



National Women and Girls HIV/AIDS Awareness Day

March 10

Issuing and Using a Proclamation

A proclamation is an official designation of an event issued by governors, mayors, county executives, state legislatures, municipalities, counties, cities, or towns. It is a tool for gaining public recognition and carries the full support of a government official in your state or community. Please use the information below to have a National Women and Girls HIV/AIDS Awareness Day proclamation issued in your community.

Get a proclamation issued

Contact your local government official's communications office to identify the action needed to designate March 10, 2013, as National Women and Girls HIV/AIDS Awareness Day in your community. Contact information can usually be found online or in your local phone book. Send them a draft of the proclamation so they have to do as little work as possible.

What should a proclamation say?

The proclamation should declare March 10, 2013, as National Women and Girls HIV/AIDS Awareness Day and be signed by your local government official, noting that he or she supports National Women and Girls HIV/AIDS Awareness Day. The proclamation should discuss the importance of National Women and Girls HIV/AIDS Awareness Day, raise awareness of HIV/AIDS among women and girls in your community and the nation, and empower women and girls to get tested, know their status, and help spread the word.

How to Use a Proclamation

Reach out to your local media

Send a press release to your local media announcing the proclamation, and personalize it with information specific to your organization and community. For information on reaching out to the media, visit <http://go.usa.gov/guc9>. For more information on a template press release, visit <http://go.usa.gov/gucT>.

A press release should:

- Give background information about National Women and Girls HIV/AIDS Awareness Day and the 2013 theme, explain why the proclamation was issued and who issued it, provide information about HIV/AIDS as it relates to women in your city or state, and detail what the proclamation means to your community.
- Include quotes from the government official issuing the proclamation. It may also include a quote from the individual or organization who worked to have the proclamation signed or an organization that works on HIV/AIDS awareness in your community.

Once the press release is written, send it to reporters at your local newspaper and TV and radio stations, along with a fact sheet that includes local information and statistics. Have the proclamation printed in business or community newsletters, including newsletters for hospitals and local community health centers.

Hold an event

If you're holding a National Women and Girls HIV/AIDS Awareness Day event or activity, use it as an opportunity to promote the proclamation. Invite reporters and local health organizations by sending a media advisory and distributing printed copies of the proclamation at the event. You can also have the proclamation enlarged to display at the news conference, event, or your office. For a template media advisory, visit <http://go.usa.gov/gucA>.

Distribute the proclamation

Send the proclamation to local health organizations and local government officials, such as the mayor or governor, and encourage them to display the proclamation in their offices and on their websites. Don't forget to post the proclamation to your own website.