



City and County of San Francisco  
Edwin M. Lee  
Mayor

## San Francisco Department of Public Health

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**FOR IMMEDIATE RELEASE**  
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### **San Francisco Bridge HIV Observes National Latino AIDS Awareness Day, Tuesday, October 15**

**San Francisco, CA** -- National Latino AIDS Awareness Day ([NLAAD](#)) is a campaign designed to help non-profit organizations and health departments reach deeper and wider into Latino communities and provide HIV prevention and testing information and access to care. Organizations across the nation, such as NLAAD and the Latino Commission on AIDS, are organizing events to promote awareness and community building on this important day, which also marks the end of Hispanic Heritage Month.

Locally, [Bridge HIV](#) and [Instituto Familiar de la Raza](#) are spearheading the effort to commemorate National Latino AIDS Awareness Day by focusing the community on the importance of HIV prevention and prevention research with help from the winners of this summer's Miss and Mr. Safe Latino 2013 pageant. (Produced by Instituto Familiar de la Raza for over two decades, Miss and Mr. Safe Latino is the longest-standing bilingual HIV/AIDS awareness event for Latino communities in the San Francisco Bay Area. To hear the conversation, visit <https://soundcloud.com/bridgehiv> and click on the [NLAAD playlist](#). Miss and Mr. Safe Latino 2013 will spend a year making appearances throughout the Bay Area, delivering important safe sex messages and encouraging others to become involved in HIV/AIDS prevention and research education.

The NLAAD 2013 theme is "Commit to Speak"/"Comprométete a Hablar." Whether about stigma, homophobia, homelessness, faith, pride, immigration, or culture, community members are urged to use this occasion to talk about these issues and how it impacts HIV/AIDS.

As the largest and fastest-growing ethnic minority in the United States, Latinos are also one of the groups most heavily impacted by HIV. According to the Centers for Disease Control and Prevention ([CDC](#)), Latinos comprise approximately 16% of the United States population, but account for 21% of all new HIV infections. In 2010, Latinos accounted for almost a quarter of new HIV infections among gay and bisexual men. While there are limited national data on transgendered persons, in San Francisco, data from the Department of Public Health revealed that, of the transgender HIV cases diagnosed between 2008 and 2011, 38% were Latino ([2011](#)

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**The mission of the San Francisco Department of Public Health is to protect and promote the health of all San Franciscans.**

We shall - Assess and research the health of the community - Develop and enforce health policy - Prevent disease and injury -  
- Educate the public and train health care providers - Provide quality, comprehensive, culturally-proficient health services - Ensure equal access to all

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[HIV/AIDS Epidemiology Annual Report](#), SFPDH). The same report highlighted that, of persons living with HIV/AIDS in San Francisco in 2011, 17% were Latino.

Since the early 1980s, Bridge HIV's mission has been to develop interventions that reduce the impact of HIV and AIDS locally and globally. Bridge HIV is currently pursuing that mission on several fronts, including identifying risk factors for HIV infections and disease progression, conducting clinical trials of a variety of HIV prevention strategies (e.g., preventive vaccines, pre-exposure prophylaxis, peer counseling and health navigation), developing innovative community engagement strategies to reach and partner with San Francisco Bay Area communities, and engaging highly-affected communities in the research process. For more information, visit [www.bridgehiv.org](http://www.bridgehiv.org)