

Organization: African Advocates Against AIDS

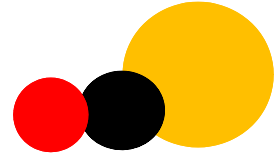
County: Wake**Address:** 126 US Hwy 70 W., Ste. B
Garner, N.C. 27529**Phone:** 919-771-0601**Website:** <http://www.africanadvocates.com/>**Project:** Educational TV Production and Lay Health Leader Training**Additional counties served:** Counties surrounding Wake*****Below are excerpts from their final report*******About the Project:** The grant supported two projects.

1) WAUG-TV (Channel 102) is a local public education TV station operated by St. Augustine's College in Raleigh. WAUG-TV reaches viewing households in 19 counties outside Raleigh. AAAA's HIV/AIDS Prevention Education Program aired on Tuesday at 9 a.m. and 5.30 p.m. on Saturday. Programming featured an AAAA produced TV series of National Women and Girls HIV/AIDS Awareness Day (held at Shaw University in 2008). The programming accomplishes the following:

- Shares CDC and State Health Department statistics on HIV/AIDS.
- Shows recent information on new infections and its demographics.
- Increases viewing public knowledge of HIV/ AIDS.
- Educates viewers to apply knowledge as self-empowerment tools to avert sexual risk behaviors.
- Offers knowledge based preventive choices to bridge health disparities.
- The target group are young adults (15-28 age group).

2) The hair braiding project focused on hair stylists and barbers as "community peer educators" for HIV/AIDS prevention education. AAAA conducted SISTA classes at Nubian Queens Hair Salon and Catherine in Raleigh (2911 Brentwood Road) on April 20th, 24th, and May 11th. Each session lasted two hours. Trained hair stylists will engage client during service on topics of AIDS, thereby expanding the network of community peer educators to curb new infection rates. Topics covered in session are:

- Ethnic and Gender Pride
- HIV 101 Education
- Communication Skills



Successes: WAUG-TV programming has the potential to reach well over 750,000 homes with urban and rural demographics of all genders and age groups. Eleven hair braiders were trained. They provided 25 referrals for future SISTA training sessions. AAAA will maintain tracking records for client network for 90 days.

HIV/AIDS still remains a deadly disease in the US and new infection rate at 40,000 annually is daunting in the face of new anti-retroviral technologies. For African American males, the new infection rate of 67% is disproportional to 12% of U.S. total population.

HIV/AIDS is not curable but treatable to contain rapid degeneration into full blown AIDS infection. The most effective weapon to arrest HIV/AIDS is prevention education that leads to self-management and avoid risky sex behavior.