

Dear colleague, Re: World AIDS Day 2001 ... / Derek Bodell, Chief Executive.

Contributors

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Dear Colleague

Re: World AIDS Day 2001

Over the past few years we have appreciated your continuing interest in the cause of HIV and AIDS and the work of the National AIDS Trust (NAT) in particular.

This year more than ever **we need your support** to ensure that the 40 million people living with HIV and AIDS, the 12 million children orphaned as a result of HIV and AIDS, and the many people rejected by their families, friends or work colleagues are not forgotten. To do this we need to ensure that there is public and political commitment to support prevention and care as well as funding for research to develop vaccines.

Why support NAT now:

1. It's been 20 years since HIV was first identified in the developed world...and still HIV remains one of the biggest threats to the lives of millions around the world.
2. HIV is on the rise...In Britain we have seen in the past two years, the largest number of new reports of people with HIV since reporting began.
3. Complacency towards HIV is on the increase amongst young people – as NAT discovered in a recent MORI poll commissioned last year. In the study a shockingly low 32% of 15-24 year olds in England agreed that HIV/AIDS has made them change their lifestyle in some way, a drop of 11% from a similar survey in 1999.

What is NAT doing about this situation?

There is much that NAT wants to do to address these issues in the next few years.

Our first step is to develop a poster campaign, called '**Out of Sight...Out of Mind**' to highlight the increasing complacency about HIV, which will at the same time promote a helpline and our website both of which offer access to more information and advice.

You can help us to increase the profile of HIV by:

- displaying the World AIDS Day poster
- running your own awareness initiative
- raising funds for your local AIDS charity or NAT
- encouraging others to get involved in World AIDS Day (details to follow)
- purchasing World AIDS Day resources

Cont/...

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2/....

Materials for World AIDS Day are available for purchase and an order form can be downloaded from the World AIDS Day website at www.worldAIDSday.org

For information about purchasing posters or products, developing initiatives or raising funds, please contact Geoff Hartle by:

Telephone 020 7814 6756

Fax 020 7216 0111 OR

E-mail wad.merchandise@nat.org.uk

If you want to promote your own World AIDS Day activity the attached sheet provides details of how we can help.

To ensure that you receive future mailings and a free 'Out of Sight...Out of Mind' World AIDS Day poster, please register your interest by completing and returning the enclosed information sheet to us as soon as possible.

Coming up...

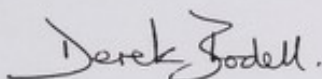
The MORI survey also indicated continuing evidence of HIV stigma in our society with 57% agreeing that people who become infected through unprotected sex "**only have themselves to blame**" and only 14% saying that they would donate time or money to HIV – in contrast to many other medical conditions.

For 2001, the World AIDS Day Project is developing a pilot campaign to highlight the issues of stigma and discrimination. We aim to run poster adverts in selected sites in London and Manchester that will challenge people's attitudes to people with HIV and prejudice.

As the campaign is finalised we will post information on the website, so remember to book mark it for future reference.

Thank you for taking the time to read this and I hope you will continue to support our work.

Yours sincerely



Derek Bodell
Chief Executive