



RED PUMP SUNDAY 2017  
TOOLKIT

The Red Pump Project invites you to participate in our **Red Pump Sunday** initiative on March 12, 2017 (or any other Sunday in the month of March).

This toolkit is designed to serve as a guide to assist you with the planning of an activity at your church or faith-based organization in commemoration of National Women and Girls HIV/AIDS Awareness Day on March 10.

**Red Pump Sunday** is one of many activities supporting our annual award-winning **Rock the Red Pump**® campaign.

---

## **Table of Contents**

About The Red Pump Project

About The Rock the Red Pump Campaign

About Red Pump Sunday

Key Messages

HIV Statistics

Frequently Asked Questions (FAQs)

Additional Resources

## **ABOUT THE RED PUMP PROJECT**

**The Red Pump Project**® is a national nonprofit organization that raises awareness about the impact of HIV/AIDS on women and girls.

We empower, educate, and motivate action by boldly driving conversation online and offline around HIV prevention and issues related to sexual and reproductive health. We use the Red Pump as a symbol of empowerment to represent the strength and courage of women affected by HIV.

Founded in 2009, Red Pump believes that if HIV affects one, it affects us all. We use a powerful symbol for a powerful cause. The incorporation of fashion into the message of prevention is our contribution as we show that **Awareness is Always in Style!**

### **What We Do**

The Red Pump Project is firmly committed to educating women about the epidemic and decreasing the stigma around this disease. We want women of all ages to be empowered with information that could potentially save their lives, and we use the Red Pump to get their attention.

With team members across four cities (Atlanta, Charlotte, Chicago, and Washington DC), the organization conducts workshops for women and teen girls while also commemorating major HIV awareness days with signature events. We create safe spaces where women can feel comfortable sharing their stories, asking questions and talking about sexual health at Cupcakes & Condoms® programs. We educate high school and college-aged young women through our HIV 101 workshops, and we merge performance art with the message of empowerment through Behind the RED Curtains.

In addition to our events, educational programs and the annual award-winning Rock the Red Pump® campaign, we keep the public up-to-date on HIV-related news via our eNewsletter, social media, and website.

## ABOUT THE ROCK THE RED PUMP CAMPAIGN

The **Rock the Red Pump**® campaign commemorates National Women and Girls' HIV/AIDS Awareness Day (NWGHAAD), which is recognized annually on March 10.

We ask women all around the country (and the world) to put on their favorite pair of red shoes (i.e., pumps, sneakers, flats, sandals) on March 10. We encourage supporters to “Rock the Red Pump” to offer support and encourage discussion among women and girls about sexual health, HIV prevention, and steps to foster healthy intimate relationships.

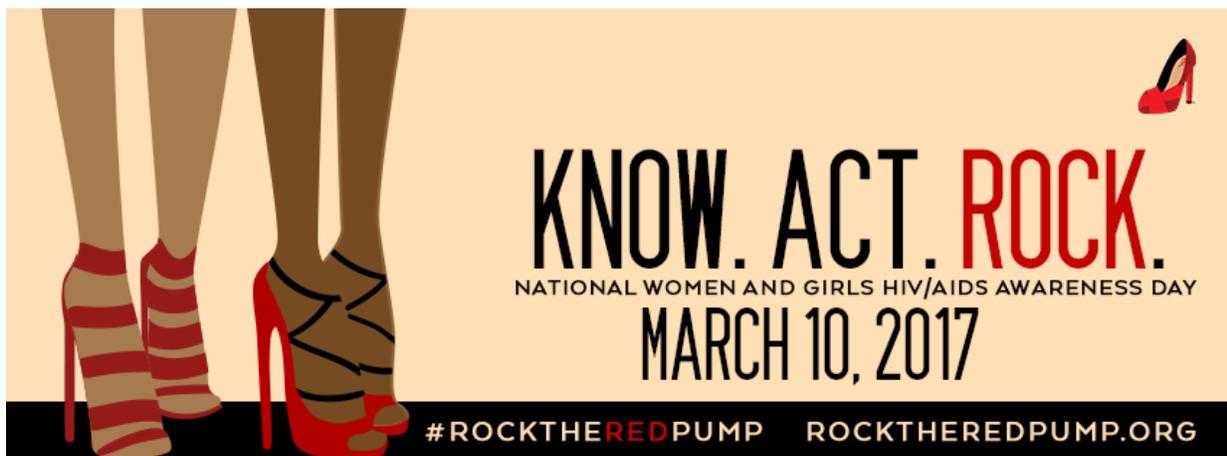
The campaign aims to:

- Start and drive conversation about the epidemic so people can think critically about it
- Decrease stigma attached to the epidemic, taking the silence out of it
- Provide a platform for women to talk about their connection to the epidemic
- Educate women with information about HIV so they can make better decisions with their bodies
- Support women impacted by HIV to remind them that they are not alone

While great progress has been made in HIV prevention and treatment, women still represent 19% of all new HIV diagnoses, with African-American women accounting for 62% of that group. The good news is that new HIV diagnoses declined 40% among women from 2005 to 2014. However, there is still more work to be done.

This is why we need NWGHAAD and why we #RocktheRedPump.

Learn more about the campaign, including how to download the digital badge below, at [RocktheRedPump.org](http://RocktheRedPump.org).



## **WHAT IS RED PUMP SUNDAY?**

The signature ask of our #RocktheRedPump campaign is for ladies across the United States (and globally) to put on a pair of red shoes on March 10 in solidarity with women who are affected by HIV.

That is EVERY woman. Because if HIV affects one of us, it affects us all.

**The mission of Red Pump Sunday is to unify the women and girls in your congregation for a day of education and empowerment in support of those affected by HIV. As a key pillar of the community, we believe that faith-based institutions are well-positioned to share messages of compassion, of faith, and of support.**

Through Red Pump Sunday, we want to shine the spotlight on the issue of HIV and have included some information on how you can go about doing that.

## **What can you do at your place of worship on Red Pump Sunday?**

Consider these ideas to recognize Red Pump Sunday at your place of worship.

- Put a notice in the bulletin about Red Pump Sunday, asking women to come wearing red shoes and distribute informational literature about HIV.
- Ask a female leader at your place of worship to become an ambassador for HIV awareness for women in your congregation.
- Organize a health-themed Bible study.
- Organize a HIV testing event and health fair for women at your place of worship.
- Distribute red ribbons to your fellow congregation members.
- Take a picture of your congregation in red pumps and post them on our Facebook fan page at <http://facebook.com/redpumpproject>.

## KEY MESSAGES

We ask that you approach the Red Pump Sunday with a spirit of understanding and openness.

- *“At this service, I am sharing an urgent message about HIV with all the women of our congregation and those who love them. Today, we support the mission of The Red Pump Project by observing Red Pump Sunday. We have asked the women in our congregation to wear red shoes as a symbol of empowerment to represent the strength and courage of women infected and affected by HIV.”*
- March 10 is National Women and Girls HIV/AIDS Awareness Day. It’s important that our wives, mothers, daughters, nieces, granddaughters, and girlfriends learn the facts about this disease:
  - Every 47 minutes, a woman is infected with HIV in the United States
  - Of the more than 1.2 million people living with HIV in the United States, one in four is a woman
  - Women represent one in five new HIV infections
- The Red Pump Project is an organization that raises awareness about the impact of HIV on women and girls. To learn more, visit [www.redpump.org](http://www.redpump.org).

## **HIV STATISTICS**

### **HIV in the United States**

- There are more than 1.2 million people living with HIV in the United States. Approximately one in eight are unaware of their status.

### **Women and HIV**

- Every 47 minutes, a woman is infected with HIV in the United States.
- Women represent approximately one in four of those living with HIV in the United States.
- Among women living with HIV, 11% of them are unaware of their status.

### **Minority Women and HIV**

- HIV disproportionately affects minority women and girls in the United States. According to the 2010 census, Black and Latina women and girls represent 29% of all U.S. women combined, but accounted for 79% of the estimated total of HIV infections among women.
- Within their lifetimes, an estimated one in 32 Black women will be diagnosed with HIV, compared with one in 106 Latina women and one in 526 white women.

### **Youth and HIV**

- In 2014, one in five (22%) new HIV infections was among those between the ages of 13-24 years old.
- At the end of 2012, an estimated 57,200 youth ages 18 to 24 were living with HIV in the United States. Of this group, 25,300 were living with undiagnosed HIV.

*(Source: Centers for Disease Control and Prevention)*

## **FREQUENTLY ASKED QUESTIONS (FAQs)**

### **When is Red Pump Sunday?**

March 12, 2017 is Red Pump Sunday. However, your church can choose any Sunday in March if you already have other initiatives planned for March 12. What is important is that you dedicate one Sunday to doing HIV-focused programming.

### **How can my church be an official part of Red Pump Sunday?**

Visit [RedPumpSunday.com](http://RedPumpSunday.com) and sign your church up as a part of the official list of participating places of worship.

### **Can I use the Red Pump logo in my church bulletin or materials?**

“The Red Pump Project,” “Rock the Red Pump,” and all associated marks are trademarked and cannot be used without permission. Any event that plans to use the name, imagery, and/or logo of The Red Pump Project must receive written consent. Note that you are able to download graphics from the #RocktheRedPump campaign and are allowed to display as-is, without any edits. Those graphics can be accessed at [RocktheRedPump.org](http://RocktheRedPump.org).

When referencing your participation in Red Pump Sunday, please state that your group or place of worship is “supporting the mission of The Red Pump Project and the organization’s efforts around NWGHAAD.”

### **Is The Red Pump Project affiliated with the Office of Women’s Health?**

The Red Pump Project strongly supports the efforts of OWH surrounding NWGHAAD, but the organization is not an official partner of Office of Women’s Health.

### **Can Red Pump Sunday serve as a fundraiser for my place of worship or our HIV outreach activities?**

The Red Pump Project does not allow the use of our name, imagery, and/or logo to raise funds for third-party organizations.

### **How can I partner with The Red Pump Project to host an event in my community?**

To submit your event for consideration, please email the information to [info@redpump.org](mailto:info@redpump.org) at least three weeks in advance. Red Pump reserves the final right to withhold approval from events.

## **ADDITIONAL RESOURCES**

### **AIDS.gov**

AIDS.gov is a federal portal of information focused on HIV/AIDS. The website contains information about the government's response to HIV, along with helpful content and resources for organizations seeking new and innovative strategies for prevention and treatment.

Website: <http://www.aids.gov/>

### **Balm in Gilead**

The Balm in Gilead develops educational and training programs specifically designed to meet the unique needs of African-American and African congregations that strive to become community centers for health education and disease prevention.

Website: <http://www.balmingilead.org/>

### **The Black Church and HIV (NAACP initiative)**

Throughout its history, the NAACP has fought to combat policies and practices that undermine human rights and social justice. The organization considers HIV to be one of those important issues for our community. Based on this belief, the NAACP reached out to over 250 faith leaders to identify best practices and challenges when addressing HIV within the Black Church. This research led to the development of The Black Church and HIV: The Social Justice Imperative, which includes materials and briefs for faith leaders.

Website: <http://www.theblackchurchandhiv.org/>

### **Centers for Disease Control and Prevention (CDC)**

The Division of HIV/AIDS Prevention (DHAP), within the CDC, is charged with the mission of preventing HIV infection and reducing the incidence of HIV-related illness and death. DHAP works to accomplish this mission through its campaigns, surveillance, programs, and research. Resources on this site include fact sheets and information for key demographic groups including youth, women, and African-Americans.

Website: <http://www.cdc.gov/hiv>

### **National Week of Prayer for the Healing of AIDS**

The National Week of Prayer for the Healing of AIDS is a call to prayer for the elimination of HIV/AIDS through prayer, education, advocacy and service. In 2017, this week is observed March 5-12.

Website: <http://www.nationalweekofprayerforthehealingofaids.org>

For more information about Red Pump Sunday and The Red Pump Project, please contact us via one of the following channels.

Website: <http://www.redpump.org/>

Email: [info@redpump.org](mailto:info@redpump.org)

Twitter: [@RedPumpProj](https://twitter.com/RedPumpProj)

Facebook: [Facebook.com/RedPumpProject](https://www.facebook.com/RedPumpProject)

Instagram: [Instagram.com/RedPump](https://www.instagram.com/RedPump)