

**KNOW NOW.  
LIVE LONGER.**

**World AIDS Sunday**



Toolkit



## World AIDS Sunday FAQs

### What is Memphis World AIDS Sunday?

The Memphis “Know Now. Live Longer.” World AIDS Sunday is December 4, 2016, to raise awareness in the faith community about the Mid-South’s HIV/AIDS crisis and to promote the resources available for individuals and families affected by HIV/AIDS. This year it falls on the international observance of World AIDS Day.

Communities around the world will gather on December 4, 2016 to observe World AIDS Day.

Faith leaders throughout the Mid-South will show their commitment to raising awareness about the Memphis area’s HIV crisis by leading a “Know Now. Live Longer.” World AIDS Sunday event in their place of worship on December 4, 2016.

“Know Now. Live Longer.” World AIDS Sunday launched in 2011 with more than 115 churches joining together to raise awareness about HIV in our community and share information about the resources available for those who need care.

### What will take place on World AIDS Sunday?

The main goal of the Memphis “Know Now. Live Longer.” World AIDS Sunday is to inform congregations about the resources and support available for individuals and families living with HIV/AIDS and to promote awareness of this disease in the community.

Each Memphis World AIDS Sunday event will vary depending on the place of worship and the preferences of each congregation’s leadership.

Activities include HIV/AIDS-related sermons, announcements, bulletins and distribution of the “Know Now. Live Longer.” materials provided by the Memphis Ryan White Program available for downloading at <http://hivmemphis.org/community-news/materials/>.

# KNOW NOW. LIVE LONGER.

## **Why is Memphis World AIDS Sunday important to Memphis and its surrounding counties in Tennessee, Arkansas and Mississippi?**

The Memphis area is experiencing a crisis when it comes to HIV/AIDS:

- Memphis has the 6<sup>th</sup> highest estimated HIV incidence rate in the U.S.
- By the end of 2015, there were 7,212 reported cases of HIV/AIDS in the Memphis area; African-Americans accounted for 82 percent of those cases.
- Young people ages 15 to 34 accounted for 63 percent of all new AIDS cases in 2015.
- In 2015, 78 percent of all new HIV diagnoses in the Memphis area were among males.
- In 2015, 48 percent of individuals living with HIV were age 45 years or older.

Although there is no cure for HIV, the disease is no longer a death sentence.

With treatment and proper care, an individual living with HIV can expect to live a long and healthy life. Treatment also reduces transmission rates.

Despite these advances, an estimated 47 percent of HIV-positive Memphis-area residents are not seeking treatment for the disease. One in ten residents who have HIV is unaware of their infection. This needs to change.

## **Why are Memphis-area congregations assisting with Memphis World AIDS Sunday?**

There is a strong connection between Memphis-area residents and their places of worship.

Faith leaders provide guidance on a variety of issues, including health care. They serve the community, help find solutions and promote a safe, healthy community for all.

HIV/AIDS is a crisis impacting our community that calls for communitywide support to reduce the impact of this disease.

With the assistance of faith leaders, the Memphis Ryan White Program can reach members of the community who are struggling with HIV or know someone infected or affected by HIV. Faith leaders have the ability to direct those individuals to seek the assistance and services.

Congregation members care for their fellow community members and can be excellent resources when it comes to spreading the word about these services.

# KNOW NOW. LIVE LONGER.

## How can I get involved in Memphis World AIDS Sunday?

Faith leaders, congregations and other interested individuals can encourage their places of worship to participate in World AIDS Sunday. “Know Now. Live Longer.” materials are available for download at <http://hivmemphis.org/community-news/materials/>.

Interested faith leaders can also contact Alfreda Johnson at [alfreda.johnson@shelbycountyttn.gov](mailto:alfreda.johnson@shelbycountyttn.gov) or (901) 222-8999 to have materials mailed to them.

Individuals and congregations should encourage testing. It is a painless procedure that takes 20 minutes. Testing centers in the Memphis area include:

- Friends for Life, 43 North Cleveland Avenue, 38104
- Shelby County Health Department, 814 Jefferson Avenue, 38105
- CHOICES, 1726 Poplar Avenue, 38104
- Le Bonheur Community HIV Network, 50 Peabody Place, Suite 365, 38103
- The Haven, 2879 S. Mendenhall Road, Suite 2, 38115
- OUTMemphis 892 South Cooper, 38104
- Planned Parenthood 2430 Poplar Avenue, Suite 100, 38104
- CAAP, Inc., 4041 Knight Arnold Road, 38118

Visit [www.hivmemphis.org](http://www.hivmemphis.org) for resources, tools and more information about “Know Now. Live Longer.” World AIDS Sunday.

Follow the “Know Now. Live Longer.” campaign on [Facebook](#) or [Twitter](#).

World AIDS Sunday is an opportunity for individuals to share information about the Memphis Ryan White Program and the free care available with friends or family. Anyone with questions about HIV/AIDS can call the HIV Care Hotline at (877) HIV-KNOW [(877) 448-5669].

## Who is coordinating Memphis World AIDS Sunday?

The “Know Now. Live Longer.” World AIDS Sunday is being coordinated by the Memphis Ryan White Program of Shelby County, a federally funded program that provides free HIV-related care and support administered through area service providers.

The Memphis Ryan White Program assists individuals living in Crittenden County Arkansas, DeSoto, Tate, Tunica and Marshall Counties in Mississippi, Fayette, Shelby and Tipton Counties in Tennessee.

## What is “Know Now. Live Longer.”?

Based on the health care crisis relating to HIV/AIDS in the Mid-South, the Memphis Ryan White Program launched the “Know Now. Live Longer.” outreach campaign in 2010 to connect HIV-positive residents with medical and emotional support to enable them to live long and healthy lives.



## World AIDS Day “Know Now. Live Longer.” Newsletter Blurb

### Memphis-area Faith Leaders Stand Behind “Know Now. Live Longer.” Campaign to Help Reduce Impact of HIV in the Community

**NAME OF CHURCH** is committed to helping our neighbors in need. On Dec. 4, 2016, in observance of World AIDS Day, we and other area churches are partnering with the Memphis Ryan White Program and our community’s faith leaders in acknowledging the impact that HIV has on the Mid-South region. It is a problem that cannot be ignored.

By the end of 2015, there were more than 7,212 reported cases of HIV/AIDS in the Memphis area; 82 percent of those individuals were African-American. And almost half of our HIV-positive brothers and sisters are not seeking the care they need to live long and healthy lives. Many times, this is out of fear – fear that HIV is a death sentence. But, this is no longer the case.

The Memphis Ryan White Program, through the assistance of community organizations such as Regional One’s Adult Special Care Clinic, Christ Community Health Services, and the Mobile Ministry of Dentistry provides free medical and emotional support for individuals living with HIV who cannot afford treatment. With proper care, Memphis-area residents can lead long, productive and healthy lives – they just need to know that care and support are available and where to find them. We can help.

The “Know Now. Live Longer.” campaign, launched by the Memphis Ryan White Program, spreads the message of knowing one’s status now in order to live a longer, healthier life through proper care and treatment. Through the campaign, individuals and families affected by HIV can learn about all the resources available to them.

In recognition of World AIDS Day 2016, **NAME OF CHURCH** will raise awareness about the importance of “Know Now. Live Longer.” and its impact on our community on Sunday, December 4, 2016. We will learn more about our congregation’s role in protecting this community from HIV and ensuring that those who need spiritual and physical help know where to find it.

HIV-positive Memphians can receive the medical and emotional assistance they require through the Memphis Ryan White Program – at no cost to them. To learn more, visit [www.hivmemphis.org](http://www.hivmemphis.org) or follow the “Know Now. Live Longer.” campaign on [Facebook](#) or [Twitter](#).



## World AIDS Day Observance: “Know Now. Live Longer.” Bulletin Blurbs

In advance:

Don't forget that **NAME OF CHURCH**'s World AIDS Day “Know Now. Live Longer.” Observance will take place on Sunday, December 4, 2016. We will learn more about the positive future for Memphians living with HIV, and how we can help those affected by this disease. Please plan to join us with open minds and open hearts during our regularly scheduled services. If you would like to learn more about HIV in our community, please visit the Memphis Ryan White Program website at [www.hivmemphis.org](http://www.hivmemphis.org) or follow the “Know Now. Live Longer.” campaign on [Facebook](#) or [Twitter](#).

Day of:

Today we are recognizing World AIDS Day. Our church and others in the community have joined together in support of the “Know Now. Live Longer.” Campaign to help reduce the impact of HIV on our community and to ensure that those affected by HIV receive the care and support they need. Please take a moment to recognize those we have lost to HIV/AIDS in the past, those living with the disease today and those working toward a cure in the future. May we, as a caring and issues-focused faith community, guide our brothers and sisters affected by HIV/AIDS in finding the assistance they need through organizations in our community, such as the Memphis Ryan White Program? There is no cure for this disease; but through proper treatment, individuals with HIV can live longer, healthier lives. To learn more about “Know Now. Live Longer.” and the Memphis Ryan White Program services, visit [www.hivmemphis.org](http://www.hivmemphis.org) or follow the “Know Now. Live Longer.” campaign on [Facebook](#) or [Twitter](#).



## World AIDS Day Sunday Observance “Know Now. Live Longer.” Church Announcement Script

It is no secret that our city struggles with a disease – one that has for years ravaged this community. The numbers do not lie: Memphis suffers from a high incidence rate of HIV and AIDS. By the end of 2015, there were more than 7,212 reported cases of HIV/AIDS in the Memphis area; 82 percent of those individuals were African-American. We cannot continue to allow HIV to be ignored in the Mid-South region.

This World AIDS Sunday, we join hands with other members of the local faith community and the Memphis Ryan White Program’s “Know Now. Live Longer.” campaign to learn about this disease and how we can guide our brothers and sisters living with HIV to find the spiritual, emotional and physical care they need to live long and healthy lives. While there is no cure for HIV, with proper treatment, HIV-positive individuals can live long, productive lives – to watch their children and grandchildren grow up, to grow their careers and achievements, to grow in their faith.

The Memphis Ryan White Program is a beacon of light for those struggling with HIV. The Program provides medical and emotional support for those living with this disease. A simple way we can help in the fight against HIV is to spread the word about the services offered by the Ryan White Program and the importance of “Know Now. Live Longer.” “Know now” means getting tested for HIV, knowing your status and encouraging others to do the same. “Live Longer” means, by knowing your status now, your chances for a longer, healthier life increase with proper care and treatment.

Testing is painless and takes only 20 minutes. Testing centers in the Memphis area include:

- Friends for Life, 43 North Cleveland Avenue, 38104
- Shelby County Health Department, 814 Jefferson Avenue, 38105
- CHOICES, 1726 Poplar Avenue, 38104
- Le Bonheur Community HIV Network, 50 Peabody Place, Suite 365, 38103
- The Haven, 2879 S. Mendenhall Suite 2, 38115
- OUTMemphis, 892 South Cooper, 38104
- Planned Parenthood, 2430 Poplar Avenue, Suite 100, 38104
- CAAP, Inc., 4041 Knight Arnold Road, 38118

As a congregation, we have the opportunity to fulfill our call and serve those in need, to care for the hurting. Our fellow Memphians affected by HIV deserve love, support and friendship. This church can open the door and share with them a message of hope as part of our spiritual family.

The first thing we need to do is welcome individuals living with HIV into our thoughts and prayers. We must take care of one another. Starting with our congregation, we can begin to dispel the negative stigma surrounding HIV, educate ourselves, and help inform the community about the “Know Now. Live Longer.” campaign and the services available to those living with this disease. As we work together to help fight HIV in Memphis, we can all learn more by visiting [www.hivmemphis.org](http://www.hivmemphis.org) or following the “Know Now. Live Longer.” campaign on [Facebook](#) or [Twitter](#).