



## PULLING IT TOGETHER...

from Drew Altman, Ph.D., President and CEO

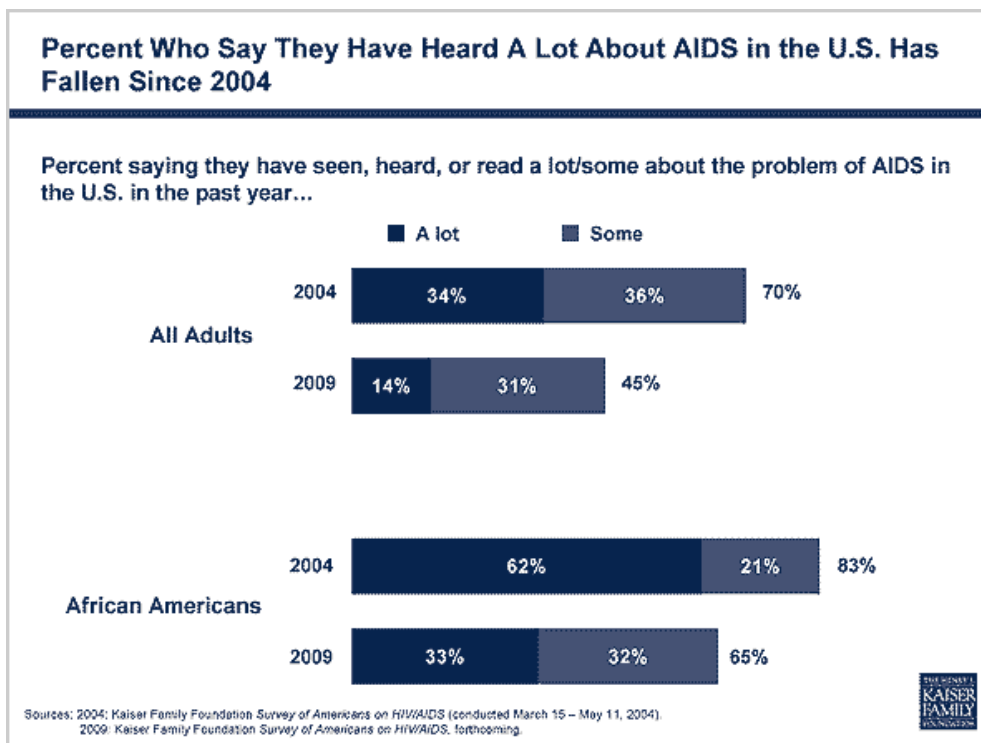
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### America Has Gone Quiet on HIV/AIDS

Kaiser has had a focus on HIV/AIDS since we remade the Foundation in the early nineties. It cuts across all of our program activities, from policy analysis, to our large scale media campaigns in the U.S. and around the world, to our web initiatives, to our public opinion research program. We have just completed a major survey of the American people on HIV/AIDS and global health. As new health priorities take shape in Washington, one set of findings deserves early attention while we continue to analyze the overall survey for release.

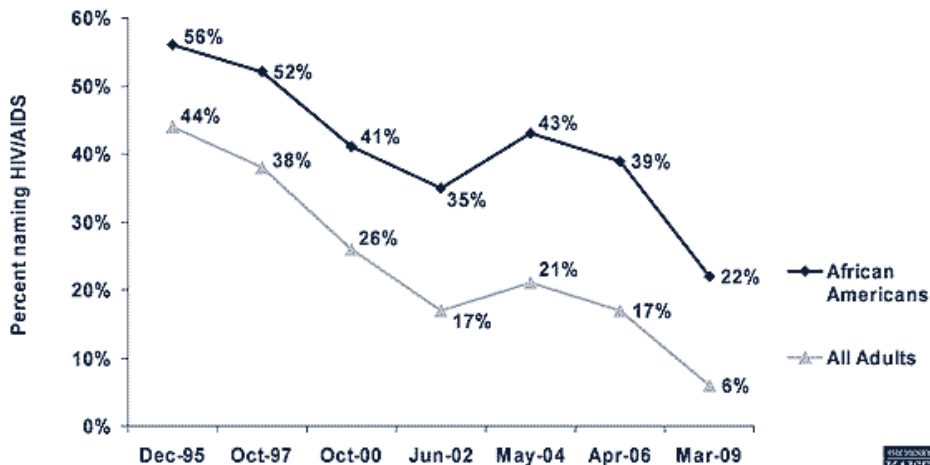
We found that the percentage of the American people who say that they have seen, heard or read a lot about HIV/AIDS in the U.S. has fallen from 34% five years ago to just 14% today. The percentage of African Americans reporting this has fallen from 62% to 33%.



The dropoff in attention to HIV/AIDS could partly be a response to the current focus on the economy, but related findings suggest it's a longer term trend. As this next chart shows, the percentage of the overall public and of African Americans naming HIV/AIDS the most urgent health problem facing the nation has declined steadily and has fallen precipitously since 1995.

## Trend in Share Naming HIV/AIDS as Most Urgent Health Problem Facing the Nation

Percent naming HIV/AIDS as the most urgent health problem facing the nation in an open-ended question...



Source: Kaiser Family Foundation surveys.