



MAY 19, 2011:

7th Annual National Asian & Pacific Islander HIV/AIDS Awareness Day

REPORT



The
Banyan Tree Project™
Rooted in Acceptance



**ASIAN & PACIFIC ISLANDER
WELLNESS CENTER**

Banyan Tree Project Lead



**ASIAN & PACIFIC ISLANDER
WELLNESS CENTER**

San Francisco, California

Banyan Tree Project Partners



Boston, Massachusetts



Honolulu, Hawaii



Los Angeles, California

EXECUTIVE SUMMARY

The release of the National HIV/AIDS Strategy (“the Strategy”) in July 2010 marked a watershed moment in U.S. HIV prevention policy, shifting the landscape dramatically as the country heeded the President’s call with an ambitious and somewhat controversial implementation plan. The Strategy recommended our nation’s limited HIV treatment and prevention resources be directed toward the populations most affected by HIV—defined by current epidemiological data as Black Americans, Latinos, gay and bisexual men, the transgender community, and substance users¹—and that a greater emphasis be placed on biomedical prevention models with the potential to have a population-level impact.²

But what does this really mean, especially to Asians and Pacific Islanders (A&PIs)? It means that A&PIs are not considered a priority for HIV prevention efforts, at least not at the national level. It also indicates that the trend toward biomedical HIV prevention methodologies, or “treatment as prevention,” will most likely continue. “Treatment as prevention” is based on promising research that suggests it may be more effective to lower the likelihood that a person living with HIV can pass on the virus by keeping their viral loads at very low levels. To do this, we need to ensure that people living with HIV have access to effective and consistent treatment. We also have to find the people who have HIV, and the only way to do that is by increasing HIV testing. For our communities, that means getting more A&PIs tested for HIV, even if we aren’t considered a priority population.

Why aren’t we considered a priority population? We know we are affected by HIV, but it’s difficult to paint a comprehensive picture of the HIV epidemic in our communities partly because so few of us are getting tested. And among A&PIs, HIV stigma remains the primary barrier to HIV testing and treatment. We must mobilize our communities to get tested for HIV. We must support A&PIs living with HIV so they have access to treatment and care. To do that, we have to talk about HIV. We have to overcome HIV stigma, our silence and shame, and we have to do it together. Because “saving face” really can’t make us safe.

For the Banyan Tree Project, our mission to end the silence and shame surrounding HIV/AIDS in A&PI communities is more vital now than ever before. In 2011, A&PI individuals, communities and organizations like yours contributed to the success of our campaign. On May 19th, 2011—the sixth annual National A&PI HIV/AIDS Awareness Day—25 community events were held across the country and in the six U.S.-affiliated Pacific Island Jurisdictions. These events raised HIV awareness, promoted HIV testing, and educated A&PIs about the harm HIV stigma inflicts on individuals and

communities. Our community partners aren’t just HIV/AIDS service providers; many of them are A&PI social justice, political or cultural organizations who see HIV stigma and discrimination as a community issue. Their participation is critical to our success. We can’t fight HIV stigma by only educating those at highest risk for HIV. We have to reach the people most likely to discriminate in order to truly shift community perceptions and behaviors.

The Banyan Tree Project has grown significantly since we were founded in 2005 and we continue to explore new and innovative ways of reaching the A&PI community to fight HIV stigma. This report is a compilation of our 2011 successes and lessons learned. It provides a detailed look at the ever-growing Banyan Tree Project network, and the impact our work has on the A&PI community.

The Banyan Tree Project would like to thank all of the individuals and organizations that participated in the 2011 National A&PI HIV/AIDS Awareness Day. We value your support, dedication, and commitment and hope you will continue to partner with us in the future. We also hope this report will inspire others to get involved with the Banyan Tree Project.

Saving face can’t make you safe. Talk about HIV—for you, for me, for everyone.

ABOUT THE BANYAN TREE PROJECT

Supported by the U.S. Centers for Disease Control and Prevention (CDC), the Banyan Tree Project is a national social marketing campaign to eliminate the shame and silence surrounding HIV/AIDS in Asian and Pacific Islander (A&PI) communities. As part of the campaign, we produce an annual anti-HIV stigma public service announcement (PSA), the National Asian & Pacific Islander HIV/AIDS Awareness Day (May 19th), and provide capacity building assistance (CBA) to community-based organizations serving A&PIs in the U.S. and six U.S.-affiliated Pacific Island Jurisdictions.

WHAT IS HIV STIGMA?

We live in a world that does not always treat people with respect and dignity, especially if they are living with or at risk for HIV/AIDS. For A&PIs, this pervasive sense of shame prevents people from talking about HIV or learning how to prevent disease transmission. Many A&PIs refuse to get tested for HIV for fear of being discovered or worse, disgraced. For A&PIs living with HIV, fear of discrimination and judgment can prevent them from getting health care or the support they need to stay healthy. Ultimately, HIV stigma isolates individuals from families and communities, leaving them vulnerable and unprotected.

Why should A&PIs get tested? Anyone can get HIV, including A&PIs. Yet, A&PIs tend to believe their HIV risk is extremely low or non-existent, a view that is often reinforced by health care providers who discourage A&PIs from getting tested.³

Two-thirds of A&PIs have never been tested for HIV.⁴ A&PIs are the least likely racial or ethnic group to get tested for HIV due to shame, fear of judgment, lack of awareness, and limited culturally or linguistically appropriate testing sites.

1 in 3 A&PIs living with HIV don't know it.⁵ With proper treatment, people living with HIV can manage the disease and live a long, full life. Because A&PIs delay getting tested, diagnosis often occurs very late, increasing the likelihood of an AIDS diagnosis or even death.⁶

HIV stigma increases risky behaviors and decreases the quality of life for A&PIs living with HIV.⁷ People living with HIV face significant challenges including discrimination, loss of their jobs or housing, and even rejection by their family or community. Gay and bisexual men, the transgender community, women who are labeled "promiscuous," sex workers and intravenous drug users are also stigmatized because they are believed to be HIV "carriers." Stigmatized people

often feel hopeless, worthless, ashamed, and isolated. To cope, many people turn to drugs or alcohol or other behaviors that can increase HIV risk.

HOW DO WE FIGHT HIV STIGMA IN A&PI COMMUNITIES?

The Banyan Tree Project uses social marketing principles to engage the A&PI community at all levels, focusing on three main components:

Leadership Development: Our aim is to engage A&PI community members from all walks of life to become knowledgeable and impactful spokespeople for Banyan Tree Project. We partner with national media, business, education and religious leaders, and A&PIs living with HIV to increase the community's willingness to talk about sex, discrimination, and HIV.

National Anti-Stigma and HIV Awareness Campaign: Each year, we produce a public service announcement commercial urging A&PIs to talk about sex and HIV. Talking about HIV increases awareness and decreases stigma, encouraging more people to get tested and into treatment.

National Asian & Pacific Islander HIV/AIDS Awareness Day (May 19th): May 19th serves as a community entry point for HIV education and testing. We encourage any organizations serving A&PIs to coordinate May 19th events in their local communities, even if they don't offer health or HIV services. We provide resources to increase HIV awareness, including education and training materials. We can help you connect HIV to the work you do.

2011 CAMPAIGN

SAVING FACE CAN'T MAKE YOU SAFE.
TALK ABOUT HIV
For Me, For You, For Everyone.

WE ARE **FOUR TIMES MORE LIKELY TO GET AN STD THAN A&PI MEN**

MAY 19TH is National Asian & Pacific Islander HIV/AIDS Awareness Day
The Banyan Tree Project is a national social marketing campaign to end the silence and shame surrounding HIV/AIDS in A&PI communities. Stop HIV stigma in your community.
Find out more at: www.banyantreeproject.org / 1-866-5BANYAN

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A
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SAVING FACE CAN'T MAKE YOU SAFE.
TALK ABOUT HIV
For Me, For You, For Everyone.

WE HAVE THE **HIGHEST RATE OF INCREASE IN NEW HIV INFECTIONS IN THE NATION**

MAY 19TH is National Asian & Pacific Islander HIV/AIDS Awareness Day
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SAVING FACE CAN'T MAKE YOU SAFE: REACHING THE A&PI COMMUNITY

The A&PI community is incredibly diverse, representing almost 50 ethnicities speaking over 100 different languages and dialects.⁸ Age, gender and sexual orientation add to the existing cultural and linguistic complexity, making it difficult to reach all A&PIs with a single, one-size-fits-all message. Younger A&PIs are more comfortable talking about sex than their elders; gay and bisexual men have more HIV knowledge than their straight counterparts. Still, very few A&PIs of any demographic have ever seen HIV education messages directed at them or their communities.

In 2010, the Banyan Tree Project developed a slogan that resonates with A&PIs and can be adjusted, through supporting messages, to speak to specific segments of the A&PI community. The slogan “saving face can’t make you safe” cuts to the heart of our collective silence, deconstructing the belief that discussing uncomfortable topics will cause you and your loved ones harm. In fact, the impulse to protect your family from a loss of standing in the community can actually

increase HIV risk. We encourage communities to talk about sexual health and HIV in order to “stay safe.”

REACHING YOUNG A&PI WOMEN

Each year, the Banyan Tree Project produces campaign materials including posters and a thirty second broadcast-quality PSA that we distribute nationwide via television networks and new media channels like websites, YouTube, and Facebook. Our 2010 campaign addressed the alarming increase in new HIV infections among young A&PI gay and bisexual men. In 2011, we focused on young A&PI women. Research indicates that young A&PI women believe they are not at risk for HIV infection and are highly unlikely to get tested—in many cases, health care providers and community HIV testing sites discourage them from getting tested at all.⁹

86% of A&PI Women Living With HIV Got It From a Man:

Though HIV is still seen as a men’s issue, the reality is that A&PI women have sex and are at risk for HIV. A woman’s HIV risk is often indirect, based on the HIV risk of her partner. The majority of A&PI women contract HIV and other

2011 CAMPAIGN

SAVING FACE CAN'T MAKE YOU SAFE.
TALK ABOUT HIV
For Me, For You, For Everyone.

80% OF A&PI WOMEN LIVING WITH HIV GOT IT FROM A MAN

MAY 19TH is National Asian & Pacific Islander HIV/AIDS Awareness Day
The Banyan Tree Project is a national social marketing campaign to end the silence and shame surrounding HIV/AIDS in A&PI communities. Stop HIV stigma in your community.
Find out more at: www.banyantreeproject.org / 1-866-5BANYAN

community members who encourage the audience to talk about sex and STDs. The young women—an East Asian, a South Asian, and a Pacific Islander—represent the rich ethnic and cultural diversity of the A&PI community. These women have the courage to speak up and ask others to do the same:

I like sex. Duh, who doesn't?

But check it out: I'm four times more likely to have a sexually transmitted disease than him (points to A&PI man). Hello! I'm at risk for HIV.

So ladies, talk to each other. Check out the facts. Saving face can't make you safe. Talk about it—for me, for you, for everyone.

COMMERCIAL DISTRIBUTION STRATEGY

As in past years, we focused on pro-bono placement of our PSA both online and through traditional broadcast channels. The Banyan Tree Project solicited cable and network television affiliates across the nation with a significant or growing A&PI viewership. Our PSA was picked up by a number of television stations, potentially reaching a total of 42 million households. We also explored pro-bono placement of our spot on hulu.com, a popular online movie and television show viewing service. Unfortunately, hulu did not pick up the ad due to changes in their selection criteria from 2010 (see the Challenges section for more information).

Network Ad-Buy: a San Francisco Pilot Project: In an attempt to reach our target demographic in a more direct, measurable way, we worked with CDC subcontractors to

STDs through unprotected sex with a male partner.¹⁰ Even women who believe they are in monogamous relationships can be shocked by a positive HIV test result.

A&PI Women Are Less Likely To Get Tested Than Women of Other Races: HIV testing rates are low for all A&PIs, but A&PI women are less likely to get tested for HIV than women of other races, even when they believe their risk of HIV infection is high.¹¹ This is perpetuated by health care providers, who often discourage A&PI women from getting tested because their risk is assumed to be very low.

A&PI Women Are Four Times More Likely To Get an STD Than A&PI Men¹²: Gender roles, unequal power dynamics, and a lack of open communication contribute to the sexual health disparity between women and men, ultimately increasing the HIV/STD risk of A&PI women. A&PI women are less likely than men to express their sexual needs, negotiate condom use, or make empowered sexual decisions.

Our 2011 campaign addresses the myth that A&PI women are not at risk for HIV or other STDs in a fun, engaging way. For our PSA and poster triptych, we chose three young A&PI

“
When I tried to get tested for HIV,
the test counselor said “Why are you
getting tested? No way a nice girl
like you could be exposed to HIV.”

— survey respondent / 36 years old

”

2011 CAMPAIGN

PUBLIC SERVICE ANNOUNCEMENT: PLACEMENT

PRO-BONO TELEVISION &
CABLE PLACEMENT

42 MILLION VIEWERS

PAID TELEVISION & CABLE PLACEMENT

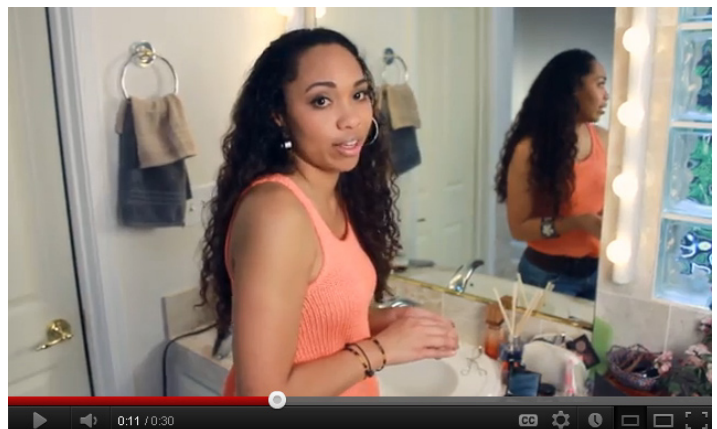
177,000 VIEWERS

place our PSA on a network cable television affiliate during primetime viewing hours. The CW network is extremely popular among young, 18 – 34 year old women of all ethnicities and their programming line-up includes women-focused shows like Gossip Girls, The Vampire Diaries and America's Next Top Model. In San Francisco, the 2011 PSA ran on the CW network affiliate KBCW-TV/CW 44 a total of 41 times for one week in June 2011, yielding a total of 177,000 impressions in our target audience (A&PI women between the ages of 18 and 34).

Campaign Poster: For 2011, we created three separate posters featuring each of the women participating in our campaign. The posters can be displayed together as a triptych, highlighting important statistics and messages for our target audience. The posters can also be displayed individually, supporting the work of organizations that only work with a specific A&PI community. This tactic allows for more specific targeting of our campaign messages.



We reached nearly 600 youth and their teachers with information about HIV, safe sex, and how to make healthy choices. Our Hawaiian outreach worker talked about how HIV affects Pacific Islanders and Native Hawaiian people and the importance of May 19 – Teri Hollowell / Hawaii Island HIV/AIDS Foundation, Kailua-Kona HI



MAY 19TH: SAN FRANCISCO FLAGSHIP EVENT

For our 2011 flagship event in San Francisco, the Banyan Tree Project hosted a press conference focusing on the risk for HIV and STD infection among A&PI women. We invited Dr. Hyeouk "Chris" Hahm, a Boston University researcher whose data informed our 2011 campaign, to speak at a panel discussion with other influential A&PI women working in the HIV field. Panelists included Sonia Rastogi of

亞太裔婦女 染愛滋率激增

記者劉開平舊金山報導

May 18, 2011 10:00 AM | 1027 次 | 0 評 | 4 讚 | 0 怨 | 0 怨



波士頓大學副教授漢姆（右），在記者會上討論亞太裔婦女罹患愛滋病問題。（記者劉開平／攝影）

（Hyeouk Chris Hahm）發言時，引述上述統計數字。

據聯邦疾病控制中心（CDC）統計，2005年亞太裔婦女感染愛滋病毒（HIV）或罹患愛滋病（AIDS）者，占所有此類女病人的1%。但是，2004至2007年間，亞太裔婦女感染愛滋病毒或罹患愛滋病的增長率卻達44%，大大超過非裔婦女的增長率11%、西裔婦女的21%和白人婦女的16%。

亞太裔服務中心（Asian & Pacific Islander Wellness Center）和全國亞太裔婦女論壇，17日聯合在舊金山總圖書館舉行記者會討論此事，波士頓大學副教授漢姆

MEDIA COVERAGE NATIONWIDE

Station/Paper	Media Type	Story Type	Number of Impressions
KCBS	Radio	Report	1,134,500
KQED	Radio	News short	800,400
ONAP White House Blog	Online	Blog Post	313,000
KTSF	TV	Lead in report	91,000
KHON	TV	Report	84,000
World Journal	Print	Article	65,000
Contra Costa Times	Online	Article	36,000
Sing Tao	Print	Article	30,000
India-West	Paper	Article	25,000
New America Media	Online	Article	22,700
Long Beach Press Telegram	Online	Article	15,100
Angry Asian Man	Online	Blog Post	12,900
Just Out	Online	Blog Post	11,600
AIDS.GOV	Online	Blog Post	1,800
Oakland Local	Online	Republish NAM	1,700
Joong Ang Daily	Newspaper	Article	1,000
Channel APA	Online	Blog Post	550
CA AIDS Advisory Network	Online	Blog Post	--
Well Commons	Online	Blog Post	--
Sampan	Online	Article	--

TOTAL MEDIA IMPRESSIONS 2,646,250

Data estimates from Quantcast & Nielsen. Impression count includes number of viewers, visitors, readers or site visitors. Number is potentially higher due to unknown articles and visit/reader data.

New HIV Statistics Alarm San Francisco Officials

May 17, 2011 6:09 PM

Share this: [Like](#) (13) [Tweet](#) 33 [+1](#) 0 [Share](#) 1 [Comment](#) 1



SAN FRANCISCO (KCBS) — New numbers from the Centers for Disease Control and Prevention revealed that Asian and Pacific Islander women showed significant growth in terms of HIV infection, a troubling sign for community leaders in San Francisco.

Sapna Mysoor with the Asian and Pacific Islander Wellness Center said she hopes that this will begin a conversation about sexual health and lead to more testing and earlier treatment in her community.

(AP)

Filed Under

Health, Heard On

Related Tags

Asia, Asian, Asians, Centers for Disease Control and

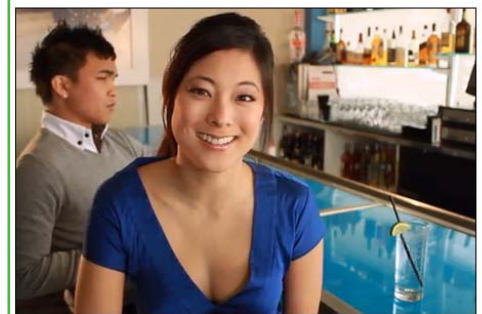
KCBS' Margie Shafer Reports:

[Click here to play audio](#)

angry asian man

5.18.2011

2011 a&pi hiv/aids awareness day psa



Did you know? May 19 is the 7th annual National Asian & Pacific Islander HIV/AIDS Awareness Day. To commemorate the occasion, and to raise awareness about sexual health in A&PI communities, the Banyan Tree Project recently released a new public service announcement particularly aimed

KQED Radio

Tue, May 17, 2011 -- 5:04 PM

MTA Approves Higher Taxi Fares ... More Asian-American Women Contracting HIV

00:00 / 00:00 [embed](#)

Selected articles about National A&PI HIV/AIDS Awareness Day. Top: KCBS, Angry Asian Man, KQED. Below: World Journal.



Photos from selected National Asian & Pacific Islander HIV/AIDS Awareness Events. Top: Chuuk Women's Council, Weno, Chuuk, Federated States of Micronesia; middle: Neighborhood House, St. Paul, MN; bottom and top right: Evergreen Valley College, San Jose, CA.

the Positive Women's Network (PWN) and Jaimie Callahan, a community advocate and A&PI woman living with HIV from Honolulu, Hawaii. The panel was moderated by Miss India USA 2009-2010. Priyanka was one of our PSA cast members. The event was streamed live via USTREAM and the archive of the press conference can be viewed on our YouTube channel.

The press conference generated significant media interest and resulted in several in-depth follow up stories later in the year. A sampling includes Sing Tao Daily, KCBS Radio, KQED-FM, World Journal, and New America Media.

We improved the circulation of stories about May 19 by local news affiliates across the country. The total audience reach was up by nearly 200,000 viewers/readers from 2010. This includes coverage by larger media outlets such as KQED-FM and KCBS-AM in San Francisco, and KHON-TV in Honolulu. The increase in coverage has led to more opportunities for richer stories on HIV in the A&PI community. For instance, KTSF-TV in San Francisco ran a weeklong series on HIV during their Mandarin and Cantonese newscasts, reaching nearly 100,000 monolingual ethnic Chinese in the San Francisco Bay Area.

MAY 19TH: EVENTS NATIONWIDE

The number of National A&PI HIV/AIDS Awareness Day events has increased significantly, from just five in 2005 to 33 individual events in 2011. New partners this year include the HIV Alliance in Eugene, Oregon and Neighborhood House in St. Paul, Minnesota.

Many long-standing National A&PI HIV/AIDS Awareness Day participants increased the number of May 19 activities they coordinated this year. Hawaii Island HIV/AIDS Foundation held educational events at seven different schools in Kailua-Kona, Hawaii. In the Federated States of Micronesia, the Chuuk Women's Council held three events.

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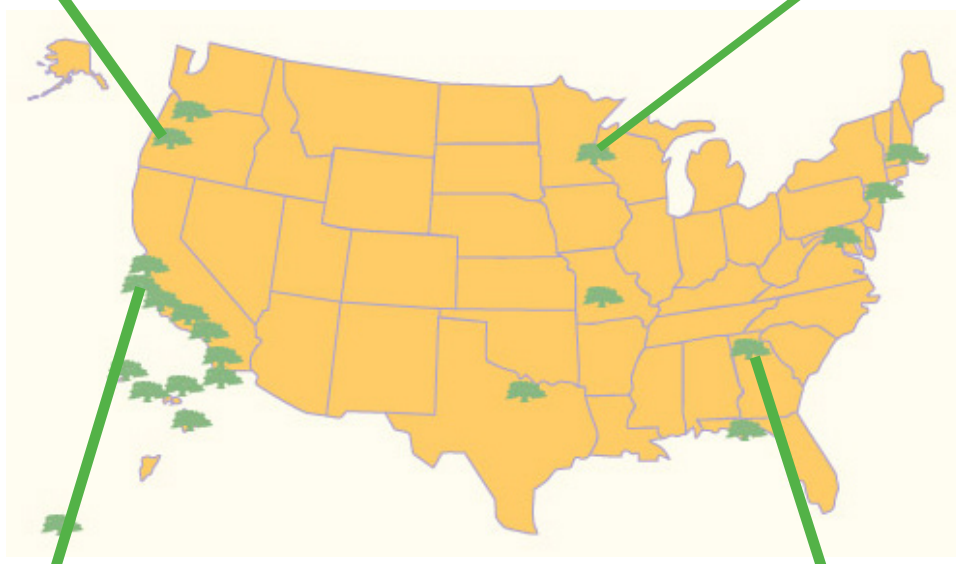
Our prevention counselors and testers found it useful to focus on and learn about the gaps in service that A&PIs face. Many of our volunteers are working toward going to medical school and appreciated the Banyan Tree Project’s materials as cultural competency resources that they otherwise have access to.— Ronan Kelly / HIV Alliance, Eugene OR

”

“

Our health educator was able to speak to the importance of May 19 and the theme “Saving Face Can’t Make You Safe.” We were successful in getting the Karen and Hmong communities together, and holding an event in three different languages.
— Wa Yang / Neighborhood House, St. Paul MN

”



“

We held an event on the Evergreen Valley College campus this year. Our testing numbers doubled this year as well as the number of overall student participants. The event was attended by not only many of the student body but by many of the college’s administrators and instructors.
— Anne Im / A&PI HIV/AIDS Collaborative of Santa Clara County, San Jose CA

”

Larry Cook, a local HIV/AIDS activist shared his story and the importance for community members to participate in the prevention process by educating their communities and advocating for the HIV community: “If you are not infected, you are affected.” — Diana Lee / Center for Pan Asian Community Services, Atlanta GA

”

Selected Public/Private 2011 National A&PI HIV/AIDS Awareness Day Events

Arlington, VA	VOICES 2011 conference: the event included a community discussion about HIV stigma and screening of the 2011 PSA.
Atlanta, GA	Community gathering: food, education and community discussions.
Boston, MA	MAP for Health gala: Our Boston BTP partners honored Anh Đào Kolbe and Karen Young for their work with the A&PI community.
Dallas, TX	University of Texas Southwestern campus event: on-campus HIV testing provided.
Daly City, CA	Serramonte Mall's "Fun, Health & Safety" Fair: A&PI Wellness Center and the Banyan Tree Project passed out information on May 19 and HIV.
Eugene, OR	HIV Alliance event: HIV testing drive.
Hilo, HI	Youth poster contest: Students at East Hawaii Island High Schools and Hawaiian Immersion Schools competed in a poster contest to raise HIV awareness.
Honolulu, HI	"Island Roots": The Bishop Museum and BTP partners Life Foundation hosted a community event featuring guest speakers, food and music.
Honolulu, HI	Waikiki Health Center May 19th street fair: this mini health fair focused on HIV testing and awareness for A&PIs. Other A&PI health issues were included to appeal to a broader audience.
Kailua Kona, HI	K-12 HIV education: Hawaii Island HIV/AIDS Foundation gave presentations to nearly 600 students and faculty at 7 different K-12 schools in May. Presentations focused on raising awareness and knowledge about HIV in A&PI communities.
Lihue, HI	Malama Pono open house: this community event featured free HIV testing and hepatitis B & C screenings.
Los Angeles, CA	Asian Pacific AIDS Intervention Team community event: BTP partners promoted free HIV testing.
Long Beach, CA	Long Beach Pride: Asian Pacific AIDS Intervention Team prominently featured BTP materials and posters at the Pride celebration.
National City, CA	Youth 2 Youth Center passed HIV testing drive: the event linked high school students to HIV testing and other May 19th activities.
Panama City, FL	Bay County Health Department HIV testing drive: the event included HIV testing and hepatitis A, B & C screenings.
Portland, OR	API Pride happy hour: this fun event commemorated May 19th with a discussion on HIV, stigma and ways to increase access to HIV testing for Portland's A&PI community.
Philadelphia, PA	ASIAC open house: office tours also featured HIV and STD testing.
San Diego, CA	Family Health Centers of San Diego community event: this event featured community discussions about HIV at the Japanese Friendship Garden.
San Francisco, CA	Flagship press conference: A&PI Wellness Center hosted a panel discussion on the alarming rise in new HIV infections among A&PI women. Panelists included Dr. Hyeouk "Chris" Hahm, a researcher from Boston University, Sonia Rastogi from PWN, and community member/activist Jaimie Callahan.
San Francisco, CA	Bloom gala: BTP Program Manager Sapna Mysoor spoke about the impact of HIV stigma in the A&PI community at A&PI Wellness Center's annual gala. The presentation included a screening of the PSA.
San Jose, CA	Evergreen Valley College campus event: A&PI HIV/AIDS Collaborative of Santa Clara County coordinated an HIV testing drive.
Springfield, MO	AIDS Project of the Ozarks community event: this fun barbecue/picnic featured giveaways, HIV information, and community discussions.
St. Paul, MN	Minnesota Department of Public Health exhibition: HIV awareness event included HIV fact sheets and posters.
St. Paul, MN	Asian Pacific American Celebration: Neighborhood House provided individual health assessments.
Wailuku, HI	Maui AIDS Foundation held incentivized HIV testing with a variety of prizes.
Weno, Chuuk, FSM	The Chuuk Women's Council community events: events were held over three days and included a seminar covering HIV risks for women, an HIV workshop, and HIV/STD testing at Chuuk High School.

TRAINING PORTAL

The Banyan Tree Project website (www.banyantreeproject.org) is the primary source of information for both individuals seeking more information about HIV and organizations interested in finding support to serve the needs of A&PIs in their areas. Individuals without access to the web can call 1-866-5BANYAN to access information and services.

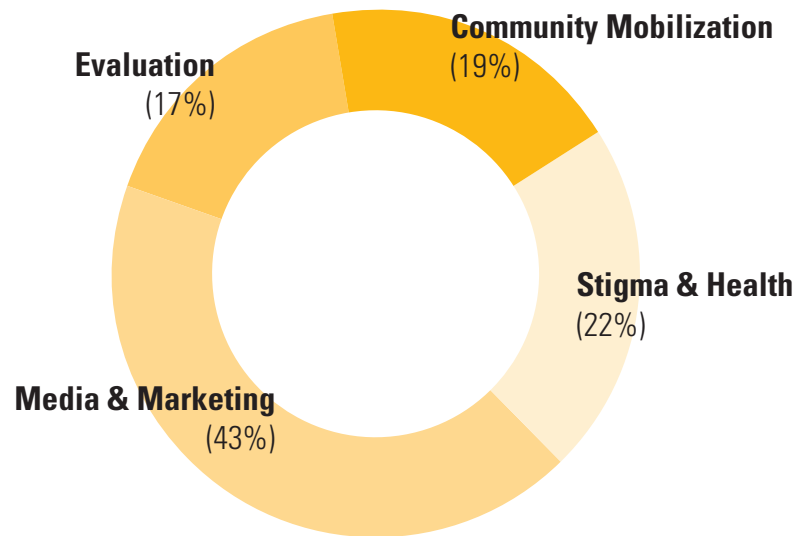
In 2011, we created an online training portal, allowing visitors to register for new webinars on topics as diverse as the role HIV stigma plays in A&PI communities to overviews of social marketing principles and social networking media. We facilitated a total of nine online trainings, reaching nearly 500 participants across the nation and in the six U.S.-affiliated Pacific Island Jurisdictions. These trainings allow us to assist distant individuals and organizations in better serving A&PIs in their area.

The training portal also holds an archive of all past trainings and supporting materials, enabling visitors to increase their knowledge and skills even when unable to attend an online training in real-time.

We continue to provide free capacity building assistance to individuals, organizations and media representatives interested in learning more about HIV and the A&PI community. We can customize trainings to meet the needs of your group. To find out more, contact Sapna Mysoor at sapna@apiwellness.org.

2011 BTP Online Training Series

Attendance by Training Type



ONLINE TRAINING SERIES

In 2011, we offered 8 trainings in a variety of subjects areas

EVALUATION

Evaluating Social Marketing Efforts

COMMUNITY MOBILIZATION

10 Foolproof Ways to Engage Communities

Party for a Change: Event Planning for the Greater Good

STIGMA & HEALTH

Saving Face: What You Need to Know about Hepatitis B and A&PI Communities

A&PI Women, Health & Sexual Dynamics

MEDIA & MARKETING

The Right Message for the Right Audience: Social Marketing 101

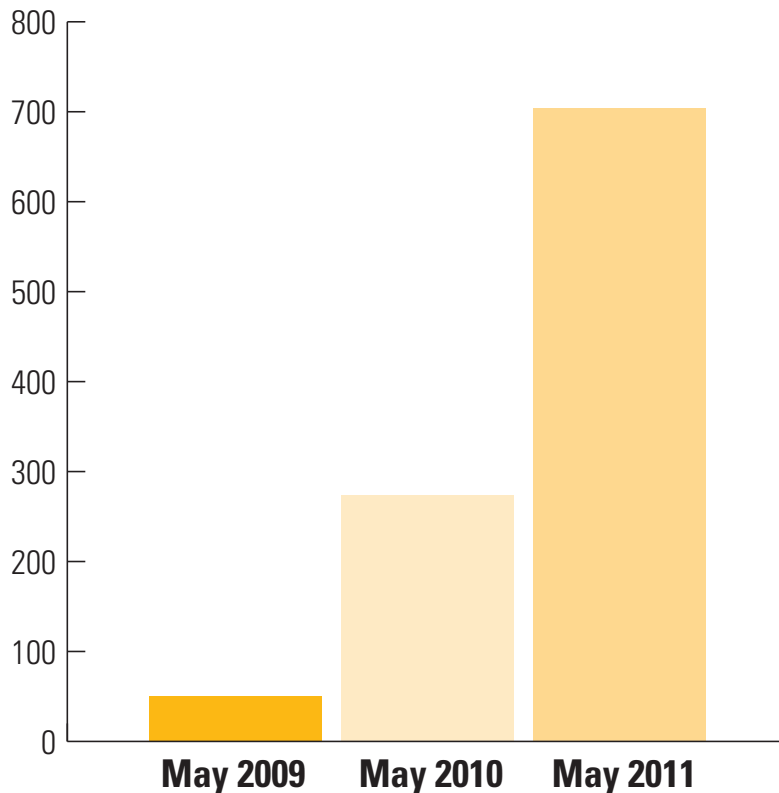
Social Networking Media

Getting Your 15 Minutes: Creating an Effective Media Relations Strategy

SOCIAL NETWORKING

BTP Facebook Fan Growth

May 2009 through May 2011



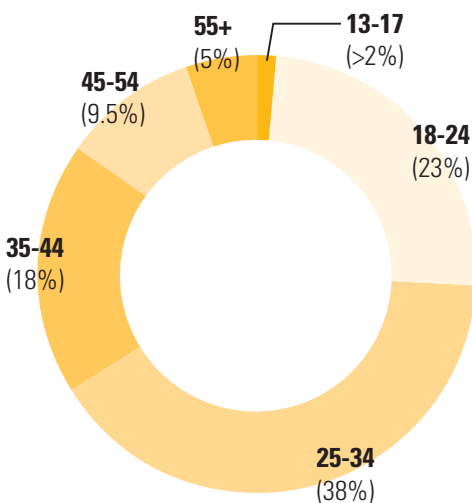
We continue to use the same strategies to create social engagement across our social networks, including Facebook and Twitter. See the accompanying charts for more information on fan and follower growth, and demographics.



Banyan Tree Project Facebook fan growth and fan demographic charts and screenshots from event posts.

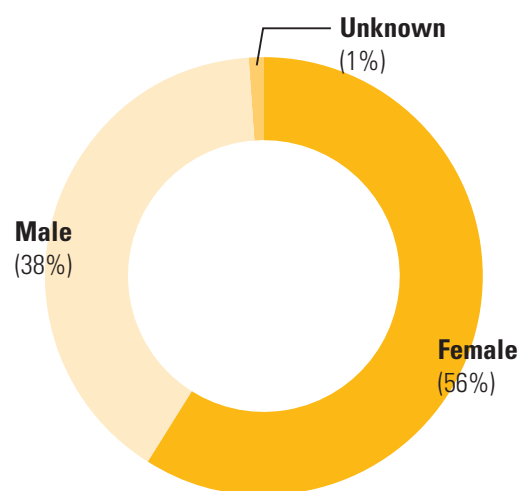
2011 BTP Facebook Fans: Age

Fans By Age (n = 705)



2011 BTP Facebook Fans: Sex

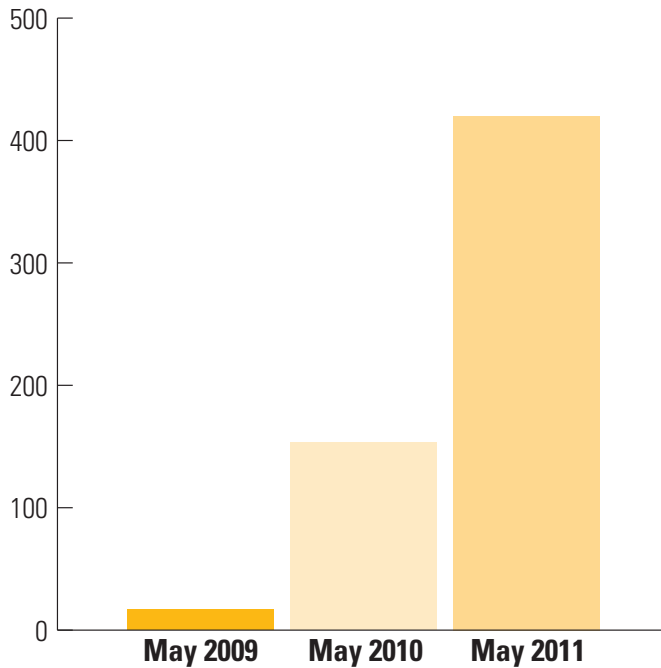
Fans By Sex (n = 705)



SOCIAL NETWORKING

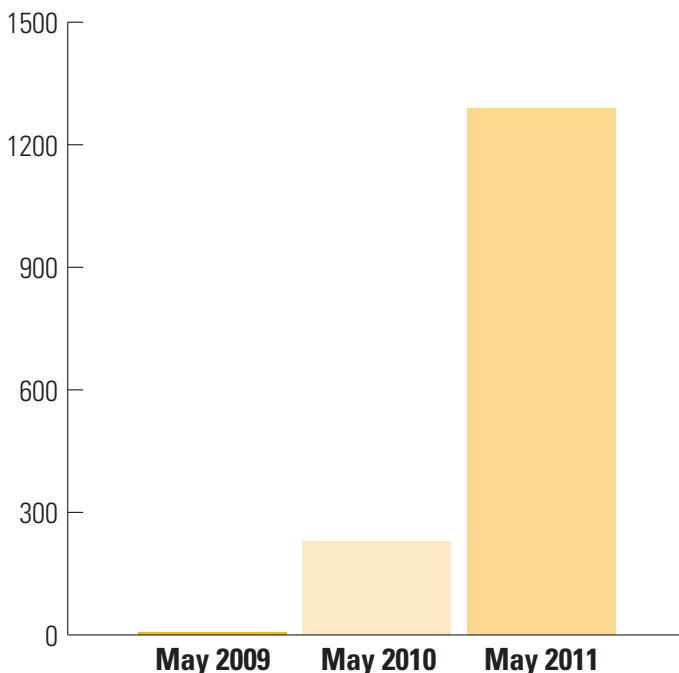
BTP Twitter Follower Growth

May 2009 through May 2011



BTP Number of Cumulative Tweets

May 2009 through May 2011



A screenshot of the Banyan Tree Project Facebook page. The header shows the Facebook logo, the page name "Banyan Tree Project", and a dropdown menu for "Our 2011 Campaign". The main content area features a green banner with the text "SAVING FACE CAN'T MAKE YOU SAFE. TALK ABOUT HIV" and "For Me, For You, For Everyone." Below the banner is a video player showing a woman in a bathroom. The video player has a progress bar at 0:11 / 0:30 and a view count of 1080p. Below the video, there is a caption: "SAVING FACE CAN'T MAKE YOU SAFE. TALK ABOUT HIV—FOR ME, FOR YOU, FOR EVERYONE." and a link to "The Banyan Tree Project, Asian & Pacific Islander Wellness Center's national anti-stigma partnership, has".

A screenshot of a Facebook photo update from the Banyan Tree Project. The post is dated May 19, 2011. The photo shows three people (two women and one child) holding signs that read "I'm TALKING ABOUT HIV because... I believe in educating people about HIV" and "SAVING FACE can't make you safe". The post has 2 likes and 3 comments.

At left, Twitter statistics for the Banyan Tree Project account. Above top: The Banyan Tree Project Facebook 2011 Campaign landing page. Above bottom: Waikiki Health Center photo update to Facebook.

CHALLENGES

The 2011 campaign challenges we faced primarily dealt with two main issues: 1) community response to the campaign content, and 2) campaign promotion.

Content

Our focus on A&PI women was met with particular resistance in the community, in some cases inciting angry debates online. After seeing the PSA on YouTube, one commenter said, "Asian women have no loyalty or respect for their culture, heritage and family." The commenter went on to call A&PI women "pathetic sellout sluts" in reference to their high STD risk relative to an A&PI man. Clearly, the topic of sex and A&PI women (who are alternately viewed as either overly submissive or hyper-sexual), is a controversial and heavily stigmatized issue for many A&PIs. The 2011 campaign message elicited strong reactions from the community, underscoring the need for HIV and STD prevention messages targeted toward this overlooked and underserved audience.

Promotion

Due to budget constraints, we rely on pro-bono placement for our PSAs. This tactic minimizes cost, but does not provide us with insight into our audience make-up and their viewing habits. We can only estimate potential reach based on the overall viewing audience of selected stations. For instance, also in 2011 we partnered with WestGlen Communications, a media company providing free satellite distribution to nearly 800 cable stations and network affiliates across the country. Despite their large audience, we are unable to include them in our report because we have no way of tracking the number of stations that actually ran our spot.

An ad-buy, on the other hand, would provide us with a media traffic report detailing how many times our commercial ran and when, with the corresponding number of impressions within our target audience. Ad-buys are costly, however, and the cost increases for popular networks and television shows. Our one week ad-buy on the CW network in San Francisco cost a total of \$10,000, which is relatively cheap by advertising standards. Without additional funding to support promotion efforts, a national ad-buy is prohibitive.

Online promotion efforts were similarly stymied when we were unable to place our PSA on hulu, which was unwill-

ing to run an ad targeting a segmented audience (either A&PI young women or young men). Hulu was responsible for driving a significant number of new visitors to the Banyan Tree Project website, a benefit we did not receive in 2011. Fortunately, we found that our website bounce rate was higher among hulu users: nearly 85% of hulu users referred to the Banyan Tree Project website left after an average of 14 seconds. After excluding hulu referrals, the Banyan Tree Project website has a high percentage of return visitors (26%), longer visit times (1:30), and lower bounce rate (66%).

WEBSITE TRAFFIC

YEAR	SITE VISITS	NEW VISITORS	RETURNING VISITORS
2008	5963	5185	778
2009	10718	9365	1353
2010	28820	26257	2562
2011	25715	21621	4094

Data excludes visits generated by HULU. See section below for more information

CONCLUSION



Overall, the 2011 campaign was successful, showing significant growth compared to previous years. We introduced HIV prevention and stigma reduction messaging to a new audience—A&PI women—and found that while their needs are high, their level of awareness is relatively low. Our campaign was the first of its kind to specifically address A&PI women whose sexual health needs are overlooked all too often. We created new, interesting products to engage our audience and experimented with a network cable affiliate ad-buy. Almost ten new community events were added to our network across the country, bringing our total to 33 events in places as diverse as Springfield, Missouri and Chuuk, in the Federated States of Micronesia. Our online trainings allow us to engage distant communities in a cost-effective way throughout the year. We are able to respond quickly to the training needs of organizations struggling to find ways to connect to their communities around sexual health and HIV.



With the commitment and investment of all our community partners across the country, the Banyan Tree Project continues to grow. We thank you for your dedication to the A&PI community. The Banyan Tree Project is a success because of you.

More photos from selected National Asian & Pacific Islander HIV/AIDS Awareness Events. Top left: Evergreen Valley College, San Jose, CA. Bottom left: Waikiki Health Center, Honolulu, HI. Top Right: Neighborhood House, St. Paul, MN.

CAPACITY BUILDING ASSISTANCE

CAPACITY BUILDING ASSISTANCE Strengthening the Community

The Banyan Tree Project is a CDC-funded capacity building assistance (CBA) provider. We provide trainings, consultation and assistance to community-based organizations, health departments and individuals, from holding National Asian & Pacific Islander HIV/AIDS Awareness Day events to trainings specific to your programs. Take a look at some of the support services that we offer. If you are interested in getting CBA in any of the topic areas below, please contact Sapna Mysoor, Banyan Tree Project Program Manager at (415) 292-3400 x 352 or at sapna@apiwellness.org

DO YOU NEED HELP WITH:

SOCIAL MARKETING

We can help you design and implement an effective campaign, including setting project goals, creating messages, distribution strategies, and evaluation.

SOCIAL NETWORKING MEDIA

We can help you design a feasible and effective engagement strategy and understand how usage metrics support evaluating your efforts.

MEDIA RELATONS

We can help you craft meaningful messages to get the media to pay attention to you, including press release development and media outreach strategies.

SPOKESPERSON DEVELOPMENT

Have a great story and need to get it out to your community? We have expertise in turning your allies into powerful spokespeople and storytellers.

EVALUATION

Our expertise in program evaluation will help you measure success or tweak your campaigns and efforts along the way to your goal.

CULTURAL COMPETENCY

We provide customized trainings and consultations on cultural competency for transgender women, recent immigrants, Asians & Pacific Islanders, and many more.

AND MORE!

We have expertise in other areas as well, including Hepatitis B programming, program collaboration and service integration, and much more!

WANT TO HOST A MAY 19TH EVENT?

EVENT PLANNING

We can help you figure out the best way to integrate May 19 activities into your busy schedule in low or no-cost ways to reduce staff burden.

FREE GIVEAWAYS

We have free materials such as posters, pens and tote bags to give away at your event.

FACT SHEETS & PRESENTATIONS

We have fact sheets and presentations on HIV among A&PIs to help support your event and increase cultural competency among your staff.

FREE PROMOTION

We can help promote your event by listing it with other events on our website and let our network of fans know about events by you through our social networks.

CITATIONS

- 1 The White House Office of National AIDS Policy, The White House, National HIV/AIDS Strategy (Washington, DC., July 2010), 1-2, 14. Accessible at <http://www.whitehouse.gov/sites/default/files/uploads/NHAS.pdf>
- 2 The White House Office of National AIDS Policy, The White House, National HIV/AIDS Strategy (Washington, DC., July 2010), 33-34. <http://www.whitehouse.gov/sites/default/files/uploads/NHAS.pdf>
- 3 Hahm HC, Song IH, Ozonoff A and Sassani JC. "HIV Testing Among Sexually Experienced Asian and Pacific Islander Young Women: Association With Routine Gynecological Care." *Women's Health Issues*, 2009, 19: 279-288.
- 4 Pleis JR, Lucas JW, Ward BW. Summary health statistics for U.S. adults: National Health Interview Survey, 2009. National Center for Health Statistics. *Vital Health Stat* 10(249). 2010. [Advanced copy.]
- 5 Campsmith ML, Rhodes PH, Hall HI, et al. Undiagnosed HIV Prevalence Among Adults and Adolescents in the United States at the End of 2006. *Journal of Acquired Immune Deficiency Syndromes* 53(5):619-624. April 2010.
- 6 US Centers for Disease Control, "Late HIV Testing—34 States, 1995-2005," *Morbidity & Mortality Weekly Report*, 58(24):661-665, June 26, 2009. Accessible at: <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5824a2.htm>
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- 8 Association of Asian Pacific Community Health Organizations, "Asian Americans, Native Hawaiians and other Pacific Islanders," (Oakland: n.d.), http://www.aapcho.dreamhosters.com/index.php?option=com_content&view=article&id=19&Itemid=18
- 9 Hahm HC, Song IH, Ozonoff A and Sassani JC. "HIV Testing Among Sexually Experienced Asian and Pacific Islander Young Women: Association With Routine Gynecological Care." *Women's Health Issues*, 2009, 19: 279-288.
- 10 Adih WK, Campsmith M, Williams CL, Hardnett FP, and Hughes D, "Epidemiology of HIV among Asians and Pacific Islanders in the United States, 2001-2008," *Journal of the International Association of Physicians in AIDS Care*. 2011 Apr 20. [Epub ahead of print].
- 11 Hahm HC, Song IH, Ozonoff A and Sassani JC. "HIV Testing Among Sexually Experienced Asian and Pacific Islander Young Women: Association With Routine Gynecological Care." *Women's Health Issues*, 2009, 19: 279-288.
- 12 Hahm, Hyeouk C. Boston University School of Social Work. "Understanding STDs and Health Disparities in Asian American Communities." March 29, 2009. <http://www.bu.edu/phpbin/news-cms/news/?dept=692&id=52827>

RESOURCES

ORGANIZATION	RESOURCES	CONTACT
Capacity Building Assistance		
Banyan Tree Project	The Banyan Tree Project website contains all the information you need on upcoming trainings, additional resources for planning an awareness day event, videos for embedding and more. Visit the website or call for more information.	www.banyantreeproject.org (866) 5-BANYAN
Asian & Pacific Islander Wellness Center	Trainings, capacity building assistance for Banyan Tree Project (Nationwide).	www.apiwellness.org (415) 292-3400
Life Foundation	Trainings, capacity building assistance for Banyan Tree Project (Hawaii and Pacific Region).	www.lifefoundation.org (808) 521-2437
Asian Pacific AIDS Intervention Team	Trainings, capacity building assistance for Banyan Tree Project (Western Region).	www.apaitonline.org (213) 553-1894
Massachusetts Asian & Pacific Islanders (MAP) for Health	Trainings, capacity building assistance for Banyan Tree Project (Northwest Region).	(617) 426-6755
Asian & Pacific Islander American Health Forum	Capacity building assistance for behavioral interventions targeting Asians & Pacific Islanders	http://www.apiahf.org/ (415) 568-3306
HIV/AIDS Resources		
Banyan Tree Project	Community and Online Links section has links to A&PI serving HIV/AIDS resources nationwide.	http://www.banyantreeproject.org/
US Centers for Disease Control and Prevention	Provides HIV/AIDS data and information.	http://www.cdc.gov/hiv/
The Body	Complete HIV/AIDS resource page	http://www.thebody.com/
AIDSMeds.com	Treatment and drug resource page	http://www.aidsmeds.com/
POZ Magazine	Information, news, stories and more about HIV/AIDS and living positive	http://www.poz.com/
General A&PI Health Resources		
Asian & Pacific Islander American Health Forum	Information on health disparities and advocacy for Asians & Pacific Islanders.	http://www.apiahf.org/
Office of Minority Health	Information on demographics, health disparities and reporting for Asians & Pacific Islanders.	http://minorityhealth.hhs.gov/
Social Media Resources		
AIDS.gov	Information on social networking and tools, primer on how to plan a social networking strategy.	http://www.aids.gov/ http://blog.aids.gov
Mashable.com	News site that covers online and social media/networking trends. Provides insightful marketing tips.	http://www.mashable.com/
TechCrunch.com	Another social media/networking news site.	http://www.techcrunch.com/

REGIONAL RESOURCES

ORGANIZATION	CONTACT
California	
Asian & Pacific Islander Wellness Center	http://www.apowellness.org/
Asian & Pacific Islander American Health Forum	http://www.apiahf.org/
Asian Pacific AIDS Intervention Team	http://www.apaitonline.org/
Guam Communications Network	http://www.guamcomnet.org/
Operation Samahan	http://www.operationsamahan.org/
Asian Health Services	http://www.asianhealthservices.org/
Family Health Centers of San Diego	http://www.fhcsd.org/services/hiv.cfm
Asian Youth Center	http://www.asianyouthcenter.org/
Asian Americans for Community Involvement	http://www.aaci.org/home.htm
Asian/Pacific Gays and Friends, Los Angeles	http://apgf.org/
Georgia	
Center for Pan-Asian Community Services	http://www.cpacs.org/
Hawaii	
Bay Clinic	http://bayclinic.org/
Kalihi-Palama Health Center	http://www.kphc.org/
Ke Ola Mamo O`ahu	http://www.keolamamo.org/
Kokua Kalihi Valley Comprehensive Family Services	http://www.kkv.net/
Life Foundation	http://www.lifefoundation.org/
Hawai`i Island HIV/AIDS Foundation	http://www.hihaf.org/
Na Pu`uwai Native Hawaiian Health Care	http://www.napuuwai.com/
Waianae Coast Comprehensive Health Center	http://www.wcchc.com/
Maui AIDS Foundation	http://www.mauiaids.org/
Illinois	
Asian Human Services	http://www.ahschicago.org/
Massachusetts	
Massachusetts Asians & Pacific Islanders for Health (MAP for Health)	(617) 426-6755
Michigan	
Arab Community Center for Economic and Social Services (ACCESS)	http://www.accesscommunity.org/

ORGANIZATION	CONTACT
Michigan	
Arab Community Center for Economic and Social Services (ACCESS)	http://www.accesscommunity.org/
New York	
Joseph P. Addabbo Family Health Center	http://www.addabbo.org/
Brooklyn-Chinese Family Health Center	http://www.lutheranmedicalcenter.com/
Filipino American Human Services	http://www.fahsi.org/
Asian & Pacific Islander Coalition on HIV/AIDS	http://www.apicha.org/
Charles B. Wang Community Health Center/Teen Resource Center	http://trc.cbwchc.org/1-on-1sessions.php
HIV/AIDS Program of the Chinese-American Planning Council	http://www.hivcpc.org/
Lower Eastside Service Center	http://www.lesc.org/pencer_house.html
Ohio	
Asian Services in Action	http://www.asiainc-ohio.org/
Pennsylvania	
AIDS Services in Asian Communities	http://www.asiac.org/
South Asian Mutual Assistant Associations Coalition	http://www.seamaac.org/health.html
The Pacific	
Guahan Project	(671) 647-5684
Chuuk Women's Council	http://www.cwcfiinchuuk.org/