

December



National Health Observances



ODPHP

Office of Disease Prevention
and Health Promotion

World AIDS Day

Sponsor: World AIDS Day Campaign (<http://www.worldaidscampaign.org/>) 

World AIDS Day is a global initiative to raise awareness, fight prejudice, and improve education about HIV, the virus that causes AIDS. World AIDS Day is December 1.

Around the world, about 37 million people are living with HIV. In the United States, about 44,000 people get infected with HIV every year.

The only way to know if you have HIV is to get tested. It's important that everyone ages 15 to 65 gets tested for HIV at least once. Some people may need to get tested more often.

How can World AIDS Day make a difference?

We can use this day to raise awareness about HIV/AIDS, encourage people to get tested, and take action to support people living with HIV.

Here are just a few ideas:

- Encourage people to get tested for HIV. Let them know that some health clinics offer free HIV testing.
- Talk to parents about teaching their kids the basics of safe sex.
- Wear a red ribbon, the symbol of HIV awareness and support. Tell people why you are wearing it. You can order a red ribbon online (<http://www.worldaidsday.org/the-red-ribbon/order>)  or make your own.

How can I help spread the word?

We've made it easier for you to make a difference. This toolkit is full of ideas to help you take action today. For example:

- Add information about World AIDS Day to your newsletter.
- Tweet about World AIDS Day.
- Host a community event where people can learn about local health resources and options for HIV testing.
- Add a Web badge to your website, blog, or social networking profile. (<http://healthfinder.gov/nho/nhoBadges.aspx#december>)

Get the Word Out

Sample Announcement for Newsletter, Listserv, or Media Release

Cut and paste this text into your newsletter, listserv, or media release. Add local details and quotes from your organization.

In recognition of World AIDS Day on December 1, **[insert organization]** encourages everyone in **[enter state/city]** to get tested for HIV, the virus that causes AIDS. In the United States, about 1 in 8 people who has HIV doesn't know it.

The only way to know for sure whether or not you have HIV is to get tested. You could have HIV and still feel healthy. Everyone ages 15 to 65 needs to get tested at least once. Some people may need to get tested more often.

To find an HIV testing location near you, text your ZIP code to KNOWIT (566948) or use this online locator (<http://locator.aids.gov>).

HIV is passed from one person to another by:

- Having unprotected sex with a person who has HIV
- Sharing needles with someone who has HIV
- Breastfeeding, pregnancy, or childbirth if the mother has HIV
- Getting a transfusion of blood that's infected with HIV (very rare in the United States)

Learn more about HIV/AIDS and how to prevent this disease.

- **[Add details about your local activities.]**
- **[Include a quote from your organization.]**

Around the world, about 37 million people are living with HIV. In the United States, about 44,000 people get infected with HIV every year. World AIDS Day is a global initiative to raise awareness, fight prejudice, and improve education about HIV and AIDS.

For more information, visit **[insert your organization information]**.

Sample Tweets

- It's #WorldAIDSDay and @AIDSgov has ways you can take action and spread awareness: <http://bit.ly/1Kl6zUc>
 - Tweet this message: <http://ctt.ec/6uK11>
- Have you been tested for HIV? Use this tool to find #HIV testing centers in your area: <http://1.usa.gov/9h37x0>
 - Tweet this message: <http://ctt.ec/af1JL>
- True or false? Everyone ages 15 to 65 needs to get tested for #HIV at least once. @healthfinder has the answer: <http://1.usa.gov/jhanrM>
 - Tweet this message: <http://ctt.ec/7kE23>
- The only way to know for sure that you don't have HIV is to get tested. Learn more: <http://1.usa.gov/jhanrM> #WorldAIDSDay
 - Tweet this message: <http://ctt.ec/7crUV>
- Q. What is HIV? A. HIV stands for human immunodeficiency virus. It's the virus that causes AIDS. Learn more: <http://1.usa.gov/upkWve>
 - Tweet this message: <http://ctt.ec/9R1Ar>
- Did you know? You could have HIV and still feel healthy. Find out how to get tested: <http://bit.ly/2epPptI>
 - Tweet this message: <http://ctt.ec/N8s9d>
- Fact: African Americans are the racial/ethnic group most affected by HIV. Learn more about HIV from @CDCgov: <http://bit.ly/1U0iM5v>
 - Tweet this message: <http://ctt.ec/7W8gp>
- Women account for about 1 in 5 new HIV/AIDS cases in the U.S. Learn more: <http://bit.ly/29uuaJl>
 - Tweet this message: <http://ctt.ec/6n91Q>
- Do you have your red ribbon yet? Learn everything you need to know about #WorldAIDSDay here: <http://bit.ly/1Kl6zUc>
 - Tweet this message: <http://ctt.ec/2XbH5>

Web Badge

- World AIDS Day - Get Tested. Protect Yourself.
(<http://healthfinder.gov/nho/nhoBadges.aspx#december>)

Get Involved

Take action to increase awareness about HIV/AIDS.

1. Partner with a local health center to offer free HIV testing at your workplace or organization.
2. Host a forum with a local public health official to discuss HIV prevention and the stigma surrounding HIV/AIDS.
3. Encourage members of your organization to provide canned goods or other donations to support those living with HIV/AIDS.
4. Host a fundraising event, such as a bake sale or community run/walk, to raise money for a local HIV/AIDS organization.
5. Include an article in your next newsletter to increase awareness about HIV/AIDS and encourage your members to find an HIV testing location.
(<http://locator.aids.gov>)

Adapted from the World AIDS Day Campaign.

For more information and materials, contact:

- World AIDS Day Campaign (<http://www.worldaidscampaign.org>)  at info@nat.org.uk
- National Prevention Information Network (<https://npin.cdc.gov/>)  at NPIN-info@cdc.gov

Share These Resources

Health Topics

- Get Tested for HIV
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/hiv-and-other-stds/get-tested-for-hiv>)
- HIV Testing: Questions for the doctor
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/hiv-and-other-stds/hiv-testing-questions-for-the-doctor>)
- STD Testing: Conversation starters
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/hiv-and-other-stds/std-testing-conversation-starters>)
- Talk to Your Kids about Sex
(<http://healthfinder.gov/HealthTopics/Category/parenting/healthy-communication-and-relationships/talk-to-your-kids-about-sex>)

Healthy People Topic Area

- HIV
(<http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=22>)

Personal Health Tools

- HIV Testing Sites & Services Locator
(<http://locator.aids.gov>)
- HIV Risk Calculator
(http://www.healthcalculators.org/calculators/hiv_risk.asp) 

Other Resources

- AIDS
(<http://www.healthfinder.gov/FindServices/SearchContext.aspx?topic=25>)
- HIV/AIDS
(<http://www.healthfinder.gov/FindServices/SearchContext.aspx?topic=412>)

Find More Information

- World AIDS Campaign
(<http://www.worldaidscampaign.org/>) 
World AIDS Day Sponsor
- World AIDS Day Resources: AIDS.gov
(<http://aids.gov/news-and-events/awareness-days/world-aids-day/>)
Department of Health and Human Services
- Event Planning Guide
(<http://aids.gov/news-and-events/awareness-days/event-planning-guide/>)
Department of Health and Human Services
- Facing AIDS Campaign
(<http://facing.aids.gov/>)
Department of Health and Human Services
- HIV/AIDS Basic Facts
(<http://www.cdc.gov/hiv/basics/index.html>)
Centers for Disease Control and Prevention
- Living with HIV/AIDS
(<http://www.cdc.gov/hiv/resources/brochures/livingwithhiv.htm>)
Centers for Disease Control and Prevention
- Women's Health: HIV/AIDS
(<http://www.cdc.gov/hiv/group/gender/women/>)
Centers for Disease Control and Prevention
- HIV, AIDS, and Older People
(<http://www.nia.nih.gov/health/publication/hiv-aids-and-older-people>)
National Institutes of Health, National Institute on Aging
- HIV/AIDS Information and Research
(<http://www.niaid.nih.gov/topics/hivaids/pages/default.aspx/Pages/Default.aspx>)
National Institutes of Health, National Institute of Allergy and Infectious Diseases
- Drugs + HIV > Learn the Link
(<http://hiv.drugabuse.gov/>)
National Institutes of Health, National Institute on Drug Abuse
- Act Against AIDS
(<http://www.cdc.gov/ActAgainstAIDS/>)
Centers for Disease Control and Prevention

Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials. (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure he or she is available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local-access television, radio, newspaper, and community calendars to promote your event.

December 2016 Toolkit — World AIDS Day

- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, libraries, post offices, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.

Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.

Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic email alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer email alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media coverage on your organization's Web site. No matter the size or success of your event,

December 2016 Toolkit — World AIDS Day

remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at healthfinder.gov. You can contact us at healthfinder@hhs.gov or send us a tweet @healthfinder (<http://twitter.com/healthfinder> .



Office of Disease Prevention
and Health Promotion