

## Partnership in **ACT!ON**

### Civic/Social Sector



#### ***HNR Partner Spotlight: Phi Beta Sigma Fraternity, Inc.***

Phi Beta Sigma Fraternity, Inc. was established on the premise of “exemplifying the ideals of **brotherhood, scholarship, and service.**”

Phi Beta Sigma Fraternity’s commitment to the community was clearly demonstrated at the March 8, 2007 Heightened National Response launch meeting. Phi Beta Sigma accepted the challenge to educate members and the communities they serve on the impact of HIV/AIDS on the African American community. The organization has successfully:

- Incorporated HIV/AIDS education and awareness into the Sigma Wellness Initiative, specifically into the “Living Well – Brother to Brother” men’s health manual.
- Held a mandatory training at the National Conclave for all delegates who will conduct the workshops in their respective communities.
- Developed and submitted a program plan in support of executing a national plan to offer testing at all 2008 national and regional conferences.

Phi Beta Sigma Fraternity, Inc. continues to strive toward providing service to all, as portrayed in the fraternity’s motto “Culture For Service and Service For Humanity,” and through its commitment to encourage members and the community they serve to **ACT!**

#### ***Potential Activities***

Below are a few examples of the types of activities and events that can be implemented locally to support the Heightened National Response and **ACT!** Against AIDS local mobilization campaign.

<b><u>ACTIVITY</u></b>	<b><u>DESCRIPTION</u></b>
<b>HIV Testing Campaign</b>	Sponsor a community forum and ask a representative from the local health department and community-based organizations to participate and provide free HIV information and testing
<b>HIV/AIDS Observance Days</b>	Partner with local community-based organizations to promote HIV/AIDS awareness. Sponsor activities such as bringing the AIDS quilt to your city to show the impact of HIV/AIDS on the community and encourage increased awareness, communication, and testing.

## ***What You Can Do***

The following list of activities will assist you as you begin to plan activities to **ACT!** Against HIV/AIDS:

### **Awareness**

- Distribute HIV/AIDS prevention information to the community via newsletters, , postcards, and brochures.
- Include HIV prevention messages and symbols on organizational t-shirts and other paraphernalia.
- Promote local chapter participation in HIV/AIDS-related projects, forums and workshops during local, regional and national meetings/conferences.

### **Communication**

Identify primary point person(s) for disseminating HIV/AIDS-related materials and event information.

- Share information about HIV/AIDS via workshops held during football and basketball.
- Participate in “Classics” and college homecomings (e.g., the Bayou Classic, the Atlanta Football Classic).
- Incorporate HIV/AIDS prevention messages into existing health and wellness initiatives (e.g., prostate cancer awareness campaigns, stroke prevention workshops).

### **Testing**

- Have leadership from your organization to take an HIV test before audiences during regional and national conferences throughout the year.
- Collaborate with local health departments and AIDS service organizations to provide HIV testing during national conferences and community service events.
- Collaborate with student leaders on college campuses (e.g., fraternities, sororities, NAACP) to provide free admission to social events following an HIV test.