

BUSINESS RESPONDS TO AIDS (BRTA)

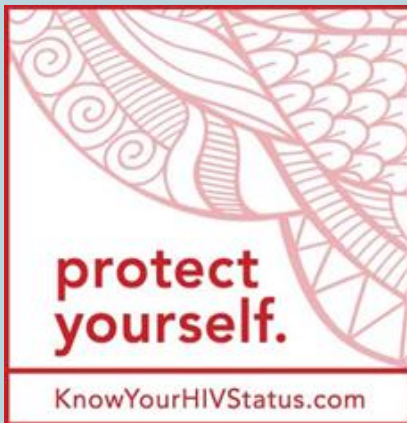


BRTA PROGRAM GOALS

To increase community awareness about the impact of HIV/AIDS.

To motivate residents to get tested and seek prevention treatment and care services.

To increase the number of persons who know their HIV status and are linked to appropriate prevention and care services.



"Stopping AIDS is everyone's business!"

WHAT IS BRTA?

BRTA programs mobilize businesses and labor organizations to respond to HIV/AIDS in the workplace and the community with subtle, noninvasive approaches to raise awareness, promote services, and break down stigma. BRTA is a simple program to implement and can be tailored to unique communities. Once a partnership has been established the HIV Prevention Program provides a variety of branded materials to support the program.

LEVELS OF INVOLVEMENT:

BRTA partners can choose their level of involvement in the program which includes a tiered approach to engagement: 1) Displaying the BRTA logo and printed materials; 2) Distributing project and point-of-purchase materials; and 3) Discussing HIV with customers and employees. Businesses are asked to make a one-year commitment to participate in the BRTA program.

1) Endorsement:

- Agrees with project goals and signs project commitment letter
- Agrees to display project logo and print materials

2) Support:

- Agrees with project goals
- Agrees to display project logo and print material
- Agrees to use and distribute project materials and point-of-purchase materials
- Agrees to talk to customers and/or employees about HIV/AIDS

3) Participation:

- Agrees with project goals
- Agrees to display project logo and print material
- Agrees to use and distribute project materials and point-of-purchase materials
- Agrees to talk to customers and/or employees about HIV/AIDS
- Participates and/or supports DOH and/or DOH-funded provider-sponsored events and activities

HIGH-IMPACT PREVENTION (HIP):

- BRTA supports the core components of HIP by providing gateways for HIV testing, condom distribution, outreach, and prevention as treatment.
- BRTA can be implemented in any area.

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SEVEN STEPS TO IMPLEMENTING BRTA

- Step 1: Identify an area to reach
- Step 2: Conduct community observation
- Step 3: Introduce project to community and conduct observational assessment of potential businesses
- Step 4: Recruit businesses and plan project launch
- Step 5: Identify existing point-of-purchase products best suited for businesses
- Step 6: Distribute products and launch project
- Step 7: Follow-up with businesses to assess project and gain feedback

POTENTIAL BRTA PARTNERS

- Bars
- Beauty shops
- Nail salons
- Nightclubs
- Clothing stores
- Grocery stores
- Corner stores
- Laundromats
- Doctor's offices
- Gyms
- Barbershops
- Car washes



IT'S IN THE BAG! MATERIALS BECOME MORE THAN INCENTIVES TO BUSINESSES:



SUPPORT MATERIALS:

Support materials are limited. If you would like to order additional items to support your BRTA program, the HIV/AIDS Section, Prevention Program, can provide vendor information and the project logo. Please contact:

Brandon Moton, MPH
Community Mobilization Coordinator
850.901.6724
Brandon.Moton@flhealth.gov