MARKING THE 30TH WORLD AIDS DAY
November 26th - December 1st 2018

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What is the ENDAIDS2030 Festival?
A week long series of events building momentum to end AIDS by 2030.

What do we hope to achieve?
Inspire political champions, raise public awareness, unite the Global response

Why now?
We’re at a tipping point. If we don’t re-ignite the HIV response, we will sabotage our goal of ending AIDS by 2030.

KEY MESSAGES
• We have made great progress against AIDS but it ain’t over.
• The progress we have made is in danger because focus and funding is slipping globally.
• We can only end AIDS if political leaders prioritise the issue and increase funding.
• Everyone should know their HIV status and know that those on effective treatment can’t pass HIV on.
• We must tackle HIV stigma and discrimination.
• Young people must be empowered as leaders in the HIV response.
HIV AND AIDS EXPLAINED

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.
We have made great progress against AIDS but it ain’t over.

- AIDS related deaths have reduced by more than 51% since the peak in 2004 and 20 million people now have access to antiretroviral (ARV) treatment.
- Last year alone 1 million people still lost their lives to AIDS-related illnesses and half of those in need of life-saving drugs don’t have access to them.
- 36.9 million [31.1 million–43.9 million] people globally were living with HIV in 2017.
- Every week, around 7000 young women aged 15–24 years acquire HIV.

The progress we have made is in danger because focus and funding is slipping globally.
Many wealthy governments are prioritising other issues and global HIV funding has been reducing for the last 2 years.

We can only end AIDS if political leaders prioritise the issue and increase funding.
We need to sound the alarm. We have the tools to end AIDS by 2030 but we can only finish the job if we all unite together behind the cause and political leaders prioritise the issue and increase funding.
Everyone should know their HIV status and know that those on effective treatment can’t pass HIV on

Everyone should know their HIV status. In the UK in 2017, 25% of people living with HIV did not know their status. Everyone should know that on medication you can live a full life with HIV and that people on effective treatment can’t pass HIV on. By regularly taking ARVs the HIV virus becomes undetectable and is therefore untransmittable: U=U

We must tackle HIV stigma and discrimination.

We must also tackle stigma and discrimination faced by those affected by HIV. Everyday people are faced with difficulty becoming employed, or feel isolated within their communities.

Young people must be empowered as leaders in the HIV response.

To do this it is critical that we must empower young people as leaders, advocates and partners in the HIV response.
WHAT IS WORLD AIDS DAY?

WORLD AIDS DAY is a time to wear the red ribbon and to:
Remember, show solidarity and renew our commitment to fight HIV.

This year, on the 1st December, is the 30th Anniversary of the first WORLD AIDS DAY in 1988.

**Remember:** come together to remember the 35 million people who have died from AIDS-related illnesses since the start of the epidemic.

**Show our solidarity and support for those living with HIV:** there are 36.7 million people still living with HIV and many do not have access to the services they need and face social stigma.

**Raise public awareness and renew our collective commitment** to fighting HIV so we can be the generation that ends AIDS once and for all by 2030.
GET INVOLVED # ENDAIDS2030

1. FUNDRAISE FOR HIV
Choose one particular agency to raise money for: view the non-exhaustive list of international and domestic HIV charities OR Fundraise for the EndAIDS2030 Festival (click for more details).

2. HOLD AN EVENT
Put on your own event for the ENDAIDS2030 Festival in your area. See our Event Ideas page for some inspiration!

3. ATTEND AN EVENT
Spread the word and see the World AIDS Day website for Festival events in your local area.

4. TAKE ACTION
Take action on Youth Stop AIDS’ It Ain’t Over campaign which is helping to put HIV back onto our leaders’ agendas.

5. DONATE
Make a donation to support the vital work of the organisations involved in the Festival who are working on the domestic and global HIV response.

6. SPREAD THE WORD
Use our media toolkit to share information about the Festival on social media and gain print/radio attention #ENDAIDS2030. Follow @endaids2030fest on Instagram. Share the Facebook Event. Download the Media toolkit here.
EVENT IDEAS

1 FILM NIGHT Organise a film screening at your university or community group. You can use our handy guide.

2 ORGANISE A STUNT Be loud! Stage a creative stunt in your town to bring attention to the cause. Here are some ideas.

3 PAINT JAM Bring together your artistic friends to paint live, reeling in passersby to watch them in action. You could also try collaborating with local art groups!

4 DINNER PARTY Hold a dinner party and cook a dish from South Africa, the country with most people living with HIV. Download our menu and post dinner game.

5 COCKTAIL EVENING Invite your friends round and ask them to bring a bottle of drink each and make creative themed cocktails! Here’s some that we thought up.

If you’re an eager fundraiser, these event ideas could be used to raise money whilst raising awareness - or they can just be a way of spreading the word. See the next page for some ideas that put the fun in fundraising!
## FUNDRAISING IDEAS

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<th>RED RUN</th>
<th>WEAR RED DAY</th>
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<td>Get a group to run the Red Run in Victoria Park on World AIDS Day, you can choose either 5k or 10k! <em>Sign up here.</em></td>
<td>Encourage everyone at your uni or community group to make a small donation and wear red for the day!</td>
<td>We don't want to go back to the HIV epidemic of the 80's. Hold an 80's party at your uni to raise money and awareness.</td>
<td>Organise a quiz in your uni or at the pub. Arrange a prize for the winning team and donate the entry fee! <em>Download our pub quiz template.</em></td>
<td>If running isn't your thing, get friends and family to sponsor you to cycle, swim or even do a skydive!</td>
<td>A simple but effective classic. It is quite common for a bake sale at uni or in your local area to raise several hundred pounds. <em>Download our cupcake recipe to get started!</em></td>
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BE INSPIRED

FOOTBALL MARATHON
TackleAfrica held a sponsored 12-hour Football Marathon. Squads of 8 play 6-a-side for 12 hours in a fundraising super tournament with group stages, knockouts and playoffs. Some teams raised up to £3k!

CABAR-AIDS
Edinburgh Youth Stop AIDS' annual event brings together the local community and other uni societies for a fantastic night of music, dance and comedy. They raise awareness of HIV and fundraise to support HIV charities.

CLUB NIGHT
Manchester Youth Stop AIDS put on a club night to mark World AIDS Day. They secured a free university venue and got support from local DJs who played great sets. Through the night, they raised hundreds of pounds and recruited new campaigners!
On behalf of the ENDAIDS2030 Festival, we'd like to give a massive thank you for your support.

At this critical time in the HIV response where the end of AIDS could be in sight but we risk losing control, more than ever, communities need to come together in the fight to end AIDS.

We hope that we'll work with you and your networks to do something special this World AIDS Day through this Festival. Together we will remember; show solidarity; and raise awareness and build the movement that can end AIDS by 2030.

We're here to help so please get in touch to let us know if you'd like to join us or if you wanted to speak through your ideas.

Please contact:

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Youth Stop AIDS Coordinator, James: jamescole@restlessdevelopment.org