The 7th annual National HIV/AIDS and Aging Awareness Day (NHAAAD) will be observed September 18, 2014. The campaign is recognized by the U.S. Department of Health and Human Services, Office of HIV/AIDS Policy, and AIDS.gov. The NHAAAD theme is “Aging is a part of life; HIV doesn’t have to be!”

Many older adults are not getting tested for HIV. The misconception that older adults do not have sex or use drugs leads to a lack of HIV testing among this population. Lack of public education about HIV/AIDS targeted at older adults’ means this demographic may also be less knowledgeable about how to protect them against infection. Furthermore, advances in the treatment of HIV means that more and more people diagnosed with the virus are living longer than expected, yet there is a shortage of social service and support mechanisms for older adults living with HIV/AIDS.

The AIDS Institute and the National HIV/AIDS and Aging Awareness Day Planning Committee encourage you and your organization to use social media to reach older adults about the importance of getting tested for HIV and how to further protect themselves.

FACEBOOK

Become a fan and promote The AIDS Institute’s National HIV/AIDS and Aging Awareness Facebook Fan Page. Tag the page in your postings by typing www.NHAAAD.org.

Here is a sample post for your Facebook wall throughout the month of September.

Thank you for your support of our initiative to raise awareness about HIV/AIDS in the aging community. Together, we can empower older adults to make healthy choices and promote early detection. Please visit www.NHAAAD.org for more information.
**TWITTER**

Tweet the posts provided below prior to and throughout the month of September. We encourage all partners to tweet each post and post your own tips on how older adults can find resources regarding HIV/AIDS. Don’t forget to use #AIDSandAging so everyone can view your tweets.

The 7th annual National HIV/AIDS and Aging Awareness Day (#NHAAAD) is 9/18/14. Visit www.NHAAAD.org to find out about the campaign. #AIDSandAging

To plan a National HIV/AIDS and Aging Awareness Day event on or around 9/18, use this guide NHAAAD Community Planning Guide #AIDSandAging

Register your National HIV/AIDS and Aging Awareness Day (#NHAAAD) event at NHAAAD Event Registration #AIDSandAging

Aging is a part of life: HIV doesn’t have to be! Spread the word, not the disease. Start at http://aids.gov #AIDSandAging

Older Americans don’t always realize they may be at risk for HIV infection. More facts about at NHAAAD Fact Sheet #AIDSandAging

In 2009, 1 in 6 new diagnoses in the U.S. was in people age 50+. Find out more about #AIDSandAging: NHAAAD Brochure

About 17% of newly diagnosed HIV infections are Americans age 50+. Promote testing in older adults by using the NHAAAD Original Poster #AIDSandAging

Want an HIV test, but don’t know what it entails? Educate and empower yourself with the NHAAAD Fact Sheet #AIDSandAging

HIV/AIDS is not just a young person’s disease. #AIDSandAging are more connected than you think. Learn the facts: NHAAAD Fact Sheet

Help spread the word about HIV on your website or blog. Use and share the widget and badges from http://www.aids.gov/widgets-and-badges/ #AIDSandAging


**On September 18th**

Today is National HIV/AIDS and Aging Awareness Day. Find out where you can get tested nearby. Enter your zip code at http://locator.aids.gov/ #AIDSandAging
Get involved with National HIV/AIDS and Aging Awareness Day, today! Many resources available at www.NHAAAD.org#AIDSandAging

FACEBOOK MESSAGES

We encourage all partners to post each message below prior to and throughout the month of September. For messages with links, click on “Link,” copy and paste the URL, and click “Attach.” Copy and paste the message to the message bar, then click “Share.”

Aging is a part of life; HIV doesn’t have to be! Spread the word, not the disease. Start at www.NHAAAD.org.

People at risk for HIV over age 50 are less likely to have been tested for HIV than people at risk in their 20s. Learn the facts about AIDS and aging.

NHAAAD Fact Sheet

HIV was first diagnosed in the U.S. over 30 years ago, and today all age groups are affected. Know your status and get tested. Find a testing site near you at http://locator.aids.gov

Research shows that by 2015, half of the people living with HIV infection in the U.S. will be 50 years of age or older. Find out how the virus affects the aging population: NHAAAD Fact Sheet

Do you want to raise awareness about HIV/AIDS in your older adult community but don’t know where to begin? Check out the NHAAAD Community Planning Guide and help educate older adults about the virus.

Even if you are past the age of pregnancy, you still need to protect yourself from HIV and other STDs. Find out how HIV/AIDS affects older adults at NHAAAD Fact Sheet

Help spread the word about HIV/AIDS in the aging population through social media. Need some help? Here’s how: http://www.aids.gov/using-new-media/

On September 18th

Today is National HIV/AIDS and Aging Awareness Day. If you don’t know if you have HIV, you could be spreading it to others. Find a testing site near you: http://locator.aids.gov

Today is National HIV/AIDS and Aging Awareness Day. Encourage older adults in your community to get tested and learn more about HIV. Need some resources to help get you started? Visit www.NHAAAD.org
General resources for HIV/AIDS or the older adult population:

http://www.TheAIDSInstitute.org
http://www.NHAAAD.org
http://www.aids.gov
http://locator.aids.gov/
http://www.aoa.gov/
http://www.acria.org
http://www.cdc.gov/hiv/
http://www.hab.hrsa.gov
http://www.sageusa.org
http://www.lgbtagingcenter.org/