AIDS.gov

World AIDS Day
New Media Toolkit
December 1, 2012

What is World AIDS Day?

"Our efforts have helped set the stage for a historic opportunity, one that the world has today: to change the course of this pandemic and usher in an AIDS-free generation."

-Hillary Clinton

World AIDS Day is observed on December 1st each year and is an opportunity for people worldwide to unite in the fight against HIV, show their support for people living with HIV and to commemorate people who have died. World AIDS Day was the first ever global health day and the first one was held in 1988. The United States Government 2012 theme for World AIDS Day is "Working Together for an AIDS-Free Generation."

Nearly one in five people in the United States who are HIV positive do not know it. You can take part in changing that by sharing messages on World AIDS Day and throughout the month of November. We want you to get involved in sharing information about HIV/AIDS in your community. It's easy to take action with social media; you can take action by writing a blog, tweet, or Facebook post.

Secretary of State Hillary Clinton spoke these words in November 2011, marking a turning point in the HIV/AIDS epidemic since the first cases of AIDS were discovered more than 30 years ago. According to PEPFAR, an AIDS-free generation "entails that first, no one will be born with the virus; second, that as people get older, they will be at a far lower risk of becoming infected than they are today; and third, that if they do acquire HIV, they will get treatment that keeps them healthy and prevents them from transmitting the virus to others."

An AIDS-free generation can be achieved globally and here in the United States. In July 2010, the White House released the first-ever comprehensive United States National HIV/AIDS Strategy (NHAS), a comprehensive coordinated HIV/AIDS roadmap with clear and measurable targets to be achieved by 2015.

What are some statistics about HIV/AIDS?

In the United States*:
- More than one million people are living with HIV in the U.S.
- One in five living with HIV is unaware of their infection.
- Men who have sex with men (MSM), particularly young, black MSM, are the most severely affected by HIV.
- By race, African Americans face the most severe HIV burden.

*As of Nov 19, 2012. For the most up-to-date statistics please visit the Centers for Disease Control and Prevention at cdc.gov.
**Overview compiled with information from the World Health Organization, USAID ,and Kaiser Family Foundation.

Worldwide**:
- 33.4 million are currently living with HIV/AIDS.
- More than 25 million people have died of AIDS worldwide since the first cases were reported in 1981.
- In 2008, 2 million people died due to HIV/AIDS, and another 2.7 million were newly infected.
- According to the World Health Organization (WHO), most people living with HIV or at risk for HIV do not have access to prevention, care, and treatment, and there is still no cure.

AIDS.gov Web and Social Media Resources

Know the facts, take care of yourself. Get fact sheets about the epidemic and other resources.
>What is HIV/AIDS?
>How do you get HIV/AIDS?
>Signs & Symptoms
>AIDS Timeline

National HIV/AIDS Strategy
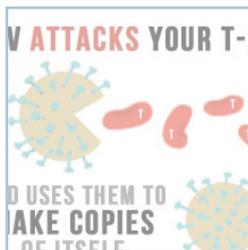
In July 2010, the White House released the National HIV/AIDS Strategy, the first-ever comprensive coordinated HIV/AIDS roadmap. Read the Strategy and talk about it with your friends and colleagues.

Use and share the HIV Testing Sites & Care Services Locator, add the widget to your website or blog, or download the Locator app. You can also send a text message with your ZIP code to "KNOWIT" (566948) or visit HIVtest.org.

HIV Testing

Blog about it

Write a blog post about why you choose to face AIDS. Not a blogger? Comment on someone else's blog post or ask your favorite blogger to write about HIV. Sample topics:
>HIV/AIDS in your community
>Local testing sites and other resources
>The state of the epidemic today versus 5, 10, 15 years ago

Since 2008, more than 4,000 people have shared their faces & messages to help reduce HIV stigma and promote HIV testing. Download the Facing AIDS iPhone app or upload your photo to the gallery. Make it your profile picture and share your photo via Twitter, Facebook, Instagram, & Pinterest to spread the word.

Facing AIDS

Available on the App Store

Get social

Facing AIDS

Share information on Facebook, Twitter, and other online spaces about how you're taking action for World AIDS Day (and beyond!). Use the official hashtag #WAD2012.

What are some sample Facebook messages?

Want to get involved for World AIDS Day, December 1st? Plan an event, learn about the epidemic, find an HIV test and more at AIDS.gov:
http://www.aids.gov/news-and-events/awareness-days/world-aids-day/

On World AIDS Day, December 1st, check out the hundreds of photos and messages people around the world have submitted to the Facing AIDS photo initiative:
http://facing.AIDS.gov/gallery

Preparing for World AIDS Day, December 1st? The 2012 theme is "Working Together for an AIDS-Free Generation." Visit AIDS.gov for simple, powerful, and engaging ways to get involved:
http://www.aids.gov/news-and-events/awareness-days/world-aids-day/

On December 1

Today is World AIDS Day! Today and every day, know your HIV status. Find an HIV testing site near you:
http://locator.aids.gov

Spread the message - today is World AIDS Day! Visit AIDS.gov for information on HIV basics and more.
http://AIDS.gov

Today, World AIDS Day, educate yourself and others about HIV!
http://AIDS.gov

What are some sample tweets I can use?

Tweet — Want to get involved for World AIDS Day, December 1? Here's how: http://go.usa.gov/gqhw #WAD2012

Tweet — World AIDS Day is December 1, & we're working together for an AIDS-free generation http://go.usa.gov/gqhw #WAD2012

Tweet — Help raise awareness & get involved for World AIDS Day, December 1 http://go.usa.gov/gqhw #WAD2012

On December 1

Tweet — Today is World AIDS Day! It's not too late to get involved. Join Facing AIDS for #WAD2012 http://go.usa.gov/g3qx

Tweet — On World AIDS Day & every day, know your HIV status. Find an HIV testing site near you http://go.usa.gov/g3qj #WAD2012

Tweet — It's World AIDS Day! Educate yourself and others about HIV. Visit @AIDSgov for information http://go.usa.gov/gqhw #WAD2012

Share these videos
>Facing AIDS Photo App for World AIDS Day
>National HIV Testing Day 2012 - Take Charge. Take the Test
>Facing AIDS 2011. Write. Snap. Share.
>30 Years of HIV/AIDS in the U.S.

From any device.
Anytime.
Anywhere.
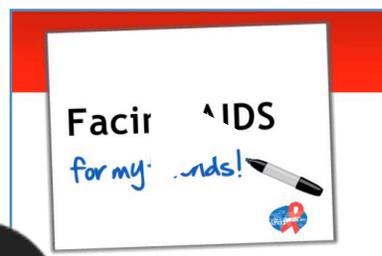
Planning an event?

Encourage organizations in your community to plan an event to observe World AIDS Day. Share this guide for planning awareness events. Working together to plan an event, organizations can help prevent the spread of HIV and build a local network that responds year-round to the epidemic.

Where can I find more resources?

Explore AIDS.gov for a timeline of AIDS in the United States, basic information about HIV/AIDS, tips for using new media in response to HIV, recent blog posts about World AIDS Day, federal policy updates, and the HIV Testing Sites & Care Services Locator.

Logos   Posters   Toolkits

healthfinder.gov

WE▷AIDS
greaterthan.org

AIDS.gov is a U.S. government website managed by the Department of Health and Human Services.

Press inquiries? Contact press@aids.gov.