



**WORLD AIDS DAY**  
**December 1**

***STOP AIDS. KEEP THE PROMISE.***

**Resource Guide**

## What is WORLD AIDS DAY?

World AIDS Day was first observed in December 1, 1988, after an international summit of health ministers called for a new spirit of social tolerance and a greater exchange of information on HIV/AIDS. Observed annually on December 1, World AIDS Day serves to strengthen global efforts to address the challenges of the AIDS pandemic, which continues to spread throughout every region of the world. In recognition of the growing complexities of the HIV/AIDS global epidemic, UNAIDS was created in 1996 to unite six global agencies in their response to HIV/AIDS. Each year, the Focus Program, in collaboration with the Alabama Department of Public Health and Alabama State Department of Education, coordinates efforts for World AIDS Day in schools and communities.



*Visit the following web site for additional information*

**<http://www.worldaidscampaign.info/>**

## **What Can We Do? Planning For World AIDS Day**

The purpose of observing World AIDS Day is to encourage HIV/AIDS awareness and prevention. The goal is to motivate individuals to become involved in the issues surrounding HIV/AIDS. World AIDS Day can be observed in many ways. To help coordinate events in your community, refer to the following checklist.

1. **RESEARCH HIV/AIDS STATISTICS.** Visit the Alabama Department of Public Health's web site at [www.adph.org](http://www.adph.org) . Click on A-Z at the top of the page. Next, click on AIDS. Click on statistics.
2. **DEVELOP PARTNERSHIPS.** Establish or join into partnerships with individuals and organizations interested in planning World AIDS Day activities in your community. These might include AIDS advocacy groups, places of worship, clinics, or the HIV/AIDS Prevention Coordinator for the public health area in which your school is located.
3. **TARGET AN AUDIENCE.** Define your goals and decide which audiences you want to reach (for example, high school students, middle school students, families, members of a particular faith community).
4. **SELECT AN ACTIVITY.** Choose an activity or program that will appeal to your target audience and one that will achieve your objectives. (See "Motivate and Educate" for ideas.)
5. **SOLICITE WORLD AIDS DAY PROCLAMATION.** Contact the mayor and asked to be placed on the October or November agenda to declare December 1 World AIDS Day in your community. If your school plans an assembly, invite the mayor to read and present the proclamation in front of the student body.
6. **COMPLETE AN ACTION PLAN.** Complete an Action Plan form. Make a schedule, establish goals, and assign responsibilities.
7. **SEEK FUNDING.** Plan fundraising events or seek donations to fund your project.
8. **INVITE PARTICIPATION.** Invite members of your community, especially members of your school board, elected officials, and targeted groups.
9. **PUBLICIZE YOUR EVENT.** Make signs to be placed around your school. Use your schools' announcement sheet, school newspaper, public address system, and the media to get the word out. Follow up with phone calls and press releases. (See sample press release.)
10. **FILL OUT OUR "EVENT FOLLOW-UP REPORT".** You can help us by filling out the follow-up report so that we can track the effectiveness and reach of our efforts to promote HIV/AIDS awareness through the FOCUS PROGRAM.

## MOTIVATE AND EDUCATE

The ideas listed below are examples of activities implemented in schools and communities across the state for AIDS Awareness Week. As other students are doing, use your creativity to inform your peers about the AIDS pandemic.

- Start a peer education program where students can educate others about risky behaviors.
- Coordinate with your principal the announcements of HIV/AIDS facts and statistics each day of AIDS Awareness Week. (See “Facts and Statistics”)
- Invite a young adult with HIV, or a person who works with HIV-positive individuals, as a guest speaker. Contact your Alabama Department of Public Health’s area HIV Prevention Coordinator for assistance.
- Distribute information on HIV testing and prevention. Inform students of testing procedures, sites, and cost. Create and show videos in which teens actually go through the testing procedure.
- Participate in the “ABC Quilt Program” where students, parents, and community volunteers make crib quilts for babies born addicted to drugs or infected/affected with HIV/AIDS.
- Create tabletop displays with World AIDS Day messages and place them in the cafeterias and other key locations in your school.
- Write an article or letter to the editor of the school paper and local newspaper; include statistics about the prevalence of HIV/AIDS in your school or community. Include what your school is doing for World AIDS Day.
- Encourage teachers to use cross-curriculum to incorporate HIV/AIDS materials into courses.
- Volunteer to make a donation to an AIDS program.
- Schedule a time on your local government’s agenda to request the World AIDS Day proclamation be adopted. (See “ Sample Proclamation”)
- Promote the World AIDS Day theme *STOP AIDS. Keep The Promise.*

# HIV/AIDS FACTS AND STATISTICS

(For School's Public Address System and Posters)

## Did You Know?

### MONDAY:

This year World AIDS Day focuses on the importance of reaching youth with vital messages about HIV/AIDS. The theme of this year's World AIDS Day is ***STOP AIDS. Keep the Promise.*** Today begins \_\_\_\_\_ High School's AIDS Awareness Week. Young people are rapidly becoming infected with HIV. HIV is the virus which causes AIDS. The use of alcohol and other drugs may contribute to risky behaviors that can lead to HIV infection among young people. **HIV IS PREVENTABLE!**

### TUESDAY:

Young Americans between the ages of 13 and 25 are contracting HIV at the rate of two every hour. Half of all new HIV infections are believed to occur in people under the age of 25. **HIV IS PREVENTABLE!**

### WEDNESDAY:

Any person who engages in risk behaviors could become infected with HIV. An estimated 250,000 young Americans are unaware they are infected with HIV. Be tested if you have engaged in risk behaviors. See \_\_\_\_\_ for more details. **HIV IS PREVENTABLE!**

### THURSDAY:

AIDS is an incurable disease spread mainly by unprotected sex or by sharing needles with someone who has the virus called HIV. Postpone sex and do not share needles. Abstinence is the only 100% effective way to prevent HIV. **HIV IS PREVENTABLE!**

### FRIDAY:

HIV infection and AIDS continues to be a major health concern-with currently \_\_\_reported cases in Alabama, more than 1 million in the United States, and an estimated \_\_\_million worldwide. As we conclude AIDS Awareness Week at \_\_\_\_\_High School, do not forget..... **HIV IS PREVENTABLE! Don't become a statistic!**

# WORLD AIDS DAY PROCLAMATION

WHEREAS: HIV infection and AIDS continues to be a major health concern – with currently over 15,655 reported cases in Alabama, more than 1 million in the United States, and an estimated 42 million worldwide.

WHEREAS: The global epidemic of HIV infection and AIDS requires a worldwide effort to increase communication, education, and united action to stop the spread of HIV and AIDS; and

WHEREAS: *The Focus Program*, and other HIV/AIDS Education and Prevention organizations, observes December 1st of each year as **World AIDS Day** to celebrate the progress made in the battle against the epidemic – and brings into focus the remaining challenges; and

WHEREAS: World AIDS Day provides an opportunity to focus local, state, national, and worldwide attention on HIV and AIDS, and to disseminate information on how to prevent the spread of HIV; and

WHEREAS: In recognition of the fact that the fight against HIV and AIDS will be won by scientific research and by breaking down barriers to effective HIV prevention; and

WHEREAS: As part of this year's World AIDS Day observance, people are encouraged to ensure that policies and programs exist to protect the rights of the people, to be informed and educated about the risk of HIV infection, and to deliver care for those infected and affected.

NOW, THEREFORE, I, \_\_\_\_\_, Mayor/Superintendent/Principal of \_\_\_\_\_, do hereby claim, December 1, \_\_\_\_\_, as:

## WORLD AIDS DAY

In the City/Town of \_\_\_\_\_.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the City of \_\_\_\_\_ to be affixed on this \_\_\_\_\_ of \_\_\_\_\_, 200\_\_\_\_.

\_\_\_\_\_  
MAYOR/Superintendent/Principal

## ALABAMA RESOURCES

### **Focus Program**

Statewide

256-453-4245

[www.thefocusprogram.com](http://www.thefocusprogram.com)

### **Alabama AIDS Hotline**

Statewide

800-228-0469

### **Jefferson County AIDS in Minorities**

Birmingham

205-781-1655

<http://www.aidsinminorities.com/door/>

### **Montgomery AIDS Outreach**

Montgomery

334-280-3349

<http://www.maoi.org>

### **AIDS Action Coalition**

Statewide

<http://www.aidsactioncoalition.org/content/main.html>

Healthcare, education and emergency financial assistance for people with HIV/AIDS and their families.

### **Birmingham AIDS Outreach**

Birmingham

(205) 322-4197

<http://www.birminghamaidsoutreach.org/>

### **AIDS Outreach of East Alabama Medical Center**

East Alabama

334-887-5244

### **South Alabama Cares**

South Alabama

<http://www.masshelps.org/>

### **AIDS Alabama**

Statewide

<http://www.aidsalabama.org/>

AIDS Alabama devotes its energy and resources statewide to helping people with HIV & AIDS live healthy, independent lives, and works to prevent the spread of HIV.

### **Adolescent Health Center**

Birmingham

205-939-9231

### **West Alabama AIDS Outreach**

West Alabama

205-759-8470

<http://www.waao.info/>

**ALABAMA**

**HIV**

**HOTLINE**

1-800-228-0469

For More Information  
CONTACT

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## WORLD AIDS DAY Event FOLLOW-UP REPORT

Please complete and return this form if you or your organization observed World AIDS Day. Your ideas, comments, photos and clippings will be used to improve future resource booklets and may be included in The Focus Program's Report of Activities.

Name: \_\_\_\_\_  
School: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

*Please evaluate any activity, no matter how small or large and return your form .*

1. Describe the events or activities held at your school or in your community.  
(Please attach copies of materials from your event (especially photographs and newspaper clippings).
2. In what school(s) was your event held?
3. What organization sponsored the event? (Focus Program, Student Council, etc.)
4. How did you publicize your event?
5. Is this your school's first World AIDS Day event or activity?
6. Estimate the number of people who participated and attended.
7. Did you find the Resource Booklet helpful and easy to use? Please comment.
8. What can we do to help you plan World AIDS Day?

I grant permission to the Focus Program to use the description of our activity and attached photographs on the Focus web page and in the Focus Report of Activities.

\_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_  
(Signature)

Fax form to Sue Jones at: 205-943-5571

Reference:  
American Association for World Health  
1825 K Street, Suite 1208  
Washington, DC