



Highlights from the 2010 XIII International AIDS Conference in Vienna

Points of Interest

- 2010 XIII International AIDS Conference in Vienna
- Annual Spring Gala and Awards Ceremony "April in Paris" 2011
- Fourth Annual "Don't Turn Your Back on AIDS" Competition
- Board Member Spotlight

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More than 19,000 participants from 193 countries participated in 248 sessions covering science, community and leadership at the 2010 XIII International AIDS Conference in Vienna, Austria in July.

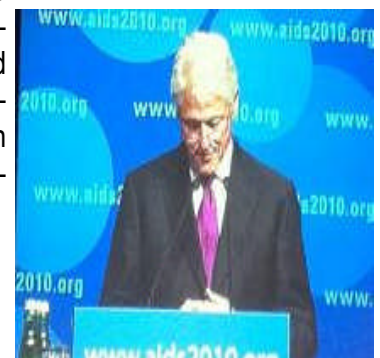
Unexpected and unseasonably hot weather in central Europe made an interesting first week for conference goers. Several American travelers experienced shock upon learning that some hotel rooms and many hotel common areas lacked air conditioning. However, the charm and beauty of Vienna and the excitement related to the conference overcame the

oppressive temperatures and sweltering days.

A week before the conference opened, President Obama unveiled the US national HIV/AIDS strategy. The announcement and its future implementation created a buzz and fueled questions and excitement for both American and international activists, providers, and scientists in Vienna. Top leaders in the Obama administration presented and disseminated information about the program and implementation timelines at the conference.

At an opening plenary,

Former President Bill Clinton delivered the keynote address, stating we can "do our work faster, better, and cheaper." The Clinton Health Access Initiative (CHAI), was founded in 2002 under the William J. Clinton Foundation and works with governments to expand treatment access in developing countries.



Scenes from Vienna

Messe Wien Center



Marsha Martin, Director GSO, and John Mastrojohn III, Director, Palliative Care and Hospice Center at an evening reception in Vienna.



Hofburg Palace



Whoopi Goldberg, actor, activists, comedian, and philanthropists, signed autographed outside the Imperial Hotel hours before appearing at the star-studded Vienna fundraising gala.



Since its inception, CHAI has helped more than two million people access medications. In his address, Mr. Clinton praised the Obama administration for its changes in policies that affect people living with HIV and work towards a US national strategy.

Thousands of delegates attending the Conference and local residents marched on Tuesday night to call for human rights to be included as a fundamental component of efforts to prevent new infections and provide treatment for people living with HIV. The march echoed the theme of the conference, *Rights Here, Right Now*, through chants, vuvuzelas and singing of some well-coined phrases and tunes. The march culminated in a concert laced with spirited speeches and a captivating performance by



Bill Gates, Founder of Microsoft and the Bill and Melinda Gates Foundation, addresses attendees at a reception hosted by the Funders Concerned About AIDS and the European HIV/AIDS Funders Group.

Annie Lennox.

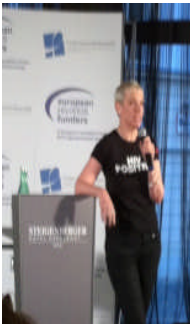
A Vienna Declaration, the official declaration of the conference, calling for "more rational and scientifically sound drug policies to strengthen HIV prevention for people who use drugs" was signed by nearly 13000 people before the conference ended.

In a few words, the conference highlighted universal access, advances in connection with microbicides, and the relevance of treatment as prevention. Likewise, it diagnosed failures that were identified in previous Conferences. Emphases were on the lack of resources allocated to the AIDS sector globally, and several speakers acknowledged that the crisis has increasingly reduced budgets for health. Many HIV/AIDS industry leaders demanded urgent responses for increased funding. However, the question remained: where can we find money to stop the epidemic?

The International AIDS Conference returns to the United States in July 2012 and represents a significant victory for public health and human rights. The selection of Washington, DC as the site for the XIX International AIDS Conference (AIDS 2012) is the result of years of dedicated advocacy to



FHF Executive Director Dr. Gregory W. Edwards, Ambassador Eric Goosby, MD, U.S. Global AIDS Coordinator, and Evelyn Ullah, MSW, RN, Ft. Lauderdale HIV Health Chief.



Annie Lennox, Singer, Songwriter, and AIDS Activist.

end the nation's misguided entry restrictions on people living with HIV – restrictions that were based on fear, rather than science. AIDS 2012 will play a key role in shaping international responses to the epidemic, further strengthen the U.S. role in global AIDS initiatives and re-energize the response to the U.S. domestic epidemic.

The 2012 conference, convened by the International AIDS Society in collaboration with local and international partners, will be held in July 2012 at the Walter E. Washington Convention Center.

FHF and GSO Present a Satellite Session on Scaling Up Testing and Screening to Reduce HIV Infections at International AIDS Conference

SAVE THE DATE

for "April in Paris"

The Flowers Heritage Foundation (FHF) and Get Screened Oakland (GSO) co-sponsored a satellite session at the XIII International AIDS Conference in Vienna, Austria on Sunday, July 18. The session invited conferees to learn how municipalities have been seeking ways to scale up HIV testing in light of the WHO and CDC recommendations which call for provider initiated routine opt-out HIV testing for adults between the ages of 13-64 years.



Several cities and territories, including Washington, DC, Oakland, CA, Bronx, NY, Miami, FL, Houston, TX, Los Angeles, CA, and Western Cape Province, South Africa, have adopted a new paradigm for HIV testing.

These cities, counties and provinces are assessing and evaluating a variety of innovative models developed in collaboration with private sector, philanthropic, medical and community partners to expand HIV testing and increase awareness. This satellite session provided an opportunity to exchange data and ideas about routine HIV testing and a forum for HIV program managers and governmental officials to discuss experiences in scaling up HIV testing and screening initiatives.

Satellite panel participants: Gregory W. Edwards, EdD, Executive Director, Flowers Heritage Foundation, Oakland CA-Moderator; Donna Futterman, MD, Adolescent AIDS Program, Montefiore Medical Center, Asst. Clinical Professor, Albert Einstein School of Medicine, Bronx, New, York; Shelley Hayes, JD, American Bar Association, Chair-AIDS Coordinating Committee, Washington, District of Columbia; VaShone Huff, Director, Intergovernmental Affairs, Office of the Mayor, Oakland, California; Evelyn Ullah, RN, MSW, Broward County Department of Health, Fort Lauderdale Office of HIV/AIDS, Fort Lauderdale, FL; Marsha A. Martin, DS W, Director, Get Screened Oakland, Mayor's Testing Initiative, Oakland, California.

About 125 people attended the session and enthusiastically requested follow-up information for their own communities or territories.

The Flowers Heritage Foundation will host its Annual Spring Gala and Awards Ceremony "April in Paris" at the Bently Reserve in San Francisco on Thursday, April 28, 2011 from 6:00-9:00PM.

The event promises to be an enjoyable evening of fun, elegance, and entertainment.

National and local leaders from the fields of HIV/AIDS and health will be recognized for their outstanding achievements. Silent and live auctions will entice guests with travel, resort, and entertainment packages, spa and fitness gift certificates, and fine restaurant and winery experiences. Live entertainment, guest celebrity appearances, and tasty, gourmet cuisine will make it a night to remember.

The event is a fundraiser to benefit FHF programs and services to underserved HIV/AIDS communities. In addition, the annual "Don't Turn Your Back On AIDS" High School Art Competition will be staged the same evening and student artists' work will be exhibited and available for silent auction purchase as well.

Reserve the date now so that when tickets go on sale in March, your calendar is marked!





Left: FHF Executive Director, Dr. Gregory W. Edwards; Board Chair, Mrs. Hillary Flowers; and Oakland Mayor Ronald V. Dellums at the 2009 DTY-BOA Exhibition and Ceremony. Right: Exhibition and Bidders at World AIDS Day Weekend Event. Bottom: First-Place Winning Art by Marika Carrel, Acalanes High School and two Honorable Mentions.

Students from more than 15 Bay Area high schools participated in the Flowers Heritage Foundation's Fourth Annual "Don't Turn Your Back on AIDS" art competition to highlight the impact the disease continues to have on young people. According to an April 2009 study by the California Department of Health Services Office of AIDS, more than 30 percent of all persons living with HIV/AIDS in California are between the ages of 13 and 29. The competition is part of an interactive program during which students learn important information regarding HIV/AIDS and are challenged to express their views of the disease through art.

Nearly 200 Bay Area high school student artists participated in the competition. The 1st-place winner was Marika Carrel, who attends Acalanes High School; 2nd-place was awarded to Claire Longyear, also from Acalanes; and the 3rd-place winner was Kirsten Burrowes, a student at Campolindo High School.

Burrowes' mother, Kim, was in attendance. "The organizers for this event did an incredible job," she says. "They really went out of their way to make all of the student artists feel special."

"Unfortunately, many young people do not know the basic facts about HIV risk and prevention. Our goal with the "Don't Turn Your Back on AIDS"© art competition is to not only educate local teenagers and help reduce their risk behaviors, but also to foster a safe and creative environment where they can share their feelings about HIV/AIDS through art," said Gregory Edwards, Ed.D., executive director of the Flowers Heritage Foundation. The program culminated with an exhibition and reception at the Waterfront Hotel in Oakland on December 5, 2009, during World AIDS weekend.



A silent auction of the student artwork with proceeds going towards future HIV/AIDS awareness programs for youth and an awards ceremony during which the winners received prize money and earned matching funds for their school art departments.

The judges for the event were Bay Area museum representatives and artists, including Barbara Henry, Chief Curator of Education, Oakland Museum; Stephanie Cannizzo, Curatorial Associate, Berkeley Art Museum; Ahmed Rahim, CEO & Co-Founder of Numi Tea; Dena Beard, MATRIX Curatorial Assistant, University of California, Berkeley Art Museum; and Susan Walton, art teacher.

Oakland Mayor Ronald V. Dellums delivered remarks to 250 guests in attendance at the event and hailed the program as a critical public service to the broader community and illustrated how its attributes educate young adults to become responsible citizens and inspire leadership.



National Minority AIDS Council (NMAC) and the United States Conference on AIDS Accepts “Don’t Turn Your Back on AIDS” © Abstract for Poster Presentation

The National Minority AIDS Council (NMAC), sponsor of the United States Conference on AIDS, has accepted the Flowers Heritage Foundation (FHF) abstract: *Unique and innovative approaches in traditional settings can promote HIV/AIDS awareness* for presentation at the 2010 meeting. The United States Conference on AIDS will convene September 12-17, 2010, at the Hilton Orlando Bonnet Creek, Orlando, Florida. USCA’s mission is to increase the strength and diversity of the community-based response to the AIDS epidemic through education, training, new partnerships, collaboration and networking.

This year’s conference theme focuses on youth; therefore, the abstract presents the FHF flagship program, DTYBOA, as scientific behavioral research. The presentation will offer program analysis as an innovative educational tool in a “traditional setting” that promotes good health, inspires creativity, and offers a community public health initiative that reduces HIV/AIDS infections among youth.

More specifically, the abstract dissects the five-year DTYBOA program and constructs it in terms of background, purpose and hypothesis, materials and methods, results, lessons learned, and conclusion.

Photographs of students’ artwork, the exhibition, and the award ceremony, interspersed on the 4’x 8’ foot poster, further help communicate the unique program impact and values.

FHF staff will present the poster at two sessions on September 12 and 13.

Attendees receive the poster in hand-out format and other information on FHF and how they may replicate the program in their school, community, or city.

Several students who have participated in the program have, as a result, become HIV/AIDS peer educators in their schools, public health ambassadors in their communities, and pursued educational interests as public health advocates. It is a goal on FHF to provide technical assistance and capacity building to others interested in replicating the program in other parts other the country. Evidence shows that the DTYBOA model offers promise as a program intended for national significance and educational effectiveness.



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A h m e d Rahim is the master blender, alchemist, CEO and Co-Founder behind Numi Organic Tea. Before starting the Oakland-based business in 1999 with his sister, Reem, Ahmed lived and worked in Europe for ten years even in Paris and working as a professional film maker and photographer.

Ahmed continued traveling throughout Europe and ended up in the German Alps where he continued his artistic expression in the music scene. Ahmed went to Prague, where he spent the next six years in film-making and photography. During his stay in Prague, Ahmed was asked to help create and design teahouses.

He then became a partner in a teahouse and helped expand and grow the business. Ahmed is fluent in English, Arabic, French, German and Czech. He holds a BA in Psychology and Theatre, from New York University, and has studied Film and Photography at various universities in NYC, Paris and in Prague. He is currently studying Architecture to create a sustainable future.

Ahmed wants to start a school in the East Bay. He values educating children and understands the critical future role . Last November, Ahmed judged for the Fourth Annual FHF “Don’t Turn You Back On AIDS” high school HIV/AIDS art competition. His artistic background was an asset to the judging panel; his life experiences and business acumen is an asset to the FHF board of directors.

*Win a Trip for Two to Paradise at Sea and
Help Benefit People Living with HIV/AIDS...*



In our efforts to reduce HIV and AIDS infections and help people living with the disease, we are partnering with Norwegian Cruise Lines (NCL) to raffle a 7-day cruise for two in an ocean view stateroom to anywhere NCL sails. Choose your fantasy: bask in the Caribbean sun, walk along the beaches of Hawaii, parasail above breezy Bahamian shores, float into a Mediterranean adventure along the Greek isles, or perhaps just kickback in a cooler climate in Canada, New England, or Alaska (and whale watch).

This cruise for two goes anywhere Norwegian Cruise Lines sails...even the Mexican Riviera. Every time you make a \$50 gift donation to the Flowers Heritage Foundation ...you are automatically entered to win. Make one \$50 donation or more and increase your chances to win (five \$50 donations, enters your name five times). Enter as often as you would like until December 15, 2010. The winner will be notified December 16, 2010. This cruise package may be redeemed through December 31, 2011.

Send a check in any amount and we will enter it in multiple \$50 donations for you!!!

Simply complete the form below and mail or fax it to (510) 587-2794 or use a credit card and call Robert at 510-587-2662 and enter to win securely by phone.

Please see raffle rules and restrictions.

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THE FLOWERS HERITAGE FOUNDATION

**Purchase a chance to win a 7-Day Cruise for two wherever NCL sails and
help us fight the HIV/AIDS epidemic.**

Enter by December 15, 2010 and be eligible to win a 7-day cruise from Norwegian Cruise Lines to any where they go (Hawaii, Alaska, Caribbean, Mediterranean, Mexican Rivera, Canada/New England, and Bahamas/Florida).

Yes, I'd like to buy _____ entries (at \$50 each) to win a 7-Day Cruise for two. Please charge my card below.

To order your raffle ticket(s) complete this form and either:

Fax: 510-587-2794

Phone: 510-587-2662

Address: Flowers Heritage Foundation, 200 Webster St., Suite 200, Oakland CA 94607

Name _____ **Date** _____

Number of tickets _____ x \$50 per ticket = **Total amount** _____

Type of payment: Check Money order payable to 'Flowers Heritage Foundation'

Please circle one: MasterCard Visa Amex Discover

Credit Card #: _____ - _____ - _____ - _____

Exp Date: _____

Security Code: _____ (MC/V/Disc.-last 3 digits on the back of card in the signature line, Amex-4 digits on front)

Billing/Mailing Address: _____

Apt. # _____

City _____ **State** _____ **Zip** _____

Phone _____

Email _____

The winner can redeem this trip for up to one year (December, 2011). Your support helps our programs for underserved HIV/AIDS-People Living With AIDS (PLWA), provide HIV/AIDS education and awareness to high school students through art, and other services. The drawing will be held December 16, 2010.

Some dates and cruise restrictions do apply. This cruise is registered to specific dates and ships and must be taken by the expiration date on the certificate. It is neither transferable nor redeemable for cash. It is exclusive of airfare, government taxes and fees, service charges, shore excursions, bar charges, restaurant cover charges and other personal expenditures. Once booking is confirmed, no changes will be permitted within 30 days of the sailing.





FCAA Spotlight: State Budget Cuts - A Funder Briefing in Oakland

Learn from government officials, grantmakers and community-based organizations about the impact state budget cuts are having on HIV/AIDS programs across the country – and how they are adapting their approaches to sustain impact.

Presented in partnership with: The Flowers Heritage Foundation, the Levi Strauss Foundation, The National AIDS Fund, National Alliance of State & Territorial AIDS Directors (NASTAD) and the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria.

Co-sponsored by: The M.A.C AIDS Fund and Northern California Grantmakers.



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THE FLOWERS HERITAGE FOUNDATION is a non-profit organization 501(c)3 organization dedicated to addressing health issues that improve the lives of the underserved through collaboration, outreach, and education. The Foundation serves as the heart of the Ramsell Holding Corporation, and it is the giving vehicle for its founder and visionary, Syl Flowers and his family.

- Our current priority is to make a significant difference in the fight against HIV/AIDS.
- We allocate 100% of donor dollars to help improve and/or save the lives of the medically indigent through our programs.
- We educate and increase awareness around HIV/AIDS as a public health dilemma.

We sensitize others to the issues affecting underserved communities. We promote community health improvement and inspire healthy populations that affords social justice.

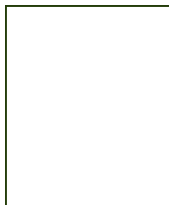
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