

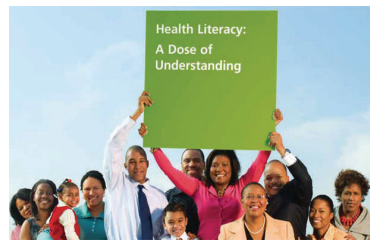
Highlights:

Aetna's African-American History Calendar on Health Literacy, a valuable resource.

AIDS and African-Americans: Prior Health Power related research a proposed model for more intensive, more structured and more comprehensive "hands on" research.

Two new Health Power web site features: "Join Our Network", and "Free Brochures".

Health Power and Its President Featured in Aetna's 2008 African-American History Calendar on Health Literacy



Aetna's 2008 and 27th Annual African American History Calendar, which focuses on Health Literacy, recognizes Norma J. Goodwin, M.D., Founder, President and CEO of Health Power for Minorities, LLC, (Health Power), as well as the organization, in the May section, for their significant contributions to Health Literacy "In The Media".

Standing in Times Square, Dr. Goodwin emphasized her view that "Health Literacy is a key ingredient to eliminating racial and ethnic health disparities". She also noted that: "The goal is to provide health information that causes change. People can't plan to act until they understand. People can't understand until they have information".

The effectiveness of Health Power's web site was highlighted in the Aetna Calendar in two ways:

1. The web site's listing among the top five Google sites for health information for minorities/multicultural populations; and
2. The web site's getting more than 2 million hits per year.

Health Power's tagline, or motto, is:

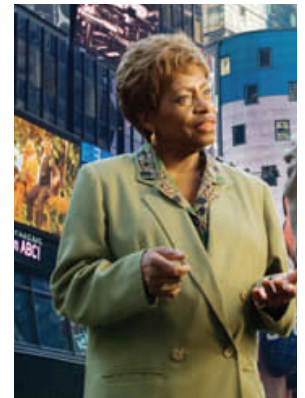
"Knowledge + Action = Power!"

The Aetna calendar, entitled "Health Literacy: A Dose of Understanding", focuses on key individuals in various settings where health literacy is important, including:

- The doctor's office
- The health center
- The pharmacy
- The hospital
- The school
- The church
- The community; and
- The media.

The media was the setting in which the Aetna Calendar recognized Dr. Goodwin and Health Power, with its nationally unique web site at www.healthpowerforminorities.org.

www.healthpowerforminorities.org



Dr. Goodwin in Times Square, as featured in Aetna's 2008 Calendar on Health Literacy

Aetna's African American Calendar can be ordered by calling 860/273-0509, or through the Aetna calendar link on Health Power's African-American Channel.

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**Knowledge +
Action = Power®**

Note:

Aetna has also released a 2008 Hispanic Calendar (see P. 2)

"Health Literacy is a key ingredient to eliminating racial and ethnic health disparities" .

Norma J.
Goodwin, M.D.

Join Our Network

One of the two newest features on the Health Power web site is "Join Our Network". The Network's primary purpose is to have others join with us in "Spreading the Word" to 'Make A Difference.'

The Health Power Network also provides a way for people interested in multicultural/minority health to exchange related information including special events, job opportunities, and new reports and other publications.

Additional Network benefits include eligibility each month for a \$50 American Express, Master Card or Visa gift card by recruiting the largest number of network members above a Health Power set target.

Free Brochures

The second new web site feature allows Network members to select 3 free culturally relevant Health Power brochures (other web site users can get one free brochure).

The brochures focus on some of the most common diseases that negatively affect multicultural populations such as

breast cancer, prostate cancer, hypertension, diabetes, and HIV/AIDS and other sexually transmitted diseases (STD's).

To Join Our Network and get 3 free brochures, click at the top of our Home Page at www.healthpowerforminorities.org.

Remember:
Knowledge + Action =
Power! @

Aetna's 2008 African-American and Hispanic History Calendars (Continued)

Features of Aetna's African-American History Calendar include:

- a photographic spotlight on each featured individual;
- a profile of the featured individuals and/or their organizations, focusing on their involvement/views about health literacy;
- A note of African-American history for each day of the year;
- biographical profiles of the featured individuals; and
- a variety of additional health literacy related resources.

Note: Dr. Goodwin and Health Power are featured in the month of May.

Aetna's Hispanic Calendar

Aetna 2008 Hispanic Calendar, which has also been released, can be ordered through: www.spanishvoices.com/clientes/aetna/calendario2, or through the Aetna Hispanic Calendar link on the Health Power web site Hispanic /Latino Channel.

HIV/AIDS & African-Americans: Special Action Needed

Why? The Facts Speak for Themselves

The increasingly negative Impact of HIV/AIDS on the nation's African-Americans is well documented. CDC 2005 data reported:

- ⌘ Although African-Americans made up 13% of the U.S. population, they were an estimated 50% of all AIDS cases.
- ⌘ Almost 50% of men and 60% of women with HIV/AIDS are African-American.
- ⌘ From the beginning of "The epidemic" to 2005, African-Americans were an estimated 68% of all AIDS cases (the "cumulative rate").
- ⌘ The age-adjusted death rate from HIV was 2.3 deaths per 100,000 population for Whites and 20.4 for African-Americans.

African-American Women at Greater Risk

⌘ Of the 126,964 women living with HIV/AIDS in 2005, 64% were African-American.

Contributing to the high rate of HIV/AIDS in African-American women is the fact that a significant number of their male partners and acquaintances also have sex with men MSM), often without the women's knowledge. Some of these men don't consider themselves gay or bisexual, and refer to themselves as on the 'Down Low' ("What It Means", the glossary on our web site gives more information on the 'Down Low'.

⌘ Of the MSM, 32% or one-third were African-American, and 16% were Hispanic. Further, of the MSM who reported injecting drugs, another major risk factor for HIV/AIDS, 39% were African-American and 14% were Hispanic.



HIV/AIDS & African-Americans: Special Action Needed

Note: The "Health Trends Section" of the Health Power web site includes a variety of tables with additional race/ethnicity related data on HIV/AIDS.

Dr. Anthony Fauci, Director of the National Institute of Allergy and Infectious Diseases of NIH noted in several interviews for World AIDS Day - 2007 that "Complacency on AIDS is dangerous". When asked 'Who is the face of AIDS in the U.S. today?' his basic response was:

- A young African-American woman infected by a partner who she did not know...was infected, and had no reason to believe she needed to, or even had the means to, protect herself; and
- A young African-American man who is bi-sexual, and because of the stigma associated with being gay, superimposed on the stigma of being infected, does not seek counsel nor appreciate what he needs to do to decrease or eliminate the risk.

Health Power's message to all women of color, especially African-American and Hispanic women, who bear an increasing burden from HIV/AIDS:

"Become well informed about 'the Down Low', and increase your skills and determination to protect yourself, your future, and therefore, those who love you.

Also:

1. *Use very good judgment of when you might be at increased risk for HIV,*
2. *Become skilled and comfortable in how to say: "No condom, no sex".*
3. *Learn how to avoid and handle physical, verbal or emotional abuse if they occur.*
4. *Strengthen your sense of self worth and/or skills by participating in women's support groups, even if they're as small as two people. If help is needed to start one or educate and train a group, contact a capacity building organization through CDC, or a state or local health department. We can also help you find a capacity building organization.*

"Respect Yourself! Protect Yourself from HIV & AIDS".

"If you think using a condom is uncomfortable, try getting AIDS".

**Call for Replication, of
"AIDS & African-Americans:
It's Time for Action"
Key Past Research by
Health Power's President**

In 1992-1993, Dr. Norma Goodwin, President of *Health Power*, conducted an 18-month statewide strategy development project on HIV prevention in African-Americans for the NYS AIDS Institute. The Final Report was widely distributed by both the AIDS Institute, and CDC AIDS Clearinghouse.

Research activities included:

- a comprehensive literature review
- 48 focus groups (see groups below)
- 92 in-depth interviews
- an all-day Grassroots workshop
- an all-day Leaders & Experts workshop
- analysis of sample commercials targeting African-Americans for approaches.

Focus groups were conducted with:

- Adolescents
- Gay and bisexual men and adolescents
- Heterosexual men
- Lesbians
- Prison inmates (current & former)
- Substance users and partners of substance users
- Women of childbearing age
- community based organization representatives
- Leaders of faith based organizations
- Other African-American leaders

The Final Report included HIV Prevention Strategies for:

- each of the groups listed above
- HIV counseling and testing
- Public communication

Much more on project findings is in the 95-page Final Report, and the HIV/

AIDS Section of our web site identifies:

- 12 Key Barriers to HIV Prevention, with strategies recommended for each, and
- Key Group-specific Barriers to HIV/AIDS Prevention and Control.

Unfortunately, Dr. Goodwin and Health Power consider some of these barriers as pertinent today as 15 years ago.

The Case for Study Replication

1. Breaking the increasing link between HIV/AIDS and African-Americans, and then Hispanics, is not a "minority" problem, but a national problem. The associated costs include not only those associated with medical care, but also individual, family and other societal costs.

2. While this project focused on African-Americans, project findings and recommendations were pertinent to other racial and ethnic populations, who share numerous experiences and perspectives, in spite of their diversity.

3. *While HIV virus may be color blind, and can infect anyone, a disproportionate percentage of those affected are economically disadvantaged.* Thus, the need for more focus on prevention education targeted to these groups, including web based approaches. Although the 'Digital Divide' is often cited as a barrier, the Internet is already playing a key role for mainstream America in achieving 'Health Literacy', thus likely 'Widening the Gap'.

4. Replication of the prior research, with indicated modifications and credible and expert direction, is also indicated because (a) updated direct input by a significant sample of those infected and affected by HIV/AIDS is needed as well as (b) an assessment of progress regarding the multiple strategies recommended.

Note: A limited number copies of the Final Report are available through Dr. Goodwin for the cost of shipment and handling.

Choose a Daily Quote for
Strength and/or Insight
From Our Spiritual Health Channel

Choose from:
Such topics as Such sources as

Creativity	✘	Ashanti Proverb
Diversity	✘	Black Elk
Example	✘	Confucius
Faith	✘	Crazy Horse
Freedom	✘	Creole Proverb
Friendship	✘	Martin Luther King, Jr.
Healing & Helping	✘	Mother Teresa
Love	✘	Oprah Winfrey
Meditation/Silence	✘	Rita Moreno
Purpose	✘	The Holy Bible
Self-esteem	✘	Venus Williams

Go to www.healthpowerforminorities.org
Then, to "Special Health Channels"—Then, to "Spiritual Health Channel"

About Health Power

Our mission: To improve the health of multicultural populations through

- Health information and promotion
- Consultative and training services
 - Partnerships



Spotlight on Our Web Partners

For this issue, Health Power recognizes:



Let us hear from You

To Contact Us:

For additional newsletters,
For Health Power brochures,
or to get on our mailing list:

E-Mail: healthpower@healthpowerforminorities.org
or write
Health Power for Minorities
3020 Glenwood Road
Brooklyn, NY 11210

or call or fax us at

Tel. 718/434-8161
Fax 718/434-8162

Be sure to visit our web site
at... www.healthpowerforminorities.org

Norma J. Goodwin, M.D.
Health Power Founder,
President & CEO

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