

DALLAS-PRODUCED FILM PREMIERE
TO KICK OFF INTERNATIONAL AIDS AWARENESS DAY

DALLAS--If the AIDS virus were a person and could tell its own story, wouldn't you want to know what it had to say?

Do You Know Me?, the first Dallas-based AIDS educational film targeting middle-school students, premiered at 7 p.m. Monday, Nov. 30, at the Loews Anatole Hotel Monte Carlo Theatre before an audience of school, health and city officials. Following the premiere, the film will be distributed within the Dallas Independent School District and will be available to the public upon request.

Targeting our most vulnerable population--middle-school students--this new 10-minute film features middle-school students from the DISD. The story is centered around a personified, female HIV character and a young couple. The multi-ethnic cast composed of students from W.E. Greiner Middle School, not professional actors, strives to diminish stereotypes and myths about AIDS.

"Teens appear to be the fastest growing segment of the HIV-infected population. More than 20,000 middle-school students within the DISD alone are at risk of becoming infected with the AIDS virus before they reach adulthood," said Dr. Janet Squires, assistant professor of pediatrics at The University of Texas Southwestern Medical Center at Dallas and executive producer of the film. "We want our youth to know the facts, and we hope this film will help them take the risks of AIDS seriously."

Do You Know Me? takes an unconventional approach in delivering its message. Its 10-minute format, hand-held "MTV" camera style and music by

(More)

THE UNIVERSITY OF TEXAS SOUTHWESTERN MEDICAL CENTER
OFFICE OF MEDICAL INFORMATION
5323 HARRY HINES BOULEVARD DALLAS, TEXAS 75235-9060
TELEPHONE (214) 688-3404 FAX (214) 688-8252

CONTACT: Ann Harrell
(214) 688-3404
Sylvia Bodell
(214) 320-3354

local bands, such as Soul Food Cafe, keep the film fast-paced and contemporary. This dramatization, shot on location at Greiner, depicts routine school activity and relays its message outside the classroom lecture setting. Facts about AIDS in Dallas County are interwoven with national statistics.

Creation of this educational film was a collaborative effort between UT Southwestern and the DISD, the nation's eighth largest public school system.

"Although this film references DISD, it's full of important messages that are universal to students in school districts everywhere," said Dr. Phyllis Simpson, health specialist for the Health and Science Department in the DISD. "Parents, teachers and youth groups should take advantage of this community service."

Do You Know Me? was made possible by a federal grant from the Bureau of Maternal and Child Health, U.S. Department of Health & Human Services, which was awarded to the Dallas Pediatric HIV/AIDS Demonstration Project.

In its fourth year, the Demonstration Project is spearheaded by the Department of Pediatrics at UT Southwestern with Squires as principal investigator. Members of the Demonstration Project include: UT Southwestern, AIDS Arms Network, Bryan's House/Open Arms, Children's Medical Center of Dallas, Dallas Child Guidance Clinic, Oak Lawn Community Services, Parkland Memorial Hospital, and The Visiting Nurse Association of Texas.

Copies of *Do You Know Me?* are available for \$5.00 each, which includes shipping and handling. To order a copy call (214)640-2870.

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NOTE: The University of Texas Southwestern Medical Center at Dallas comprises Southwestern Medical School, Southwestern Graduate School of Biomedical Sciences, Southwestern Allied Health Sciences School, affiliated teaching hospitals and outpatient clinics.

CONSIDER THESE FACTS:

- > A 1991 youth risk behavior survey conducted by the DISD with the Centers for Disease Control in Atlanta revealed: Sixty-four (64) percent of high school students surveyed are sexually active, and only 31 percent of these students reported using condoms. Moreover, 21 percent claimed that they have had sex with six or more partners. More than two-thirds of these students represented 9th and 10th graders.
- > Dallas' teen birth rate is 1.5 times above the national average.
- > In the last two years, the number of young people found to have AIDS has increased 77 percent.
- > AIDS is the sixth-leading cause of death among 13- to 24-year-olds.
- > The virus is hitting young African-American, Hispanics and runaway youth especially hard.
- > Ranking sixth nationally, Dallas County has more than 3,900 reported cases of AIDS, has witnessed 2,734 AIDS-related deaths and has estimated 15,000 HIV-positive people. Child-bearing women (including teens) and children already account for 12 percent of the population with reportable AIDS.
- > The federally-funded Dallas Pediatric HIV Project has seen a steady increase in clients served, from 107 in 1989 to 571 in 1991 (primarily women and children). Infected female teens rose from four cases in 1990 to 14 cases one year later. Children less than 13 years old who are HIV infected or have parents who are HIV infected climbed from 77 in 1989 to 289 in 1991.

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**QUICK FACTS ABOUT THE DALLAS
PEDIATRIC HIV/AIDS DEMONSTRATION PROJECT**

- o One of approximately 30 federally funded AIDS demonstration projects in the country focusing on the specific needs of women and children.
- o A coalition of eight community agencies, which collaborate to provide medical and social services to families impacted by HIV/AIDS. These agencies include:
 - The University of Texas Southwestern Medical Center at Dallas
 - Parkland Memorial Hospital
 - Bryan's House/Open Arms
 - Children's Medical Center of Dallas
 - Dallas Child Guidance Clinic
 - AIDS Arms Network
 - Oak Lawn Community Services
 - Visiting Nurse Association of Texas
- o Infection among teens rose 77 percent during the past two years.
- o Teenagers are the fastest growing segment of the HIV-infected population.
- o In Dallas County, one person in every five who is newly diagnosed with AIDS was infected between the ages of 10 and 19.
- o Teens appear to be the fastest growing segment of the HIV-infected population.
- o In the past two years, the number of young people found to have AIDS has increased 77 percent.
- o In Dallas, child-bearing women (including teens) and children already account for 12 percent of the population with reportable AIDS.
- o Statistics from the Dallas Pediatric HIV/AIDS Demonstration Project revealed: (1) an increase in female teens from 4 cases in 1990 to 14 identified cases one year later. (2) the number of families served has jumped almost 10-fold from 41 to 353 in less than three years.

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