Dear Community Partner~

The AIDS Institute is a national nonprofit and nonpartisan organization that promotes action for social change through public policy, research, advocacy, and education. The 7th annual National HIV/AIDS and Aging Awareness Day (NHAAAD) will be observed September 18, 2014.

National HIV/AIDS and Aging Awareness Day highlights the complex issues related to HIV prevention, care and treatment for aging populations in the United States. The goal of the campaign is to emphasize the need for prevention, research, and data targeting the aging population, medical understanding of the aging process and its impact on HIV/AIDS. The target audience for the campaign includes: 1) People living with HIV/AIDS (PLWHAs) who are aging with the disease or already over 50 at the time of their initial diagnosis, 2) Increasing percentage of the population that needs to protect itself from HIV infection, including the growing baby boomer population, and 3) Increasing number of grandparents becoming the primary guardians for children who have lost their parent(s) to HIV/AIDS.

Due to the unique challenges and issues among the HIV and aging population, the campaign hopes to bring those issues to light and to work closely with other local, regional, and national organizations to hold awareness activities on or around September 18th annually that promote HIV prevention, education, and testing. The AIDS Institute believes that education is the key to curbing the spread of HIV for older adults and ensuring the best possible care and treatment for those already living with the virus.

We invite your organization and its community members to plan, promote, and participate in awareness day related activities on or around September 18th. Examples of suggested activities include:

1) Provide HIV prevention and education messages to older adults
2) Encourage and promote HIV testing among older adults
3) Provide resources for linkage to treatment and care for HIV infected older adults
4) Organize health fairs that focus on HIV/AIDS and healthcare in older adults
5) Encourage older adults to practice safer methods to prevent HIV/AIDS and other Sexually Transmitted Diseases (STDs)
6) Conduct events at senior community centers or nursing home facilities
7) Talk to an older adult in your family about getting tested
8) Engage leaders in the faith community to participate in local, regional, or national events on or around NHAAAD

Please contact Michelle Scavnicky, Director of Education, The AIDS Institute at MScavnicky@TheAIDSInstitute.org or 813/258-5929 to accept our invitation. Also, feel free to visit our website at www.NHAAAD.org for resources and materials to use to promote your events. To register an event, please visit 2014 NHAAAD EVENT REGISTRATION.

Thank you very much for your consideration.
Sincerely,

Michael Ruppal
Executive Director

Michelle Scavnicky
Director of Education