

## ***Let's Stop HIV Together* Healthy Communities Program Partnering and Communicating Together (PACT) Partnership**

LULAC is pleased to announce the continuance of our partnership with the *Let's Stop HIV Together* campaign, formerly known as *Act Against AIDS*, that aims to stop HIV stigma and promotes HIV testing, prevention, and awareness in our Latino community. Latinos are the second highest ethnic group affected by HIV and in 2016 accounted for a 23%-26% of new diagnoses despite only representing 18% of the US population.

Our communities are disproportionately affected by HIV/AIDS and by working toward increasing HIV/AIDS awareness and encouraging testing and care, we are aiding in overcoming the challenges that may come with the stigma of HIV.

LULAC is proud to continue the *Let's Stop HIV Together* campaign to aid in helping inform the Latino community about HIV/AIDS prevention and take action to promote testing to reduce HIV infection rates among the Latino community.

On behalf of LULAC National and the *Let's Stop HIV Together* Campaign, we invite you to apply for this amazing opportunity to help inform our community. Through the Stipend Request Form (SRF), LULAC will award 5 councils/organizations a fixed stipend to host or augment a virtual HIV/AIDS awareness event that reinforces the importance of HIV/AIDS awareness, prevention, and care. In recognition of the high HIV diagnoses rates among Latino young adults, LULAC invites collegiate councils/organizations to apply for this funded opportunity and bring this campaign to their higher institutions.

In the attached SRF, you will find more information about this funding opportunity and the resources available through the *Let's Stop HIV Together* campaign. Proposals must be submitted by March 12<sup>th</sup>, 2021, 11:59 PM (PST). Should you have any questions about the enclosed eligibility criteria or submission guidelines, please contact Sandra Caraveo, LULAC National Programs Manager at [Scaraveo@LULAC.org](mailto:Scaraveo@LULAC.org).

We thank you for your dedication to the Latino community and look forward to working with you.

Sincerely,



Sindy M. Benavides  
Chief Executive Officer  
League of United Latin American  
Citizens  
1133 19<sup>th</sup> Street NW, Suite 1000  
Washington, DC 20036



Sandra Caraveo  
National Programs Manager  
League of United Latin American  
Citizens  
221 North Kansas St., Suite 501  
El Paso, TX 79901

**APPLICATION RESPONSE DEADLINE:**  
**Sunday, March 12th, 2021 at 11:59 PM (PST)**

### Key Dates

<b>Stipend Request Form Due</b>	March 12th, 2021 11:59 PM (PST)	Submit to <a href="mailto:Scaraveo@LULAC.org">Scaraveo@LULAC.org</a>
<b>Notification of Awardees</b>	Upon review	Applicant councils/organizations will be notified via email regarding
<b>Mandatory Phone sessions</b>	Program Coordinator will set up calls before executions	TBD
<b>Testing Events</b>	March 15 <sup>th</sup> , 2021 – July 31 <sup>st</sup> , 2021	Selected councils/organizations must host their virtual event between these dates. <i>LULAC must be notified of event date, event changes, or new/added information.</i>
<b>Final Event Reports Due</b>	Within 2 weeks after event is hosted. <i>LULAC must be notified of the final event date two weeks before event date.</i>	Event reports must be submitted to <a href="mailto:SCaraveo@LULAC.org">SCaraveo@LULAC.org</a>

### Key Grant Criteria

Program Requirements	Reporting Requirements
<ul style="list-style-type: none"> <li>➤ Councils/organizations must participate in a mandatory orientation via conference call.</li> <li>➤ At least 30 people must participate in/attend the virtual event</li> <li>➤ Must be free for event attendees</li> <li>➤ LSHT campaign materials must be distributed to all event participants – LULAC National will provide. Can be distributed through online means</li> <li>➤ Councils/organizations must post a minimum of 10 HIV/AIDS awareness messages on their social media pages</li> <li>➤ Pitch event to local media to secure television, radio, online, or print coverage.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Submit and implement a proposed budget</li> <li>➤ Submit an Event report</li> <li>➤ Submit an Media report               <ol style="list-style-type: none"> <li>1. Submit pictures of event with photo release waiver</li> <li>2. Submit clippings of media coverage gained</li> </ol> </li> <li>➤ Councils/organizations must schedule 3 check in calls with their LULAC program coordinator.               <ol style="list-style-type: none"> <li>1. Pre-event Check-in Call</li> <li>2. Post-event Check-in Call</li> <li>3. Reporting Check-in Call</li> </ol> </li> </ul>

## Background Information

### About LULAC and the Latinos Living Healthy Initiative

The League of United Latin American Citizens (LULAC) is the largest and oldest Hispanic organization in the United States; works to advance the economic condition, educational attainment, political influence, housing conditions, health, and civil rights of Latinos. Annually, LULAC engages its network of 135,000 community volunteers, 1,000 local councils, 60 community technology centers and 14 LULAC National Educational Service Centers to empower Hispanic families through direct service programs and advocacy in 35 states, the District of Columbia and Puerto Rico.

In 2010 LULAC launched the Latinos Living Healthy initiative to address existing disparities for vulnerable communities of color and advance health equity for all Americans. Latinos face several disparities including high rates of chronic and preventable illnesses, hunger, poverty and low rates of health insurance coverage. These factors directly affect our health and contribute to an overall greater risk of poor health outcomes. This issue is complex and requires creative solutions at the community level.

### About *Let's Stop HIV Together*

The Centers for Disease Control and Prevention (CDC) is an essential component of the Department of Health and Human Services that focuses on developing and applying multiple activities and strategies focused on disease prevention and control, environmental health, and health promotion and education. In 2009, CDC and the White House launched the national campaign *Let's Stop HIV Together*, formerly known as *Act Against AIDS*, to raise awareness and reduce the risk of HIV/AIDS among hardest hit populations, including Latinos.

### Snapshot of HIV/AIDS in the Latino Community

HIV disproportionately affects Latinos due to factors including stigma, lack of continued access to care, and lack of HIV/AIDS education and awareness. Many Latinos do not understand the realities of the infection and recent advances to counter the disease, which makes HIV prevention a challenge in the Latino community. As reported by the CDC, 1 in 6 Hispanics/Latinos with HIV are unaware they have it and in 2016, Latinos accounted for 26% of new AIDS diagnoses.

In 2016, 90% of all estimated new HIV infections among Latinos in the U.S. were among Latino men with 88% of these attributed to male-to-male sexual contact. According to the CDC, "25 to 34 year olds account for the largest number of new infections among Latinos in 2016."

Largely, Latinos with HIV are not tested or diagnosed until the later stages of the infection. Over a third of Latinos with HIV were tested late in their illness and were diagnosed with AIDS within one year. Many Latinos delay being tested for HIV due to stigma, embarrassment fear of rejection. Those who delay in being tested, using prevention services, or getting HIV treatment include Undocumented Latinos who fear arrest and deportation. Others are not aware of the resources available to them and lack access to proper testing and care. In addition, culturally sensitive resources and information is still lacking in some areas.

LULAC understands the grave need for HIV/AIDS awareness and testing in the Latino community. Latinos are greatly affected and LULAC is proud to take action by engaging LULAC local and collegiate councils in the *Let's Stop HIV Together* campaign. Through LULAC's nationwide network of councils & partner organizations, together we can stop the spread of HIV/AIDS in our community.

## Scope and Use of the Stipend

### ***Let's Stop HIV Together* Healthy Communities Program Description and Goals**

As part of LULAC's Latinos Living Healthy initiative, the *Let's Stop HIV Together* Healthy Communities Program will continue to engage our extensive nationwide network of community volunteers and their councils/organizations in a movement to raise awareness, reduce stigma, and share information and resources, regarding HIV/AIDS to Latinos across the United States and Puerto Rico. LULAC National will offer will receive a stipend to help cover costs of events to adult and collegiate LULAC councils and/or community partners. The program's goal is to work with our councils and community partners to (1) promote and increase HIV/AIDS Testing in the Latino Community (2) increase understanding of HIV/AIDS in the Latino Community (3) increase awareness of HIV/AIDS prevention tools in the Latino Community.

LULAC councils should partner with local health departments and/or community organizations to host a virtual event or program that that raises awareness about HIV prevention and promotes HIV testing. Stipends for expanding pre-existing events/programs to include this messaging will be considered. Winning proposals will include creative and engaging concepts that will build on community involvement and local insights for successful execution of the event. Preference will be given to funding requests that target areas with high incidences of HIV/AIDS or include strategies to reach out to populations that may be unaware of their HIV status.

## Applicant Qualifications

*Fixed stipends will be awarded to councils/organizations that meet the criteria outlined below. Please keep in mind that at least 1 stipend will be awarded per HHS region\*.*

- Be a LULAC council/organization in good standing or a 501 (c3) organization.
- Be willing to work with LULAC National for marketing and outreach activities.
- Provide timely event summaries and final reporting data or as requested.
- Participate in conference calls and other meetings or check in calls as requested.

## Proposal Submission

The stipend request form should be a maximum of 4 typed pages including the cover page. You can save this packet once completing the fields and email to Sandra Caraveo, LULAC National Programs Manager at [SCaraveo@LULAC.org](mailto:SCaraveo@LULAC.org) or print and scan to [SCaraveo@LULAC.org](mailto:SCaraveo@LULAC.org) no later than 11:59 PM (PST) on March 12<sup>th</sup>, 2021.

## Reviewing, Funding, and Notification Process

All qualified request forms will be considered by a review panel and evaluated on the criteria outlined on the following pages. Final decisions on awardees will be announced upon review.

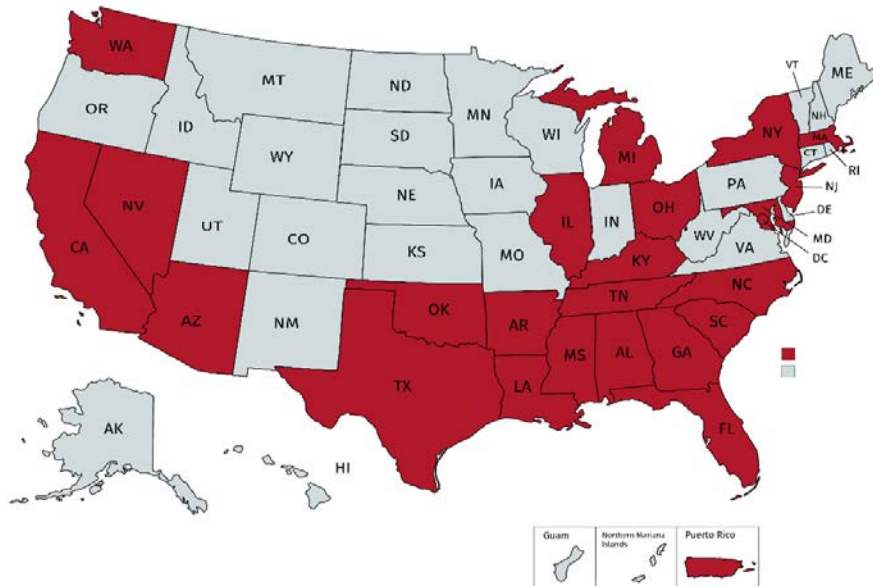
\*See page 6 for a listing of states and counties .

# Top Priority Counties, States, and Territories

### Target States & Territories:

Washington DC  
 San Juan Municipal, PR  
 Alabama  
 Arkansas  
 Kentucky

Mississippi  
 Missouri  
 Oklahoma  
 South Carolina



### Target Counties:

Arizona	Maricopa County		
California	Alameda County	Maryland	Baltimore City Montgomery County Prince George's County
	Los Angeles County	Massachusetts	Suffolk County
	Riverside County	Michigan	Wayne County
	Orange County	Nevada	Clark County
	Sacramento County	New Jersey	Essex County Hudson County
	San Bernardino County		
	San Diego County		
Florida	San Francisco County		
	Broward County	New York	Bronx County Kings County New York County Queens County
	Duval County	North Carolina	Mecklenburg County
	Hillsborough County	Tennessee	Shelby County
	Miami-Dade County		
Georgia	Orange County		
	Palm Beach County		
	Pinellas County		
	Cobb County	Texas	Bexar County Dallas County Harris County Tarrant County Travis County
	DeKalb County		
Fulton County			
Gwinnett County			
	East Baton Rouge Parish		



## Stipend Request Form Questionnaire

### **WRITTEN PORTION**

**1.) Applicant’s Demonstrated Capacity. (Maximum of ½ page)**

- a. Brief description of your organization’s mission, history, and community achievements.
- b. Describe past work with HIV/AIDS prevention and awareness (if any).
- c. Name any partner who will/can provide support or who you plan to include on this HIV/AIDS awareness event.
  - Tip: Identify at least 1 other partner who will help ensure successful completion of your event. Inclusion of a Letter of Support by the partner is preferred but not required.

**2.) HIV/AIDS awareness need in your community. (Maximum of ½ page)**

- a. Describe the impact HIV/AIDS has on your local community.
- b. Why is it important to implement this program in your community?

**3.) How will you ensure that the program meets requirements? (Maximum of 2 pages)**

- a. Description of virtual event and plan to reach at least 30 virtual attendees
- b. Description of how your virtual event will incorporate populations that are more likely to be unsure of their HIV status or at a higher risk of HIV transmission.
- c. Brief timeline outlining expected virtual logistical work or milestones.
- d. Communications activities around your virtual event. Describe how you plan to promote your event. Marketing/publicity plans should include regular opportunities to inform the community about your virtual event as well as recognize LULAC and LSHT. (LULAC National is available to assist with the creation of banners and fliers for your event.)
- e. Brief overview of how the stipend will be utilized on this virtual event (i.e. Supplies, digital fliers, promotion, etc.)

**4.) Please Include your organization’s/ Council’s Social Media Username(s).**

Instagram	Twitter	Facebook
@	@	



## 2021 Stipend Application Cover Sheet

**Applicant / Organization Contact Name**

**Program Contact Name (If different than Above)**

**Program Contact Title**

**Date**

**Council # or Organization**

**Priority State/ City (Indicated in pg. 5)**

**Organization / Council Address**

**City**

**State**

**Zip code**

**Anticipated Date or Month of Event**





## **Stipend Application Written Portion**

**Applicant's Demonstrated Capacity (Maximum 2,500 characters)**

**HIV/AIDS awareness need in your community. (Max. 2,500 characters)**



**How will you ensure that the program meets requirements?  
(Maximum 10,000 characters)**



<b>CDC Ideas for Execution:</b> <b>Must have two components, one from group A and one from Group B</b>	
Group A	Group B
<ul style="list-style-type: none"> <li>• Make a video series for your community               <ul style="list-style-type: none"> <li>○ Culturally competent</li> <li>○ Focus on the community around you - host panelists</li> </ul> </li> <li>• Town hall</li> <li>• Partner with a local organization to have an intimate conversation on HIV, the stigma, raise awareness, and provide best practices.</li> <li>• Partnering with a clinic that can provide these tests               <ul style="list-style-type: none"> <li>○ Should reflect and follow CDC guidelines and protocols</li> <li>○ Donations of masks and flyers at the Clinic for those who get tested! (LULAC Swag bag!)</li> </ul> </li> <li>• Create a video campaign of HIV               <ul style="list-style-type: none"> <li>○ Minimum of 3 videos</li> </ul> </li> <li>• Facebook live</li> <li>• Live online conversations with panelist sourced from the community</li> <li>• Series of podcast               <ul style="list-style-type: none"> <li>○ Information, experiences, resources, deterring myths</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• News Articles (min 1 article)</li> <li>• Series of Blogs               <ul style="list-style-type: none"> <li>○ Post a series of online blogs that focus on the lives and impacts that HIV has</li> </ul> </li> <li>• Social media Campaign (Pre &amp; Post)               <ul style="list-style-type: none"> <li>○ One month campaign</li> </ul> </li> <li>• Local Newspaper Ad on HIV promotion and testing</li> <li>• Promote resources near you</li> </ul>