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Events - 6/98 - National HIV Testing Day

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WASHINGTON D.C.

WITH THE COMPLIMENTS
OF THE
EMBASSY OF AUSTRALIA

*On behalf of Mr. Chris Pyplick,
Chair of the Australian
National Council on AIDS and
Related Diseases*

HIV Testing

According to the CDC, over **200,000** people in the United States are at risk of **early death** simply because they do not know their **HIV status...**



Take the Test
TAKE CONTROL

FOR MORE INFORMATION CONTACT
TONY FARMER
DIRECTOR OF EDUCATION
202-898-0414
202-898-0435 FAX
tfarmer@napwa.org

NATIONAL HIV
TESTING DAY
JUNE 27



1413 K Street, NW
Washington, DC
20005-3442
202-898-0414
FAX 202-898-0435
www.napwa.org

June 5, 1998

The President
The White House
Washington, DC 20500

Dear Mr. President:

I am writing to request your support of the Fourth National HIV Testing Day.

Voluntary HIV antibody testing and counseling is a critical step that each person can play in our nation's HIV prevention efforts and to effectively take control of his or her own health by seeking appropriate health care options.

For the fourth year, the National Association of People with AIDS is conducting the National HIV Testing Day Campaign as part of our ongoing efforts to improve the health of people living with HIV through health education and advocacy and to raise public awareness of the risk brought by this terrible virus. The National HIV Testing Day campaign brings the "Take the Test, Take Control" message to a diverse group of people nationwide with a special focus on African-American and Latino communities, sexually active women, adolescents, and young gay men.

Currently, the Centers for Disease Control and Prevention (CDC) estimates that there are over 250,000 Americans living with HIV who do not know their HIV status. Many do not even know they are at risk. Without medical care and support these individuals will progress to AIDS quicker and may pass the virus to others unknowingly. The medical and social advances of the past decade have greatly enhanced the value of HIV testing. Today, those who are found to be HIV positive have the potential for a longer, healthier life through medical care and the use of potent treatment therapies.

Major sponsors of the campaign are the CDC, Health Resources and Services Administration (HRSA), the National Alliance of State and Territorial AIDS Directors (NASTAD), the National Lesbian and Gay Health Association (NLGHA) and the Whitman-Walker Clinic. Additional partnerships have been formed with Abbott Laboratories, the AIDS Policy Center for Children, Youth and Families, Aguoron Pharmaceuticals, Inc., Elizabeth Glasser Pediatric AIDS Foundation, Planned Parenthood Federation, and Smithkline Beecham Consumer Healthcare. Over 10,000 community based organizations, primary health care sites, sexually transmitted disease clinics and medical offices are participating in this year's campaign.

In the coming weeks, I hope that you will find ways in which to demonstrate your support of the Campaign and to encourage Americans, especially those at increased risk, to seek voluntary HIV testing and appropriate counseling through the following:

- o committing your radio address on June 20 or 27 to the importance of voluntary HIV testing to nation's prevention and treatment efforts
- o issuing a letter or proclamation similar to your effort in 1997

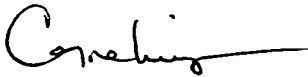
Letter to The President

- o meeting with a group of people with HIV to discuss the importance of HIV testing and the benefits of good health care and treatment

Should you have any questions or would like to discuss any of these ways in which you might support the campaign, your staff may contact me at 202.898.0414.

Your leadership in ending the AIDS epidemic in the United States is appreciated.

Respectfully yours,



A. Cornelius Baker
Executive Director

copy to

The Vice President
The Honorable Erskine Bowles
The Honorable Bruce Reed
The Honorable Donna Shalala
The Honorable David Satcher
The Honorable Sandra Thurman
Mr. Richard Socarides
Dr. Eric Goosby
Dr. Claire Broom
Dr. Earl Fox
Dr. Helene Gayle
Dr. Joseph O'Neill

ONE CALL YOU SHOULDN'T MISS!

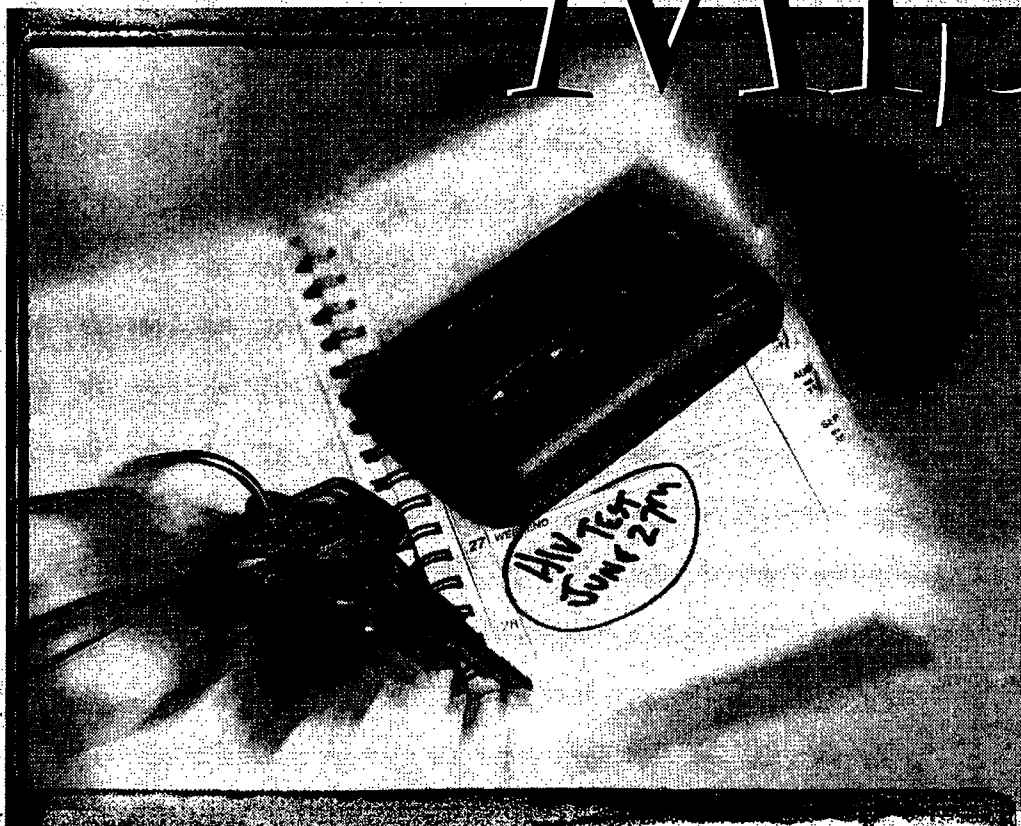


Photo Annie Adjagranich 202.393.2445

ON JUNE 27TH
Take the Test
TAKE CONTROL

a project of



in partnership with

Abbott Laboratories
Agouron Pharmaceuticals
AIDS Policy Center for Children, Youth and Families
Elizabeth Glaser Pediatric AIDS Foundation
Planned Parenthood Federation of America
SmithKline Beecham Consumer Healthcare

**NATIONAL HIV
TESTING DAY**

J U N E 2 7

National AIDS Hotline
1-800-342-AIDS (English)
1-800-344-SIDA (Spanish)
1-800-243-7889 (TTY)

local information here:

Major Sponsors



WHITMAN-WALKER CLINIC

For information about voluntary, anonymous and confidential testing, contact NAPWA at 202.898.0414, 1413 K Street NW, Washington DC 20005-3442

UNA LLAMADA QUE NO DEBES IGNORAR



photo Annie Adjchavanich 202.393.2445

EL 27 DE JUNIO
Haste La Prueba
TOMA CONTROL

Un Proyecto de



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AIDS Policy Center for Children, Youth and Families
Elizabeth Glaser Pediatric AIDS Foundation
Planned Parenthood Federation of America
SmithKline Beecham Consumer Healthcare

Bajo el patrocinio de



WHITMAN-WALKER CLINIC

DIA NACIONAL DE HACERSE

LA PRUEBA DEL VIH

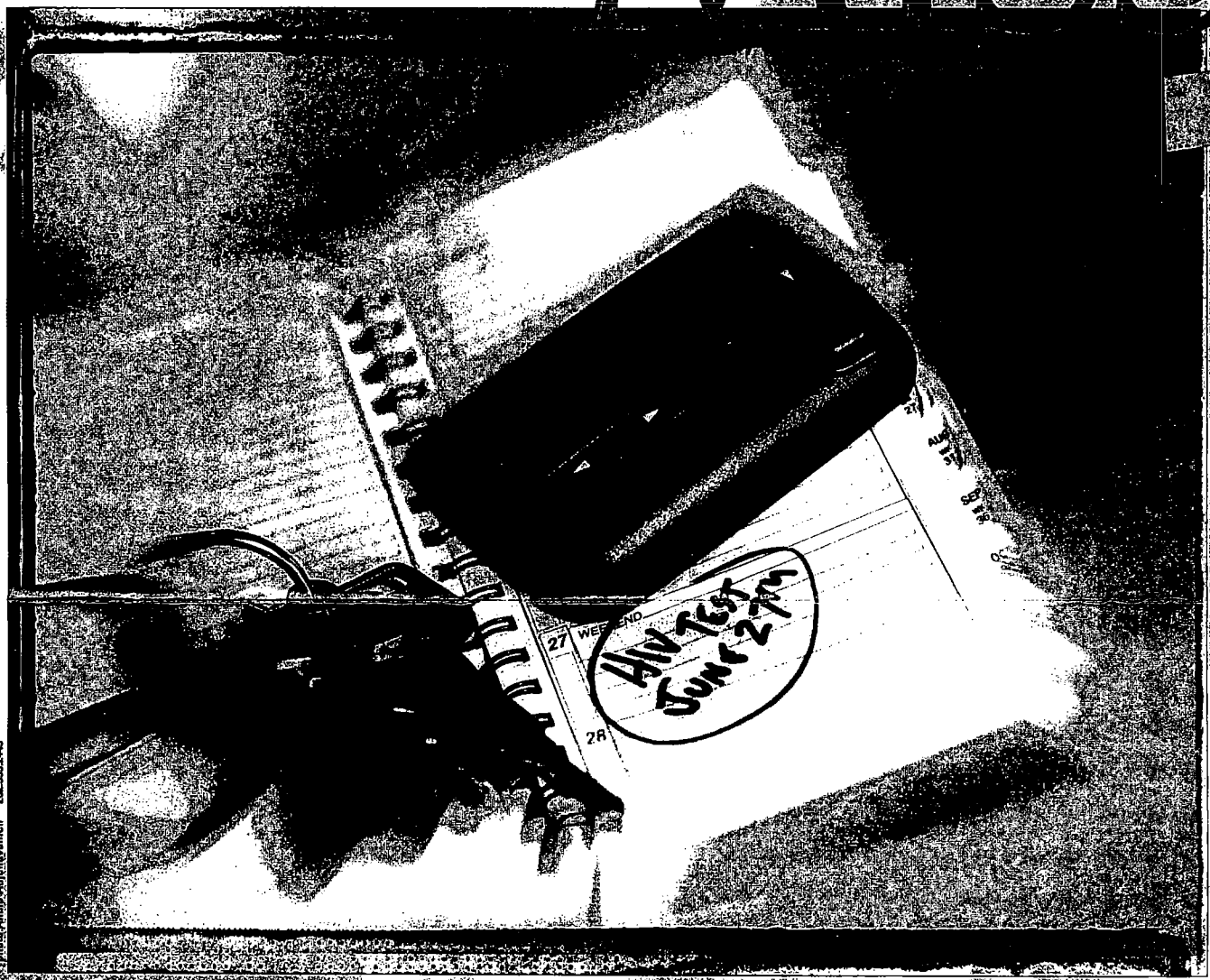
27 DE JUNIO

Para más información,
póngase en contacto
con la línea nacional
del SIDA:
1.800.344.SIDA o
contacte a su médico
o clínica local.

Espacio para su agencia:

Para información de lugares para hacerse la prueba de VIH llame a NAPWA. La prueba se puede hacer confidencialmente, anonimamente y voluntariamente.
NAPWA 1413 K St. NW Washington, D.C. 20007 202-898-0414

ONE CALL YOU SHOULDN'T MISS



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the
National
Association
of
**People
with
AIDS**

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Elizabeth Glaser Pediatric AIDS Foundation

Planned Parenthood Federation of America

SmithKline Beecham Consumer Healthcare

Bajo el patrocinio de

CDC

HRSA

NASTAD



WHITMAN-WALKER CLINIC

DIA NACIONAL DE HACERSE

LA PRUEBA DEL VIH

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ONE CALL YOU SHOULDNT MISS



ON JUNE 27TH *Take the Test* **TAKE CONTROL**



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Planned Parenthood Federation of America
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Planned Parenthood Federation of America
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LA PRUEBA DEL VIH
27 DE JUNIO**

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NAPWA 1413 K St. NW Washington, D.C. 20007 202-898-0414

LOVE LIFE



photo Anne Adichavanich 202.393.2445

HIV infection is the leading cause of death for African American men and women between 25 and 44 years of age.

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National AIDS Hotline
1-800-342-AIDS (English)
1-800-344-SIDA (Spanish)
1-800-243-7889 (TTY)

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AMAS LA VIDA

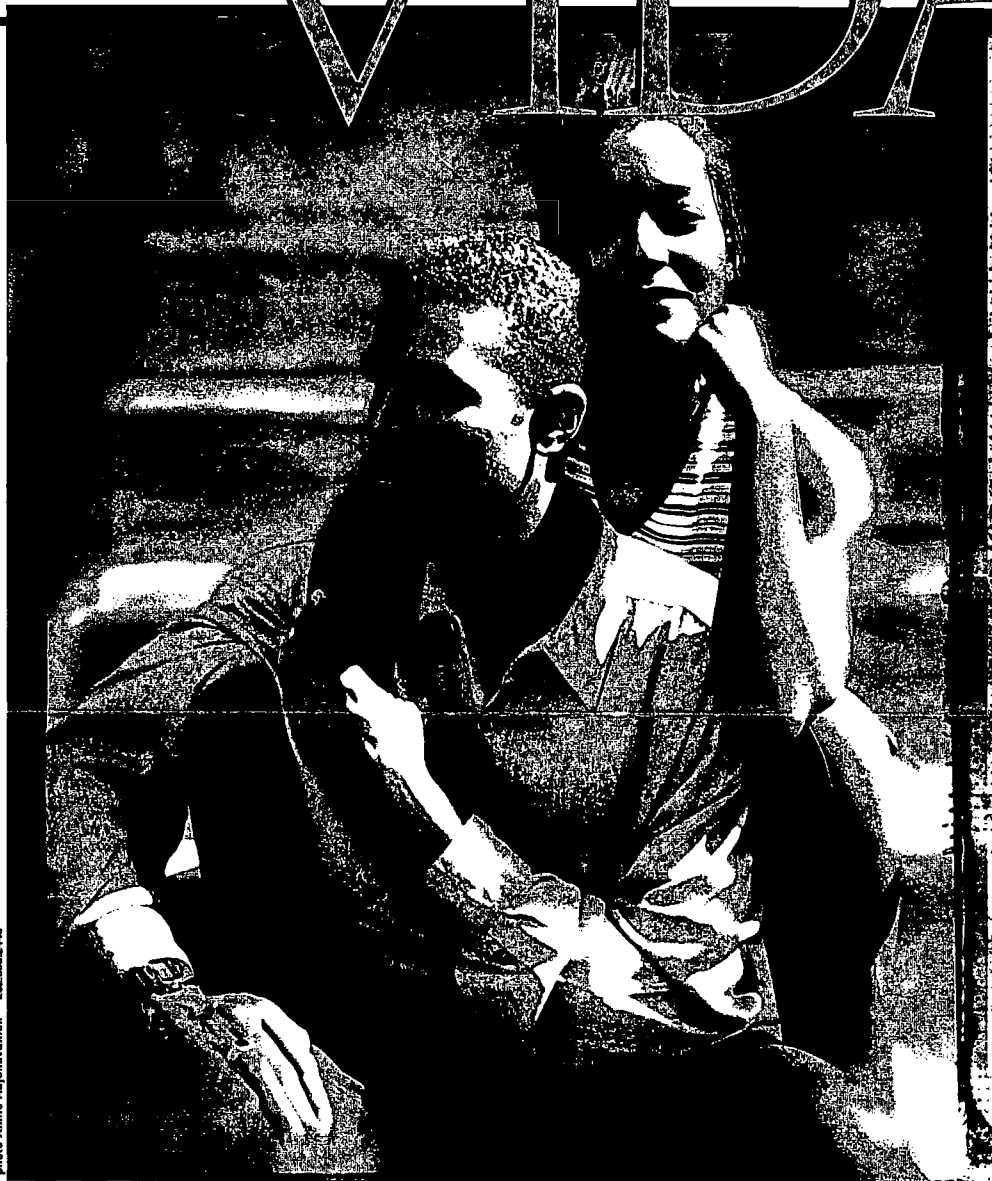


photo Annie Adjavanich 202.393.2445

Minoridades representan seis de cada diez casos de VIH.

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LA PRUEBA DEL VIH
27 DE JUNIO

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Espacio para su agencia.

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NAPWA 1413 K St. NW Washington, D.C. 20007 202-898-0414

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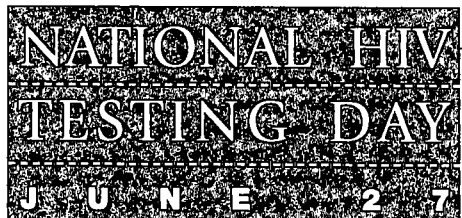
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- AIDS Policy Center for Children, Youth and Families
- Elizabeth Glaser Pediatric AIDS Foundation
- Planned Parenthood Federation of America
- SmithKline Beecham Consumer Healthcare



National AIDS Hotline
 1-800-342-AIDS (English)
 1-800-344-SIDA (Spanish)
 1-800-243-7889 (TTY)

local information here: _____

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AMAS LA VIDA



photo Anne Adjikwanich 202.393.2445

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**DIA NACIONAL DE HACERSE
LA PRUEBA DEL VIH
27 DE JUNIO**

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o clínica local.

Espacio para su agencia:

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NAPWA 1413 K St. NW Washington, D.C. 20007 202-898-0414

ARE YOU GAMER?



Latinos account for 1 out of every five AIDS cases in the U.S.

ON JUNE 27TH
Take the Test
TAKE CONTROL



in partnership with
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AIDS Policy Center for Children, Youth and Families
Elizabeth Glaser Pediatric AIDS Foundation
Planned Parenthood Federation of America
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**NATIONAL HIV
TESTING DAY**
J U N E 2 7

National AIDS Hotline
1-800-342-AIDS (English)
1-800-342-SIDA (Spanish)
1-800-342-2389 (TDD)

For information, here:

For information, contact your community health center or call 1-800-342-2389. For more information, visit www.natinalhivtesting.com or call 1-800-342-2389. © 2000 CDC. All rights reserved.

NO TODO EN LA VIDA ES UN JUEGO



En Los Estados Unidos, por cada cinco casos de SIDA uno
corresponde a Latino.

HASTA LA PRUEBA
TOMA CONTROL

DIA NACIONAL DE HACERSE

LA PRUEBA DEL VIH

27 DE JUNIO

Para más información
póngase en contacto
con la línea nacional
del SIDA
1-800-342-5874
o consulte a su médico
o al centro local.

¡Espacio para su agencia!

the
National
Association
of
**People
with
AIDS**

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AIDS Policy Center for Children, Youth and Families
Elizabeth Glaser Pediatric AIDS Foundation
Planned Parenthood Federation of America
SmithKline-Beecham Consumer Healthcare

Banco patrocinio de:

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HRSA

NASIAD



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Para información de lugares de prueba, llámese al 1-800-342-5874. La prueba se puede hacer confidencialmente, anónimamente y voluntariamente.

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DON'T GET TAKEN FOR A RIDE!



African American women account for 6 of 10 AIDS cases in women,
and Latinas account for 2 of 10 cases in women.

ON JUNE 27TH
Take the Test
TAKE CONTROL

in partnership with
the
National
Association
of
**People
with
AIDS**

**NATIONAL HIV
TESTING DAY**

J U N E 2 7

National AIDS Hotline
1-800-342-AIDS (English)
1-800-344-5743 (Spanish)
1-800-243-7889 (TDD)

For information on...

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Planned Parenthood Federation of America
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WELLS FARGO

WHITMAN-WALKER CLINIC

WHITMAN-WALKER CLINIC

NO SE DEJE LLEVAR HACIA UN CAMINO PELIGROSO



En los Estados Unidos, seis de cada diez casos de SIDA corresponden a mujeres Afro-Americanas, y dos de diez casos corresponden a Latinas.

EL 27 DE JUNIO *Haste La Prueba* **TOMA CONTROL**



En colaboración con:
 - Abortifacientes
 - Abbott Laboratories
 - Abbott Pharmaceuticals
 - AIDS Policy Center for Children, Youth and Families
 - Elizabeth Glaser Pediatric AIDS Foundation
 - Planned Parenthood Federation of America
 - SmithKline Beecham Consumer Healthcare
 - National Partnership for Women & Families

**DIA NACIONAL DE HACERSE
 LA PRUEBA DEL VIH
 27 DE JUNIO**

Para más información
 póngase en contacto
 con la línea nacional
 del SIDA
 1-800-344-SIDA o
 contacte a su médico
 o clínica local.

Espacio para su agencia



Para información de lugares para hacerse la prueba de VIH llámese a NAPWA. La prueba se puede hacer confidencialmente, anónimamente y voluntariamente.

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ON JUNE 27TH
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TAKE CONTROL

the
National
Association
of
**People
with
AIDS**

**NATIONAL HIV
TESTING DAY**

J U N E 2 7

National AIDS Hotline
1-800-458-5231
1-800-342-SIDA (Spanish)
1-800-243-7889 (TTY)

Local information: [aidsinfo.org](http://www.aidsinfo.org)

in partnership with
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Elizabeth Glaser Pediatric AIDS Foundation
Planned Parenthood Federation of America
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EL 27 DE JUNIO
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TOMA CONTROL

the
National
Association
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**People
with
AIDS**

DIA NACIONAL DE HACERSE

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27 DE JUNIO

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Espacio para su agencia

CDC

HRSA

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ONE HIV TEST TWO RESULTS YOUR LIFE AND A LOT OF OPTIONS

ABCDesign 202.234.2645 www.visitdcd.com

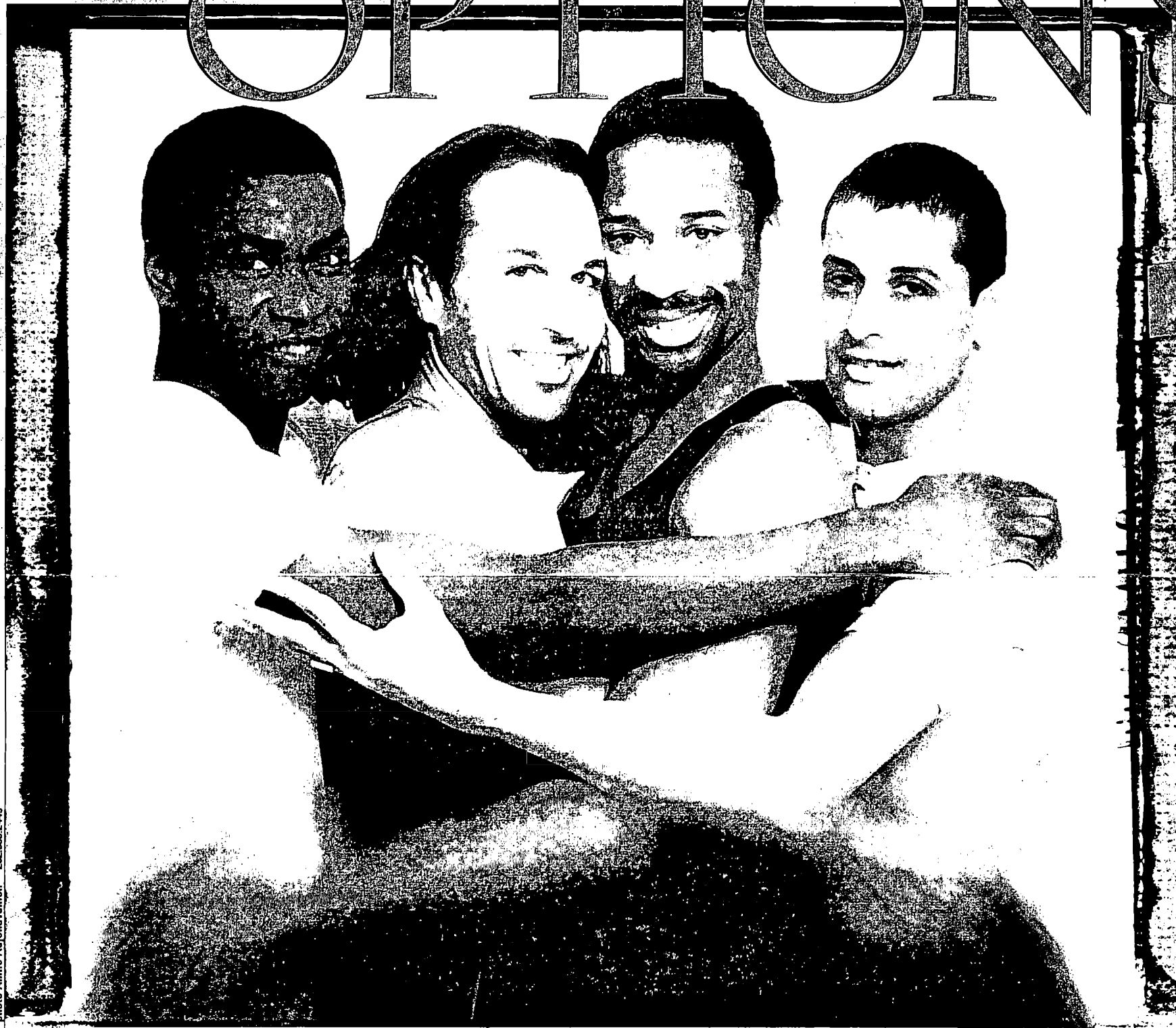


photo Annie Adjchavanich 202.393.2445

ON JUNE 27TH
Take the Test

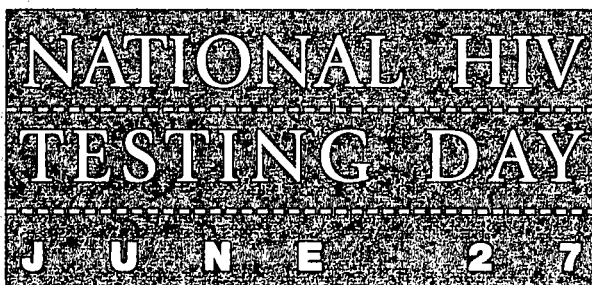
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National AIDS Hotline

1-800-342-AIDS (English)
1-800-344-SIDA (Spanish)
1-800-243-7889 (TTY)

local information here:

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For information about voluntary, anonymous and confidential testing, contact NAPWA at 202.898.0414. 1413 K Street NW Washington DC 20005-3442

UNA PRUEBA DEL VIH.
DOS RESULTADOS.
ES SU VIDA
INFORMESE ACERCA
DE SUS OPCIONES.



photo Annie Adjchavanich 202.393.2445

EL 27 DE JUNIO
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TOMA CONTROL

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SmithKline Beecham Consumer Healthcare

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AbCDesign 202.234.2645 www.visionlead.com



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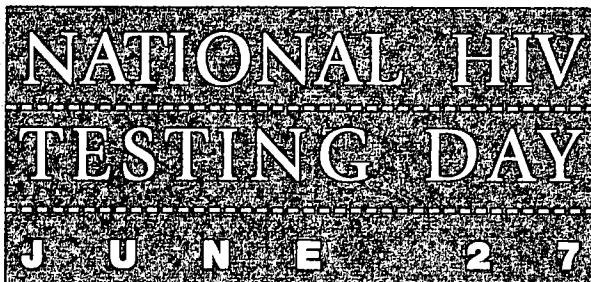
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NATIONAL HIV TESTING DAY

June 27, 1997

Media Outreach Report
Total media impressions through July 29, 1997:

46,416,688



Take Control

46,416,688
Total media impressions
to date including national
and regional TV, radio,
print and new media

Thank again.

June 27, 1997

"...Proponents of the oral secretions test, called OraSure, believe it will encourage more people, especially minority group members, to get tested because it can be easily administered and does not involve drawing blood with a needle."

Bill Clinton

THE WHITE HOUSE
WASHINGTON

[illegible]

NATIONAL HIV TESTING DAY
JUNE 27

National
AIDS Hotline
1-800-342-AIDS
(English)
1-800-342-7432
(Spanish)
1-800-243-7888
(TTY)

For Imme

The wisdom of your having sex from state needles



NAPWA
NATIONAL
ASSOCIATION
OF PEOPLE
WITH AIDS

**NATIONAL LEADERS URGE AMERICANS TO GET TESTED
ON NATIONAL HIV TESTING DAY**

**NATIONAL LEADERS CALL FOR
ON NATIONAL HIV TESTING**

**-Voluntary HIV Testing Programs Expand Around The Nation
Through New Testing Technologies and Outreach Efforts--**

23, 1997. National AIDS leaders
and their lives by

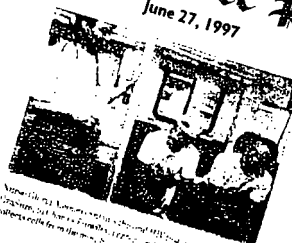
Washington, DC, Monday, June 23, 1997. National AIDS leaders called on Americans at risk for HIV to take control of their lives by taking an HIV test on National HIV Testing Day on Friday, June 27.

At a luncheon in Washington, DC to kick-off the upcoming National HIV Testing Day, Congressman Louis Stokes (D-OH), a leading advocate for health promotion including HIV issues, Congressman Stokes is a senior member of the House Appropriations Committee and chair of the Health Braintrust of the Congressional Black Caucus.

Today, we have important advances in treatment and testing. New technologies for HIV testing - which include home collection blood tests, a urine test, and the oral collection device, called OraSure - make testing for HIV more accessible than ever," said A. Cornelius Baker, Executive Director of NABPA. "Voluntary testing and counseling programs continue to lead people to new thresholds of personal control of their health."

1413A Over 10.
Washington 1012 3274
1900 1, 912 1012 1012
CAB 1, 912 1012 1012

Detroit Free Press
June 27, 1997



...the ...
...the ...
...the ...

The Philadelphia Inquirer
June 25, 1997
"...OraSure, SmithKline test, pro-

June 25, 1997

"...OraSure, SmithKline Beecham's trade name for the test, provides an important new tool in the fight against AIDS..."

National HIV Testing Day
Media Outreach Report
July 27, 1997

BROADCAST

National Television

Station	Market/Time	Date	Households
MSNBC	News at 6:00 pm	6/27/97	N/A
NBC	Nightside at 3:00 am	6/27/97	N/A

Regional Television

Station	Market/Time	Date	Households
WNBC	New York, NY Live at Five 5:00 pm	6/24/97	928,505
WNBC	New York, NY Today in NY 5:00 am	6/25/97	183,694
WCBS	New York, NY CBS This Morning 5:30 am	6/27/97	113,202
WNET	New York, NY NJ Network News 6:00 pm	6/26/97	92,916
WNET	New York, NY NJ Network News 8:00 pm	6/26/97	415,645
KTLA	Los Angeles, CA News at Ten 10:00 pm	6/24/97	471,685
KTLA	Los Angeles, CA News at Ten R 12:00 am	6/25/97	174,698
KCAL	Los Angeles, CA 9 News 2:00 pm Report	6/27/97	249,876
KCOP	Los Angeles, CA Everyday Living 10:00 am	7/16/97	118,427
WMAQ	Chicago, IL Channel 5 News at 4:30 pm	6/24/97	260,284
WBBM	Chicago, IL Channel 2 News This Morning 5:00 am	6/27/97	108,594
WBBM	Chicago, IL Channel 2 News Morning Show 6:00 am	6/27/97	51,048
WGN	Chicago, IL Midday News 12:00 pm	6/26/97	530,877
WPVI	Philadelphia, PA Action News 12:00 pm	6/26/97	531,075
WPVI	Philadelphia, PA Action News 5:00 pm	6/27/97	846,244
WCAU	Philadelphia, PA News 10 at 9:00 am	6/28/97	273,875
WCAU	Philadelphia, PA News 10 at 5:00 pm	6/27/97	363,958
WCAU	Philadelphia, PA News 10 at 5:00 pm	6/24/97	363,958
WCAU	Philadelphia, PA News 10 Today 6:00 am	6/25/97	130,084
WTXF	Philadelphia, PA Good Day Philadelphia 5:00 am	6/27/97	39,297
WTXF	Philadelphia, PA Good Day Philadelphia 8:00 am	6/27/97	63,500
WTXF	Philadelphia, PA AM News at 8:30 am	6/27/97	77,154
WHYY	Philadelphia, PA 12 Tonight 5:30 pm	6/27/97	46,704
KYW	Philadelphia, PA Channel 3 News	6/27/97	N/A
WYBE	Philadelphia, PA Channel 35	6/27/97	N/A

National HIV Testing Day
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Regional Television (ctd.)

Station	Market/Time	Date	Households
KBHK	San Francisco, CA Everyday Living 11:00 am	7/16/97	17,503
NECN	Boston, MA Cable News 5:00 pm	6/24/97	50,000
NECN	Boston, MA Prime Time 9:00 pm	6/24/97	50,000
WHDH	Boston, MA 7 News 5:00 pm	6/24/97	304,594
WHDH	Boston, MA 7 News Morning 5:00 am	6/25/97	67,149
WSBK	Boston, MA UPN Prime News 10:00 pm	6/24/97	94,969
WJLA	Washington, DC News 7 at 6:00 pm	6/27/97	240,958
WJLA	Washington, DC News 7 at 5:00 pm	6/27/97	240,814
WRC	Washington, DC News 4 at 4:00 pm	6/27/97	240,937
WRC	Washington, DC News 4 Live at 5:00 pm	6/27/97	297,351
WRC	Washington, DC News 4 at 6:00 pm	6/27/97	356,806
WRC	Washington, DC News 4 at 11:00 pm	6/28/97	379,665
WRC	Washington, DC News 4 at 11:00 pm	6/27/97	446,810
WRC	Washington, DC News 4 at 9:00 am	6/27/97	143,184
WRC	Washington, DC News 4 Today 5:30 am	6/27/97	57,688
WTVJ	Washington, DC News 7 at 5:00 pm	6/26/97	60,175
WUSA	Washington, DC Eyewitness News at 6:00 pm	6/27/97	377,580
WUSA	Washington, DC Eyewit News This Morn 5:30 am	6/27/97	117,324
WTTG	Washington, DC The 10:00 pm News	6/27/97	493,126
WTTG	Washington, DC Fox Morning News 5:30 am	6/27/97	117,709
WTTG	Washington, DC Fox Morning News 6:30 am	6/27/97	114,998
WTTG	Washington, DC Fox Morning News 8:00 am	6/27/97	124,929
NEWS	Washington, DC Afternoon Report 1:00 pm	6/27/97	N/A
NEWS	Washington, DC Washington Report 6:00 pm	6/27/97	43,700
NEWS	Washington, DC Washington Report 6:00 pm	6/23/97	43,700
NEWS	Washington, DC News Ch 8 Daytime Report 9:00am	6/27/97	N/A
KXAS	Dallas-Ft. Worth, TX Texas News at 12:00 pm	6/25/97	194,959
KDFW	Dallas-Ft. Worth, TX News 4 Texas at 9:00 pm	6/27/97	244,188
KXAS	Dallas-Ft. Worth, TX News at Noon	7/11/97	194,959
WXIA	Atlanta, GA 11 News Today 6:00 am	6/27/97	107,893
WXIA	Atlanta, GA 11 Alive News 11:00 am	6/25/97	70,806
WXIA	Atlanta, GA 11 News Today at 5:00 am	7/11/07	30,162

National HIV Testing Day
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Regional Television (ctd.)

Station	Market/Time	Date	Households
WXIA	Atlanta, GA 11 News Today at 6:00 am	7/11/97	107,893
WXIA	Atlanta, GA 11 News Alive at 11:00 am	7/11/97	70,806
WAGA	Atlanta, GA Eyewitness News at 5:00 pm	6/26/97	215,310
KHOU	Houston, TX 11 News at 5:00 pm	6/27/97	305,042
KHOU	Houston, TX Spirit of Texas This Morning 6:00 am	6/27/97	67,098
KPRC	Houston, TX News 2 Houston at 4:00 pm	6/27/97	137,943
KPRC	Houston, TX News 2 Houston Daybreak 6:00 am	6/27/97	82,526
KPRC	Houston, TX News 2 First at 5:00 am	6/26/97	50,502
KPRC	Houston, TX News 2 Houston Daybreak 6:00 am	6/26/97	82,626
KPRC	Houston, TX News 2 Houston at 5:00 pm	6/26/97	202,451
KTRK	Houston, TX Eyewitness News Tonight 10:00 pm	6/27/97	438,456
KTRK	Houston, TX Live at 5:00 pm	6/27/97	275,223
KTRK	Houston, TX Eyewitness News at 5:30 am	6/27/97	61,385
KTRK	Houston, TX Eyewitness News at 6:00 am	6/27/97	176,023
KRIV	Houston, TX Fox News at 6:30 am	6/27/97	58,791
KRIV	Houston, TX Fox News at 7:00 am	6/27/97	124,518
KXLN	Houston, TX Notivision 45 5:00 pm	6/27/97	87,886
KXLN	Houston, TX Notivision 45 10:00 pm	6/27/97	89,053
KTMD	Houston, TX Noticiero 48 5:00 pm	6/27/97	56,100
KVOS	Seattle-Tacoma, WA Newsview at 6:30 am	6/26/97	9,529
KIRO	Seattle-Tacoma, WA First in the Morning 5:00 am	6/25/97	12,340
WKYC	Cleveland, OH Ch 3 News Morning Edition 6:00 am	6/25/97	94,970
KMSP	Minneapolis-St. Paul, MN Everyday Living 1:00 pm	7/16/97	98,076
KARE	Minneapolis-St. Paul, MN KARE11-Sunrise 6:00 am	6/25/97	95,747
WFLA	Tampa-St. Peters, FL News Ch 8 Live at 5:00 pm	6/27/97	264,231
WFLA	Tampa-St. Peters, FL News Ch 8 Morn Ed 6:00 am	6/26/97	129,668
WTOG	Tampa-St. Petersburg, FL 44 News at 10:00 pm	6/27/97	102,855
WFOR	Miami-Ft. Lauderdale, FL Ch 4 News at 5:00 pm	6/27/97	65,638
WFOR	Miami-Ft. Lauderdale, FL Ch 4 News at 12:00 pm	6/27/97	78,001
WFOR	Miami-Ft. Lauderdale, FL Ch 4 News at 5:00 pm	6/25/97	61,759
WPLG	Miami-Ft. Lauderdale, FL Eyewit News at 6:00 pm	6/27/97	223,477
WPLG	Miami-Ft. Lauderdale, FL Eyewit News at 6:00 pm	6/26/97	233,749

National HIV Testing Day
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Regional Television (ctd.)

Station	Market/Time	Date	Households
WPLG	Miami-Ft. Lauderdale, FL Eyewit News at 5:30 am	6/27/97	71,857
WTVJ	Miami-Ft. Lauderdale, FL Today in S. Fl. 6:00 am	6/28/97	34,065
WTVJ	Miami-Ft. Lauderdale, FL Ch 6 News at 11:00 pm	6/24/97	171,073
WTVJ	Miami-Ft. Lauderdale, FL Ch 6 News at 5:00 pm	6/26/97	60,175
WTVJ	Miami-Ft. Lauderdale, FL Today in S. Fl. 5:30 am	6/27/97	32,221
WTVJ	Miami-Ft. Lauderdale, FL Today in S. Fl. 6:00 am	6/27/97	50,729
WTVJ	Miami-Ft. Lauderdale, FL Today in S. Fl. 6:30 am	6/25/97	76,802
WSVN	Miami-Ft. Lauderdale, FL Today 7:30 am	6/27/97	132,917
WSVN	Miami-Ft. Lauderdale, FL Deco Drive 7:30 pm	6/27/97	113,956
WSVN	Miami-Ft. Lauderdale, FL 7 News at 5:00 pm	6/26/97	168,213
WDZL	Miami-Ft. Lauderdale, FL WB News at 10:00 pm	6/26/97	81,534
WPXI	Pittsburgh, PA 11 News Weekend at 8:00 am	7/12/97	102,357
KUTP	Phoenix, AZ Everyday Living 10:00 am	7/16/97	7,482
KCRA	Sacramento, CA Channel 3 Reports 12:00 pm	6/24/97	176,269
WBAL	Baltimore, MD 11 News at Noon	7/11/97	89,478
KSDK	St. Louis, MO News Channel 5 5:00 pm	6/27/97	312,339
KSDK	St. Louis, MO Today in St. Louis 5:00 am	6/27/97	41,589
KSDK	St. Louis, MO News Channel 5 5:00 pm	6/24/97	291,329
WESH	Orlando, FL 2 News Sunrise 6:00 am	7/11/97	66,954
WESH	Orlando, FL Update at 2:00 am	7/11/97	27,207
WESH	Orlando, FL 2 News at 11:00 pm	7/10/97	324,487
WESH	Orlando, FL Update at 3:00 am	7/2/97	28,552
WESH	Orlando, FL AM News 5:30 am	7/2/97	28,552
WESH	Orlando, FL 2 News Sunrise 6:00 am	7/2/97	118,697
WESH	Orlando, FL Today Show 7:30 am	7/2/97	144,745
WESH	Orlando, FL Today Show 8:30 am	7/2/97	125,771
WESH	Orlando, FL 2 News at 11:00 pm	7/1/97	213,624
WESH	Orlando, FL 2 News Sunrise 6:00 am	6/28/97	64,643
WESH	Orlando, FL 2 News Sunrise 6:00 am	6/27/97	118,697
WESH	Orlando, FL Today Show 8:30 am	6/27/97	125,771
WESH	Orlando, FL 2 News Nightbeat 11:00 pm	6/27/97	225,565
WESH	Orlando, FL 2 News Nightbeat 11:00 pm	6/26/97	324,487

National HIV Testing Day
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Regional Television (ctd.)

Station	Market/Time	Date	Households
KXAN	Austin, TX 36 Firstcast at 5:00 am	7/12/97	27,703
WJAC	Johnstown, PA Newscenter 6 at 5:30 pm	6/24/97	61,360
WTAJ	Johnstown, PA Inside Edition 5:00 pm	6/27/97	46,063
KGET	Bakersfield, CA News at 11:00 pm	6/27/97	19,260
KERO	Bakersfield, CA Live at 5:00 pm	6/27/97	18,414
KERO	Bakersfield, CA Live at 6:00 pm	6/27/97	29,048
KERO	Bakersfield, CA Live at 11:00 pm	6/27/97	8,667
KOAM	Joplin-Pittsburg, KS News Ch 7 at 10:00 pm	6/27/97	54,655
TOTAL HOUSEHOLDS:			22,715,116
TOTAL TELEVISION IMPRESSIONS:			29,529,650

National Radio

Station	Market/Time	Date	Listenership
KUHF-FM	NPR Washington PM Drive News	6/27/97	N/A

Regional Radio

Station	Market/Time	Date	Listenership
KFWB-AM	Los Angeles, CA News 98 at 6:00 pm	6/27/97	39,625
WWDB-FM	Philadelphia, PA WWDB-FM News 7:00 am	6/27/97	48,525
WDAS-FM	Philadelphia, PA News at 7:00 am	6/25/97	4,051
WJJZ-FM	Philadelphia, PA	6/22/97	110,000
WUSL-FM	Philadelphia, PA	6/27/97	84,600
WYSP-FM	Philadelphia, PA	6/27/97	6,207
WYXR-FM	Philadelphia, PA	6/22/97	N/A
WYBE-FM	Philadelphia, PA	6/22/97	N/A
WAMU-FM	Washington, DC MornEd Loc Cut Ins 6:00am	6/27/97	N/A
WTOP-AM	Washington, DC Ch 1500 Washington 6:00am	6/27/97	N/A
KTRH-AM	Houston, TX Noon Drive News	6/26/97	31,825

Medisphere Communications, Inc.

National HIV Testing Day
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Regional Television (ctd.)

Station	Market/Time	Date	Households
WESH	Orlando, FL NewsCh 2 Fri Nightbeat NBC 2:00 am	6/27/97	27,207
WESH	Orlando, FL NewsChannel 2 Early Sunrise 5:30 am	6/27/97	27,207
WESH	Orlando, FL NewsChannel 2 Early Sunrise 6:00 am	6/27/97	66,954
KPTV	Portland, OR Everyday Living 11:00 am	7/16/97	34,448
WNDY	Indianapolis, IN Ch 23 Eyewitnes News 10:00 pm	6/24/97	20,877
WTHR	Indianapolis, IN Eyewitness News Tonite 11:00 pm	6/24/97	142,114
KFMB	San Diego, CA News 8 at 12:00 pm	6/27/97	109,146
KFMB	San Diego, CA News 8 at 5:00 pm	6/27/97	109,146
KGTV	San Diego, CA 10 News at 6:30 pm	6/24/97	157,749
KGTV	San Diego, CA 10 News Nightcast 11:00 pm	6/24/97	150,954
WXIX	Cincinnati, OH 19 10:00 pm News	6/27/97	128,422
WXIX	Cincinnati, OH 19 In The Morning 7:00 am	6/27/97	32,889
WXIX	Cincinnati, OH 19 In The Morning 8:00 am	6/27/97	35,555
WITI	Milwaukee, WI TV 6 Wake Up News 5:30 am	6/27/97	33,309
WDAF	Kansas City, MO Newschannel 4 at 6:00 pm	6/27/97	85,570
WDAF	Kansas City, MO Newschannel 4 at 5:00 pm	6/27/97	63,810
WOOD	Flint, MI Live at 5:00 pm	6/27/97	90,018
WOOD	Flint, MI News 8 Night Team 11:00 pm	6/27/97	125,015
WFOR	Oklahoma City, OK News 4 at 5:00 pm	6/25/97	122,740
WDSU	New Orleans, LA 6 News Tonight at 10:00 pm	7/12/97	140,796
WPTV	West Palm Beach, FL Live on Five 5:00 pm	6/24/97	126,679
WHTM	Harrisburg, PA Live at 5:00 pm	6/27/97	40,986
WHTM	Harrisburg, PA Mid-day Edition 12:00 pm	6/27/97	41,623
WHTM	Harrisburg, PA Live at 5:00 pm	6/26/97	68,059
WHTM	Harrisburg, PA Newscenter	6/26/97	130,303
WJAR	Providence, RI News Channel 10 at 5:30 pm	6/24/97	156,633
WBRE	WilkesBarre-Scranton, PA Eyewit News 5:00 pm	7/2/97	72,410
WBRE	WilkesBarre-Scranton, PA Eyewit News 6:00 pm	6/27/97	121,375
WVLT	Knoxville, TN News at 5:00 pm	6/27/97	25,648
WVLT	Knoxville, TN Update at 6:00 pm	6/27/97	25,648
KVUE	Austin, TX 24 News Daybreak 5:30 am	6/27/97	1,000
KVUE	Austin, TX 24 Midday News 11:30 pm	6/27/97	12,860

**National HIV Testing Day
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Regional Radio (ctd.)

Station	Market/Time	Date	Listenership
KTRH-AM	Houston, TX PM Drive News 4:00 pm	6/26/97	60,750
KTRH-AM	Houston, TX AM Drive News 6:00 am	6/27/97	81,500
WINZ-AM	Miami-Ft. Lauderdale, FL News 12:00 pm	6/27/97	N/A
WINZ-AM	Miami-Ft. Lauderdale, FL News 5:00 pm	6/27/97	N/A
WINZ-AM	Miami-Ft. Lauderdale, FL News 6:30 pm	6/27/97	N/A

TOTAL LISTENERSHIP: 467,083

TOTAL RADIO IMPRESSIONS: 1,,868,332

PRINT

Wires

Wire Service	State	Date	Circulation
Hearst Newspapers Wire Services	Multiple	6/24/97	N/A

Regional Print

Publication	State	Date	Circulation
<i>Washington Post</i>	DC	6/27/97	834,641
<i>Houston Chronicle</i>	TX	6/27/97	551,553
<i>Houston Chronicle</i>	TX	6/24/97	551,553
<i>Houston Chronicle</i>	TX	7/3/97	551,553
<i>Detroit Free Press</i>	MI	6/27/97	531,825
<i>The Dallas Morning News</i>	TX	6/24/97	494,266
<i>Philadelphia Inquirer</i>	PA	6/25/97	433,317
<i>St. Petersburg Times</i>	FL	6/27/97	364,810
<i>Richmond-Times Dispatch</i>	VA	6/26/97	211,598
<i>Atlanta Journal/Constitution</i>	GA	6/24/97	189,332

Medisphere Communications, Inc.

**National HIV Testing Day
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July 27, 1997**

Regional Print (ctd.)

Publication	State	Date	Circulation
<i>News Journal</i>	DE	6/28/97	127,678
<i>News Journal</i>	DE	6/27/97	127,678
<i>Union-News</i>	MA	6/27/97	113,498
<i>The Fairfax Journal</i>	VA	6/25/97	112,465
<i>Philadelphia Weekly</i>	PA	6/25-7/2/97	112,000
<i>News & Record</i>	NC	6/27/97	94,722
<i>Houston Press</i>	TX	6/25/97	89,000
<i>The Pantagraph</i>	IL	6/19/97	49,628
<i>Main Line Times</i>	PA	6/26-7/2/97	18,000

Gay/Lesbian/AIDS Publications

Publication	State	Date	Circulation
<i>OutSmart</i>	TX	6/97	30,000
<i>Philadelphia Gay News</i>	PA	6/27/97	15,000
<i>Pride Weekly</i>	PA	6/27/97	N/A
<i>AIDS Weekly Plus</i>	National	7/7/97	N/A
<i>AIDS Weekly Plus</i>	National	7/7/97	N/A

TOTAL PRINT CIRCULATION: 5,604,117

TOTAL PRINT IMPRESSIONS: 14,010,292

**National HIV Testing Day
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NEW MEDIA

Web Page	Date	On-Line Reach
Critical Path		
"Bulletines" Late Breaking News	6/97	10,000
National AIDS Clearinghouse (CDC)		
Banner Announcement	6/97	96,837
NAPWA HIV Testing Day Site accessed through		
National AIDS Clearinghouse (CDC)	5/27-7/11/97	1,580
Home Arts Network (Hearst Corp)		
Body and Soul Calendar	6/97	N/A
Allegheny University of the Health Sciences		
"On the Agenda"	6/97	N/A

E-mail Distribution List	Date	On-Line Reach
CDC AIDS Daily Summary	6/27/97	300,000
CDC AIDS Daily Summary	6/26/97	300,000
CDC AIDS Daily Summary	6/25/97	300,000
GLAAD Lines	6/23/97	N/A
Bowman Gray/Baptist Hospital (NC)	6/97	N/A
The Medical Center Community Health Calendar		

TOTAL ON-LINE REACH: 1,008,414

TOTAL MEDIA IMPRESSIONS TO DATE: 46,416,688

What is a Media Impression:

Television - A "rating" is the number of households that watch a particular program. In order to determine a television impression, the rating is multiplied by 1.3 (i.e. A video news release airing on a program with a 954,000 rating would yield 1,240,200 impressions.)

Radio - The number of people who tune-in and tune-out every 15 minutes - is average quarterly hour listenership. A radio impression is determined by the number of times the broadcast is aired multiplied by the average quarterly hour listenership. (i.e. If a radio news release is aired 10 times on a station with an average quarterly hour listenership of 5,000, then the radio impression is 50,000.)

Print - The circulation of a publication is multiplied by 2.5 (i.e. A story appearing in a newspaper with a circulation of 4,000 would yield 10,000 impressions.)

BROADCAST HIGHLIGHTS

National HIV Testing Day

"OraSure Oral HIV-1 is 99.9% accurate and it doesn't require a prick with a needle to draw blood ... Call 1-800-ORASURE for a list of locations in your area doing the testing."

5 News, WMAQ-TV (NBC), Chicago

"This (OraSure) is not a saliva test ... It is inserted in the side of the mouth and pressed against the lower cheek."

News Channel 8, Washington, DC

"Now there is an AIDS test that is less painful. OraSure detects HIV antibodies in the mouth and it has proven to be as accurate as the traditional blood test."

All-News Channel, New England Cable News, Boston

"Friday is National HIV Testing Day ... The OraSure Oral HIV-1 (test) is 99% accurate and it doesn't require blood."

News Channel 10, WJAR-TV (NBC), Providence



The Washington Post

June 27, 1997

Circulation: 834,641

Area Groups to Offer Free HIV Testing

By Mohamad Bazzi
Washington Post Staff Writer

AIDS activist groups will offer free HIV tests at dozens of sites in the Washington area today in a public outreach program designed to encourage more people to get tested for the virus and seek early treatment.

Many participating clinics, including the Whitman-Walker Clinic in Washington, will offer a new HIV test that uses oral secretions instead of the decade-old method of blood screening.

National HIV Testing Day has enlisted nearly 5,000 health clinics, hospitals, physician's offices and community groups nationwide to offer free, anonymous tests for the human immunodeficiency virus.

With recent advances in medical treatment involving a new class of drugs called protease inhibitors, early detection could prolong the life of people infected with the virus, campaign organizers said.

"We now have stronger drugs that help people live longer. That means we have to be more aggressive in promoting voluntary HIV testing," said Cornelius Baker, executive director of the National Association of People With AIDS, which is coordinating the testing day activities.

"Now more than ever, it's crucial that people know their HIV status," said James Millner, a spokesman for the Whitman-Walker Clinic, the Washington area's largest provider of AIDS services and a leading cam-

paign sponsor. "There are things that can be done for a person who tests HIV-positive."

Baker said that today's events will target several high-risk groups, including inner-city women, Latinos, African Americans and young gay men.

In the Washington area, there have been 16,284 reported AIDS cases from the start of the epidemic in 1981 through March 31, 1997. Of those cases, 9,866 have resulted in deaths, according to Maryland, Virginia and District health departments.

Proponents of the oral secretions test, called OraSure, believe it will encourage more people, especially minority group members, to get tested because it can be easily administered and does not involve drawing blood with a needle.

OraSure was approved last June by the U.S. Food and Drug Administration, after clinical studies showed that it was virtually as accurate as the traditional HIV blood test, which is 99 percent accurate.

Already, 50 people have scheduled appointments for today's testing session from 11 a.m. to 3 p.m. at Whitman-Walker. Millner said the clinic expects dozens of other people to drop in for testing sessions, which will include professional counseling and information on disease prevention.

At Prince George's Plaza yesterday, a disease-prevention group called Metro TeenAIDS explained how the testing works.

Nicole Short, the group's peer advocate manager, said each person will be asked in a 10-minute counseling session about sexual behavior and other activities that might put the person at risk for AIDS.

Then the person will get an oral test package and place a flat, inch-long cotton swab, attached to a stick, between the cheek and gums for two minutes. The swab, which is treated with a salt solution, draws fluid from the mucous membrane. The fluid contains HIV antibodies in people infected with the virus.

The person will then make an appointment to return within a week for another counseling session and receive the test results, which are divulged through a code.

Metro TeenAIDS will offer oral HIV testing today. Other sites may offer blood HIV tests.

Health officials say young people ages 13 to 25 are among the most difficult to persuade to undergo HIV testing.

"We want to make it cool to get tested," said Kerry Stone, director of Maryland programs for Metro TeenAIDS. "Teens should think it's cool to take care of themselves."

The U.S. Centers for Disease Control and Prevention estimate that 650,000 to 900,000 people are infected with HIV. For about half of those who are infected, the illness has not yet been diagnosed, Baker said.

People interested in finding a local testing site can call the campaign's national hotline at 1-800-342-AIDS.

Detroit Free Press

June 27, 1997

Circulation: 531,825



Nurse Gloria Ateman takes Earnest Ragan's blood pressure inside a mobile medical unit in Detroit. Services provided include HIV testing.

Choice grows in testing for HIV

*New methods
eliminate need
for needle, doctor*

BY JESSI DE LA CRUZ
Free Press Staff Writer

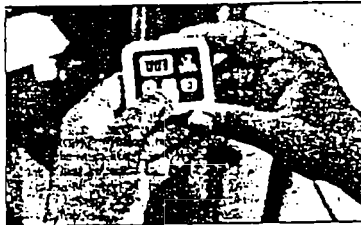
Getting tested for HIV or AIDS no longer requires a trip to the doctor to draw blood.

Three non-needle test methods have been developed in the past year to detect the HIV virus, which leads to AIDS — a urine test, an oral test and a home kit that requires a mere finger prick for blood. The urine test is not licensed for use in Michigan.

Today is the third annual National HIV Testing Day, and letting people know the test choices is a focus. State officials believe about 1,500 Michiganders will be tested by one of three methods before the day is over — seven times more than were tested on last year's testing day.

One reason for the expected increase is early planning and the use of the oral HIV test, said Randy Pope, chief of the Michigan Department of Community Health HIV/AIDS prevention and intervention section.

OraSure, an oral HIV test available in Michigan since March, is licensed only to be administered by a health professional. A swab is placed in a person's mouth between the lower cheek and gums for two minutes to detect HIV antibodies.



Early Intervention Project medical mobile units now use OraSure to test for the HIV virus instead of needles to reduce infections.

and just as efficient and accurate," said Harry Simpson, executive director of the group.

He said oral testing appeals to people who have a fear of needles.

Simpson's agency typically gives 1,200 HIV/AIDS tests a year, but that number jumped nearly 20 percent when oral tests were offered. Also, more people return for their test results, Simpson said.

Other test methods for HIV/AIDS that surfaced in the last year are two home test kits on sale nationwide in drug stores and through toll-free telephone sales.

The Confide and Home Access HIV tests require blood samples from finger pricks. Samples must be mailed in for analysis, and results are given over the phone to customers who use a confidential, anonymous access code.

The Home Access test costs \$29.95, with results in a week. For \$44.95, results are returned in three business days.

Confide costs between \$35 and \$40, and results are returned in three days.

Both kit-makers say half of their customers test for the first time. That means they reach people who might not have been tested otherwise, said Arisa Cunningham, director of marketing for Direct Access Diagnostics, which makes Confide.

Loretta Davis-Satteria, HIV/AIDS programs administrator for the Detroit Health Department, said each testing method has a niche.

"It just increases the possibility of having more people tested," she said.

WHERE TO GO

The following sites will participate in free HIV testing today:

Latino Family Services
3815 W. Fort, Detroit
1-313-841-7380

Community Health Awareness Group
3028 E. Grand Blvd., Detroit
1-313-872-2424

AIDS Partnership
845 Livernois Ferndale
1-800-872-AIDS

Neighborhood Service Organization
5470 Chene, Detroit
1-313-579-0610

Men of Color Motivational Group
1150 Griswold, Suite 2000A, Detroit

1-313-496-0159
or 1-313-496-0158

Arab Community Center for Economic & Social Services (ACCESS)
9708 Dix, Dearborn
1-313-842-4700

Source: State Department of Community Health

The sample is shipped to a lab for analysis, and the results are revealed to the person at the site where the test was given.

"The use of OraSure probably will attract a lot of people to find out what it's all about," Pope said.

He said HIV tests are offered year-round at 300 clinics and testing sites statewide.

The Community Health Awareness Group, based in Detroit, switched to using OraSure exclusively because it's "more user-friendly

The Philadelphia Inquirer

June 25, 1997

Circulation: 433,317

Oral HIV Tests to be given free at Phila.-area sites

A new oral test for HIV, the virus that causes AIDS, will be available for free at sites throughout the Philadelphia area on Friday in conjunction with national HIV Testing Day.

The test consists of a chemically coated pad that is held between the cheek and the gum for two minutes. The pad is then sent to a laboratory for analysis and is able to detect the presence of antibodies to the AIDS virus. Test results are available three to five days after the test is conducted.

Anna Forbes, spokeswoman for the Philadelphia AIDS Consortium, which is coordinating the free testing day, said that OraSure, Smith-Kline Beecham's trade name for the test, provides an important new tool in the fight against AIDS. "A lot of people who are unwilling to take a blood test will take an oral test," she said. For the nearest test site, call 215-985-AIDS.

The Dallas Morning News

Dallas, TX

June 24, 1997

Circulation: 494,266

You have dreaded being tested for the virus that causes AIDS.

You just haven't taken the time. You want to but don't know where to go. Whichever description fits, here's your opportunity.

Free testing and counseling will be offered during the third National HIV Testing Day, sponsored by the National Association of People With AIDS and the AIDS Resource Center in Dallas.

The free oral tests will be explained by counselors who may be culturally and ethnically matched with the client to boost his or her comfort about the test. Spanish-speaking counselors also will be available.

The tests will be given Friday at the Gay & Lesbian Community Center, 2701 Reagan St., and the Hideaway Club, 4144 Buena Vista St. (For times, call (214) 559-2437.) Tests at the club will follow a free concert at 6 p.m. by Encore, a part of the Turtle Creek Chorale.

THE FAIRFAX Journal

The daily newspaper of Fairfax County, Virginia

Wednesday, June 25, 1997

Circulation: 112,465

Risk awareness goal of HIV testing day

By SUSAN DICKERSON
Journal staff writer

As many as 15,000 Virginians are infected with HIV and don't know it, experts say. Those are the people targeted by Friday's national HIV testing day.

"It's like an iceberg effect," said Valerie McDonald at the Alexandria Health Department. "The people who we know have HIV, they are just the tip of the iceberg. We suspect there are more people who are infected who aren't getting tested, and since the invention of these new drugs, the sooner you get tested, the faster we can help people live a healthier life."

Sponsored by the National Association of People with AIDS, the day is about making people aware of their risks, dispelling myths about testing and providing tests for those who need it.

"It gives people an opportunity to review any risks for exposure to HIV," said Crystal Groth, of the Fairfax Health Department's communicable disease program, "and it also helps them reduce their risks if they are HIV positive or not."

And public health officials want people to know HIV is not being treated as a fa-

tal disease anymore, but as a chronic manageable disease. "Early detection prolongs the length and quality of life," said Calvin Culmer, health educator at the Arlington Department of Human Services AIDS and Sexually Transmitted Disease Program. "We're starting real early with these drugs by trying to hit the disease as hard as we can. People are having some really dramatic results with this new drug combination."

The Whitman-Walker Clinic of Northern Virginia in Arlington is focusing its efforts on young people, the fastest-growing population of HIV-infected people in the country. "We're going out for four hours where young kids hang out and we'll be passing out information about HIV testing and where they can go for the testing."

Both Alexandria and Fairfax health departments are offering both anonymous and confidential testing Friday. Confidential testing has identifying information, and anonymous testing has only a number assigned to a person.

All testing is free and usually doesn't require an appointment. Fairfax is offering anonymous testing at all of its clinics this week.

In Virginia, there are more than 10,000 people living with AIDS and HIV.

There are 620 people with AIDS in Alexandria and 489 with HIV as of 1996. In Fairfax, there are 1,079 people with AIDS and 732 with HIV. Arlington has 845 cases of AIDS and 360 cases of HIV.

For more information about free testing at local clinics call: in Arlington, 358-5175, for the AIDS, sexually transmitted disease program, 358-5200 for services, and 358-4937 for TTY; in Alexandria, 838-4400; in Fairfax, 246-2951 for all clinic information.

AIDS WeeklyPlus

June 7, 1997

HIV Testing Oral HIV Test Available Free at Anonymous Test Sites

In recognition of National HIV Testing Day, the Philadelphia AIDS Consortium (TPAC) and SmithKline Beecham teamed up to distribute an oral HIV test that is quick, easy, and noninvasive. One thousand of the new tests, called OraSure, are available at no charge at selected community and hospital-based anonymous test sites.

National HIV Testing Day, June 27, 1997, was devoted to promoting AIDS awareness and the importance of HIV testing and counseling. According to Blair Durant, TPAC, there are an estimated 24,000 individuals infected with HIV in the Delaware Valley. Many have not been tested and, consequently, are not receiving treatment.

"For the first time in the history of this epidemic there are promising drugs that can help people with HIV live longer healthier lives," said Durant. "But if you don't know your HIV status, you can't get the care and treatment you need. In other words, counseling and testing can literally save your life."

HIV/AIDS advocates also stress that appropriate HIV counseling and testing is an essential prevention tool. All individuals who seek testing, regardless of their HIV status, receive counseling about how to protect themselves and their loved ones. For many, awareness of their HIV status is the first step in adopting behavior change.

According to officials at SmithKline Beecham, OraSure is safe and painless for those being tested and those administering the test. A specially treated pad, attached to a handle is placed between the patient's lower cheek and gum for two minutes. In large multi-center trials, the OraSure test has been proven to be 99.97 percent accurate.

Durant, who lost a son to AIDS, says she hopes the availability of the new oral test will motivate more people to learn their HIV status. "If we don't fight back, this epidemic will devastate our families and our communities," she said. "HIV testing is a powerful weapon in the war against AIDS."

The oral HIV test was available at approximately 30 free, anonymous test sites throughout the Philadelphia-Delaware Valley area.

AIDS WeeklyPlus

June 7, 1997

HIV Testing Voluntary Testing Programs Expanded Around The Nation

National AIDS leaders called on Americans at risk for HIV to take control of their lives by taking an HIV test on National HIV Testing Day, June 27, 1997. At a luncheon in Washington, D.C. to kickoff the National HIV Testing Day, Congressman Louis Stokes (D-Ohio), a leading advocate for health promotion including HIV testing, was presented the National Association of People With AIDS (NAPWA) "Life" award for his leadership on HIV issues.

"Today, we have important advances in treatment and testing. New technologies for HIV testing which include home collection blood tests, a urine test, and the oral collection device, called OraSure make testing for HIV more accessible than ever," said A. Cornelius Baker, NAPWA. "Voluntary testing and counseling programs continue to lead people to new thresholds of personal control of their health."

AIDS is now the leading cause of death for young Americans ages 25 to 44. While recent reports note that deaths from AIDS have decreased, HIV infections continue at an alarming rate. Nearly half of all HIV infections occur in young people between 18 and 25.

On National HIV Testing Day, AIDS service organizations, clinics, and physicians around the country are undertaking testing, counseling, and awareness programs to reach those at highest risk for HIV. Nearly 10,000 organizations are participating in this campaign.

"Reaching those most at risk is the primary objective of HIV testing day," said Jim Graham, NAPWA and Whitman-Walker Clinic, Washington, D.C. "At Whitman-Walker we have replaced blood-based testing with OraSure, the oral HIV-1 antibody testing system. It is opening doors for those who fear blood and needles and those who would never come into a traditional site. We are reaching out to offer testing to people by going where they are and expanding our program to where the need is greatest."

NAPWA works with the National Alliance of State and Territorial AIDS Directors (NASTAD) and the National Lesbian and Gay Health Association to promote awareness of National HIV Testing Day and encourage testing events throughout the United States. Other organizations supporting National HIV Testing Day as an advisory committee include the Academy for Educational Development, American Medical Association, American Red Cross, National Advisory Coalition on Youth and Sexual Orientation, National Council of La Raza, National Minority AIDS Council, National Council of Negro Women, the Pediatric AIDS Foundation, and the Planned Parenthood Federation of America.

"To win against HIV and AIDS we must unite the public and private sectors in partnerships which bring together the best talents and resources to fight the epidemic," said Cornelius Baker. "SmithKline Beecham Consumer Healthcare, makers of OraSure, and Coors Brewing Co. are leaders helping to save lives through their support of this national testing and prevention awareness outreach program."

SmithKline Beecham Consumer Healthcare, makers of OraSure and Coors Brewing Company, are corporate sponsors of National HIV Testing Day. Washington's Whitman-Walker Clinic, an AIDS service organization, is also a major sponsor.

Anonymous HIV testing is offered at many sites throughout the country at no cost. For information about HIV testing sites in your local area, call the National AIDS Hotline, operated by the Centers for Disease Control, at 800-342-AIDS

OutSmart
Houston, TX
June 1997
Circulation: 30,000

ORAL EXAM

In mid-May, the Montrose Clinic began offering OraSure, the breakthrough new oral HIV-1 testing system, as an alternative to the traditional blood test method. The OraSure system does not test saliva, but rather an oral sample called oral mucosal transudate (OMT), which contains high concentrations of antibodies and is free of most of the contaminants found in saliva – key to its high level of accuracy. "HIV testing with OraSure is safe and painless for those being tested and those who administer the test," said Dr. Gordon Crofoot, medical director of Montrose Clinic and well-known HIV specialist. The Montrose Clinic is a nonprofit, community-based agency founded in 1981 to serve people in the Houston area by providing lower cost health, social, and educational services. To make an appointment to be tested with OraSure at the clinic, call 713/520-2000.

St. Petersburg Times

St. Petersburg, FL

June 27, 1997

Circulation: 364,810

BRIEFLY

**Free HIV testing
is offered today**

15838
ST. PETERSBURG — To recognize today as National HIV Testing Day, the Pinellas County Health Department will do free anonymous HIV testing from 7 a.m. to 7 p.m. at King of Peace Metropolitan Community Church and Metropolitan Charities AIDS Services, 3150 Fifth Ave. N. Last year, 200 area residents were tested at this event. For information, call 824-6911.

Richmond-Times Dispatch

Richmond, VA

June 26, 1997

Circulation: 211,598

HIV testing

Tomorrow is National HIV Testing Day, sponsored by the National Association of People with AIDS.

Free, confidential or anonymous HIV testing is available.

Early diagnosis allows people to take control of their health and seek treatment sooner, while preventing the spread of disease to others, according to State Health Commissioner Randolph L. Gordon.

Call the Virginia STD/AIDS hot line at (800) 533-4148 for information about HIV/AIDS and test sites.

Atlanta Journal/Constitution

Atlanta, GA

June 24, 1997

Circulation: 189,332

■ HEALTH AND SAFETY

HIV test day

With National HIV Testing Day on Friday, AIDS activists are warning that thousands of Americans are infected with the virus that causes AIDS without knowing it. The National Association of People with AIDS, teaming up with the manufacturer of a new oral HIV test, are calling on all Americans considered "at risk" to get tested.

Organizers hope the new test, which can detect HIV antibodies in saliva, will encourage more people to find out whether they carry the virus, which has become the leading cause of death for Americans age 25 to 44.

News Journal
Wilmington, DE
June 28, 1997
Circulation: 127,678

Free HIV testing offered

By JANE HARRIMAN
Staff reporter

Volunteers and public health workers throughout the state kicked off the third national HIV Testing Day on Friday by encouraging people to be tested for the virus that causes AIDS and counseled — if not on the spot — then another day.

But the real goal in offering free HIV testing is to help reduce high-risk behavior, said Quenton Massey, an HIV counselor at AIDS Delaware.

"HIV does not discriminate. For anyone who has had unsafe sex, it's worth going through the testing process," he said as he handed out fliers to lunchtime strollers in downtown Wilmington.

Most people took the flier in good humor and went about their

HIV TESTING

Free and anonymous testing and risk counseling for HIV, the virus that causes AIDS, is available weekdays and Saturdays throughout the state.

For information, location of sites or to make an appointment, call the AIDS hot line, (800) 422-0429.

business. But some paused, thought it over and went inside to be counseled and tested.

On the sidewalk outside the Porter State Service Center on West Eighth Street in Wilmington, where a table was laden with pamphlets on HIV and AIDS, two girls in their teens arrived clutching fliers.

See HIV — B2

HIV: Testing, counseling is free and anonymous

FROM PAGE B1

"We've come to be tested," one teen announced. Her companion listened quietly as Darrell Sparks, the public health disease intervention specialist manning the table, gave directions to the proper room inside.

When people arrive for testing, they talk with a counselor about their risk factors and why they have not changed them.

"It's not a lack of knowledge; it's a lack of behavior change," Massey said.

Each year, the Division of Public Health counsels and tests up to 12,000 Delawareans about HIV. Having the virus is not reportable, so positive test numbers are not available. But in 1996, 222 cases of AIDS were diagnosed and in the first three months of this year, there were 36.

Since 1981, Delaware has had 1,822 AIDS cases and 1,035 AIDS deaths.

Counseling and encouragement about behavior change has not eliminated AIDS, but it has re-

duced its spread among gay and bisexual men, the group that initially was believed to be at the highest risk. Today, 66 percent of Delaware AIDS cases occur in intravenous drug users and their sexual partners. And efforts to get drug users to enter rehabilitation or sterilize their needles have not made a substantial difference.

Massey said relatively few intravenous drug users come in for testing. "They don't want to know. They are already living a life without hope," he said.

All testing and counseling is anonymous. Individuals choose a combination of letters and numbers that is used to identify blood and their test results.

When clients get negative results, they discuss behavioral change, or, as Carol Garula, director of the Porter Center said, "How they have decided to take responsibility for their action..."

When test results are positive, Massey said, the client is referred to a case manager, for the care and support programs he or she needs.

News Journal
Wilmington, DE
June 27, 1997
Circulation: 127,678

Free HIV tests scheduled today and Saturday

Today is the Third Annual HIV Testing Day. Free walk-in testing will be available in Delaware at the following clinics and times:

■ The Porter State Service Center, 511 W. Eighth St., Wilmington, 8-11 a.m. and 1-3 p.m.

■ AIDS Delaware, 901 Market Street Mall, Wilmington, 9:30 a.m.-6 p.m.

■ Middletown Health Unit, 214 N. Broad St., Middletown, 8 a.m.-noon.

■ James W. Williams State Service Center, 805 River Road, Dover, 8 a.m.-3 p.m.

■ Kent County Counseling Services, 1525 Lebanon Road, Dover, 10 a.m.-2 p.m.

■ Children and Families First, 410 S. Bedford St., Georgetown, 10 a.m.-2 p.m.

■ Georgetown State Service Center, 544 S. Bedford St., Georgetown, 8 a.m.-3 p.m.

■ Lewes Health Clinic, 1632 Savannah Road, Lewes, 8 a.m.-3 p.m.

Testing also will be available Saturday from 10 a.m.-2 p.m. at the African American Festival on Legislative Mall, Dover.

All testing is anonymous and confidential.

For more information or to inquire about testing at other times or locations call the AIDS Hotline, (800) 422-0429

Jane Harriman

Union-News
Springfield, MA
June 27, 1997
Circulation: 113,498

HIV testing today,

SPRINGFIELD — Brightwood Health Center-Centro de Salud will offer free, anonymous and confidential HIV testing today in recognition of National HIV Testing Day.

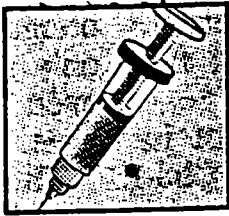
Walk-in testing will be offered from 1 p.m. to 4 p.m. at the health center at 380 Plainfield St. Testing by appointment will be offered from 9 a.m. to 4 p.m.

Information and education about AIDS and HIV, the virus that causes AIDS, will also be made available.

For more information, contact Elizabeth Santos at 784-3292.

News & Record
Greensboro, NC
June 27, 1997
Circulation: 94,722

Get free, confidential HIV testing



Today is National HIV Testing Day. Anyone who has ever had unprotected sex or shared needles should consider getting an HIV test. Free, confidential testing is available at the following locations:

Greensboro — Guilford County Health Department, First Aid Emergency Clinic and Triad Health Project.

High Point — Guilford County Health Department and Sickle Cell Disease Association of the Piedmont.

For information, call 373-3725 in Greensboro and 884-7595 in High Point.

Houston Press
Houston, TX
6/25/97
Circulation: 89,000

Friday, June 27

National HIV Testing Day Take the Test, Take Control. The Montrose Clinic, one of Houston's largest anonymous and confidential HIV testing sites, is offering free oral HIV testing with OraSure. Houston is ranked seventh in the nation for reported cases of AIDS, so play it smart and play it safe. Walk-ins are welcome, 9 a.m. - 8 p.m. Montrose Clinic, 215 Westheimer. For info, call 830-3000 or check out their web site at www.montrose-clinic.org.

The Pantagraph
Bloomington, IL
June 19, 1997
Circulation: 49,628

TREMONT - Tazewell County Health Department will offer free anonymous HIV testing on June 27 as part of National HIV Testing Day. This year's event targets women and youth.

For information or to schedule an appointment contact the department at (309) 925-5511 or (309) 477-2223, ext 258.

Houston Chronicle

Houston, TX

June 27, 1997

Circulation: 551,553

Montrose Clinic at 215 Westheimer is offering free tests today as part of National HIV Testing Day. The tests will be given from 9 a.m. to 8 p.m.



A Project of

May 15, 1998



Major Sponsors:

Centers for Disease Control
and Prevention

CVS ProCare

Health Resources and
Services Administration

National Alliance of State
and Territorial AIDS
Directors

National Lesbian and
Gay Health Association

Whitman-Walker Clinic

In Partnership with:

Abbott Laboratories

Agouron Pharmaceuticals

AIDS Policy Center for
Children, Youth and
Families

Elizabeth Glaser
Pediatric AIDS
Foundation

Planned Parenthood
Federation of America

SmithKline Beecham
Consumer Healthcare

Dear Friend and Partner in the Fight to End HIV:

The Centers for Disease Control and Prevention estimates that there are over 200,000 Americans living with HIV who do not know their HIV status. Without medical care and support these individuals are at increased risk for an early death and of passing the virus to others.

To combat this situation, the National Association of People with AIDS (NAPWA) will sponsor its 4th *National HIV Testing Day* Campaign in June 1998. As you may know, NAPWA began the HIV Testing Day Campaign as part of its ongoing efforts to improve the health of people living with HIV through participation in voluntary HIV antibody counseling and testing programs. Our lead partners in the effort, the Centers for Disease Control and Prevention, CVS ProCare, the Health Resources and Services Administration, the National Alliance of State and Territorial AIDS Directors (NASTAD), the National Lesbian and Gay Health Association (NLGHA), Abbott Laboratories, Agouron Pharmaceuticals, Inc., Elizabeth Glaser Pediatric AIDS Foundation, and Planned Parenthood Federation of America, SmithKline Beecham Consumer Healthcare, and Whitman-Walker Clinic, have provided major financial support for this project. NAPWA is greatly committed to this campaign and hopes to have your support in promoting HIV Testing Day.

NAPWA believes that participation in HIV antibody counseling and testing is a critical step in one's decision to take control and responsibility over one's health. The National HIV Testing Day Campaign brings the "Take the Test, Take Control" message to a diverse group of people and communities nationwide. By spelling out the risk factors for HIV infection in clear, non-coercive and culturally relevant ways, people who were reluctant to be tested are encouraged to do so because they trust the messenger, and the message.

The medical and social research advances of the past decade have enhanced our HIV prevention and treatment efforts. Certainly, the most significant research advance has been the development of highly potent antiretroviral that when used in combination, have successfully contributed to the decreased number of AIDS deaths. The efficacy of the new drugs combined with growing scientific opinion that early diagnosis and treatment of HIV disease can significantly alter future progression of HIV disease has heightened the role of testing and counseling programs. The advent of Orasure, an oral HIV antibody test device, and home collection HIV test products have increased potential methods and access points for HIV testing.

NAPWA stresses the equal importance of pre-test and post-test counseling in conjunction with any form of testing. The earlier a person is diagnosed and begins to monitor her or his health, the greater the chance of remaining healthy. HIV counseling and testing is an excellent opportunity for the professional to establish direct dialogues with individuals who are engaging at high risk activities. Uninfected and individuals should both receive information to assist them in maintaining behavior changes or modifying behavior to prevent new infections.

Receiving a positive diagnosis for HIV can be a devastating discovery. The many medical social, and psychological components of HIV disease are often difficult to grasp when first diagnosed. However, HIV testing when coupled with clear, comprehensive education, privacy and early health monitoring, offers people living with HIV a real opportunity to take control of personal circumstances, and to live long and healthy lives.

OUTLINE OF THE CAMPAIGN

The principal purpose of the campaign is to educate the public about HIV counseling and testing and to encourage actual counseling and testing for those at risk for infection, specifically African-American and Latino communities. This year the campaign also focuses on sexually active women, adolescents, and youth gay men, at-risk populations that continue to see extremely high rates of HIV infection. The testing materials are available in both English and Spanish.

NAPWA will utilize its successful grassroots poster campaign, news media alerts, public service announcements, print advertisements and HIV/AIDS fact sheets to promote the campaign. We will continue to draw national media attention to this issue, to collaborate and encourage local participation in the major state/urban areas with high prevalence rates.

HOW YOU CAN HELP

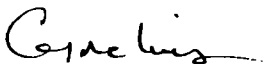
If your organization or clinic offers HIV counseling and testing, use *June 27, National HIV Testing Day*, as an opportunity to promote your services and the importance of voluntary HIV counseling and testing to your community.

If you do not offer HIV counseling and testing, use *June 27, National HIV Testing Day* as an opportunity to educate and inform those you serve on where and how they can access counseling and testing.

The information contained in the enclosed Campaign kit will facilitate your participation in *National HIV Testing Day* and localize the campaign to better serve your individual community. We have identified "captains" in the fifty states and territories (a list is enclosed) that are available to assist you or answer any questions you may have. Organizations may also contact Tony Farmer, NAPWA's Director of Education, at 202.898.0414.

Thank you for joining and supporting NAPWA in this project. Your participation makes a difference!

Until there's a cure,



A. Cornelius Baker
Executive Director



A Project of



TIPS FOR PROMOTING/IMPLEMENTING NATIONAL HIV TESTING DAY IN YOUR LOCAL COMMUNITY

We strongly encourage you to participate in the promotion and implementation of *National HIV Testing Day* June 27. The materials included in this Campaign Kit are designed to help you develop your participation in ways that best serve your local community.

Major Sponsors:

Centers for Disease Control
and Prevention

CVS ProCare

Health Resources and
Services Administration

National Alliance of State
and Territorial AIDS
Directors

National Lesbian and
Gay Health Association

Whitman-Walker Clinic

In Partnership with:

Abbott Laboratories

Agouron Pharmaceuticals

AIDS Policy Center for
Children, Youth and
Families

Elizabeth Glaser
Pediatric AIDS
Foundation

Planned Parenthood
Federation of America

SmithKline Beecham
Consumer Healthcare

- ***Localize the enclosed posters. There is space in the bottom-left corner of each poster to include local information.***

Note: If you offer HIV counseling and testing, write-in information regarding your organization's services, name, phone number, and address. If you do not offer HIV counseling and testing, write-in the name of an organization you wish to promote. Write-in the phone number for your state's or city's local HIV/AIDS hotline.

Example: *Free HIV Test Monday - Saturday
9:00 - 9:00 p.m.
Call for Appointment: 222.222.2222
Whitman Walker Clinic
222 2nd Street, NW
Washington, DC 20006*

- ***Place the posters in areas where populations at risk congregate.***

Note: Visibility of materials is important, place in an area that has lighting.

Example: *Local bar/club, arcade, laundry mat,
community center, drug rehabilitation center,
beauty salons, university student centers.*

Use the enclosed camera-ready art slicks to place ads in your local publications and newsletters.

Note: Like the posters, you should localize the material.

Example: *The slicks can be used to make flyers.*

Collaborate with other organizations which may have increased or additional access to populations you want to reach.

Note: Collaboration and networking is an essential tool for effective outreach activities. Know who your partners are in the fight against AIDS.

Example: *Churches, social clubs, support groups.*

Research upcoming events that your organization can participate in prior to NHTD on June 27.

Note: Use the opportunity to promote your services and National HIV Testing Day.

Example: *June 19 — Day of Compassion
 June XX — Graduation Day/Parties
 June XX — Beginning of Summer Vacation*

Use sample media advisory and public service announcements to promote National HIV Testing Day and your participation.

Note: Target local media that best reaches populations for whom you want to encourage counseling and testing services.

Example: *Radio, TV and print outlets whose audience/readership consists of youth, women, IVDUs, and communities of color.*

Know your target audience. Work with representatives of the communities you are targeting.

Note: Draw from community leaders, program volunteers or others to build your promotional activities.

Example: *City/State Representatives, clergy, teacher/volunteer of the year.*

Be conscious of your target audience's needs.

Note: Offer evening hours so people can come after work. Open on Saturday, June 27.

Example: *Consider having volunteers to serve as testing buddies to answer questions about the counseling and testing process, or to provide individual support during the waiting period for results — this is a very popular service for testing programs serving youth.*



A Project of



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Families

Elizabeth Glaser
Pediatric AIDS
Foundation

Planned Parenthood
Federation of America

SmithKline Beecham
Consumer Healthcare

SAMPLE MEDIA ADVISORY

A media alert or media advisory is a brief (usually one-page) notice that alerts the media of an upcoming event. It tells what, when, who and why and provides the name and phone number of a contact person at your agency.

Media advisories are usually faxed two days before an event. Check with individual outlets to see if faxing is appropriate.

Always be sure to send your media alerts to wire services and ask them to list your event on their "daybooks." "Daybooks" are calendars of upcoming news events which are kept by wire services, such as AP, UPI, and Reuters. Remember some wire services distribute a list of the coming week's events on Friday afternoon.

The following is an example which should be released on your organization's letterhead.

For Immediate Release
Wednesday, June 24, 1998

Contact: XXX XXX
Tel: XXX.XXX.XXXX

MEDIA ADVISORY

* * * * *

WHAT: (Your Agency) announces that it is expanding supporting National HIV Testing Day Campaign and is offering expanded hours to accommodate persons who want to get tested for HIV infection.

WHERE: (include location, street address and suite or floor number)

WHEN: (include date, day and time of event)

Contact: For more information, contact (name, organization title and telephone number)

SAMPLE RADIO PUBLIC SERVICE

Radio public service announcement (PSA) are an excellent and easy way to promote your organization and National HIV Testing Day. A radio PSA should sound like a cross between a news story and commercial message. The PSA should be brief, interesting and conversational.

For best results send your radio PSA script with a short cover letter to your local radio stations at least one week prior to the start date. The cover letter should make the case for the timeliness or worth of the message - highlight local HIV/AIDS statistics (ex. Newark has the highest infection rate among women 18-44 years-old of any city in the nation.) You should choose stations whose demographics best matches your target audience.

The following is a sample radio PSA script which should be released on you organization's letterhead.

SAMPLE PUBLIC SERVICE ANNOUNCEMENT

Contact: XXX XXXX
Telephone: XXX.XXX.XXXX

Start: June 15, 1998
Stop: June 28, 1998

Subject: Voluntary HIV Counseling and Testing

20 seconds: Did you know that June 27th is National HIV Testing Day? If you have ever had unprotected sex or shared needles, then you should consider getting an anonymous or confidential HIV test. For more information contact (your organization or local/state hotline at (telephone number.)

30 seconds: June 27th is National HIV Testing Day. If you have had unprotected sex or shared needles, you should consider being tested for HIV. (Organization) offers free HIV counseling and testing. The service is anonymous. To schedule an appointment or learn more information about HIV counseling and testing, contact (organization) at (telephone number.) Take the Test, Take Control.



AVAILABILITY OF ANONYMOUS AND CONFIDENTIAL HIV COUNSELING AND TESTING IN PUBLICLY FUNDED TEST SITES, UNITED STATES AND PUERTO RICO

- Voluntary counseling, testing, referral, and partner notification programs provide people an opportunity to *learn their current HIV status, receive counseling about any behavior changes needed to avoid infection, or if they are infected, to prevent transmission of HIV to others; receive referrals to additional prevention, medical care, and other services; and allow sex and needle-sharing partners to receive prevention services and appropriate referral.* The Centers for Disease Control and Prevention (CDC) encourages early evaluation and treatment for all people with HIV infection following voluntary counseling and testing. Studies have already shown that early detection of infection and treatment can lead to a reduced risk of perinatal HIV transmission.
- CDC supports the availability of anonymous counseling and testing in states where such services are permissible by state law or regulation and provides funding to states to provide these services. Persons who choose anonymous HIV testing are not required to provide their names; confidential test sites require that clients provide their names. As of May, 1998, anonymous testing was available in 40 states, the District of Columbia, and Puerto Rico
- In 1995, there were over 2,500,000 tests performed in publicly funded counseling and testing sites (for which data were available). Of this total, 28% of the tests were anonymous and 60% were confidential; 12% had no specified testing type.



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STATUS OF HIV TESTING OPTIONS

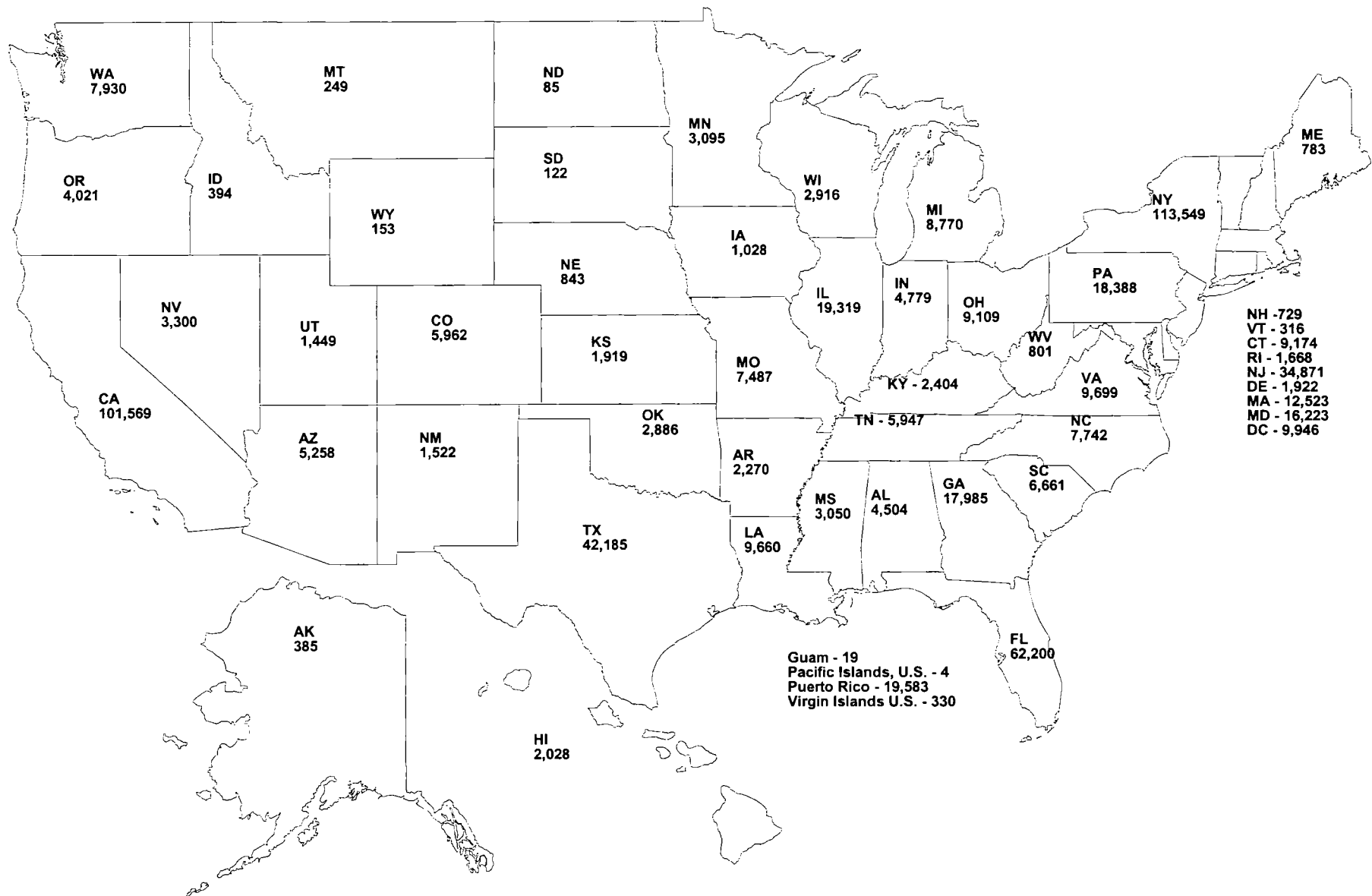
Area	Option*	Area	Option*
Alabama	C	Montana	B
Alaska	B	Nebraska	B
Arizona	B	Nevada	C
Arkansas	B	New Hampshire	B
California	B	New Jersey	B
Colorado	B	New Mexico	B
Connecticut	B	New York	B
Delaware	B	North Carolina	C
Dist. of Columbia	B	North Dakota	C
Florida	B	Ohio	B
Georgia	B	Oklahoma	B
Hawaii	B	Oregon	B
Idaho	C	Pennsylvania	B
Illinois	B	Puerto Rico	B
Indiana	B	Rhode Island	B
Iowa	B	South Carolina	C
Kansas	B	South Dakota	C
Kentucky	B	Tennessee	C
Louisiana	B	Texas	B
Maine	B	Utah	B
Maryland	B	Vermont	B
Massachusetts	B	Virginia	B
Michigan	B	Washington	B
Minnesota	B	West Virginia	B
Mississippi	C	Wisconsin	B
Missouri	B	Wyoming	C

*For publicly funded counseling and testing sites, options include availability of both anonymous and confidential testing (**B**) or confidential only (**C**).

Last updated: May, 1998

TOTAL NUMBER OF AIDS CASES PER STATE

as of June 30, 1997





HIV/AIDS among African Americans and Latinos in the United States

The Majority of new infections is among African Americans and Latinos.

In the United States, African Americans and Latinos have been disproportionately affected by human immunodeficiency virus (HIV) and acquired immunodeficiency syndrome (AIDS) since the early years of the epidemic. Based on cumulative AIDS cases reported to the CDC through June 1997, African Americans accounted for 27% of all AIDS cases and Latinos (Hispanics) accounted for 15% of all AIDS cases. According to recently released data, based on 25 states that report cases of HIV infection to the CDC, African Americans account for 57% of all new infections with HIV and Latinos account for 7% of all new infections.

HIV infection is now the second leading cause of death among the general population aged 25-44 years. A decline from the leading cause of death has been attributed to the success of new treatments. Among men in this age group, HIV infection became the most common cause of death for African American men in 1991, for men of all racial/ethnic groups in 1992, and for white men in 1994. In 1994, HIV infection was the third leading cause of death among all women 25-44 years of age, the fifth leading cause of death for white women in this age group, and the leading cause of death for African American women. In 1994, the death rate from AIDS per 100,000 population among persons in this age group was almost four times as high for African American men (177.9) as for white men (47.2) and nine times as high for African American women (51.2) as for white women (5.7). (Information on Hispanic ethnicity was unavailable in these provisional data; each race includes Hispanics).

African American women and Latinas represent approximately 76% of cases reported among women. African American and Latino children represent 81% of cases reported among all children. Of the 92,242 AIDS cases among women reported to CDC through June 1997, 51,410 cases occurred among African American women and 18,663 occurred among Hispanic women. Of the 7,902 AIDS cases reported among children less than 13 years of age, 4,583 occurred among African American children and 1,833 occurred among Hispanic children.

Following advances in the prevention of perinatal transmission through zidovudine therapy reported in 1994, the U.S. Public Health Service issued guidelines recommending that HIV counseling and voluntary testing be a part of routine prenatal care for all pregnant women to ensure that HIV-infected women receive important health care for themselves and for reducing the risk of HIV transmission to their infants. Subsequent declines in AIDS incidence among children offer promising hope for reducing maternal-infant transmission.

In recent years, for persons with access to care and receiving highly-active antiretroviral therapy (HAART), AIDS-related mortality has declined among all racial/ethnic groups and across all age groups.

Updated: May 1998

Sources: CDC, *HIV/AIDS Surveillance Report*, 1997; 9(No. 1)

CDC, *MMWR*, 1998; 47 (No. 15)



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HIV/AIDS among Adolescents in the United States

**One in four new infections are among people under age 25.
Adolescent women are at increased risk for HIV infection.**

The total number of acquired immunodeficiency syndrome (AIDS) cases reported among U.S. adolescents (13-19 years of age) has increased from 1 case in 1981 to 2,953 cases as of June, 1997. AIDS is the sixth leading cause of death among 15 to 24 year-olds in the United States.

Although the number of adolescents with AIDS is relatively small, we know many more young people are infected with HIV. One in four new infections with HIV is believed to occur among persons under the age of 25. Data recently released for 25 states that report cases of HIV infection to the Centers of Disease Control and Prevention (CDC) stated that 14% of new cases of HIV from June 1994 to June 1997 were among persons aged 13 to 24. The incubation period between HIV infection and AIDS diagnosis is many years, so it is clear that large numbers of people who were reported with AIDS in their twenties became infected with HIV as teenagers. Through June 1997, more than 22,070 persons aged 20-24 and over 85,000 persons aged 25-29 had been reported with AIDS to the CDC.

Among adolescents reported with AIDS, older teens, males, and racial and ethnic minorities are disproportionately affected. However, females accounted for 44% of new cases of HIV infection in adolescents for the July 1996 to June 1997 period.

Many American teenagers are engaging in behaviors that may put them at risk of acquiring HIV infection, other sexually transmitted infections, or infections associated with drug use. CDC studies conducted every 2 years in high schools (grades 9-12) consistently indicate that by the twelfth grade: approximately three-fourths of high school students have had sexual intercourse; less than half report consistent use of latex condoms; and about one-fifth have had more than four lifetime sex partners. Many students report using alcohol or drugs when they have sex. In the most recent survey, 1 in 62 high school students reported having injected an illegal drug.

In recent years, for persons with access to care and receiving highly-active antiretroviral therapy (HAART), AIDS-related mortality has declined among all racial/ethnic groups and across all age groups.

Updated: May 1998

Sources: CDC, *HIV/AIDS Surveillance Report*, 1997; 9(No. 1)

CDC, *MMWR*, 1998; 47 (No. 15)



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HIV/AIDS among Women in the United States

Recent data show women account for 28% of new infections.

The proportion of total AIDS cases attributable to women is increasing. From 1985 through June 1997, the proportion of adolescent or adult women reported to the Centers for Disease Control and Prevention (CDC) with AIDS increased steadily each year, from 7% to 21% of reported cases. Of the total cases reported among women, the proportion attributable to heterosexual contact is also increasing. In 1994, AIDS cases in women attributable to transmission via heterosexual contact surpassed the number attributable to transmission via injecting drug use. AIDS is the third leading cause of death among women aged 25-44 and is the leading cause of death among African American women in this same age group.

Magnitude of the Problem

From June 1982 through June 1997, CDC received reports of 612,078 cases of AIDS among persons of all ages and racial/ethnic groups in the United States, including 92,242 cases (15%) among women. Based on recently released data (in 25 states that report cases of HIV infection to the CDC), women accounted for 28% of new infections.

From July 1996 to June 1997, 64,966 AIDS cases were reported to CDC. Of these cases, 13,714 (21%) were reported among women over the age of thirteen. African American women and Latinas (Hispanic women) have been disproportionately affected, accounting for 60% and 19%, respectively, of women reported with AIDS from July 1996 to June 1997. AIDS rates for Black and Hispanic women are 18 and 8 times higher than for white women. Women under 30 accounted for 27% of the total reported female AIDS cases through June 1997. Because the time from initial infection to the development of AIDS can be long and variable, many of these young women acquired their infections in their teens and early twenties.

In recent years, for persons with access to care and receiving highly-active antiretroviral therapy (HAART), AIDS-related mortality has declined among all racial/ethnic groups and across all age groups.

Updated: May 1998

Sources: CDC, *HIV/AIDS Surveillance Report*, 1997; 9(No. 1)

CDC, *MMWR*, 1998; 47 (No. 15)



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HIV/AIDS Among Young Gay and Bisexual Men

Young MSM Continue to be at High Risk for HIV Infection

The face of AIDS in America is changing. It's a younger face than it used to be. It's more likely to be a face of color than it used to be. And more and more people with HIV and AIDS are from areas outside major cities. This update looks closely at a specific population of concern: *young gay and bisexual men*. (For this paper, "young" encompasses ages 13-24).

Through June of 1997, CDC had received reports of 612,078 cases of AIDS. Almost 50%—298,699 were men whose sole reported risk category was that they had sex with other men (MSM). While the epidemic is changing and other populations are at increased risk for HIV infection, men who have sex with men continue to account for the largest proportion of reported cases. For the July 1996 through June 1997 period, men who have sex with men as their sole reported risk factor accounted for 38% of new cases. For this same period, 907 new AIDS cases were reported for men who have sex with men under age 25. Given that the average length of time from infection to AIDS (without treatment) is believed to be roughly ten years, a significant number of these persons were likely infected in their mid-teens. The term MSM includes all men who have sex with men, whether or not they identify as gay or bisexual. MSM comprise an even higher proportion of total AIDS cases when MSM who also inject drugs are included.

MSM of color in the US are disproportionately affected by the HIV epidemic. For the July 1996 - June 1997 period, racial/ethnic distribution of AIDS cases among MSM is as follows: White men, 57%, Black men, 26%; Latino men, 15%; Asian-Pacific Islander men, 1%; and Native American men, less than 1%. These percentages for AIDS cases among MSM of color are significantly higher than the representation of men of color in the overall population.

Overall numbers of AIDS cases among MSM also hides the risk for young MSM. By December 1994, the total number of AIDS cases reported among young MSM was 8,527. As of June 1997, this number had risen by 22% with 2,361 new AIDS cases reported among young MSM in the two and a half year period.

In recent years, for persons with access to care and receiving highly-active antiretroviral therapy (HAART), AIDS-related mortality has declined among all racial/ethnic groups and across all age groups.

Updated: May 1998

Sources: CDC, *HIV/AIDS Surveillance Report*, 1997; 9(No. 1)
CDC, *MMWR*, 1998; 47 (No. 15)



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POST-EVENT EVALUATION

Please complete the following post-event evaluation by August 30 (*see last page for information on where to mail/fax*). The information about your service provision for the *week prior*, the *week during*, and the *week post-NHTD* will greatly help to determine the impact of this Campaign on HIV counseling and testing in your area. This information is critical for improving counseling and testing services across the United States.

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: () _____ Fax: () _____ E-mail: _____

PROVIDER INFORMATION

❖ **My organization is (please check one):**

- | | |
|---|---|
| ☐ State Health Department | ☐ AIDS Service Organization |
| ☐ County/Local Health Department | ☐ Community-Based Organization |
| ☐ Counseling and Testing Site (only) | ☐ Private Medical |
| ☐ Planned Parenthood Clinic | |
| ☐ Other (please describe) _____ | |

❖ **My organization *primarily* serves (please check no more than *two* of the following):**

- | | |
|--|---|
| ☐ children | ☐ substance users (including alcohol, IVU, etc.) |
| ☐ gay/lesbian/bisexual/transgenders | ☐ teens/adolescents |
| ☐ homeless | ☐ women |
| ☐ immigrants/refugees | ☐ young gay men |
| ☐ incarcerated | |
| ☐ migrants (including seasonal) | |
| ☐ Other (please describe) _____ | |

❖ **My organizations receives funding from the following sources(check *all* that apply):**

- | | |
|---|--|
| ☐ State | ☐ Ryan White Care Act (specify Title) _____ |
| ☐ County/City | ☐ Other HRSA Programs |
| ☐ CDC | ☐ Medicaid/Medicare |
| ☐ Foundations | |
| ☐ Other (please specify) _____ | |

PROVIDER INFORMATION (CONTINUED)

- ❖ Do you operate a hotline? ☐ Yes ☐ No
- ❖ Do you provide counseling and testing services? ☐ Yes ☐ No
- If "Yes," what type of testing devices do you utilize?
- ☐ Confide ☐ OraSure ☐ Blood draw ☐ Other _____
- ❖ Do you provide medical services for clients who test positive for HIV? ... ☐ Yes ☐ No
- ❖ Do you provide referral services for clients who test positive for HIV? ... ☐ Yes ☐ No
- ❖ Do you provide referral services for clients who test negative for HIV? ... ☐ Yes ☐ No
- ❖ Do you provide prevention services for clients who test negative for HIV? ☐ Yes ☐ No

National HIV Testing Day CAMPAIGN-SPECIFIC INFORMATION

	60 Days <i>Prior</i> to Campaign (4/14 to 5/15)	Week of June 16th	Week of June 23rd	Week of June 30th	30 Days <i>Post-</i> Campaign (7/7 to 8/4)
Total # of HIV Tests					
Total # of Calls	---				---
Total # of First-Time Testers	---				---
Total # Who Returned for Test Results	---				---
Total # of Seropositive Results	---				---

❖ Please provide a *brief* description of your National HIV Testing Day-related activities (attach any advertisement and/or press clippings)

❖ To help promote National HIV Testing Day, my organization (check *all* that apply):

- | | |
|--|---|
| ☐ Conducted community outreach | ☐ Distributed a PSA script to local radio stations |
| ☐ Placed advertisements | ☐ Distributed a press release/media alert |
| ☐ Worked with other organizations to promote testing and counseling | ☐ Other (specify) _____ |

❖ National HIV Testing Day information/materials disseminated (check *all* that apply):

- | | |
|---|--|
| ☐ Posters | ☐ Press Release |
| ☐ Camera ready flyer/advertisement | ☐ News Print: article/ad. |
| ☐ Media Advisory | ☐ Radio: PSA |

❖ Which of these did you find the most useful? (check *only two*):

- | | |
|---|--|
| ☐ Posters | ☐ Press Release |
| ☐ Camera ready flyer/advertisement | ☐ News Print: article/ad. |
| ☐ Media Advisory | ☐ Radio: PSA |

❖ **Where were print-related materials posted? (Check all that apply):**

- | | | |
|--|---|--|
| ☐ Bars | ☐ Clinics | ☐ Physicians offices |
| ☐ Beauty salons | ☐ Commercial areas | ☐ Residential neighborhoods |
| ☐ Bus stops | ☐ House of prayer | ☐ Restaurants |
| ☐ Schools (grammar, Jr. High, High school, College) | | |
| ☐ Other (specify) _____ | | |

CONSUMER/CLIENT DEMOGRAPHICS

How many of your clients were?		
Race/Ethnicity	Approximate Numbers	
	Male	Female
White, non-Hispanic		
Black, non-Hispanic		
Hispanic		
Asian/Pacific Islander		
American Indian/Alaska Native		
Other		

How many of your clients were?			
Age	Approximate Numbers	Age	Approximate Numbers
under 12		40-44	
13-19		45-49	
20-24		50-54	
25-29		55-59	
30-34		60-64	
35-39		65 or older	

❖ **What motivated clients to get tested for HIV? (Check the two that clients said most often):**

- | | |
|---|--|
| ☐ Experiencing symptoms | ☐ Read an HIV Testing Day news article |
| ☐ Had been thinking about it for a while | ☐ Saw a TV commercial (OraSure, etc.) |
| ☐ Heard an HIV Testing Day radio PSA | ☐ Saw/Read HIV Testing Day Poster/flyer |
| ☐ Notified by Health Dept. about possible risk | ☐ Saw an NHTD-related TV news story |
| ☐ Partner is positive (sero-discordant) | ☐ Other (specify) _____ |

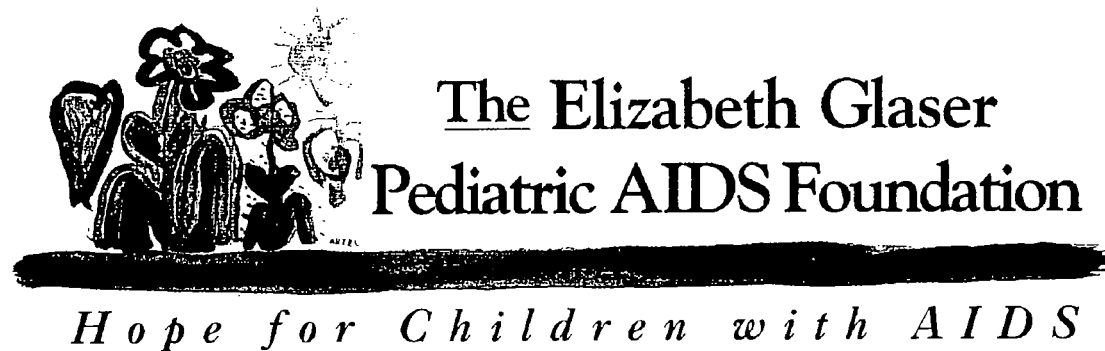
THANK YOU! Please return this Post-Evaluation Form by **August 28th** to: NAPWA, Attn: Tony Farmer, 1413 K Street, N.W., Washington, D.C. 20005-3442; or fax at (202) 898-0435

Clinton Presidential Records Digital Records Marker

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The American Medical Association supports
HIV testing for all pregnant women.