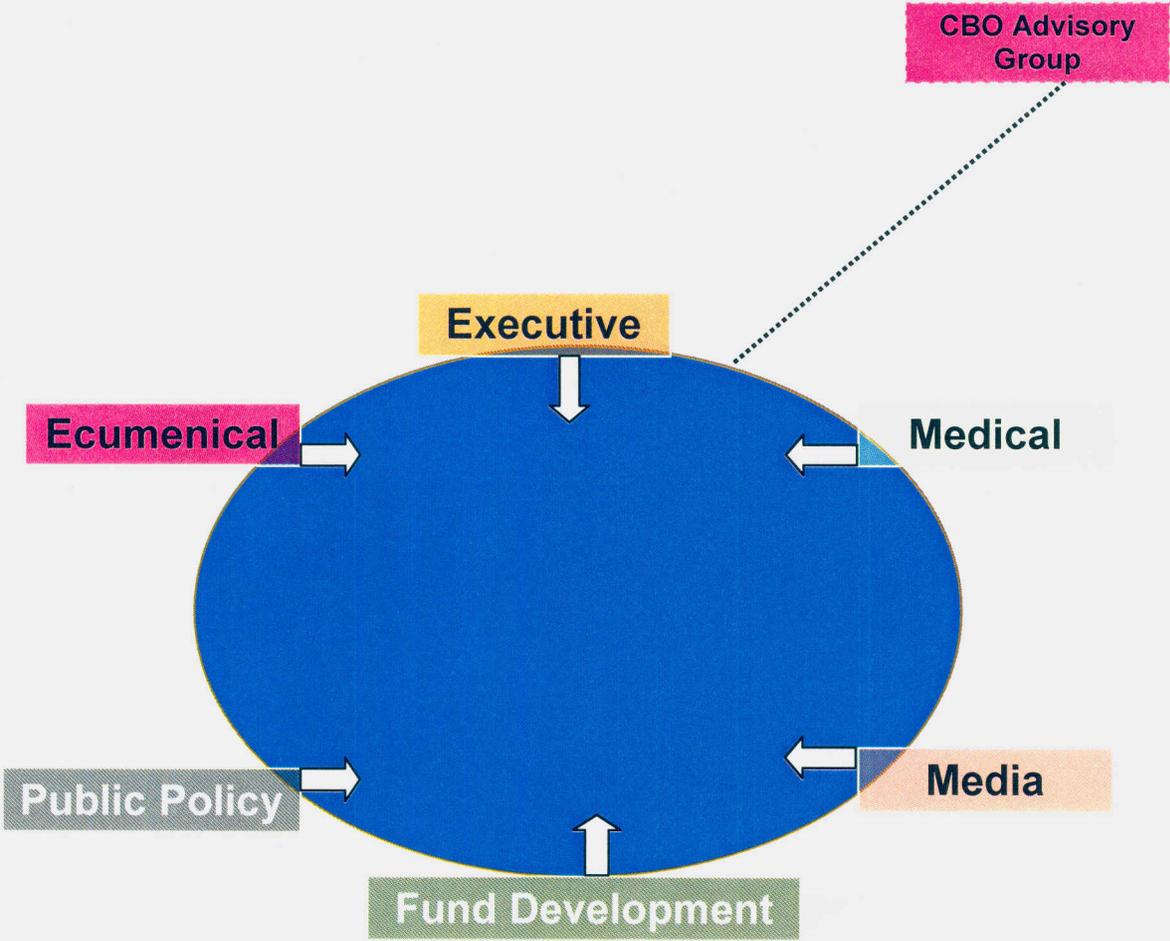


What is the National Black Leadership Commission on AIDS Leadership Mobilization Model?

Promoting Health



How does it help my CBO?

Participate in a Nationwide Conference
and find out!!

The National Black Leadership Commission on AIDS' (NBLCA) National Leadership Mobilization Model was adapted for use by local Center for Disease Control and Prevention (CDC)-funded community-based organizations (CBO), local health departments, and other community stakeholders. The model is a structural intervention designed to develop and engage African-American leaders in the development and implementation of community plans of action that increase access to and utilization of HIV testing and HIV services through political awareness and policy advocacy. Through a science-based, culturally competent adaptation, the NBLCA Leadership Mobilization Model can be disseminated to your city through technical assistance workshops that support program development, design, and actual implementation.

The Core Element Objectives of the Leadership Mobilization Model

- To identify, educate, and mobilize African-American leadership;
- To facilitate collaboration with CDC-funded CBOs, city and state health departments, community leaders, and community stakeholders;
- To create action plans that respond to the CDC's Advancing HIV Prevention (AHP) Initiative (identify high-risk populations, increase testing, provide a continuum of care to HIV positives, reduce the spread of HIV infections);
- To engage local politicians, clergy, philanthropists, philanthropic organizations, and other public figures on relevant local policy issues through education, media outreach, and community events.

The Core Competencies and Skill Sets CBOs Needed to Implement the Model

Core Competencies:

- Ability to work with African-American leaders
- Ability to work with local political arena
- Ability to work with local corporate leaders
- Ability to work with state and city health departments
- Understand the role and value of Structural Interventions
- Understand the role and value of Behavioral Interventions

Skill Sets:

- Ability to read, write and interpret policy
- Ability to Conduct Social Marketing
- Ability to Develop and Implement Action Plans
- Ability to Monitor, Evaluate, and Provide Quality Assurances

HOW THE NBLCA'S LEADERSHIP MOBILIZATION MODEL BENEFITS YOUR ORGANIZATION

The NBLCA's Leadership Mobilization Model will enhance your organization's service delivery capacity by:

1. Creating linkages to African-American leaders from the political, medical, religious, business, and media professions.
2. Providing your organization with access to and participation in public policy decisions in your community that have an effect on your HIV prevention intervention.
3. Increasing resources in support of your HIV prevention intervention.
4. Strengthening cultural sensitivity and reducing stigma through media advocacy.
5. Increasing your capacity to develop collaborations among community organizations/stakeholders and state and local health departments.
6. Products, Materials and Training your organization will receive:
 - Curricula on the NBLCA's Model Development and Implementation
 - Resources for Epidemiology Reports
 - Samples of Needs Assessments & Gaps Analysis
 - Public Policy & Advocacy Techniques
 - Leadership collaboration & networking techniques
 - Resource enhancement strategies

The National Black Leadership Commission on AIDS' logic model for capacity building assistance is based on the knowledge that HIV and AIDS-related community-based organizations that provide direct services can benefit from maximizing their reach and capacity among the demographics they serve via relationships with indigenous African-American leadership, local CBOs and the Department of Health.

The implementation of the NBLCA model by community-based organizations providing HIV and AIDS-related services will provide these organizations with an opportunity to benefit from the collective resources of established NBLCA affiliates. The strength of these affiliates is found in the diverse African-American leadership in the fields of medicine, public policy, fund development, religion, and the media.

NATIONWIDE CONFERENCE

The **Nationwide Conference** will present strategies to produce long-term, sustained and science-based HIV prevention and health promotion. The theme is “**Council of Elders- A Call to Action.**”

The conference will take place on **3:00 PM (EDT)** on the dates listed on the schedule of the back of this document . For more information, check the www.nblca.org website.

Presentation Goals

- Orientation to the model
- Steps to implementation
- Opportunity to identify and discuss local facilitators and challenges with groups and organizations with years of experience in community mobilization
- Opportunity to join a national organization which can provide ongoing technical assistance and support as you implement the models
- Share key learning with other agencies across the country working on similar mobilization efforts

Who should attend?

The conference presentation is appropriate for health departments and community-based organization administrators and front-line staff, community organizers, volunteers and HIV-positive and affected organizers who would like to learn how to mobilize their community.

About the NBLCA

Because of its long history of mobilizing African-American leaders in communities hardest hit by HIV/AIDS, the NBLCA is uniquely qualified to promote organized leadership and education on HIV/AIDS and other public health-related issues affecting African-Americans. Since its founding in 1987, the NBLCA has been the voice for the infected, at-risk, and general African-American HIV/AIDS-service population in New York City and other cities across the country hardest hit by HIV/AIDS and other public health maladies. The NBLCA works to build the organizational capacity of service providers and to give communities of African descent a visible presence wherever public policy is formulated and resources are allocated.

Most recently, the NBLCA has been noted for its groundbreaking work with the Congressional Black Caucus (CBC) in the declaration of a “State of Emergency” in HIV/AIDS and public health in communities where African-Americans dominate. Since 1998, one resulting piece of legislation, the Minority HIV/AIDS Initiative (MHAI), has produced \$1.13 billion in new funding for African-Americans and other racial and ethnic minorities. This was the first federal investment of its size targeting HIV prevention in African-American communities in the then-twenty-year history of the HIV/AIDS epidemic. Following in this course, the NBLCA has developed funding for Black church initiatives in the millions of dollars, including recent grants to the Interdenominational Theological Center (ITC) of Atlanta, Georgia.

How to participate

Fill out the attached registration form. Once received, the NBLCA will send out information regarding the number and code for the call and handouts to prepare you for the presentation.

Promoting Health



National Black Leadership Commission on AIDS

What is the National Black Leadership Commission on AIDS Leadership Mobilization Model?

How does it help my CBO?

Participate in a Nation-wide Conference Presentation and find out!!

The Core Elements of The Leadership Mobilization Model are:

- Identify, educate, and mobilize African-American Leadership
- Facilitate collaboration with CDC-funded CBOs, City and State Health Department, Community Leaders and Community Stakeholders
- Create action plans that respond to the CDC's Advancing HIV Prevention (AHP) Initiative (identify high risk populations, increase testing, provide continuum of care HIV positives, reduce the spread of HIV infections.
- Engage local politicians, clergy, philanthropist, philanthropic organizations and other public figures on relevant local policy issues through education, the media and community events.

North July 15 & July 17	Mid East Aug. 12 & Aug 14	Mid West Sept. 9 & Sept 11	West Sept. 23 & Sept 25	South Oct. 21 & Oct. 23
<p>ALL REGIONS CONFERENCE CALL For all those who were not able to attend the scheduled dates above but are interested in learning more about the Leadership model <i>Oct. 31st & Nov 4th</i></p>				

For further information and questions, contact L. Akins Harley at 212.614.0023 or by e-mail at LAkinsharley@nblca.org

**CENTERS FOR DISEASE CONTROL & PREVENTION
STATES IN EACH REGION**

NORTH REGION	SOUTH REGION	MID-EAST REGION	MID-WEST REGION	WEST REGION
Connecticut	Alabama	Delaware	Colorado	Alaska
Maine	Arkansas	District of Columbia	Iowa	Arizona
Massachusetts	Florida	Illinois	Kansas	California
New Hampshire	Georgia	Indiana	Missouri	Hawaii
New Jersey	Kentucky	Maryland	Montana	Idaho
New York	Louisiana	Michigan	Nebraska	Nevada
Puerto Rico	Mississippi	Minnesota	North Dakota	Oregon
Rhode Island	New Mexico	Ohio	South Dakota	Washington
United States Virgin Island	North Carolina	Pennsylvania	Utah	Guam
Vermont	Oklahoma	Virginia	Wyoming	Pacific Basin:
	South Carolina	West Virginia		American Samoa
	Tennessee	Wisconsin		Northern Mariana Islands
	Texas			Marshall Island
				Micronesia
				Palau



NATIONWIDE CONFERENCE PRESENTATION REGISTRATION FORM

Theme: "Council of Elders – A Call to Action"



Date: _____ – 3:00 PM – EDT Date: _____ – 3:00 PM - EDT

To register, please complete this form and use one of the methods below for submission. The form is user friendly and can be completed on your computer by using the tab and arrow keys to move from one area to another. (1) Via mail – L. Akins Harley, NBLCA, 105 East 22nd Street, Suite 711, New York, NY 10010 (2) Via fax – Attention: L. Akins Harley, NBLCA at 212.614.0508 or (3) Via e-mail - LAkinsharley@nblca.org or info@nblca.org.

Name: _____

Title: _____

Affiliation: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

1. What region/area is served by your organization? _____

2. What percentage of your clients is?

African American African Caribbean Hispanic
 Native American Asian/Pacific Islander Other

3. What percentage of your clients fall in the following age categories?

13 and under 18 – 29 30 – 45
 46 – 65 Over 65

4. Which of the following groups are served by your organization? (Check all that apply)

Heterosexual African-American Men Heterosexual African-American Women
 Heterosexual White Men Heterosexual White Women
 Men Who Have Sex with Men (MSM) Intravenous Drug Users (IDU)
 Transgendered Populations Children 13 years and younger

5. What services does your organization provide? (Check all that apply)

HIV/AIDS Testing HIV/AIDS Counseling
 HIV/AIDS Referrals Clothing Distribution Program
 Food Distribution Program Homeless Shelter Program
 Other Type of Program (specify) _____

6. Type of organization:

CDC-Funded CBO (please specify Program #: _____)
 Health Department Health Department Funded-CBO
 Other Funded CBO Community Planning Group
 Other (please specify) _____

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