

Women of a Certain Age (WOACA) is an award winning HIV/AIDS Prevention Peer Education Program for women over 50. WOACA educates women as to why they should know more about HIV and other sexually transmitted illnesses; be tested for HIV; be clear with any partner about the need to practice "safe sex" ; or to be able to walk away and feel good about that decision.

The program includes ½ day trainings for professionals and full day trainings for community members. The reach of WOACA grows exponentially by educating women and giving them the skills to educate others. This is the most natural way for women over fifty to address this sensitive information. This program is the only one specifically focused on HIV/AIDS prevention and education for women over 50 in Oregon, perhaps in the country.

According to the AIDS Institute, in 2009, 1 in 6 new HIV diagnoses in the U.S. was in people age 50 and over. Women over fifty are the fastest growing demographic of new cases, representing 17% of all new HIV infections in the United States^[1]. However, there are almost no funds for HIV/AIDS in older populations.

2011 was WOACA's first full year of programming. Already we have reached over 1,000 women in metro Portland. Forty-five percent of participants have gotten tested for HIV/AIDS at our workshops. The program has been written up in the Huffington Post, POZ, the Portland Physician's Scribe and the Portland Observer. And, the Bank of America Foundation recently named Jacki Gethner a "Local Hero" – a title accompanied by a \$5,000 award for the program.

In 2012, WOACA expects to directly reach 2,500 women over the age of 50 and have 15 new peer educators. Just with their direct contact plus that of WOACA staff, we conservatively estimate our reach to double by the following year. With only 2 additional trainings for both professionals and community members each year, and calculating that 50% of program participants will talk with at least one other person per month about WOACA in the course of the year, **by 2015 we conservatively expect to reach over a quarter million women.**

But, WOACA needs your support. **Please consider supporting WOACA and our mission to prevent HIV/AIDS infection in older women.** You can:

1. Schedule a workshop for your community group;
2. Talk with the women of a certain age in your life about these issues and consider signing up to be a peer educator; or,
3. Make a donation at <http://jackigethner.com/> Your support at any level does make a difference.
 - \$50 covers the cost of a peer educator's kit, manual and all supplies.
 - \$100 covers the cost of an HIV Positive guest speaker at the trainings.
 - \$500 covers the facility cost of a training site.
 - \$1,500 covers all administrative and staff expenses for a week.
 - \$5,000 sponsors a Community Peer Educator full-day training for up to 30 women.

For further information, call us at 503/ 790-0974 or e-mail to jacki@jackigethner.com.

Thank you. Have a joyous and reflective time this holiday.

[1] <http://www.theaidsinstitute.org>;