



**SIGMA INTERNAL COMMUNICATION**  
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*Phi Beta Sigma Fraternity, Inc.*

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**FOR IMMEDIATE RELEASE:**

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**Sigma Partners with Center for Disease Control  
In HIV Awareness-Action Program**

Phi Beta Sigma Fraternity is leading the charge amongst predominantly African American fraternal organizations in its recent partnership with the Centers for Disease Control and Prevention (CDC) to combat HIV/AIDS in the African American community, specifically aimed at African American males, ages 18-25.

Sigma Executive Director Marco McMillian, Social Action Director John White, Steven Kniffley, Jr -Second Vice President and Sigma Health and Wellness Chair Dr. Joseph West, met with CDC officials for a final discussion in October of 2007. The meeting was scheduled to finalize collaborative activities and issues as a part of the CDC's *Heightened National Response to the HIV/AIDS Crisis among African Americans*. The leadership of Sigma believed this was an excellent point of focus for the recently announced **Sigma Wellness – Phi Beta Sigma's Signature Program**.

The partnership consists of numerous leaders and organizations in the African American community, representing arts and entertainment, business and labor, the civic and social sectors, education, faith, health and media sectors. Phi Beta Sigma is the first African American fraternity to commit to the partnership. The focus of the Heightened Response is an aggressive campaign, intended to reach African American males (see CDC HIV/AIDS Fact Sheet at <http://www.cdc.gov/hiv/topics/aa/resources/factsheets/aa.htm>). Currently, African American males under the age of 25 comprise a disproportionate 61% of the 18,849 people under age of 25 whose diagnosis was reported during 2001-2004 from the 33 states with HIV reporting.

Phi Beta Sigma, as a part of the Heightened National Response, is committed to the **“ACT! Against AIDS” Leadership Mobilization Campaign**. Under this Campaign, Sigma will work in concert with CDC and other CDC partners to **A-C-T**: (1) break the silence and increase **awareness** of HIV/AIDS; (2) deliver **communication** messages to African American populations; and (3) promote **testing** that may lead to early detection and treatment of HIV/AIDS in the African American community.

Phi Beta Sigma is charged to engage local chapters in key urban cities to participate in planning of local town meetings and other activities consistent with the *Heightened Response* agenda.

Phi Beta Sigma Fraternity, founded 1914 at Howard University, continues to champion the cause for equality and equal justice, the world over, in an effort to continue the legacy of our illustrious Founders, perpetuating Culture for Service, and Service for Humanity.

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