



With Allah's Name, the Merciful Benefactor, the Merciful Redeemer

*NORTHEAST DENVER
ISLAMIC CENTER*

2903 Bruce Randolph St Denver, CO 80205 720-941-8379

*EDUCATIONAL
CAMPAIGN*

RAISING AWARENESS



Program Overview

- ◆ NDIC's educational campaign provides an Islamic perspective to efforts of the Greater Denver Interfaith Alliance collaborative to impact Substance Abuse and HIV/AIDS prevention in Denver by addressing the intersect between African American Christians and Muslims, including those reentering the community from prison.

Educational Strategy: Who, What, When, Where

- ◆ Target Population
- ◆ Social Marketing Messages
- ◆ Ongoing, Special Events
- ◆ Media, Faith Communities



Target Population

- ◆ African Americans are over four times as likely to the rest of the population in Denver to contract HIV.
- ◆ Heterosexual African American Women account for 30% of the new HIV cases in Colorado.
- ◆ Primary category of transmission in general population is MSM and heterosexual contact.
- ◆ AIDS positive for African Americans is 36% of Colorado's prison population.
- ◆ Primary categories of transmission in inmate population (potential for reentry) is IDU and MSM.

Barriers to Increasing Awareness

- ◆ Lack of awareness (limited access to info & resources)
- ◆ Denial and complacency
- ◆ Stigma (Sometimes more prevalent in religious community)



Social Marketing Messages

- ◆ AIDS Out of Control
- ◆ "Everyone needs to know their health status"
- ◆ "HIV/AIDS is 100% preventable"
- ◆ **Fighting AIDS In The House (Faith)**
- ◆ "Striving for Wholeness of Community" (Project Redemption)

Outreach 1,000,000+ Media Choice

- ◆ Forums
- ◆ Press Conference/Releases
- ◆ Brochures, Flyers
- ◆ Public Access TV
- ◆ Radio Talk Shows (local & Intl)
- ◆ Documentaries
- ◆ Website: www.northeastdenverislamiccenter.com

Other Program Components

- ◆ Elders in the community provide support for activities. (Paid stipends)
- ◆ Participants are also paid stipends for outreach efforts and other program support.
- ◆ Peer led support groups for the reentry population.
- ◆ Referrals to Project Redemption for evidenced-based programs for substance abuse, HIV/AIDS and Hepatitis prevention. (HHRP and SISTA)