

World AIDS Day : 1st December 1994 : the red ribbon : symbol of AIDS awareness, wear a red ribbon to show your commitment to the fight against AIDS / produced by the National AIDS Trust with the support of the Health Education Authority ... in support of WAD94.

Contributors

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

Publication/Creation

1994.

Persistent URL

<https://wellcomecollection.org/works/ap6n4tru>

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>

World AIDS Day

1st december 1994

The Red Ribbon



REBECCA GIBBON
STREATHAM



NICK SHARRATT
MORETON-IN-MARSH



KEITH WINSTEIN
LEEDS



GEORGE HEATHCOTE
COVENT GARDEN



TONY WATSON
MILTON KEYNES



GILL SAMPSON
STOKE NEWINGTON

Symbol of AIDS awareness

Wear a Red Ribbon to show your commitment
to the fight against AIDS



An initiative by the MEA and
the NAT in support of UNAIDS

What is the Red Ribbon?

The Red Ribbon is an international symbol of AIDS awareness.

Care and concern

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

Hope

The Ribbon is intended to be a symbol of hope: that the search for a vaccine and cure to halt the suffering is successful and the quality of life improves for those living with the virus.

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, easy step in the fight against AIDS. The next step is to do something.

Action is needed in many areas:

- **To maintain and develop services for people with HIV and 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 people in those countries**

The Red Ribbon challenge

Get the facts

Learn how to protect yourself and others from infection. Obtain reliable, up-to-date information about safer sex, 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 and 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 to get involved.

Contribute time and money

Support the work of your local HIV and 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 and respect others

Let everyone know that AIDS is a social and health issue for us all.

**For further information about HIV and AIDS,
ring the National AIDS Helpline on 0800 567123.
All calls are free and confidential.**

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 pop fans at the Freddie Mercury Memorial concert at Wembley Stadium in April 1992. Her Royal Highness the Princess of Wales wore a Red Ribbon at the 1993 World AIDS Day Concert of Hope. Now people in the UK, Europe, America and throughout the world are wearing the Red Ribbon to show their support.



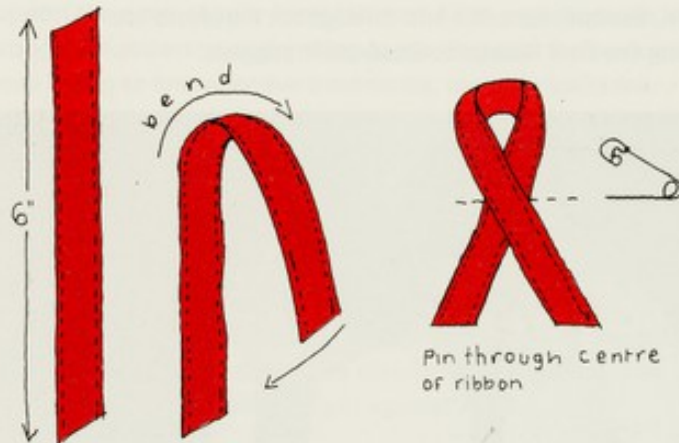
Make your own ribbon

The Ribbon Project is a grass-roots effort.
There is no official ribbon. Do it yourself!

It is easy to make your own ribbon. Cut a strip of red ribbon into 6in (15cm) 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 (at least 1,000), contact your local AIDS organisation who 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!

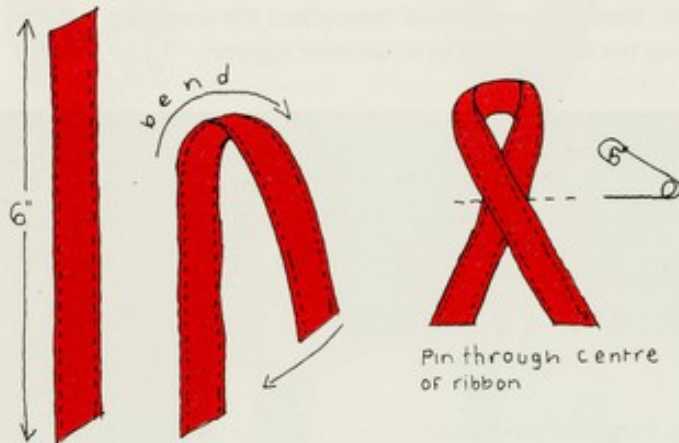


Make your own ribbon

The Ribbon Project is a grass-roots effort.
There is no official ribbon. Do it yourself!

It is easy to make your own ribbon. Cut a strip of red ribbon into 6in (15cm) 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 (at least 1,000), contact your local AIDS organisation who 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:

• **National AIDS Helpline**

Tel: 0800 567123

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

• **Blackliners**

Tel: (071) 738 5274

Helpline open Mon-Fri 10.00-

8.30pm, Sat 1-6pm

Offers information, help and advice to the black communities affected by HIV and AIDS.

• **Cardiff AIDS Helpline**

Tel: (0222) 223443

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

• **AIDS Helpline - Northern Ireland**

Tel: (0232) 326117

Helpline open Mon, Wed 7.30pm-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 and 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 health issues around drug misuse.

• **Scottish AIDS Monitor (SAM)**

Tel: (031) 555 4850

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

• **Terrence Higgins Trust**

Tel: (071) 242 1010

Helpline open 12.00-10.00pm

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

This leaflet is produced by the National AIDS Trust with the support of the Health Education Authority. The NAT provides a central collection and sharing of information point for activities in the UK to mark World AIDS Day.

For further information about HIV and AIDS, ring the National AIDS Helpline on 0800 567123.

All calls are free and confidential.

For information about World AIDS Day write to:

**Keith Winstein,
World AIDS Day Co-ordinator,
National AIDS Trust,
Eileen House,
80 Newington Causeway,
London SE1 6EF.**



An initiative by the HEA and the NAT in support of WAD94



national aids trust