



National Women and Girls HIV/AIDS Awareness Day Event Ideas

Hold a free screening or health fair

On National Women and Girls HIV/AIDS Awareness Day (March 10, 2009) hold a health fair or HIV/AIDS screening event for employees or members of your community. You can host the event at your office, a local hospital, community center or even a fitness center. Have a doctor or other healthcare professional on site to do a presentation, answer questions and administer the screenings. You can also distribute important health information and have fun activities, like a raffle.

Have a proclamation issued

Work with a local government official, like your mayor or congressman, to have a proclamation signed. For information on how to get a proclamation issued, please visit <http://www.womenshealth.gov/NWGHAAD/planning-materials/>. Once you have the proclamation, hold a media event and invite reporters from your local newspapers and TV and radio stations. You may also want to consider inviting the mayor or congressman to sign the proclamation at the event and a local health expert who can speak about the prevalence of HIV/AIDS in your community. Don't forget to display and disseminate National Women and Girls HIV/AIDS Awareness Day materials and have the proclamation printed on poster board.

Work with your local media

Media attention is a great way to create awareness of HIV/AIDS and its impact on women in your community. Using the "How-To Guide For Media Outreach," available at <http://www.womenshealth.gov/NWGHAAD/planning-materials/>, reach out to reporters at local media outlets and work with them to cultivate a story. Ideally you should be able to offer prevalence data, a human interest story (i.e. a woman who can share a personal, compelling story about her struggle with HIV/AIDS) and experts who can speak to the issue of HIV/AIDS, such as someone from your organization or a health expert. Make sure the reporter mentions that March 10 is National Women and Girls HIV/AIDS Awareness Day!

Organize a walk to raise awareness

Much like the breast cancer walks held around the country to celebrate Breast Cancer Awareness Month, celebrate National Women and Girls HIV/AIDS Awareness Day by organizing a 5K walk. The walk can raise money for a certain HIV/AIDS group or it can be aimed at increasing awareness. Consider having the event start and end at a community health center that offers HIV/AIDS screenings and be sure to hand out HIV/AIDS information and hang National Women's and Girls HIV/AIDS Awareness Day posters, available at <http://www.womenshealth.gov/NWGHAAD/planning-materials/>.