

- All Bay Area high schools are invited to participate.
- Competing students participate in a pre/post survey on their knowledge, attitudes and behaviors about HIV/AIDS.
- Participating teachers provide feedback through annual focus groups for continuous quality improvement.
- Winning contestants receive cash prizes with matching grants for their schools.
- Parental approval is required for participation.
- Competition rules, requirements, and deadlines are available by contacting the Foundation.



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**“Don’t Turn Your
Back On AIDS”™
HIV/AIDS High School
Awareness
Art Competition and
Program**

Facts

- The Centers for Disease Control (CDC) reports that many young people do not know the basic facts about HIV risk and prevention;
- Nearly 37% of all persons living with AIDS in California are between the ages of 13 and 29; and
- A large number of young people participate in unprotected, multiple partnered, unsafe sexual activity, and lack critical information regarding the spread of HIV.



Program Description

“Don’t Turn Your Back on AIDS”™ (DTYBOA) is an HIV/AIDS awareness art competition. In an interactive environment, high school students learn imperative information regarding HIV risks and prevention. Students creatively interpret their views and artistically express themselves under their art teachers’ instruction. Consequently, their awareness is increased about contracting HIV and their risk behaviors are reduced.

Last year, over 44 Bay Area high schools were invited to participate and 150 students submitted entries. The program is a unique opportunity to engage young people in peer-to-peer awareness while inspiring them to combat HIV/AIDS using their creative and artistic talents.

At the 2011 awards ceremony, family members, major media reps, and guests viewed the artwork and bid through silent auction on the students’ thoughtful, creative works. One hundred (100%) percent of donor dollars go to help Foundation programs for the underserved.

Past participants have become HIV/AIDS peer educators in their schools, public health ambassadors in their communities, and pursued educational interests as public health advocates.

Program Evaluation

DTYBOA increases student knowledge about HIV risk, prevention, and transmission.

Eighty one percent (81%) of participating students increased their knowledge about HIV awareness and learned how to educate others about HIV prevention.

DTYBOA increases student awareness of HIV/AIDS.

Eighty six percent (86%) of participating students reported having talked to their peers about HIV/AIDS; the same percentage of students (86%) report that DTYBOA has prompted them to encourage their friends to practice safe sex.

DTYBOA inspires students to take further action against the HIV epidemic.

Seventy-six percent (76%) of participating students reported being likely to fundraise for HIV/AIDS, 67% reported being likely to volunteer for HIV/AIDS, and 57% reported being likely to write or speak publicly about the issue.

DTYBOA impacts on student behavior.

One hundred percent (100%) of responding teachers reported participating in or witnessing a conversation on safer sex among their students about HIV/AIDS.