



# “Test 1 Million” Partners With Black Journalists

July 27, 2010 By [Oriol R. Gutierrez Jr.](#)

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By any measure, the HIV/AIDS epidemic is dire in the African-American community. The Black AIDS Institute (BAI) “Test 1 Million” campaign aims to get 1 million African Americans tested for HIV. 

To that end, BAI will announce on July 29 in San Diego during the annual conference of the National Association of Black Journalists (NABJ) a [year-long partnership](#) with NABJ to raise HIV/AIDS awareness in the black community.

NABJ members will be encouraged to cover local HIV testing events in their communities and to be role models by getting tested publicly for HIV. To kick that off, free HIV testing will be offered at the NABJ conference.

Kudos to BAI and NABJ for working together on this endeavor. Media buy-in is key for getting HIV/AIDS education to the masses. If we are ever to see an end to the HIV/AIDS epidemic in the United States, it will take many more innovative ideas like this one.

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<http://beta.docker.poz.com/blog/test-1-million-partn>