



**FOR IMMEDIATE RELEASE**

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**We Think 4 a Change Announces World AIDS Day 2022 Commemoration**

Cleveland, OH - We Think 4 a Change, a local non-profit focused on empowering individuals and urban communities impacted by HIV/AIDS by reducing stigma through education and awareness, has announced **a collaboration with The Cuyahoga County Board of Health and Healthy Eating and Active Living (HEAL) to commemorate World AIDS Day on December 1st.** The day marks an enduring global health event focused on raising awareness about HIV/AIDS while inspiring people worldwide to join the global fight. More than 35 million people have died of HIV or AIDS since 1984 (UN AIDS).

**Putting Ourselves to the Test: Achieving Equity to End HIV**

"On World AIDS Day, we take a moment in the present to honor those we lost from our past and take action towards the future of reducing new infections by 90% in 2030", says Brian W. Lutz, Grant Program Manager for Ending the HIV Epidemic, Cuyahoga County Board of Health. "Through the Ending the HIV Epidemic Program, community members in hard-hit geographic areas (such as 44120) and in priority populations (such as MSM [men who have sex with men], MSM of color, and youth under 24) have expanded opportunities to get tested, know their status, get linked to preventive medication, and linked to antiretroviral treatment", Lutz concluded.

It is a mission We Think 4 a Change has worked hard to fulfill. Working with various organizations in the community throughout the year, We Think 4 a Change is raising awareness about HIV/AIDS. Earlier this year, they joined communities around the nation to give at-home HIV Self Test Kits using a grant from the CDC Foundation. **"World AIDS Day is a time for us to reflect on our work throughout the year. Whom we have touched and left behind,"** said Michelle Jackson Rollins, Executive Director and Founder of

**We Think 4 a Change.** "This year, we have worked hard to distribute FREE HIV at-home self-test kits. Only by eliminating disparities that create barriers to testing will we prevent stigma", Jackson Rollins continued. "We want people to get tested and, if positive, get in care and stay in care," Jackson Rollins concluded.

### **Incorporating the Principles of Kwanzaa into the Celebration**

The celebration, held in person at 12210 Larchmere Blvd., starting at Noon, will feature speakers, giveaways and food. It will also celebrate the Kwanzaa Principle Of UJIMA - Collective Work, And Responsibility which matches the World AIDS Day theme of "Putting Ourselves to the Test: Achieving Equity to End HIV." Ujima emphasizes working cooperatively to strengthen families and their connection to neighborhoods' well-being.

### **Event Location**

*The event has limited capacity, and those interested in attending are encouraged to register early at: [www.wethink4achange.org/events-1](http://www.wethink4achange.org/events-1).* The event will be held in person at 12210 Larchmere Blvd., starting at Noon.

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### **About We Think 4 a Change**

The mission of *We Think 4 A Change* is to join and empower individuals and urban communities impacted by HIV/AIDS by reducing stigma through education, awareness, and healing efforts committed to forward progress in the HIV/AIDS movement. *For more information, visit [www.wethink4achange.org](http://www.wethink4achange.org).*

### **About Ending the HIV Epidemic**

The federal Ending the HIV Epidemic in the U.S. (EHE) initiative is an ongoing effort to reduce the number of new HIV infections in the United States by at least 90% by 2030. For more information, visit <https://www.hrsa.gov/ending-hiv-epidemic>

### **About HEAL**

The Healthy Eating, Active Living Community Health Initiative (HEAL) is a resident-led movement to empower community members to eat healthy foods and be physically active. Our goal is a prevention-oriented initiative that works with schools, worksites, neighborhoods, and the healthcare sector to stimulate change.

