

The red ribbon : symbol of AIDS awareness : wear a ribbon to show your commitment to the fight against AIDS : promoted in the UK by the World AIDS Day steering group / produced by the National AIDS Trust on behalf of the World AIDS Day steering group with the support of the Health Education Authority.

Contributors

National AIDS Trust (U.K.)
Health Education Authority (Great Britain)
World AIDS Day Steering Group

Publication/Creation

1993.

Persistent URL

<https://wellcomecollection.org/works/fk3bs7ya>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

**wellcome
collection**

Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>



THE RED RIBBON

SYMBOL OF AIDS AWARENESS
WEAR A RED RIBBON TO SHOW YOUR
COMMITMENT TO THE FIGHT
AGAINST AIDS.

Promoted in the UK by the World AIDS Day

Steering Group

World AIDS Day: 1st December

Theme For 1993 - "AIDS: TIME TO ACT"



WHAT IS THE RED RIBBON?

The Red Ribbon is an international symbol of AIDS awareness!

Care & Concern It is being worn by ever increasing numbers of people around the world to demonstrate their care and concern about HIV & AIDS: for those who are infected, for those who are ill, for those who have died and for those who care and support those directly affected.

Hope The Ribbon is intended to be a symbol of hope: the hope that one day soon the AIDS epidemic will be over, that the sickness and suffering will end.

Support The Ribbon offers symbolic support: for those living with HIV, for the continuing education of those not infected, for maximum efforts to find effective treatments, cures or vaccines and for those who have lost friends, family members or loved ones to AIDS.

BUT RIBBONS ARE NOT ENOUGH

".....[The Red Ribbon] is only a useful symbol in the long run when attached to words and deeds that actually make a difference."

Wearing a Red Ribbon is the first step, the first easy step in the fight against AIDS. The next step is to do something. This year, for World AIDS Day on 1st December, the World Health Organisation, has set the theme, "AIDS:TIME TO ACT".

Action is needed in many areas:-

- To Maintain and Develop services for people with HIV & AIDS;
- To Continue to give high national priority to HIV prevention work.

- To Fight prejudice and discriminatory practices towards those infected and affected;
- To Learn more about the experience of AIDS in other countries and to share our experience with them.

THE RED RIBBON CHALLENGE

There are many ways in which You Can Act:-

Get the Facts Learn how to protect yourself and others from infection. Obtain reliable, up-to-date information about safer sex, about statistics, trends, scientific and medical advances, and government strategies. Learn to distinguish between facts (as generally agreed by the experts and professionals) and fiction.

Educate Others Tell your friends, neighbours and colleagues about HIV & AIDS: how they can protect themselves, and about all the issues involved. Get your employer or organisational leader to organise "AIDS Awareness Days" and distribute information. World AIDS Day is a great opportunity for getting involved.

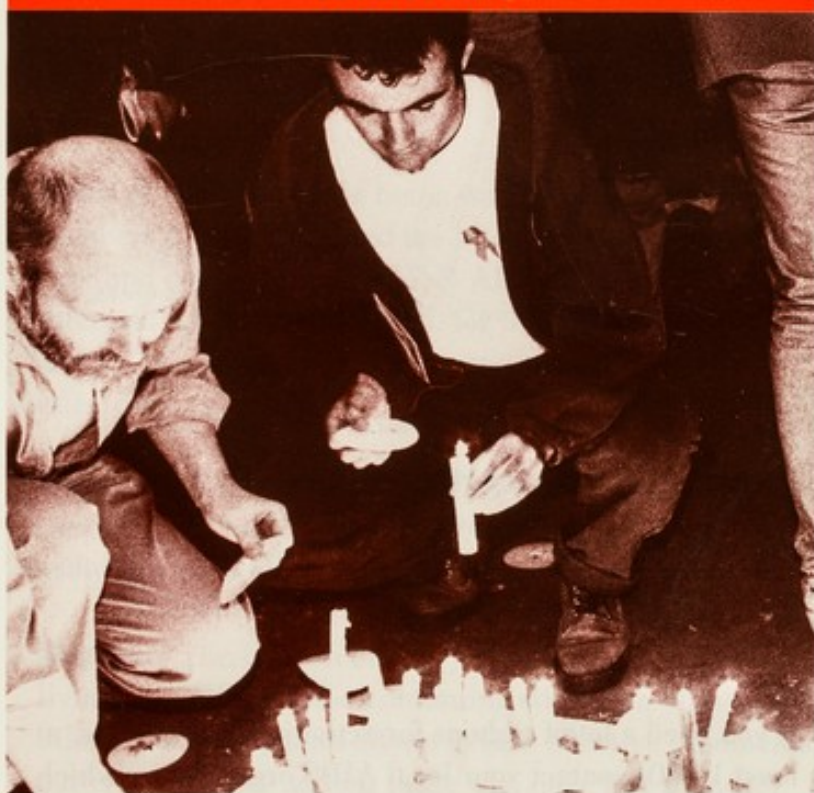
Contribute Time & Money Support the work of your local HIV & AIDS organisations through volunteering or donating funds. Support the work of those trying to find effective treatments, cures or vaccines.

Show You Care - Speak Out - Fight Prejudice
Seek to influence local and national opinion by writing to your newspaper and other media telling them of your support for an end to the prejudice, fear and hysteria about AIDS, countering stories that confuse or frighten people or suggest that people with AIDS should be discriminated against.
Tell them of your support for the fight against AIDS.

Protect Yourself & Respect Others Let everyone know that AIDS is a social and health issue for all of us!

Act Now! - For further information about HIV & AIDS ring the National AIDS Helpline. All calls are free and confidential. Tel. 0800 567 123

ACT NOW!



DAVID SILLIOTO

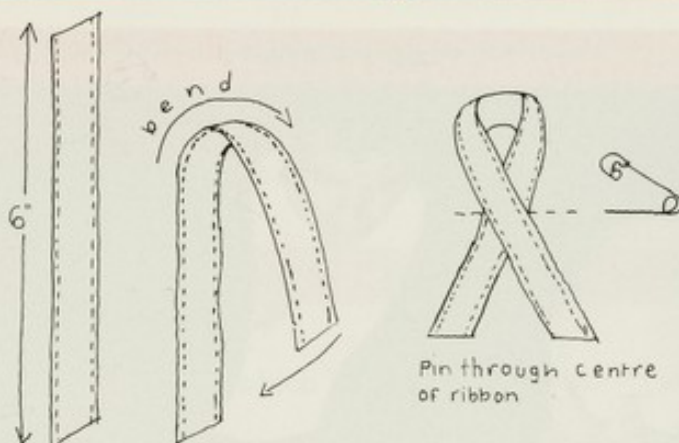
HOW DID IT ALL START?

The Red Ribbon was conceived in April 1991 by a small charity called Visual AIDS, based in New York. They wanted to find a symbol that would unite the many voices seeking a meaningful response to the AIDS epidemic.

Visual AIDS is made up of people involved in the arts who wanted to use their talents and resources to do something about AIDS. It was because of their connections to many celebrities that the Ribbon quickly appeared on television and at high profile events.

Of course most ribbon wearers aren't famous. In the UK the Ribbon was first worn by 70,000 fans at the Freddie Mercury Memorial concert at Wembley Stadium in November 1991. Now people in the UK, Europe, America and throughout the world are wearing the red ribbon to show their support.

HOW TO GET RIBBONS?



The Ribbon Project is a grass-roots effort.

There is no official ribbon - Do-It -Yourself!

It is easy to make your own ribbons. Cut a strip of red ribbon into 6" (15cms) length, then fold at the top into an inverted "V" shape. Use a safety pin to attach to clothing.

If you need a lot of ribbons for activities or events (ie. at least 1,000) contact your local AIDS organisation which may be able to help you get them in large quantities. You can get their number by ringing the National AIDS Helpline, but they **won't** be able to help you get the ribbons themselves. Or just go to your nearest sewing store and buy your ribbons and pins there!

FURTHER INFORMATION

There are many sources of help, support and information available. Here are some of them:

● **The National AIDS Helpline**

Tel. 0800 567 123

This is a FREE, 24-hour, confidential helpline with helpful, sympathetic staff who can offer information, help and advice on questions relating to HIV & AIDS.

● **Blackliners**

Tel. (071) 738 5274 Mon-Fri 10.30-8.30, Sat 1-6

Offers information help and advice to the black communities

● **Cardiff AIDS Helpline**

Tel. (0222) 223443

Offers care and support and practical help to people affected by HIV and AIDS throughout Wales.

● **AIDS Helpline - Northern Ireland**

Tel. (0232) 326 117 - Mon & Wed 7.30-10.00pm

Offers a range of services to people affected by HIV and AIDS in Northern Ireland.

● **Positively Women**

Tel. (071) 490 5515

Offers counselling and support for women with HIV & AIDS.

● **Release**

Tel. (071) 729 9904 - Advice 10.00-6.00pm

Tel. (071) 603 8654 - Overnight Helpline

Ring for advice and information on legal and drug related problems.

● **Scottish AIDS Monitor (SAM)**

Tel (031)555 4850

Provides a wide range of services to people affected by HIV & AIDS throughout Scotland.

● **The Terrence Higgins Trust Helpline**

Tel. (071) 242 1010 - 12.00-10.00pm

Offers information, help and advice on AIDS and HIV infection.

This leaflet is produced by the National AIDS Trust on behalf of the World AIDS Day Steering Group with the support of the Health Education Authority. The NAT is responsible for co-ordinating World AIDS Day activities in the UK.

For further information, about HIV & AIDS, ring the National AIDS Helpline on 0800 567 123, or write to: Ian Poitier, World AIDS Day Co-ordinator, The National AIDS Trust, Eileen House, 80 Newington Causeway, London SE1 6EF.



national aids trust