PI communities. Visit www.banyantreeproject.org to view the list of thousands of signatories and to find out how to get involved...**Thank you** for your support and for making history with us!

Please return this pledge to the Banyan Tree Project: FAX 415.292.3404 or MAIL to
Asian & Pacific Islander Wellness Center • 730 Polk St., 4th floor, San Francisco, CA 94109
TEL 415.292.3400 • info@banyantreeproject.org • www.apiwellness.org
Distributed by: [YOUR ORGANIZATION'S NAME, CONTACT INFORMATION AND LOGO]

Sponsorship and Endorsement Request Letters

What is it?	A sponsorship request letter asks an individual, organization or company to support your campaign through sponsorship. Support could be in the form of financial, in-kind, or event sponsorship (see section on "10 Helpful Hints for Planning a Successful Campaign" in Part I of this toolkit for a description of these types). An endorsement request letter asks to use <u>a person's or organization's name in connection with your event or cause.</u>
When do I use it?	Use a sponsorship letter when you are seeking financial support or donations for a particular event or campaign. Use an endorsement letter when you are seeking to garner support from celebrities or well-known <u>community leaders for your event or campaign.</u>
How do I create and send one?	<ol style="list-style-type: none"> 1. Start by engaging the reader with a story, fact, or statistic that catches their attention. 2. Briefly explain the issue that needs to be addressed and what your project or campaign is about. 3. Invite the reader to become part of the solution by asking for their sponsorship or endorsement – be specific about what you would like from them (e.g., money, donations, permission to use their name in connection with your event) and what they will receive in return (e.g., their name on the program, a booth at the event). 4. Conclude by thanking them for reading. 5. Ideally, ask for sponsorship or endorsement in person. Call for an appointment, and then go in person and bring the letter along with you. If this is not possible or if you are seeking too many sponsors to make personal visits, mail the letter, include an envelope in which they can send <u>a donation and follow the letter with a telephone call a few weeks later.</u>
What else do I need to know?	<ol style="list-style-type: none"> 1. Letters should always be printed on your organization or campaign letterhead. Include the Banyan Tree Project logo and tag line. 2. Contact the A&PI Wellness Center for technical assistance with fundraising for Banyan Tree Project activities. 3. <u>Click here for a sponsorship request letter template.</u>

Example Sponsorship Request Letter



January 15, 2005

Jennifer Ngo
Asian Art Project
1234 Main Street
San Francisco, CA 94000

Dear Jennifer,

While the Asia Pacific region reports staggering rates of HIV infection, the HIV epidemic continues its own steady climb in Asian and Pacific Islander (A&PI) communities across the U.S. and its Pacific jurisdictions. According to the U.S. Centers for Disease Control & Prevention (CDC), the rate of AIDS diagnoses increased by 34 percent from 1999 to 2003. In our third decade, we must work together, be creative and confront HIV/AIDS-related stigma head on. We need your partnership now more than ever!

Asian & Pacific Islander Wellness Center and our long-time national partners are pleased to announce the **Banyan Tree Project: Rooted in Acceptance**, a national multi-year program and visibility campaign funded by the CDC that seeks to eliminate HIV/AIDS-related stigma in A&PI communities. Inspired by similar groundbreaking initiatives by our sisters and brothers in the Black and Latino communities, we urge you to mark your calendars to help make history with us.

Thursday, May 19, 2005, is the first annual National Asian & Pacific Islander HIV/AIDS Awareness Day. This historic occasion will be commemorated with media events in six cities across the country: Honolulu, San Francisco, Los Angeles, Chicago, Washington D.C. and Boston. In order to get the word out, we are asking for your help:

- ⊙ Please consider signing and returning the enclosed Banyan Tree Pledge and "come out" against HIV/AIDS-related stigma.
- ⊙ Join us for the Banyan Tree Project events in one of our six host cities on Thursday, May 19th.
- ⊙ **And last but not least, we are asking for your sponsorship in the amount of \$1000. Your gift of \$1000 or more entitles you to a booth at our event and a personalized autograph from our celebrity guest speaker Russell Wong.**

We thank you for your past generosity and your willingness to consider supporting our current efforts. As always, we are here to assist you with any questions you may have.

In solidarity,

John Manzon-Santos, executive director
A&PI Wellness Center
415-292-3400
johnny@apiwellness.org

Proclamation Solicitation Letter

What is it?	A proclamation solicitation letter is used to get support from local and state politicians. The letter asks them to sign a proclamation in support of <u>your event</u> .
When do I use it?	Use this letter anytime you have a large event that local and/or state <u>politicians would support</u> .
How do I create and send one?	<ol style="list-style-type: none">1. Start by describing the HIV/AIDS epidemic among A&PIs.2. Next, include a paragraph about National A&PI HIV/AIDS Awareness Day and the event you will be hosting.3. Invite the politician to sign a proclamation in support of the cause and the event.4. Provide contact information for questions, and let the person know you will call to follow up.5. Send the letter as soon as possible before your events.5. Make a follow-up phone call one to two weeks after sending the letter to <u>ensure your request is being considered</u>.
What else do I need to know?	<ol style="list-style-type: none">1. Call your city or state offices to identify the right individual to send this letter and a sample proclamation. It might be appropriate to send it directly to the politician or to one of his or her staff persons.2. Click here for a proclamation solicitation letter template.

Example Proclamation Solicitation Letter



January 15, 2006

Mayor Gavin Newsom
City Hall, Room 200
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Mayor Newsom,

More than 18,000 citizens of San Francisco have HIV/AIDS and about 4 percent of those afflicted are Asian & Pacific Islander (A&PI) Americans. In the nation as a whole, over 7,000 A&PIs have been diagnosed with AIDS since the beginning of the epidemic.

To call attention to this health crisis in the A&PI community, San Francisco will join more than nine cities nationwide to observe the second annual National A&PI HIV/AIDS Awareness Day on May 19, 2006. This national awareness day is sponsored by the Banyan Tree Project, a five-year national campaign funded by the U.S. Centers for Disease Control & Prevention to fight HIV/AIDS-related stigma in A&PI communities. The Banyan Tree Project seeks to reduce stigma by engaging families, communities, key opinion leaders, A&PI celebrities, faith-based organizations, the media, health care providers and other stakeholders to show their support and understanding of A&PIs living with, or at risk for HIV/AIDS. The day encourages individuals to **get educated**, **get tested** and know their HIV status, and **get involved** in advocating for the resources necessary to fight the disease. Twenty agencies here in San Francisco will participate in educational events and "get tested" opportunities on May 19, 2006.

Because you have a commitment to the health and safety of all people, we would be honored to have you support this important observance. Attached is a draft proclamation that we hope the you and the Board of Supervisors will issue on behalf of the Banyan Tree Project and the national awareness day.

Should you have questions, please call me at 415-292-3400. I will contact you shortly to make sure you have received this information and to discuss the possibility of a proclamation being issued.

Thank you for your consideration.

Sincerely,

John Manzon-Santos, executive director
A&PI Wellness Center
415-292-3400
johnny@apiwellness.org

Politician Invite Letter

What is it?	A politician invite letter invites a local or state legislator to speak at your Banyan Tree Project event. It can also be used to invite legislators to sign <u>the Banyan Tree Pledge</u> .
When do I use it?	Use this letter when you are hosting a large public event that a legislator might be willing to attend. It is particularly appropriate for <u>National A&PI HIV/AIDS Awareness Day events</u> .
How do I create and send one?	<ol style="list-style-type: none">1. Get to the point in the first paragraph - invite the legislator to attend and make a speech at your event.2. Next, include a paragraph or two about the Banyan Tree Project and your local event.3. Explain how HIV/AIDS has affected A&PIs in the U.S. and/or your area.4. Reiterate your request to attend the event, and ask the legislator to sign the Banyan Tree Pledge.5. Let him or her know you are available for questions and assistance.6. Send the letter as soon as possible before your event in order to maximize the chance that the legislator will be available.7. Make a follow-up phone call one to two weeks after sending the letter to <u>ensure your request is being considered</u>.
What else do I need to know?	<ol style="list-style-type: none">1. Call the legislator's office to identify the right individual to send this letter. It might be appropriate to send it directly to the legislator or to one of his or her staff persons.2. <u>Click here for a politician invite letter template.</u>

Example Politician Invite Letter



January 15, 2006

The Honorable Nancy Pelosi
Congresswoman, 8th District of California
450 Golden Gate Avenue, 14th Floor
San Francisco, CA 94102

Dear Congresswoman Pelosi,

On behalf of the Asian & Pacific (A&PI) Islander Wellness Center I want to cordially invite you to **participate in an observance and make brief comments** at our 2006 National A&PI HIV/AIDS Awareness Day program.

A&PI Wellness Center is pleased to be a part of the Banyan Tree Project, a national program funded by the U.S. Centers for Disease Control & Prevention (CDC) that seeks to eliminate HIV/AIDS-related discrimination and stigma in A&PI communities.

This historic occasion will be commemorated with programs and activities in more than nine cities across the U.S., including San Francisco, Honolulu, Los Angeles, Chicago, Washington D.C. and Boston.

The HIV epidemic is spreading into more segments of A&PI communities across the nation. According to the CDC, the rate of AIDS diagnosis increased by 38 percent from 1998 to 2002. We must ACT now!

The Banyan Tree Project is also asking you to join our efforts on May 19, 2006 as a supporter showing that San Francisco is Rooted in Acceptance. Congresswoman Pelosi, we ask that you also sign on to the Banyan Tree pledge, symbolizing unity in action to support this important cause of ending discrimination and stigma in A&PI communities.

Your Honor, please join us on **May 19th, 2006 for the second annual National A&PI HIV/AIDS Awareness Day.**

We would be delighted to call you a partner in this effort. Please note that we are here to assist you and your staff with any further information you may need.

Sincerely yours,

John Manzon-Santos, executive director
A&PI Wellness Center
415-292-3400
johnny@apiwellness.org

Encl.

Community Presentation

What is it?	A community presentation provides community members with <u>information about an issue, campaign or event.</u>
When do I use it?	Community presentations can be given at educational events, at community forums, at conferences, or to other service providers. They are a useful mechanism for stimulating dialogue about an issue, influencing <u>community attitudes and beliefs and inspiring people into action.</u>
How do I develop one?	A community presentation can take many different forms depending on the speaker, the audience, and the purpose of the presentation. There are many Internet resources offering tips for presentation development, such as <u>www.presentations.com.</u>
What else do I need to know?	<ol style="list-style-type: none">1. If you use PowerPoint or other slide show software for your presentation, list only the main points on the slides, but be prepared to talk more in depth about each point.2. Audiences often like to have printed copies of the presentation on which they can take notes.

Example Community Presentation

The Banyan Tree Project: A Social Marketing Case Study

Presented by
Lori Higa, MBA
Program Development Consultant
www.banyantreeproject.org

The Banyan Tree Project:

What is it?

* A groundbreaking, five-year national campaign, funded by the U.S. Centers for Disease Control & Prevention, designed to promote acceptance and compassion toward Asian & Pacific Islanders (A&PIs) living with, or at risk for HIV/AIDS.

- Spearheaded by A&PI Wellness Center with partners:
- Boston: Massachusetts Asian & Pacific Islanders for Health (MAP4Health)
- Chicago: Asian Health Coalition of Illinois (AHCI)
- Honolulu: Hawai'i Multi-cultural HIV/AIDS Resource Project of Life Foundation
- Los Angeles: Asian Pacific AIDS Intervention Team (APAIT)
- Washington D.C.: Asian Pacific Islander American Health Forum (APIAHF)

- The banyan tree is a culturally significant symbol for A&PIs from India to Hawai'i.
- A tree of substance with extensive roots that grow deep beneath the ground and shoot out new growth from branches.

- A focal point where families and communities gather, and the tree under which Buddha attained enlightenment.
- By involving all walks of our society, the Banyan Tree Project strives to educate A&PI communities around the impact of HIV/AIDS and promote attitudes that ensure the health and dignity of A&PIs living with, or at risk for HIV/AIDS.

Key Goals

- Reduce HIV/AIDS-related stigma toward A&PI populations living with, or at risk for HIV/AIDS by changing A&PI social norms regarding disease, associated links to homosexuality and sexual orientation via community and families.

- Create partnerships and build capacity among HIV stakeholders and media to promote fair and sensitive representation of A&PIs living with, or at risk for HIV/AIDS and encourage service access through training and building communications networks.
- Foster national and regional leadership in A&PI communities living with, or at risk for HIV/AIDS.

- Develop organizational linkages and resources to deliver HIV prevention and intervention services that are culturally appropriate and linguistically accessible for A&PIs.
- Increase access to, and utilization of services, specifically HIV testing and prevention with positives, and reduce morbidity and mortality rates.

Key Target Audiences

- A&PIs living with, or at risk for HIV/AIDS and their families
- Overall A&PI community
- A&PIs holding stigma and discrimination
- Mainstream society

Key Target Influencers

- Opinion, religious and community leaders
- A&PI families of origin or choice
- Celebrities, VIPs and community spokespeople
- Elected and appointed officials, legislators
- Service providers
- Media

Key Challenges

Conditions limiting access to services:

- Stigma related to HIV/AIDS
- Racism
- Poverty including poor access to health insurance
- Limited understanding by mainstream media to accurately represent A&PI issues
- Limited or lack of culturally competent services

- Limited community and political leadership
- Limited family/community support
- Homophobia
- Xenophobia
- Sexism

Key Tactics

- National A&PI HIV/AIDS Awareness Day(s), on May 19, with events in 9 cities (Boston, Chicago, Dearborn, Honolulu, Los Angeles, Philadelphia, Santa Clara, San Francisco, Washington D.C.).
- Social marketing campaign including:
 - Brand identity (logo, tag line)
 - Web site
 - Pledge
 - PSAs
 - Advertising & marketing collateral
 - Multimedia, DVDs
- Strategic press relations campaign to publicize Banyan Tree Project, national awareness day.
- Proactive outreach to ethnic, mainstream, LGBTQQ and non-technical HIV news, media & entertainment organizations.
- Education, prevention and services to A&PIs living with, or at risk for HIV/AIDS, and families and community.
- Outreach to A&PI religious, popular opinion and community leaders; celebrities, legislators, service providers to build support.
- Mobilization and fostering of community coalitions.

The Banyan Tree Pledge

- All A&PIs deserve access to quality HIV care, testing, treatment and prevention in their native languages, regardless of their immigration or economic status.
- A&PIs who are living with HIV/AIDS and A&PI lesbians, gays, bisexuals, transgenders should be treated with dignity.

- Discussion of sexual health, reproductive health, and safer sex should be open, accurate and support informed decision-making – especially among young people, who make up half of all new HIV infections in the U.S.
- Health and HIV data on A&PIs should be reported by ethnicity in order to deepen our understanding of the HIV epidemic and to strengthen the ability of health providers to meet community needs.

- The U.S. government has a responsibility to fulfill and increase its commitment to fight HIV/AIDS in the U.S. and the growing pandemic in the Asia Pacific region.

Key Campaign Results

- Press coverage: Major network, independent, cable stations; print, broadband and online media—national, regional and local—including mainstream, LGBTQQ, ethnic/A&PI, non-technical HIV press. Including: AsianWeek, QTV, National Public Radio, Comcast, ABC, CBS, Gay.com, etc.

- Governmental support: Proclamations, letters from federal, state and local legislators, including members of U.S. Congress and U.S. Surgeon General.
- Media partners: Free PSA placement on major networks, affiliates, cable operators, indie TV stations, reaching estimated 200+ million households.

- CBS, ABC
- MTV, Discovery Channel, CourtTV, A&E
- DirecTV, Adelphia, Charter, Comcast
- Community response—Hundreds of attendees at awareness day events plus A&PI celebrities, VIPs, spokespeople and organizations joining the BTP:
 - API-PFLAG (Parents and Friends of Lesbians and Gays)
 - Asian Americans for Community Involvement
 - Council of Community Clinics

Lessons Learned

- Lead time
- Resources
- Budget
- Social and behavioral research
- Partnership, alliances and coalitions
- Outreach to broader, more diverse audiences including affected populations

Spokesperson Question & Answer (Q&A) Guide

What is it?	A spokesperson Q&A document lists sample questions that the media might ask accompanied by appropriate answers, in sound bite or talking point format.
When do I use it?	A spokesperson question and answer guide is used to prepare your spokesperson for talking with the media. It should be used as a practice tool.
How do I develop it?	<ol style="list-style-type: none">1. Think about the most common questions people in the community or media ask about your organization, the Banyan Tree Project, or your Banyan Tree Project events.2. With your staff team, brainstorm standard answers to these questions.3. Add these questions and standard answers to the Spokesperson Q&A Guide provided below.
What else do I need to know?	<ol style="list-style-type: none">1. The national Banyan Tree Project has already developed some standard answers for common questions. Please use these as the basis for your own Q&A guide.2. Click here for a spokesperson Q&A template.

Example Spokesperson Q&A Guide

What is the Banyan Tree Project?

The Banyan Tree Project is a groundbreaking national campaign to fight HIV/AIDS-related discrimination and stigma in Asian & Pacific Islander (A&PI) communities. It is spearheaded by the Asian & Pacific Islander Wellness Center in partnership with agencies in five other cities—Boston, Los Angeles, Chicago, Honolulu and Washington D.C.

Why is the Banyan Tree Project needed?

- >> With HIV numbers increasing among young A&PI men and women, we need to be concerned more than ever about the impact on our communities.
- >> Traditional A&PI attitudes, such as fear, shame and loss of face, against A&PIs living with, or at risk for HIV/AIDS, are behind increasing infection rates.
- >> The Banyan Tree Project seeks to promote role modeling and nurturing that will help reduce stigma and grow acceptance of A&PIs most impacted by HIV.

Who is the Asian & Pacific Islander Wellness Center?

The A&PI Wellness Center is the oldest nonprofit organization in North America that focuses on sexual health and HIV/AIDS services for A&PI communities. A&PI Wellness Center's services include HIV care, prevention, testing and national capacity building assistance targeting A&PIs in 20 languages.

How did the Banyan Tree Project start?

The Banyan Tree Project is a five-year social marketing campaign that started in 2005. It is led by the A&PI Wellness Center and funded by the U.S. Centers for Disease Control & Prevention. The project arose out of a growing awareness that HIV/AIDS-related stigma and discrimination are contributing to increasing new HIV infections among A&PIs and preventing A&PIs from getting tested for HIV and from seeking treatment services.

What are the goals of the Banyan Tree Project?

- >> Reduce HIV/AIDS-related stigma toward A&PI populations living with, or at risk for HIV/AIDS by changing A&PI social norms regarding disease, associated links to homosexuality and sexual orientation via community and families.
- >> Create partnerships and build capacity among HIV stakeholders and media to promote fair and sensitive representation of A&PIs living with, or at risk for HIV/AIDS and encourage service access through training and building communications networks.
- >> Foster national and regional leadership in A&PI communities living with, or at risk for HIV/AIDS.
- >> Develop organizational linkages and resources to deliver HIV prevention and intervention services that are culturally appropriate and linguistically accessible for A&PIs.
- >> Increase access to, and utilization of services, specifically HIV testing and prevention with positives, and reduce morbidity and mortality rates.

What is National HIV/AIDS A&PI AIDS Awareness Day?

- >> May 19, 2006 will be the second annual event to promote awareness of and reduce stigma against A&PIs living with, or at risk for HIV/AIDS.
- >> There will be programs across the nation with a flagship event in San Francisco and concurrent events in Boston, Washington, D.C., Chicago, Los Angeles, New York City and Honolulu.
- >> Activities will include film screenings, expert panels, quilt displays, lists of all signers to the Banyan Tree pledge, TV spots and entertainment. A&PI celebrities, community members, religious and opinion leaders, elected officials, doctors, research scientists and A&PIs living with HIV/AIDS and their families will participate.

What is the Banyan Tree Pledge?

The pledge is a five-point document that takes a stand against HIV/AIDS-related stigma in A&PI communities nationwide. These names will be listed on our website (www.banyantreeproject.org) and at our events across the nation. We believe there is no more powerful statement of belief and action than attaching one's name to such a pledge.

Email Signature

What is it?	An email signature can be added to the end of all outgoing emails as a <u>reminder about the Banyan Tree Project and any upcoming events.</u>
When do I use it?	All agency staff can be asked to include a standardized email signature either year-round or during the weeks and months prior to a Banyan Tree Project event.
How do I develop it?	1. Write a few short sentences explaining the Banyan Tree Project, why your agency is involved and when and where the upcoming event will be held. 2. Circulate the signature to all staff with instructions for creating an <u>automatic email signature using your email software.</u>
What else do I need to know?	1. You could also use the email signature to promote the Banyan Tree Pledge by providing a link to www.banyantreeproject.org . Include the Banyan Tree Project logo in the signature. 2. <u>Click here for an email signature template.</u>

Example Email Signature

SAVE THE DATE: MAY 19, NATIONAL A&PI HIV/AIDS AWARENESS DAY

The Banyan Tree Project is a groundbreaking national campaign to fight HIV/AIDS-related stigma in Asian & Pacific Islander (A&PI) communities.

By involving all walks of our society, including everyday people, community and religious leaders, elected officials, celebrities and the media, as well as A&PIs living with, or at risk for HIV/AIDS, we can educate our own communities around the impact of HIV/AIDS and promote attitudes that ensure the health and dignity of individuals and families.

Join us on Thursday, May 19th, 2006 at City Hall from 5 – 6 p.m. for our second annual National A&PI HIV/AIDS Awareness Day celebration.



Jennifer Ngo
Communications Director
Asian & Pacific Islander Wellness Center
730 Polk Street, 4th Floor
San Francisco, CA 94109
(415) 292-3400
jennngo@apiwellness.org

Banyan Tree Project Style Guide

What is it?	This is a guide for the use of language, campaign themes and campaign materials for the Banyan Tree Project.
When do I use it?	Whenever you are conducting a campaign or event for the Banyan Tree Project, please follow the guidelines outlined here.
What else do I need to know?	If you are unsure about use of language or campaign themes/materials, please contact the A&PI Wellness Center for guidance.

The Banyan Tree Project Style Guide

Language

- >> When abbreviating the term Asian and Pacific Islander(s), use “A&PI” or “A&PIs.”
- >> When referring to the Banyan Tree Project, the word “the” should begin with a lowercase letter, unless it begins a sentence.
- >> When preparing materials for the media, use Associated Press (AP) style. A quick reference can be found at http://www.utexas.edu/coc/journalism/SOURCE/journal_links/AP_style.html.

Media Documents

- >> Use Banyan Tree Project stationery when relevant. Click here for stationery template.
- >> Use the Banyan Tree Project logo with tagline “Rooted in Acceptance” where appropriate. Click here for logo.

Campaign Materials

- >> Campaign materials (e.g., media kits, buttons, posters, giveaways) and logos be obtained free of charge by calling the A&PI Wellness Center or emailing your request to info@banyantreeproject.org.

Appendix 1: Additional Resources

Useful Websites

Banyan Tree Project

The Banyan Tree Project
www.banyantreeproject.org

Asian & Pacific Islander Wellness Center
www.apiwellness.org

Other media and communications toolkits and resources

HIV/AIDS Community Action Toolkit
<http://www.campaign.cpha.ca/archive/campn04e/resdown/down10.htm>

Latino and African American toolkits from HIV/AIDS Awareness Day
<http://www.latinoaids.com/nlaad/2004/home.asp>
<http://www.blackaidsday.org/>

The SPIN Project: Strategic Communications Planning
<http://www.spinproject.org/article.php?id=113>

Public Service Advertising Research Center
www.psaresearch.org

Fact sheets on HIV/AIDS among A&PIs

http://www.apiwellness.org/fact_sheet.html
<http://www.caps.ucsf.edu/API.html>
<http://www.cdc.gov/hiv/pubs/Facts/API.htm>

Banyan Tree Project Materials

The following materials can be either be downloaded from the website at www.banyantreeproject.org or obtained free of charge by calling the A&PI Wellness Center or emailing your request to info@banyantreeproject.org:

- >> DVD with two short documentary films about how HIV/AIDS-related stigma has affected A&PI families and communities: "Coming Out, Coming Home" and "There Is No Name for This"
- >> Banyan Tree Project communications toolkit
- >> Banyan Tree Project campaign materials (e.g., posters, giveaways, buttons)

Support, Information and Friendly Advice

Assistance for Banyan Tree Project campaigns can be obtained by contacting:

Asian and Pacific Islander Wellness Center
730 Polk Street, 4th Floor
San Francisco, CA 94109
(415) 292-3400 X 327
info@banyantreeproject.org

The Banyan Tree Project Partners are also available to provide friendly advice and share resources:

Asian & Pacific Islander American Health Forum
450 Sutter, Suite 600
San Francisco, CA 94108
(415) 568.3306
<http://www.apiahf.org/>

Asian Health Coalition of Illinois
4753 N. Broadway, Ste. 614
Chicago, IL 60640
(773) 878.3539
<http://www.asianhealth.org/>

Asian Pacific AIDS Intervention Team
605 West Olympic Blvd.
Los Angeles, CA 90015
(213) 553-1894
<http://www.apaitonline.org/>

Hawai'i Multicultural HIV/AIDS Resource Project of Life Foundation
677 Ala Moana Blvd., Ste. 226
Honolulu, HI
(808) 521-2437
<http://www.lifefoundation.org/>

Massachusetts Asian & Pacific Islanders for Health
59 Temple Place, Suite 406
Boston, MA 02111
(617) 426.6755
<http://www.mapforhealth.org/>



BACKGROUNDER

[SENTENCE DESCRIBING CONTENT OF BACKGROUNDER]

{ORGANIZATION NAME}: [INCLUDE PARAGRAPH ON YOUR ORGANIZATION'S HISTORY, MISSION, AND ANY KEY ACCOMPLISHMENTS.]

The Banyan Tree Project: In 2005, [ORGANIZATION NAME] joined the Banyan Tree Project – a five-year national social marketing campaign led by the Asian & Pacific Islander Wellness Center in San Francisco, Calif., and funded by the U.S. Centers for Disease Control & Prevention to reduce HIV/AIDS-related stigma and discrimination in A&PI communities. [INCLUDE ONE TO TWO SENTENCES ON YOUR LOCAL PROJECT.]

National A&PI HIV/AIDS Awareness Day: One of the Banyan Tree Project's first accomplishments was to establish May 19th as National A&PI HIV/AIDS Awareness Day. The first awareness day was in 2005. Every year on this day, events will be held to commemorate the impact of HIV/AIDS on A&PI communities and to promote compassion and acceptance for those living with, and at risk for HIV/AIDS.

[INCLUDE ONE TO TWO SENTENCES ON YOUR LOCAL PROJECT ACTIVITIES.]

For more information visit the Banyan Tree Project website (www.banyantreeproject.org) or contact:

[NAME]

[TITLE]

[ADDRESS]

Tel: [PHONE NUMBER]

Fax: [FAX NUMBER]

[EMAIL ADDRESS]



MEDIA ADVISORY

Contact:

[NAME]

[ORGANIZATION]

Tel: [PHONE NUMBER]

Fax: [FAX NUMBER]

[EMAIL]

[TITLE SUMMARIZING THE CONTENT OF THE ADVISORY]

[OPTIONAL SHORT PARAGRAPH SUMMARIZING PURPOSE OF ADVISORY]

WHO: [NAMES OF PEOPLE AND ORGANIZATIONS INVOLVED]

WHAT: [2-3 SENTENCES ON WHAT IS HAPPENING]

WHEN: [DATE AND TIME. INCLUDE ANY SPECIAL INFORMATION FOR THE PRESS, SUCH AS TIME PRESS WILL BE ADMITTED TO EVENT AND WHEN REPRESENTATIVES WILL BE AVAILABLE FOR INTERVIEWS.]

WHERE: [ADDRESS/LOCATION]

WHY: [2-3 SENTENCES SUMMARIZING THE REASON FOR THE EVENT]

For more information on [ORGANIZATION NAME], go to [\[WEBSITE ADDRESS\]](#) or call [PHONE NUMBER]. For information about National A&PI HIV/AIDS Awareness Day, go to www.banyantreeproject.org or call 1-866-5BANYAN. Press materials are available on the website.



PRESS RELEASE

FOR IMMEDIATE RELEASE

[DATE]

Contact:

[NAME]

[ORGANIZATION]

Tel: [PHONE NUMBER]

Fax: [FAX NUMBER]

[EMAIL]

[TITLE SUMMARIZING THE CONTENT OF THE PRESS RELEASE]

[CITY, STATE] – [DATE OF RELEASE] - [ORGANIZATION NAME] is helping put an end to HIV/AIDS-related stigma and discrimination. [DESCRIBE EVENT, INCLUDING NAME, LOCATION, AND KEY HIGHLIGHTS.]

[DESCRIBE RELEVANT STATISTICS AND FACTS ABOUT HIV/AIDS AMONG A&PIs.]

National A&PI HIV/AIDS Awareness Day sprouted from the Banyan Tree Project, which is funded by the U.S. Centers for Disease Control & Prevention. The Banyan Tree Project is a groundbreaking national campaign designed to foster acceptance and compassion toward A&PIs living with, or at risk for HIV/AIDS. Other campaign activities include the development of public service announcements (PSAs) dramatizing the critical issue of HIV/AIDS in A&PI communities.

Through informing, teaching and setting a positive example, the project goal is to stop the cycle of discrimination and silence, by eliminating barriers that delay or prevent access to HIV prevention and care services. [DESCRIBE HOW YOUR EVENT PROMOTES THE BANAYAN TREE PROJECT GOALS AND/OR NATIONAL AWARENESS DAY.]

[DESCRIBE YOUR ORGANIZATION, INCLUDING SERVICES PROVIDED, GOALS, AND YEARS IN COMMUNITY.]

For more information on A&PI Wellness Center, go to www.apiwellness.org or call 415-292-3400. For information about National A&PI HIV/AIDS Awareness Day, go to www.banyantreeproject.org or call 1-866-5BANYAN. Press materials are available on the website.



[TITLE DESCRIBING CONTENTS OF FACT SHEET]

Last Updated: [DATE]

[SUMMARY OF THE PROBLEM. IN A SHORT PARAGRAPH, DESCRIBE HOW HIV/AIDS HAS IMPACTED A&PI COMMUNITIES NATIONALLY AND IN YOUR REGION.]

What We Know

[USING A BULLET POINT FORMAT, LIST SOME BASIC STATISTICS ABOUT HIV AND AIDS AMONG A&PIS NATIONALLY AND LOCALLY. ARE INFECTION RATES OR AIDS CASES INCREASING? WHICH SUBGROUPS OF A&PIS ARE AFFECTED?]

What We Are Doing

[INCLUDE A PARAGRAPH ABOUT THE LOCAL RESPONSE TO HIV/AIDS. WHAT RESOURCES ARE AVAILABLE FOR HIV TESTING, PREVENTION AND TREATMENT? WHAT EFFORTS ARE UNDERWAY TO FIGHT HIV-RELATED STIGMA AND DISCRIMINATION?]

For more information, contact:

[NAME]

[ADDRESS]

[PHONE NUMBER]

[WEBSITE]

[EMAIL]



SIGN-ON

Make History With Us!

Take a stand against HIV discrimination and stigma
in Asian and Pacific Islander (A&PI) communities.

I believe...

- ① All A&PIs deserve **access** to quality HIV care, testing, treatment and prevention in their native languages, regardless of their immigration or economic status.
- ② A&PIs who are living with HIV/AIDS and A&PI lesbians, gays, bisexuals and transgendered persons should be **treated with dignity**.
- ③ Discussion of sexual health, reproductive health, and safer sex should be open, accurate and support informed decision-making – especially among **young people**, who make up half of all new HIV infections in the U.S.
- ④ Health and HIV data on A&PIs should be reported **by ethnicity** in order to deepen our understanding of the HIV epidemic and to strengthen the ability of health providers to meet community needs.
- ⑤ The U.S. government has a responsibility to **fulfill** and **increase its commitment** to fight HIV/AIDS in the U.S. and the growing pandemic in the Asia Pacific region.

Signed,

☐ Mr. ☐ Ms. ☐ Mrs. ☐ Dr. ☐ Rev. ☐ Hon.

First (printed)

Last (printed)

City

State or Jurisdiction

Occupation (optional – nurse, student, small business owner, monk, nun, priest, parent, elected official, journalist, etc.)

Email (optional). Your address will enable us to stay in touch with you and will remain confidential.

When you sign the pledge, we will post your name, city/state and profession on our website and in our campaign materials. No other information will be made public.

The Banyan Tree Project was launched on May 19, 2005, with the first annual National A&PI HIV/AIDS Awareness Day, to promote acceptance and fight HIV/AIDS-related discrimination and stigma in A&PI communities across the U.S. Sponsored by San Francisco-based A&PI Wellness Center and in collaboration with partner organizations in Boston, Chicago, Honolulu, Los Angeles and Washington D.C., the Banyan Tree Project is collecting pledges to demonstrate a national, multi-racial community lending their names in support of healthy A&PI communities. Visit www.banyantreeproject.org to view the list of thousands of signatories and to find out how to get involved...**Thank you** for your support and for making history with us!

Please return this pledge to the Banyan Tree Project: FAX 415.292.3404 or MAIL to
Asian & Pacific Islander Wellness Center • 730 Polk St., 4th floor, San Francisco, CA 94109
TEL 415.292.3400 • info@banyantreeproject.org • www.apiwellness.org
Distributed by: [YOUR ORGANIZATION'S NAME, CONTACT INFORMATION AND LOGO]



[DATE]

[NAME]

[ADDRESS]

Dear [NAME],

[INCLUDE SHORT PARAGRAPH HERE WITH NATIONAL AND/OR LOCAL STATISTICS ABOUT HIV/AIDS IN A&PI COMMUNITIES.] We need your partnership now more than ever!

[YOUR AGENCY'S NAME] is pleased to announce the **Banyan Tree Project: Rooted in Acceptance**, a national multi-year program and visibility campaign headed by the Asian & Pacific Islander Wellness Center and funded by the U.S. Centers for Disease Control & Prevention. This campaign seeks to eliminate HIV-related discrimination and stigma in A&PI communities. Inspired by similar groundbreaking initiatives by our sisters and brothers in the Black and Latino communities, we urge you to mark your calendars to help make history with us.

Friday, May 19, 2006, is the second annual National Asian & Pacific Islander AIDS Awareness Day. This historic occasion will be commemorated here in [YOUR CITY] with [DESCRIBE YOUR EVENT BRIEFLY.] In order to get the word out, we are asking for your help:

- ⊙ Please consider signing and returning the enclosed Banyan Tree Pledge and "come out" against HIV/AIDS-related stigma.
- ⊙ Join us for the Banyan Tree Project events on Friday, May 19th AT [LOCATION OF LOCAL EVENT].
- ⊙ **And last but not least, we are asking for your sponsorship in the amount of [AMOUNT]. Your gift of [AMOUNT] or more entitles you to [DESCRIBE THE BENEFIT TO THEM].**

We thank you for your past generosity and your willingness to consider supporting our current efforts. As always, we are here to assist you with any questions you may have.

In solidarity,

[NAME]

[TITLE]



[DATE]

[NAME]

[TITLE]

[ADDRESS]

Dear [NAME]:

More than [NUMBER] citizens of [CITY OR STATE] have HIV/AIDS – [NUMBER AND PERCENTAGE] of those afflicted are Asian & Pacific Islander (A&PIs) Americans. In the nation as a whole, over 7,000 A&PIs have been diagnosed with AIDS since the beginning of the epidemic.

To call attention to this health crisis in the A&PI community, [CITY OR STATE] will join more than nine cities nationwide to observe the second annual National A&PI HIV/AIDS Awareness Day on May 19, 2006. This national awareness day is sponsored by the Banyan Tree Project, a five-year national campaign funded by the U.S. Centers for Disease Control & Prevention to fight HIV/AIDS-related stigma in A&PI communities. The Banyan Tree Project seeks to reduce stigma by engaging families, communities, key opinion leaders, A&PI celebrities, faith-based organizations, the media, health care providers and other stakeholders to show their support and understanding of A&PIs living with, or at risk for HIV/AIDS. The day encourages individuals to **get educated**, **get tested** and know their HIV status, and **get involved** in advocating for the resources necessary to fight the disease. [NUMBER] agencies here in [CITY OR STATE] will participate in educational events and “get tested” opportunities on May 19, 2006.

Because you have a commitment to the health and safety of all people, we would be honored to have you support this important observance. Attached is a draft proclamation that we hope you and the [CITY COUNCIL, VILLAGE BOARD, STATE ASSEMBLY, ETC.] will issue on behalf of the Banyan Tree Project and the national awareness day.

Should you have questions, please call me at [PHONE NUMBER]. I will contact you shortly to make sure you have received this information and to discuss the possibility of a proclamation being issued.

Thank you for your consideration.

Sincerely,

[NAME, TITLE]

[ORGANIZATION]

[PHONE NUMBER]

[E-MAIL ADDRESS]

[WEB URL]



[DATE]

The Honorable [NAME OF LEGISLATOR]

[TITLE]

[ADDRESS]

Dear [NAME]:

On behalf of the [ORGANIZATION NAME], I want to cordially invite you to **participate in an observance and make brief comments** at our 2006 National Asian & Pacific Islander (A&PI) HIV/AIDS Awareness Day program.

[ORGANIZATION NAME] is pleased to be a part of the Banyan Tree Project, a national program funded by the U.S. Centers for Disease Control & Prevention (CDC) that seeks to eliminate HIV/AIDS-related discrimination and stigma A&PI communities,

This historic occasion will be commemorated with programs and activities in more than nine cities across the U.S., including San Francisco, Honolulu, Los Angeles, Chicago, Washington D.C. and Boston.

The HIV epidemic is spreading into more segments of A&PI communities across the nation. According to the CDC, the rate of AIDS diagnosis increased by 38 percent from 1998 to 2002. We must ACT now!

The Banyan Tree Project is also asking you to join our efforts on May 19, 2006 as a supporter showing that [CITY/STATE/REGION] is Rooted in Acceptance. [NAME], we ask that you also sign on to the Banyan Tree pledge, symbolizing unity in action to support this important cause of ending discrimination and stigma in A&PI communities.

Your Honor, please join us on **May 19th, 2006 for the second annual National A&PI HIV/AIDS Awareness Day.**

We would be delighted to call you a partner in this effort. Please note that we are here to assist you and your staff with any further information you may need.

Sincerely yours,

[NAME]

[TITLE]

[PHONE]

[EMAIL]

[WEB URL]

Spokesperson Q&A

What is the Banyan Tree Project?

The Banyan Tree Project is a groundbreaking national campaign to fight HIV/AIDS-related discrimination and stigma in Asian & Pacific Islander (A&PI) communities. It is spearheaded by the A&PI Wellness Center in partnership with agencies in five other cities—Boston, Los Angeles, Chicago, Honolulu and Washington D.C.

Why is the Banyan Tree Project needed?

- >> With HIV numbers increasing among young A&PI men and women, we need to be concerned more than ever about the impact on our communities.
- >> Traditional A&PI attitudes, such as fear, shame and loss of face, against A&PIs living with, or at risk for HIV/AIDS, are behind increasing infection rates.
- >> The Banyan Tree Project seeks to promote role modeling and nurturing that will help reduce stigma and increase acceptance of A&PIs most impacted by HIV.

Who is the Asian & Pacific Islander Wellness Center?

The A&PI Wellness Center is the oldest nonprofit organization in North America that focuses on sexual health and HIV/AIDS services for A&PI communities. A&PI Wellness Center's services include HIV care, prevention, testing and national capacity building assistance targeting A&PIs in 20 languages.

How did the Banyan Tree Project start?

The Banyan Tree Project is a five-year social marketing campaign that started in 2005. It is led by the A&PI Wellness Center and funded by the U.S. Centers for Disease Control & Prevention. The project arose out of a growing awareness that HIV/AIDS-related stigma and discrimination are contributing to increasing HIV infections among A&PIs, preventing A&PIs from getting tested for HIV and from seeking treatment services.

What are the goals of the Banyan Tree Project?

- Reduce HIV/AIDS-related stigma toward A&PI populations living with, or at risk for HIV/AIDS by changing A&PI social norms regarding disease, associated links to homosexuality and sexual orientation via community and families.
- Create partnerships and build capacity among HIV stakeholders and media to promote fair and sensitive representation of A&PIs living with, or at risk for HIV/AIDS and encourage service access through training and building communications networks.
- Foster national and regional leadership in A&PI communities living with, or at risk for HIV/AIDS.
- Develop organizational linkages and resources to deliver HIV prevention and intervention services that are culturally appropriate and linguistically accessible for A&PIs.
- Increase access to, and utilization of services, specifically HIV testing and prevention with positives, and reduce morbidity and mortality rates.

What is National A&PI HIV/AIDS Awareness Day?

- >> May 19, 2006 will be the second annual event to promote awareness of and reduce stigma against A&PIs living with, or at risk for HIV/AIDS.

- >> There will be programs across the nation with a flagship event in San Francisco and concurrent events in Boston, Washington, D.C., Chicago, Los Angeles, New York City and Honolulu.
- >> Activities will include film screenings, expert panels, quilt displays, lists of all signers to the Banyan Tree pledge, TV spots and entertainment. A&PI celebrities, community members, religious and opinion leaders, elected officials, doctors, research scientists and A&PIs living with HIV/AIDS and their families will participate.

What is the Banyan Tree Pledge?

The pledge is a five-point document that takes a stand against HIV/AIDS-related stigma in A&PI communities nationwide. These names will be listed on our website (www.banyantreeproject.org) and at our events across the nation. We believe there is no more powerful statement of belief and action than attaching one's name to such a pledge.

[ADDITIONAL QUESTION]

[ANSWER]

[ADDITIONAL QUESTION]

[ANSWER]

[ADDITIONAL QUESTION]

[ANSWER]

EMAIL SIGNATURE TEMPLATE

SAVE THE DATE: MAY 19, NATIONAL A&PI HIV/AIDS AWARENESS DAY

The Banyan Tree Project is a groundbreaking national campaign to fight HIV/AIDS-related stigma in Asian & Pacific Islander (A&PI) communities.

By involving all walks of our society, including everyday people, community and religious leaders, elected officials, celebrities and the media, as well as A&PIs living with, or at risk for HIV/AIDS, we can educate our own communities around the impact of HIV/AIDS and promote attitudes that ensure the health and dignity of individuals and families.

Join us on Thursday, May 19th, 2006 at [LOCATION] from [TIME] for our second annual National A&PI HIV/AIDS Awareness Day celebration.



[NAME]

[TITLE]

[ORGANIZATION]

[ADDRESS]

[PHONE NUMBER]

[\[EMAIL\]](#)



March 8, 2006

Asian & Pacific Islander
Wellness Center
San Francisco, CA

Asian & Pacific Islander
American Health Forum
San Francisco, CA
Washington, DC

Asian Health Coalition
of Illinois
Chicago, IL

Asian Pacific AIDS
Intervention Team
Los Angeles, CA

Hawai'i Multicultural
HIV/AIDS Resource
Project for Life Foundation
Honolulu, HI

Massachusetts
Asian & Pacific
Islanders for Health
Boston, MA

The Banyan Tree Project c/o Asian & Pacific Islander Wellness Center
730 Polk Street, 4th Floor • San Francisco CA 94109 • USA
Tel: 415.292.3400 • Toll-free: 1.866-5BANYAN • FAX: 415.292.3404
TTY 415.292.3410 • www.banyantreeproject.org



The

Banyan Tree Project™

Rooted in Acceptance