

WORLD AIDS DAY

**ROCK
THE RIBBON**

TUESDAY 1 DECEMBER 2020

Campaign Pack








WORLD AIDS DAY (WAD) Tuesday 1st December

World AIDS Day is on 1 December each year. It's an opportunity globally to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness. The most recent estimate suggests there were 103,800 people living with HIV in the UK. Of these, around 7,500 are undiagnosed so do not know they are HIV positive. Living with HIV can bring with it significant discrimination and stigma. This impacts on poverty, mental health and wellbeing and can lead to people living with HIV feeling isolated.

NATIONAL HIV TESTING WEEK (NHIVTW)

NHIVTW raises awareness of the importance of HIV testing, as well as increasing opportunities to test, be it in clinical, primary care or community-based rapid testing. This year the campaign coordinated by HIV Prevention England has been rescheduled for early 2021 however we are still encouraging the public to KNOW YOUR HIV STATUS this World AIDS Day. Information on where to test is later in this pack.

GET INVOLVED

-  Learn the facts and bust the related myths
-  Reduce stigma surrounding HIV
-  Empower people to talk about HIV
-  Increase knowledge that those on effective HIV treatment can't pass on HIV
-  Promote U=U undetectable equals untransmittable
-  Encourage the public to 'know your HIV status'
-  Promote local HIV support and testing services

SUPPORT WORLD AIDS DAY

Everything you do, a virtual quiz, wearing red physically or virtually on your social media profile pictures, or collecting money in return for red ribbons, makes a difference. By wearing a ribbon, you're showing your support for and solidarity with people who are living with HIV. By raising vital funds for Sahir House you're helping to fund the work they do to end new transmissions, end stigma and ensure people living with HIV receive the support needed to live happy, healthy lives.

WHAT YOU CAN DO THIS WORLD AIDS DAY

- 🎗️ **Rock the Red Ribbon:** click [here](#) to see what you can do with your Red Ribbon this World AIDS Day. Red ribbons can be sold or shared out, supported by information about its meaning is and why people wear it. Sahir House have some supplies of red ribbons, however, if requiring larger amounts visit [National AIDS Trust online shop](#)
- 🎗️ **HIV awareness in schools:** Teacher resource packs can be found [here](#)
- 🎗️ **Create an information display:** An information display or stall can be an excellent way of raising awareness and engaging with students, colleagues, service users and educators alike. Sahir House have some limited resources, free resources are also available [here](#)
- 🎗️ **Hold a fundraiser:** Request a collection tin and ask your company to match-fund any monies raised for Sahir House
- 🎗️ **Know the FACTS:** Invite your local sexual health service to deliver a virtual HIV awareness session in your work place, school or college
- 🎗️ **World AIDS Day features** in publications, plasma screens, bulletins, etc to increase understanding the impact of HIV. Download screen savers and logos from Sahir House website [here](#)
- 🎗️ **Get tested and know your HIV status:** see where to test on Merseyside on Sahir House website [here](#)
- 🎗️ **Be a #HIVChampion:** show your support on social media
- 🎗️ **Attend the Sahir House World AIDS Day Vigil Tuesday December 1st** contact info@sahir.uk.com to register your interest



GET THE MESSAGE OUT THERE

Merseyside's World AIDS Day planning group are looking for people who will **champion HIV testing** in the lead up to World AIDS Day. Why not film a short 10 – 20 second clip which can be on your phone and then tweeted/posted on social media.

#HIVChampions guidelines available to download here

[Sahir House website](#)

Screen savers available to download here

[Sahir House website](#)

World AIDS Day logo to use on your publicity

[Sahir House website](#)



Social media messages to use #WADMersyside

- 🎗️ Know your HIV status this World AIDS Day [Click this link](#) to find out where to test locally & see HIV testing clinics on Merseyside @sahirhouse #WADMersyside
- 🎗️ It's estimated that around 1 in 12 people living with HIV don't know they have the virus. Which means they're not accessing available support or treatment needed to look after their health & prevent HIV being passed on to partners. Get tested today! Find out where [here](#) #WADMersyside
- 🎗️ World AIDS Day, show your support, wear a red ribbon #WADMersyside
- 🎗️ U=U undetectable equals Untransmittable, know your HIV status this World AIDS Day #WADMersyside
- 🎗️ Knowing your HIV status can help you access vital treatment to keep you well & stop the infection being passed on to others. Testing is free, quick & confidential. Get tested today @sahirhouse #WADMersyside
- 🎗️ There are loads of different ways you can support World AIDS Day on Merseyside. Go to [Sahir House website](#) to find out more #WADMersyside

LIGHT THE TOWN RED

Selected Merseyside's best-known landmarks are set to be bathed in red light on 1st December to mark World AIDS Day.

By lighting the Liverpool City Region red we are joining together to raise awareness. Red symbolising the Red Ribbon, a symbol of compassion and support for people living with HIV. We are sending out a positive message we can challenge and remove the stigma that still surrounds HIV and acknowledge the progress around treatment and prevention.



St Georges Hall



Liverpool Town Hall



Cunard Building



Knowsley Light Wall

Do you know a building waiting to be lit red for the weekend of World AIDS Day? Then contact Serena Cavanagh for more details.



HIV - THE FACTS

HIV (Human Immunodeficiency Virus) is a virus that, if left untreated, attacks the immune system.

AIDS (Acquired Immune Deficiency Syndrome) is a collection of conditions which occur when HIV is untreated and the immune system weakens and it can no longer fight off infection, tumours and illnesses.

Thankfully, if diagnosed early, people with HIV who respond well to treatment can have a near normal life span. New transmissions are easily preventable.






Globally, there are an estimated 36.7 million people living with HIV. More than 35 million people have died of HIV, making it one of the most destructive pandemics in history.

Many people still don't know the facts about how to protect themselves and stigma and discrimination remain a reality for people living with the condition.

Increased and regular HIV testing, treatment for those diagnosed with HIV, continued high rates of condom use, and the HIV prevention pill PrEP have contributed to a 28% drop in new HIV diagnoses in the UK from 2015 to 2018.

LIVING WITH HIV AND U=U (Undetectable equals Untransmittable)

Sadly, stigma and discrimination can be a daily issue for people living with HIV. A survey by [National AIDS Trust](#) highlighted:

-  13 % report avoiding visiting the GP because they feared being treated differently
-  21 % of gay men living with HIV report they have been discriminated against in work
-  18 % of those surveyed report they'd had suicidal thoughts in the past year
-  17% of people living with HIV report 'often' skimping on food because of poverty
-  15% said they've fallen behind with the bills

Advances in medicine mean that people on effective HIV treatment will reduce risk of complex health issues and onward infection.

The global U=U campaign, Undetectable equals Untransmittable, states that people with a timely diagnosis, on effective treatment and maintaining an undetectable viral load will not pass on HIV to their sexual partners.



Undetectable equals untransmittable

Evidence highlights most new infections are by those undiagnosed, get the facts, know your status!

People living with HIV are protected by the Equality Act 2010 as HIV is classed as a disability from point of diagnosis.

RED RIBBON

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 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.

Wear your red ribbon with pride!



SEXUAL HEALTH CLINICS IN MERSEYSIDE

Armistead Centre	0151 247 6560
Sexual Health Wirral	0300 123 5474
Axess, Liverpool Centre for Sexual Health	0151 706 2620
Abacus Sexual Health Clinics, Liverpool	0151 247 6500
St Helens Sexual Health clinics	0174 464 6473
Sexual Health Knowsley	0151 244 3580
Sexual Health Halton	0192 875 3217
Sefton Sexual Health Service	0169 565 6550
Brook Liverpool	0151 207 4000
Brook Wirral	0151 670 0177

HIV SUPPORT IN MERSEYSIDE

[Sahir House](#) 0151 237 3989

[Liverpool HIV Specialist Community Nurses](#) 0151 295 8650

[The Armistead Centre](#) 0151 247 6560