



Ideas for Observing National Women and Girls HIV/AIDS Awareness Day

National Women and Girls HIV/AIDS Awareness Day is held each year on March 10. Organizations across the country observe this important day in a variety of ways, and we've outlined a few ideas below to get you started. No matter what you do, be creative! As you're planning your event, think about how you can make it fun and engaging and how you can take it to the next level.

Hold a free screening or health fair

Your organization could sponsor a health fair or HIV/AIDS screening event for members of your community. You can host the event at your office, a local hospital, community center, or even a fitness center. Ask a doctor or other health care professional to give a presentation, answer questions, and do the screenings. You may also want to ask women and girls living with HIV/AIDS to share their story or an expert to talk about the history of the disease, including setbacks and progress that has been made.

At the event, share important health information, including how to prevent and manage HIV/AIDS, how to access to care, and treatment updates. Consider offering activities that encourage people to lower their risks for harm, such as a needle exchange. Lastly, make the event fun. Invite a DJ to play music, have a poetry slam, or raffle off prizes.

Work with your local media

Media attention is a great way to raise awareness of HIV/AIDS and its impact on women in your community. Start by contacting reporters at local media outlets. Use the "Promoting Your NWGHAAD Event" document available at [1.usa.gov/vBpc1I](https://www.1.usa.gov/vBpc1I) for ideas on how to get reporters interested in your event. Offer to work with them to write an article by providing data that show the impact HIV/AIDS has on women, a human interest angle (e.g., a woman who can share a personal, compelling story about her struggle with HIV/AIDS), and experts who can talk about HIV/AIDS. An expert could be someone from your organization or a health specialist. Make sure the reporter mentions that March 10 is National Women and Girls HIV/AIDS Awareness Day in his or her story!

You can write an editorial or letter to the editor. The letter can focus on the impact of HIV/AIDS in your community, issue a call to action, or share a personal story. Check your newspaper's editorial page for instructions on how to submit a letter to the editor or editorial.

Organize a walk to raise awareness

Observe National Women and Girls HIV/AIDS Awareness Day by organizing a 5K walk. The walk can raise money for an HIV/AIDS group or it can be aimed at raising public awareness. Hand out HIV/AIDS information, offer screenings, and hang National Women and Girls HIV/AIDS Awareness Day posters. Printable posters are available at 1.usa.gov/vUez2O.

Host a discussion

Work with a local bookstore, coffee shop, library, or community center to organize a discussion about HIV/AIDS. Invite women living with HIV/AIDS to share their experiences and a health expert to answer questions. Hang posters and give out information about HIV/AIDS.

Celebrate through social media

A great way to celebrate National Women and Girls HIV/AIDS Awareness Day is through existing social media technologies. Posting information about NWGHAAD to your Facebook page or through your Twitter feed, write a blog entry, or host a Twitter Town Hall. Also, you can change your Twitter, Facebook, and YouTube profile pictures to the NWGHAAD logo. For more information and tips on spreading awareness of NWGHAAD virally, use the “How to Celebrate NWGHAAD Online” document, available at 1.usa.gov/vBpc1l.

Sponsor a contest

Work with your local newspaper or schools to organize a contest. Invite students or members of the community to write essays, make posters, or create public service announcements about how HIV/AIDS affects women and girls.

Get a proclamation issued

Work with a local government official to designate March 10 as National Women and Girls HIV/AIDS Awareness Day in your city or town by having a proclamation signed. For information on how to get a proclamation issued, please visit 1.usa.gov/vBpc1l.