



Frequently Asked Questions

What is NYHAAD?

National Youth HIV & AIDS Awareness Day (NYHAAD) is a HIV testing and treatment community mobilization initiative designed to raise awareness of HIV/AIDS prevention, care and treatment among youth ages 12-25 in the United States.

This campaign has four main objectives:

- **Education:** Distribute information about HIV/AIDS.
- **Testing:** Establish April 10th as an annual day for youth to get an HIV test.
- **Involvement:** Increase the number of youth involved in prevention campaigns and community mobilizing around HIV/AIDS.
- **Treatment:** Raise awareness of treatment services and information for HIV+ youth.

When is it recognized?

April 10, 2013 (This is also the first year of observance)

Why is an awareness day needed?

- About 1 in 4 (26%) of all new HIV infections are among youth ages 13 to 24 years.
- About 60% of youth with HIV do not know they are infected and don't receive treatment. This puts them at risk for sickness and early death. These youth can also unknowingly pass HIV to others.

Where are the events?

NYHAAD is a nationwide movement with organizers planning activities and events in thousands of locales. In Los Angeles, we are making a **Call to Action** utilizing social media for youth to share their stories and help raise awareness. But that's just the beginning. You can plan your own individual events to observe the day as well.

What can I or my agency do?

- Support youth in telling their stories on Twitter, Facebook, Instagram, and YouTube. Please remember to review your agency's social media policy before participating, if applicable.
- Sponsor a youth-led event that raises awareness in your community.
- Promote NYHAAD in your community through events and online activities.

Who are the organizers?

NYHAAD is a national initiative of Advocates for Youth. Contact Sulava Gautam-Adhikary, program coordinator, Advocates for Youth: msulava@advocatesforyouth.org.

Have questions about the campaign starter kit?

Contact Maria Sipin, health communications specialist, SYPP Center at Children's Hospital Los Angeles: msipin@chla.usc.edu.