

NLM Introduces *infoSIDA* Web Site to Latino Community Site Offers Wide Range of Reliable HIV/AIDS Information in Spanish

The National Library of Medicine (NLM), the world's largest medical library and a component of the National Institutes of Health, has initiated an outreach effort to the Latino community for the federal Web site on AIDS, *infoSIDA* (infosida.nih.gov). *infoSIDA* is a free online Spanish-language resource for HIV/AIDS information regarding treatment, prevention and research findings. It is a service of the US Department of Health and Human Services (HHS) and includes authoritative content from the following HHS agencies: the National Institutes of Health, including NLM; the Health Resources and Services Administration (HRSA); and the Centers for Disease Control and Prevention (CDC). This Spanish-language Web site is designed to provide health information resources to the Latino community in an easy-to-use format, utilizing culturally appropriate and relevant language.

NLM will be promoting the *infoSIDA* Web site through a multi-platform media outreach effort that includes two new radio public service announcements that will air on Spanish media outlets nationwide. In addition, Ms. Fedora Braverman, a librarian with the NLM Public Services Division, will take part in a June 1st broadcast of "*Bienvenidos a América*," discussing *infoSIDA* and other Spanish-language consumer resources from NLM. *Bienvenidos a América (BAA)* is a weekly call-in radio show focused on providing Spanish preferred Latinos with information and resources specific to immigration issues. Since this program's audience is a key component in determining the success of this campaign, NLM will utilize this program, which airs on 111 Spanish radio stations nationwide. In addition to being on the air, the NLM specific segment on BAA will be streamed and made available online at bienvenidosradio.com. The online resources of *infoSIDA* will also be publicized and made available via NLM's social media outlets. (Twitter users are invited to follow or join the conversation by using the hash tag #infoSIDA2013.)

Today in America, according to the CDC, approximately one in 50 Latinos will be diagnosed with HIV in their lifetime. The rate of new HIV infections among Latino men is almost three times that of white men (39.9 vs. 15.9 per 100,000), and the rate among Latinas is more than four times that of white women (11.8 vs. 2.6 per 100,000). In 2009, Hispanics/Latinos represented 16% of the U.S. population but accounted for 20% of new HIV infections. Statistics like these and a need to reach vulnerable populations were a driving force in NLM's recognizing the need to speak directly to Latinos on the issue of HIV/AIDS, in a culturally relevant manner.

The rich and varied content of *infoSIDA* includes:

- **Guidelines** of federally-approved HIV treatment and prevention for HIV infection and AIDS-related illnesses, including the prevention of HIV transmission from occupational exposure, mother-to-child transmission, and prevention and treatment of HIV-related opportunistic infections;
- **Clinical trials information** on federally and privately funded studies evaluating experimental drugs and other therapies for adults and children at all stages of HIV infection;

- **Drugs** information, including records for FDA-approved and investigational HIV/AIDS-related drugs. This information is presented in versions for the patient and the health professional.
- **HIV/AIDS health topics**, a comprehensive collection of links to government resources for patients and consumers;
- **Education materials** about HIV/AIDS, for both patients and health care providers;
- **Mobile resources and tools** for iPhone, iPad and Android devices, allowing access anytime, anywhere; and
- **The AIDSinfo HIV/AIDS Glossary app**, which provides access to the same terms found in the AIDSinfo Glossary of HIV/AIDS-Related Terms. The app includes English and Spanish-language definitions of more than 700 terms.

For more information, visit infosida.nih.gov.

Follow NLM on Twitter [@nlm_news](https://twitter.com/nlm_news) and sign up for e-mail updates on infoSIDA at: <http://aidsinfo.nih.gov/e-news/>.

###