



GOLDEN RULE SERVICES PRESS RELEASE

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NATIONAL BLACK HIV AIDS AWARENESS DAY

SACRAMENTO, CA — In December 2015 the Center for Disease Control and Prevention (CDC) released its “Trends in U.S. HIV Diagnosis, 2005-2014,” report, a decade-long perspective and highlights of more recent trends. In this document the CDC reveals that while there are signs of progress in HIV prevention, that progress has been uneven, particularly among African Americans and gay and bisexual men of Black and Latino descent. The report notes that from 2005-2014, Latino men who have sex with men (MSM) HIV diagnoses increased by 24%, African American MSM HIV diagnoses increased by 22% while Caucasian MSM HIV diagnosis’ declined by 18%. The most alarming increases occurred among young African American and Latino MSM ages 13-24, who both saw increases of approximately 87% over the decade. African Americans, more than any other racial or ethnic group, continue to be disproportionately affected by HIV in the U.S. While African Americans represent only 13% of the total population, they account for almost half (44%) of all HIV diagnoses in 2014. Clarmundo Sullivan, Founder and current Executive Director of Golden Rule Services, has made HIV prevention for African Americans and gay and bisexual MSM of Color a priority in Sacramento County since 2000. “I am really happy to know that Golden Rule Services saw the need to make People of Color a high priority years ago.” Golden Rule Services implemented Sacramento’s first HIV prevention project for African American MSM in 2000 and implemented Sacramento County’s first needs assessment for African American MSM in 2002. In 2003 Mr. Sullivan, in collaboration with Sacramento County’s HIV Prevention Program, implemented Sacramento’s first social marketing campaign targeting African Americans including African American MSM to raise HIV awareness including radio ads, bus board ads, posters and other materials. In addition, Golden Rule Services created Sacramento first Latino MSM HIV prevention project in 2009. “Local providers and some grant makers didn’t understand why I prioritized these communities back then. I was perceived as racist and even sexist for daring to making HIV prevention a high priority for People of Color communities. Now I am seen as a trailblazer.” Mr. Sullivan credits Sacramento County’s HIV Prevention Program for seeing and supporting the vision. Mr. Sullivan shared that in order to continue the provision of culturally competent HIV testing and interventions, more community support is needed. A nonprofit organization, GRS’ founding mission was to reduce health, education, employment and criminal justice disparities within diverse and underserved communities through the provision of culturally competent programs and resources. Some of the communities we service include People of Color, youth, gay, lesbian, bisexual and transgender, substance users, low-income community members, people living with HIV, ex-offenders, and the uninsured and under-insured. That mission and vision not only continues these 16 years later, but is ever expanding in hopes of reaching farther into the communities that need it most, and stopping the spread of HIV by focusing even more on those most at risk. For more information, please contact Clarmundo Sullivan at 916-427-4653