AIDS.gov

How to Organize a
Facing AIDS 2010 Photo Event
in Your Community for World AIDS Day and Beyond

Looking for a simple, powerful, engaging way to take action?

AIDS.gov's *Facing AIDS* for World AIDS Day (December 1, 2010) initiative is a way to share photos and messages from your community. An estimated 1.1 million Americans are living with HIV. One out of every five people living with HIV do not know it. If we all put our faces to AIDS we can help reduce the stigma surrounding HIV and AIDS and promote HIV testing.

Here's how to get involved in 6 easy steps:

1 Pick a time, place, & location to hold your event, or add a *Facing AIDS* photo activity to an event you already have planned. World AIDS Day is December 1 but you could hold your event a few days or weeks before then. Ask a local store or café, faith organization, school, health care center, or AIDS walk to consider hosting or partnering for the event.
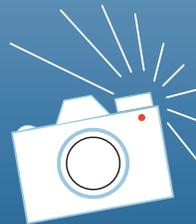
2 Promote! Promote! Tell everyone you know about your event. Promote it online (on your social network profiles, blogs, and websites) and in-person (post flyers around your workplace, school, favorite stores, community centers, and public spaces).

3 Get your signs and pens ready! Download the *Facing AIDS* sign at **www.AIDS. gov/facingaids** or create your own and print copies for everyone who might attend your event—try to avoid shiny paper. Find or buy thick markers.

Facing AIDS

4 Locate a digital camera or mobile phone with photo capabilities. Ask a friend or colleague to be your photographer for the event. If you have additional resources, consider renting a photo booth.

5 Say "cheese!" Bring your camera, signs, and pens to your event. Ask people to write their messages about why they are *Facing AIDS* for World AIDS Day and beyond.

6 Upload and share your photos to AIDS.gov's *Facing AIDS* 2010 Flickr group: **www.flickr.com/groups/FacingAIDS2010** Also upload the photos to your website and/ or social network profile. Tell your friends and family about how you're *Facing AIDS* and how they can get involved.

flickr

HIV Testing: *Throughout your event and when you upload the photos to your website, remind people that they can locate their local HIV testing sites by sending a text message to* **"KNOWIT" (566948)** *or by visiting* **www.AIDS.gov/locator** *for HIV prevention and service provider information.*