

FACT SHEET

ABOUT THE BANYAN TREE PROJECT

Banyan Tree Project | www.banyantreeproject.org

SAVING FACE can't make you safe.
TALK ABOUT HIV – for me, for you, for everyone.

About the Banyan Tree Project

Funded by the U.S. Centers for Disease Control & Prevention, the Banyan Tree Project involves people across the U.S. and Pacific Island Jurisdictions from all walks of life—ordinary citizens, community and religious leaders, corporate executives, celebrities, elected officials and the media—working together to reduce the shame and discrimination around HIV/AIDS in Asian & Pacific Islander (A&PI) communities. By informing, teaching and setting a positive example, the Banyan Tree Project hopes to eliminate barriers that delay or prevent access to HIV prevention and care.

How do we do our work?

The Banyan Tree Project implements three community mobilization models to do its work:

- **National Asian & Pacific Pacific Islander Leadership Coalition**
- **National Anti-Stigma Social Marketing Campaign**
- **May 19: National Asian & Pacific Islander HIV/AIDS Awareness Day**

Our Leadership Coalition

Our National Asian & Pacific Islander Leadership Coalition seeks to engage leaders from the broader Asian & Pacific Islander community, not just from medical and HIV/AIDS fields, but also from business, education, media and religious communities. By expanding the reach of the Banyan Tree Project to more leaders in the A&PI community, we can help reduce the stigma related to HIV, increase awareness, and preventing new HIV infections in the community.

Our Social Marketing Campaign

The Banyan Tree Project's social marketing campaign produces an annual public service announcement and poster targeting various segments of the Asian & Pacific Islander community. The campaign aims to increase communication and change attitudes around HIV/AIDS, leading to increased testing and utilization of HIV/AIDS-related services.

May 19: National A&PI HIV/AIDS Awareness Day

Started by the Banyan Tree Project in 2005, May 19 is a day to bring the community together to remember those we have lost to HIV and

AIDS, as well as provide HIV education and testing. We encourage community-based organizations to coordinate May 19 events in their area. Even if your organization does not provide direct HIV services, we strongly encourage you to hold an event that will increase awareness within your community. We have resources to help you connect HIV/AIDS to your work, or to help you educate A&PIs in your area about HIV/AIDS.

Meet our partners!

The Banyan Tree Project works through a consortium of partners. Our partners are **project leader Asian & Pacific Islander Wellness Center** (San Francisco), as well as **Hawai'i Multicultural HIV/AIDS Resource Project of Life Foundation** (Honolulu), **Asian Pacific AIDS Intervention Team** (Los Angeles), and **Massachusetts Asian & Pacific Islanders for Health** (Boston).



ASIAN & PACIFIC ISLANDER
WELLNESS CENTER
www.apiwellness.org



Life Foundation
FIGHTING AIDS IN HAWAII AND THE PACIFIC
www.lifefoundation.org



MASS. ASIAN +
PACIFIC ISLANDERS
Your Health Link

www.mapforhealth.org



Asian Pacific
AIDS Intervention Team
www.apaitonline.org

Stop HIV stigma in your community.
www.banyantreeproject.org
1-866-5BANYAN



The
Banyan Tree Project™
Rooted in Acceptance

The Banyan Tree Project is a national campaign to end the silence and shame surrounding HIV/AIDS in A&PI communities.

The Banyan Tree Project is a program of Asian & Pacific Islander Wellness Center, San Francisco, CA and funded by the US Centers for Disease Control and Prevention.