



WORLD AIDS DAY
1 DECEMBER

2018 CAMPAIGN INFORMATION PACK

CAMPAIGN OVERVIEW

World AIDS Day (WAD) - This year, on the 1st December, is the 30th Anniversary of the first WORLD AIDS DAY in 1988. It 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.

National HIV Testing Week (NHIVTW) - week commencing 17th November. NHIVTW raises awareness of the importance of HIV testing, as well as increasing opportunities to test – be it in clinical settings, in primary care or through community-based rapid testing. You can download Liverpool City Council communications toolkit for this year's HIV testing campaign on the World AIDS Day page on the Sahir House website

KEY MESSAGES

- 🎗 To encourage the public to 'know your HIV status'
- 🎗 To increase knowledge that those on effective treatment can't pass HIV on U=U
- 🎗 Reduce the stigma still surrounding HIV
- 🎗 To promote local HIV services
- 🎗 To promote HIV testing clinics
- 🎗 To empower people to talk/discuss issues around HIV
- 🎗 Learn the facts

WHY SHOULD YOU SUPPORT WAD & NHIVTW

- 🎗 The number of people living with HIV is increasing
- 🎗 People know less about HIV than 15 years ago
- 🎗 Only 0.5% of babies born to HIV positive mothers have HIV (UK)
- 🎗 Most people diagnosed with HIV now have a normal life-expectancy (UK)
- 🎗 People living with HIV face unacceptable stigma and discrimination



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WHAT CAN YOU DO THIS WORLD AIDS DAY?

- 🎗️ **Wear a red ribbon** - Red ribbons can be sold or handed out, supported by information about the red ribbon, what its meaning is, and why people wear one. (you can request red ribbons from Sahir House or if large amounts are needed visit [National AIDS Trust online shop](#))
- 🎗️ **HIV awareness in schools** – Teachers resources [here](#)
- 🎗️ **Create an information point** – limited resources can be requested from Sahir House. An information point or stall can be an excellent way of raising awareness and engaging with students, colleagues, service users and educators alike.
- 🎗️ **Organise a fundraising event** or request a collection tin from Sahir House. Ask your company if they can match the money you raise. A number of employers operate matched giving schemes and it is also a great way for them to promote their commitment to corporate social responsibility.
- 🎗️ **Know the FACTS** - Invite Sahir House or Armistead to deliver HIV awareness information sessions to your work place, school or college.
- 🎗️ **Include a World AIDS Day feature** in any publications / plasma screens in your community / workplace to raise awareness and understanding of the impact of HIV.
- 🎗️ **Get tested** and promote HIV testing and National HIV Testing Week 17th November - to find your nearest testing centre [click here](#) or phone 0151 237 3990.
- 🎗️ **Be a #HIVChampion** – show your support on social media
- 🎗️ **Attend Sahir House World AIDS Day vigil** at St George's Hall. UK AIDS Memorial Quilt panels will be on display from 3pm. Vigil commences 6pm til 7pm. This is a FREE event, open to the public.

Don't forget to take photos and tweet [@sahirhouse](#) #WADMerseyside or email images to info@sahir.uk.com



HIV - THE FACTS

HIV (Human Immunodeficiency Virus) is a virus that attacks the immune system.

AIDS (Acquired Immune Deficiency Syndrome) is a condition, which can occur when HIV is left untreated, and the immune system weakens to a point where it can no longer fight off infection.

Thankfully, a HIV diagnosis is no longer a death sentence and new transmissions are easily preventable. We have the tools: like condoms, safe needles and anti-retroviral drugs (ARVs), which when taken properly make it virtually impossible to pass the virus on. We have the knowledge: like who is most at risk of HIV and how to educate and empower people so they can make informed choices about their sexual health.

There are 36.9 million people living with HIV worldwide and over 100,000 people are living with the virus in the UK. More than 35 million people have died of AIDS related illnesses and last year still around 1 million people died.

LIVING WITH HIV

A recent survey showed that 1 in 5 people **living with HIV** have experienced verbal harassment or threats.

-  3rd reported having their HIV status disclosed without their consent by someone close to them.
-  1 in 5 reported being treated differently by their GP and many reported pressure at work to disclose their status.
-  This impact is significant.
-  18% of respondents to this survey reported suicidal thoughts within the past 12 months.
-  17% of people living with HIV report 'often' skimping on food because of poverty.
-  15% said they've fallen behind with the bills.

But **education is key** – and that's precisely what World AIDS Day is for.

-  Advances in medicine mean that people on effective HIV treatment cannot pass the virus on, but late diagnoses remain high and worryingly,
-  only 45% of people can identify all the ways in which HIV is transmitted.
-  13% report avoiding visiting the GP because they feared being treated differently and
-  21% of gay men living with HIV report they have been discriminated against in work.

source: www.nat.org.uk

Sexual Health Clinics on Merseyside

Sexual Health Wirral	0300 123 5474
Liverpool Centre for Sexual Health	0151 706 2620
St Helens Sexual Health clinics	0174 464 6473
Sexual Health Knowsley	0151 244 3580
Sexual Health Halton	0192 875 3217
Sefton Sexual Health Service	01704 513303
Liverpool Brook Advisory	0151 207 4000

HIV support services on Merseyside

Sahir House 0151 237 3989

Liverpool HIV Specialist Community Nurses

Armistead



The red ribbon represents HIV awareness and education; supporting those living with HIV and to remember those who have died of a HIV related illness.

World AIDS Day is important because it reminds the public and Government that HIV has not gone away – there is still a vital need to raise money, increase awareness, fight prejudice and improve education.