



## 2010 State Directors' Public Service Announcement Project

### Fast Facts on HIV/AIDS

- There are over 1.1 million people infected with HIV or AIDS in the United States.
- An estimated 640,000 are not receiving treatment.
- According to the CDC, the annual HIV incidence rate is 56,000.
- Women make up 27% of all HIV infections.
  - 45% of new HIV infections yearly are African-American.
- According to a market research study, physicians interviewed believed the number one reason patients were not currently under care was because they were taking drugs and drinking (66%).
- On the other hand, patients selected *fear* of HIV medication side effects as the number one reason they were not under care (73%), followed by *denial* of needing treatment or care because they did not feel sick (66%), and HIV *stigma* (60%) third.
- States with the highest HIV/AIDS rates include Louisiana, Alabama, North Carolina, and South Carolina.
- Metropolitan areas with the highest HIV/AIDS rates include Atlanta, Chicago, Houston, Los Angeles, Miami, Newark, New York City, Oakland/San Francisco, and Washington, D.C.
- December is HIV/AIDS Awareness Month.
- Resources:
  - [www.cdc.gov](http://www.cdc.gov)
  - [www.bms.com](http://www.bms.com)
  - [www.aids.gov](http://www.aids.gov)
  - [www.worldaidscampaign.org](http://www.worldaidscampaign.org)

### Distribution

The production company, News Broadcast Network, distributes legislator recordings to up to 100 radio stations in their state. In the majority of smaller states, all radio stations are selected. In larger states, radio stations are selected based on market rank, metro rank and format.

News Broadcast Network also follows up with the radio stations. Stations may include the PSAs in their rotations for weeks and even months after receiving them, so we will do our best to provide legislators with a summary of which stations aired their pieces, recognizing that these reports may not be complete. We will also send legislators a copy of their final pieces, which may be included on a legislator's website, or in other outreach efforts.