

World AIDS Day 1st December 1995 : we want you to give us images for World AIDS Day / Health Education Authority, National AIDS Trust ; co-ordinated by Keith Winestein, WAD Co-ordinator and assisted by John Bentham, at the National AIDS Trust.

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THE RED RIBBON IS AN INTERNATIONAL SYMBOL OF AIDS AWARENESS

WORLD AIDS DAY

1ST DECEMBER 1995

**We
want
YOU to
give
US
images
for
World
AIDS
Day**

It can be anything you like, a photograph, a drawing, a poem, a painting, a song - anything that sums up AIDS awareness, or the Red Ribbon for you. It could be a photograph of what you did for

World AIDS Day in previous years or what you are planning to do this year - anything as long as it is a personal statement appropriate for World AIDS Day.

"Red Ribbons should be made available like poppies." (Schools)



**YOUR
IDEA
HERE!**

Building on the creative input of the successful World AIDS Day 1994 campaign we are inviting an even wider audience to submit images this year. We hope you will share with us your personal representations of what HIV and AIDS, World AIDS Day, the Red Ribbon and your community means to you.

We anticipate that the wealth of visual material received, once compiled by Ideology (appointed for a third year as

Project Designers) in the form of an exciting montage, will be used as a fully-integrated design concept throughout all the components of the Resource Pack.

For your visual interpretation to be considered for inclusion in the design concept we must have it by the 28th July 1995.

For details of how to send your images please see the back cover.

World AIDS Day is supported and funded by the Health Education Authority. This newsletter has been produced by the National AIDS Trust and the Health Education Authority working in partnership. It is an initiative to support World AIDS Day 1995.

For further information about World AIDS Day, please write to:

Keith Winstein,
World AIDS Day Co-ordinator,
The National AIDS Trust,
Eileen House,
80 Newington Causeway,
London SE1 8EF
Tel: 0171 972 2915
Fax: 0171 972 2885



An initiative by the NATA and the NAT in support of WAD95



National AIDS Trust

This is a special newsletter for anyone who might be involved in planning, organising or running an event to mark World AIDS Day 1995. It has been co-ordinated by Keith Winstein, WAD Co-ordinator and assisted by John Bonham, at the National AIDS Trust. Mario Goldsmith is the World AIDS Day Project Manager at the Health Education Authority.

THE RED RIBBON IS AN

A MESSAGE FROM THE WORLD AIDS DAY TEAM

Colleagues and Friends of World AIDS Day.

The seventh annual observance of World AIDS Day in 1994 was marked with a list of innovative events and activities that took place nationwide during World AIDS Week and culminating on the 1st December. It proved to be the most successful and visible World AIDS Day to date.

With that success came an unprecedented demand for resource materials. The World AIDS Day 1994 team needed to print a staggering total of 345,000 Red Ribbon leaflets, 353,000 World AIDS Day 1995 leaflets and 88,000 posters which were distributed throughout the U.K. for the campaign.

An evaluation of World AIDS Day 1994 consisting of a postal questionnaire processed by the Business Research Unit and a survey carried out by the Office

of Population, Censuses and Surveys, revealed substantial evidence that the objectives agreed by the Health Education Authority and National AIDS Trust were successfully met.

Awareness of World AIDS Day 1994 amongst the general public rose from 53% pre-World AIDS Day 1994 to 68% post-World AIDS Day 1994 (OPCS).

The main purpose of World AIDS Day 1994 stated by 74% of the general public was to 'raise awareness of AIDS' and it was thought to be aimed at everyone by 42%; young sexually active by 38%; gay community by 7%; drug misusers by 1% (OPCS).

Media coverage was widespread, assisted by a Health Education Authority funded nationwide advertising campaign in national and regional press. The second World AIDS Day HRH The Princess of Wales Concert of Hope, organised by Crusaid and



HRH The Princess of Wales with Take That present the WAD94 Poster Cake decorated by Jane Asher to Kevin Randall of the Food Chain.

the National AIDS Trust, featured Take That and was broadcast on Christmas Day morning with Channel Four receiving 2.2 million viewers.

The Red Ribbon Art Show'94, an event where leading artists and celebrities were invited to make a special work of art was organised by the Clive Jennings Gallery on behalf of the Health Education Authority. The exhibition took place at The Imagination Gallery in London.

From the feedback received via the postal questionnaire and the OPCS findings we are preparing for an even more impressive World AIDS Day, building on the momentum and achievement of last year.

You will see from the information in this newsletter that supportive resource materials are being produced. Also, acting as co-ordinators, we will ensure things are kept moving and we will be available to offer advice and to share information.

Do keep in touch. If possible it is better if you write or fax us with your news and views rather than ring, as it does get very busy here at the National AIDS Trust's World AIDS Day office!

The challenge and the solutions to counter the HIV and AIDS pandemic are still with us. We must continue to raise awareness in every

possible way in order to safeguard a healthier nation and a healthier world.

We hope that you will join with us in that effort.

Keith Winstein and John Bentham



WARENESS

DATES FOR YOUR DIARY

We have news of some events already planned for World AIDS Day 1995.

14th November
Mercury Phoenix hold their annual London street collection.

24th November
Launch of World AIDS Week.

Look out for the National AIDS Trust Retailers Initiative window displays in branches of Levi Original Stores, The Body Shop and Virgin Megastores throughout the UK and Europe.

Mercury Phoenix hold their UK nationwide street collection.

Village Charity organising events in Greater Manchester and the North West.

Edinburgh's Evening News distributing Red Ribbons through all newsagents and vendors.

26th November
The World AIDS Day service organised by the London Ecumenical AIDS Forum in Southwark Cathedral starting at 6.00pm.

"Ovations" a grand charity gala organised by The Sanctuary at the Winter Gardens Theatre, Bournemouth.

The 9th International AIDS Conference "AIDS Education - Interventions in multi-cultural societies" in Jerusalem, Israel. Until 1st December: WAD.

30th November
"HIV/AIDS and Older People" Conference organised by AGE Concern at the New Connaught Rooms, London WC2.

A World AIDS Day Eve event based on the WHO international theme "Shared Rights, Shared Responsibilities" organised by the National AIDS Trust in association with other voluntary and HIV and AIDS organisations will take place in central London at 6.00pm.

1st December
Mercury Phoenix collection on London Underground and railway stations.

Candlelight Vigil in Cardiff.

Lights on public buildings will go out at 5.00pm for 5 minutes in Aberdeen, Edinburgh, Glasgow and other cities in Scotland. Later that evening in Edinburgh there will be a Candlelit walk from Regents Road to the Mound for a Vigil followed by a "Monster Ceilidh" organised Crusaid Scotland.

The third HRH Princess of Wales Concert of Hope organised by Crusaid and the National AIDS Trust, Wembley Arena at 7.30pm. (Artists to be confirmed)

See the Autumn Events Guides for further details.

World AIDS Day: 1st December

AIDS was first reported in the United States of America in 1981. Today, HIV the virus which precedes and causes AIDS is present in virtually all countries and has infected around 18 million adults and 1.5 million children. Now in its second decade, the HIV

pandemic continues to grow, invisibly, at an estimated rate of 6000 new infections each day.

What is World AIDS Day?

World AIDS Day is an annual day of observance designed to

expand and strengthen the worldwide effort to stop the spread of HIV and AIDS. Its goal is to open channels of communication, promote the exchange of information and experience, and forge a spirit of social tolerance.

World AIDS Day provides many opportunities: to talk and learn about HIV-infection and how to prevent it; to affirm a commitment to care for people with HIV-infection and AIDS and their carers; and an opportunity to celebrate those who are living with the virus and remember those who have died. The major international day of co-ordinated action against HIV and AIDS, it is now a yearly event in most countries.

By highlighting AIDS, HIV prevention and care activities already underway, and stimulating new ones, World AIDS Day helps build a lasting worldwide effort to stop the epidemic. Our aim must be to prevent the spread of HIV and so protect the well-being of

everyone from the threat of AIDS.

World AIDS Day is co-ordinated internationally by the World Health Organisation's Global Programme on AIDS. The World AIDS Day team based at the National AIDS Trust provides a central information collection and sharing point for World AIDS Day activities in the UK.

Contact addresses:

World AIDS Day, Global Programme on AIDS, World Health Organisation, 1211, Geneva 27, Switzerland
Tel: 09 41 22 791 2111
Fax: 09 41 22 798 1667

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

Tel: 0171 972 2915
Fax: 0171 972 2885

AUTUMN EVENTS GUIDES

Two Events Guides will be issued in the Autumn which will detail events and activities around the country as you tell us about them. They will also give updates on developments across the campaign.

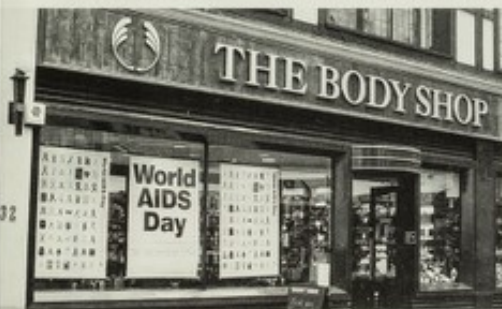
Once you register for your World AIDS Day 1995 Resource Pack, you will automatically be included on the mailing list for the Events Guides.

ONLY THOSE WHO REGISTER FOR A RESOURCE PACK WILL RECEIVE FUTURE EVENTS GUIDES!!!

REMEMBER: Tell us what, where and when you are doing it, and we will publish the details! Fill in the form on page 4.

The deadline for the 1st Events Guide is the 15th September and the 2nd Events Guide is the 20th October.

"This year on the 4th June my son John died of AIDS, he was gay...I wear my ribbon on special days...even if only one person asks me about it, I can tell them why"
(Mum)



In 1994 World AIDS Day displays appeared as part of the NAT's Retailers Initiative in partnership with Levi Strauss, The Body Shop, Virgin, MFI Smith, RAY Shoes and J&R Condores

THE RED RIBBON INITIATIVE

The United States and French Post Offices have both produced commemorative Red Ribbon postage stamps



Red Ribbons will once again be promoted around World AIDS Day. Last year organisations reported great enthusiasm and interest in Red Ribbons amongst the general public. Many more people around the country and on television appeared to be wearing them. The Health Education Authority and the National AIDS Trust evaluated the response to the Ribbon amongst workers and the general public.



Knowledge of the meaning of the Red Ribbon amongst the general public in 1994 rose from 32% pre-World AIDS Day 1994 to 50% post-World AIDS Day 1994 (source OPCS).

The Red Ribbon was seen as a strong factor in World AIDS Day events and was actively promoted by those registering for the World AIDS Day 1994 Resource Pack with 65% seeing it as a strong factor and 60% actively promoting it in their events (source postal questionnaire).

For World AIDS Day 1993 and again for World AIDS Day 1994 in response to many requests, a leaflet was developed to explain the symbolism behind the Red

Ribbon. With a new design and minor revisions this will be included once more in the World AIDS Day 1995 Resource Pack.

The Red Ribbon leaflet was used by 92% of the organisations registering for the World AIDS Day 1994 Resource Pack (source postal questionnaire).

Both the United States and French Post Offices have produced commemorative Red Ribbon postage stamps. They provide a significant visual symbol for World AIDS Day, helping to emphasise that everyday is World AIDS Day in which direct measures are taken to stop the spread of HIV and AIDS. The circulation of these

stamps brings messages of awareness throughout the world and serves as a constant source of encouragement in prevention efforts. Of course we think it is a great idea and are pursuing a similar goal with the Royal Mail, but it will take a little more time...so look out for WAD97!!!

Last year some organisations had a rubber stamp made using the image of the WAD logo (which you will find in the Resource Pack). This is an inexpensive and effective way to "frank" your outgoing post and promote World AIDS Day. Remember to use the bottom left hand corner of the envelope and a red ink pad.

THE RED RIBBON IS AN INTERNATIONAL SYMBOL OF AIDS AWARENESS

World AIDS Day 1995

WHO international theme

"SHARED RIGHTS, SHARED RESPONSIBILITIES"



Each year, the World Health Organisation's (WHO) Global Programme on AIDS, after broad consultation with other UN agencies and leading non governmental organisations selects an international theme for World AIDS Day to provide a focus for individuals and organisations around the world involved in the fight against HIV and AIDS.

This year, the United Nations International Year of Tolerance, the 1st December, World AIDS Day will be marked under the banner "Shared Rights, Shared Responsibilities". This year's theme builds on part of the Paris Declaration, signed on the 1st December 1994 by Mrs Bottomley on behalf of the British Government which proclaimed the determination of signatories to fight discrimination and promote the rights of people living with HIV and AIDS and of those most vulnerable to infection. It is particularly appropriate for events and activities leading up to World AIDS Day 1995 and beyond.

"The HIV and AIDS pandemic can be addressed effectively only if rights and responsibilities are shared equally across the globe" said Dr Hiroshi Nakajima, Director General of WHO "People share the same rights whether or not they are affected with the human immunodeficiency virus (HIV) and responsibilities involved in HIV prevention and caring for those infected must be shared too".

All people have the right to be able to avoid infection, the right to health care if sick with AIDS, and the right to be treated with dignity and without discrimination. Individuals and families have a



Over three thousand people gathered in Covent Garden for the World AIDS Day Candlelight Vigil.

responsibility to protect themselves and others from infection. Governments have a responsibility to provide prevention and care services for all their citizens. The international community has the responsibility to support poorer countries in their efforts.

These WHO international themes for World AIDS Day are always broad and embracing. Each nation can tailor the international theme to reflect its own situation and pattern of epidemic. This is even more true at local level. Unlike many countries in the world, the UK epidemic mainly affects gay, bisexual and other men who

have sex with men. Many more of us are of course affected, often as carers, partners, family, friends or volunteers.

WHO proposes to stress the continuing urgency of the situation in many parts of the world and the need to fight the denial and complacency still too frequent in some governments, communities, families and individuals. The international theme will also underline the fact that it is urgent to provide sufficient resources to fight the pandemic, both human and financial.

Many resources have already been effectively deployed in the UK in prevention campaigns,

treatment and care initiatives and research efforts. So far in the UK we have been relatively insulated from the impact of HIV and AIDS. Although we have seen a sustained rise in the reported number of people with HIV and AIDS we have been spared the explosive rise which has afflicted some other countries - both affluent developed countries such as the USA, and the developing countries of Africa and more recently Asia.

In the UK, early estimates of the number of people thought to be infected with HIV were higher than later reports suggest, thankfully. Yet there is

a steady and continuing increase in the numbers of people with HIV and AIDS across all populations with gay, bisexual and other men who have sex with men continuing to be the largest single group. The UK record on HIV and AIDS stands up well to international comparison. For example in 1993 there were 2.8 new AIDS cases per 100,000 population, comparable figures were 14.1 in Spain, 9.9 in France and 8.0 in Italy. These figures vindicate the intensive national and local prevention effort since 1985. However we cannot afford to be complacent; vigilance and more intensive effort is required

especially towards people who are still at greatest risk, such as young gay men.

There are many different areas where action is urgently needed. Organisations will naturally respond in ways that are appropriate for each of them. Here are some worth considering:-

- Target more resources at gay and bisexual men and other men who have sex with men;
- Maintain and develop services for people with HIV and AIDS;
- Continue to invest substantially in prevention campaigns;
- Act in partnership with parents and schools on effective sex education;
- Highlight the disproportionate risks of transmission between different groups, while affirming that HIV can be transmitted to anyone;
- Continue to plan strategically for care, treatment and support services, with help from people of differing cultural backgrounds;
- Extend solidarity with all the different kinds of people including family members who are caring for those living with HIV and AIDS;
- Fight prejudice and discriminatory practices towards those who have the virus;
- Learn more about the experience of HIV and AIDS in other countries;
- Target those who travel abroad whether on holiday, back-packing, on business or visiting family;
- Create and work towards "healthy alliances" with a wide range of groups;
- Affirm that everyone remains at risk although everyone is not at equal risk - AIDS is a social problem for everyone.

A message from the Director of the National AIDS Trust



The National AIDS Trust has been associated with World AIDS Day since it was first devised by the World Health Organisation in 1988.

In recent years the National AIDS Trust has worked in partnership with the Health Education Authority to maximise the benefit of World AIDS Day to specifically promote HIV and AIDS awareness and education.

From several years of experience and evaluation the National AIDS Trust and the

Health Education Authority highlight that World AIDS Day is a major contributor to improving attitudes by increasing awareness and understanding of HIV and AIDS and the people affected by it.

As World AIDS Day is a global event the WHO international themes have traditionally been broad enough to ensure the widest participation. At times different groups have not always felt the event has been relevant to them. More than anything, World AIDS Day provides an opportunity for national and local organisations to address the issues they have identified as priorities.

This year WHO international theme of "Shared Rights, Shared Responsibilities" provides an opportunity to address issues of access to services for those populations most affected and/or marginalised by HIV and AIDS, and also to highlight the need for shared responsibility amongst all of us to prevent further infection and to

promote safer sexual health.

As you will see elsewhere in this newsletter, World AIDS Day 1994 was very successful in promoting increased awareness of HIV and AIDS. It is a measure of the commitment not just of Keith Winstein and John Bentham, the World AIDS Day team at the National AIDS Trust and our colleagues with whom they work closely, at the Health Education Authority, but of all the people around the country who work so hard on their local events. Lets make 1995 even better.

Good luck and may I wish you every success.

Derek Bodell

"I was in Paris on World AIDS Day and a Red Ribbon (in lights) was placed on the Eiffel Tower. Perhaps we could do a similar scheme on public buildings throughout the UK"
(Citizens Advice Bureau)

REGIONAL WORLD AIDS DAY INFORMATION MEETINGS

For the past two years the World AIDS Day team at the National AIDS Trust has held a number of World AIDS Day Information Meetings (previously called Roadshows) across England sponsored by the Health Education Authority. The idea behind these meetings is for anyone involved in World AIDS Day planning to come and share their ideas, news and views on past and future World AIDS Days and forge links with other groups where possible.

Last year we held meetings in Blackpool, Newcastle, Brighton, Bournemouth and Exeter. Many thanks to all the organisations who helped and to all those who came along. This year, due to the success of previous meetings we are planning to visit additional locations across England in order that more people may participate and encourage others. We are also intending to visit Scotland, Wales and Northern Ireland.

Aims and Objectives
Alert as many as possible in the local area to the range and scale of planning for World AIDS Day;
Explain the contents of the World AIDS Day Resource Pack;
Promote participation and encourage involvement in World AIDS Day activity;
Gain evaluative feedback on previous World AIDS Day experience;
Make recommendations for future World AIDS Day planning.

Invitees
Voluntary organisations with a specific function for HIV work. Statutory sector organisations involved in HIV work (eg. family planning clinics, GUM clinics, hospitals).
A range of voluntary sector specialist organisations (eg. gay and lesbian groups, youth services, faith groups, Citizen Advice Bureaux).
Members of the National AIDS Trust Retailers Initiative eg. Levi Strauss, The Body Shop and Virgin Megastore.

The following comments were made in the evaluation of the 1994 regional meetings.
"Very valuable meeting from my point of view" ... "Brilliant to feel stimulated with ideas after the meeting" ... "Thanks to you we had a great WAD! I hope this year is as good" ... "Good morale boosting event" ...

Once details of when and where the meetings will take place are confirmed, invitations will be sent out to those who registered for a Resource Pack in 1994. If you did not register for a Resource Pack last year and would like to be invited to a meeting, please write to:

John Bentham, Assistant World AIDS Day Co-ordinator, National AIDS Trust, 6th Floor, Eileen House, 80 Newington Causeway, London, SE1 6EF.

Tel: 0171 972 2915
Fax: 0171 972 2885



THE RED RIBBON IS AN INTERNATIONAL SYMBOL OF AIDS AWARENESS

A few tips about street collections

If you are planning a street collection for World AIDS Day 1995, contact your Local Authority (or in London, your local police station) NOW in order to obtain a licence. Collecting money on the streets requires a permit from your local council, but collections within local shops, shopping precincts and on private business premises are allowed by permission of the manager.

Under the regulations of the Charity Commission any public collections must use sealed containers bearing the name of the organisation, Charity number (if applicable) and container number. Collections in unsealed containers are illegal for charities. The collector should have a badge identifying the organisation and a letter from the organiser of the collection stating the collector's name, permission to collect and street collection number. Many areas have policies on such collections, particularly in December when Christmas is prioritised. You might wish to

consider running your collection on the weekend during World AIDS Week in order to maximise your fundraising.

Remember:

- Collectors should use sealed marked containers.
- They must have an identifying letter with the number of the street collection, organisation name and organisers name.

If you are asked by a collector to donate to HIV and AIDS please ask which organisation is to benefit from the proceeds. A vague answer such as "AIDS research" is not sufficient.

Ask to see a form of identity and permission letter - a badge is not good enough. If these are not produced or if you are not satisfied please phone the police and explain what has happened, they should be able to clarify the situation.

There will be more useful tips in "A Guide to Campaigning, Fundraising and Useful Ideas" in the World AIDS Day 1995 Resource Pack.

GOOD LUCK!

Last year saw the production of the second World AIDS Day Resource Pack. The overwhelming response from the World AIDS Day 1994 postal survey, Regional Information meetings (known as Roadshows) and informal feedback lead us to believe that the pack achieved a very high standard in the quality of both its content and style. We will ensure that your Resource Pack gets to you in good time for your World AIDS Day preparations.

The Resource Pack lies once again at the heart of the strategy for this year. It will be the main method of supporting those individuals and organisations engaged in campaign planning for World AIDS Day events, activities and fundraising.

Redesigned and expanded the material can be used in connection with other activities relating to HIV and AIDS beyond World AIDS Day itself. It will provide posters and leaflets, a Red Ribbon, Red Ribbon leaflets and a Logo sheet.

The Resource Pack will contain information for those organisations utilising the WHO international theme. But the overall design and that of the main resources e.g. posters, leaflets will be based on the personal images, representations of what HIV and AIDS, World AIDS Day, the Red Ribbon and your community means to you. Supplied by you and compiled by Ideology.

Our Guides are being further developed to be used on the run up to World AIDS Day and throughout the year. They will cover the following areas:

"A Guide To Agencies and Resources", "A Guide To Using The Media" and "A Guide to Campaigning, Fundraising and Useful Ideas for World AIDS Day Activities".

The Action Kit (containing sheets to photocopy) is being extended, consisting of new sheets which organisations may find useful in their activities. They will cover the following topics:

- Facilities: General Facts about HIV and AIDS
- Facilities: Latest Statistics
- Facilities: Economic Cost of AIDS
- Facilities: International Information
- Facilities: Condon Use
- Working With Gay, Bisexual and other Men who have sex with Men
- Working With Young People
- Working With Drug Misusers
- Working With Women
- Working With Black and Minority Ethnic Groups
- Working With People with Physical Disabilities
- Working With People with Learning Disabilities
- Working With Lesbian, Bisexual and other Women who have sex with Women
- Working With Holiday and Business Travellers
- WHO International theme: "Shared Rights, Shared Responsibilities"

REGISTER NOW!!!

In order to register for your FREE World AIDS Day 1995 Resource Pack, please complete and return the order form in this newsletter on page 4

REGISTRATION FORM

Please complete and return the Registration Form as soon as possible to the address indicated. After entering your name in the database, we will

acknowledge your registration.

The Resource Pack is available to all who plan activities in support of World AIDS Day 1995. Funded by the Health Education Authority, it will be FREE only to those who return a completed registration form. Post this form in order to be included on the database and receive the Resource Pack and future Guides to Events newsletters. Please remember to use your correct and full postcode.

The Resource Pack will be distributed in September. Only if you have registered and have not received your Pack by the end of September will it be necessary to contact us for your copy.

The National AIDS Trust and the Health Education Authority are discussing the growing popularity of the World AIDS Day project and the Resource Pack which is provided free at the moment. In order to maintain the standard and quality of the resources produced it may be necessary to make a charge for large orders of the Resource Pack at a nominal fee. Further information will be provided soon.

I think it's wonderful that the Princess of Wales, film stars and rock stars are wearing the ribbon, but what is really great is when I see a granny or a young person wearing it and understanding what it signifies". (GAY MAX)

National AIDS Helpline

Last year the Helpline received an average 578 calls per day but on World AIDS Day that figure rose to 1122. This is a valuable resource, as the Helpline can provide a backup service for your activities and material. They are happy for their phone numbers to appear on any material you produce: if you are going to use it please tell them by writing to: National AIDS Helpline, Network Scotland, The Mews, 57 Ruthven Lane, Glasgow, G12 9JQ Fax: 0141 334 0299.

Of course it is worth pointing out that the lines are open 24 hours a day throughout the year, and that all calls are free and confidential.

Helpline: 0800 567 123

Help is also available in the following community languages:

- Arabic: 0800 28 24 47 (6pm-10pm Thursday)
- Bengali: 0800 37 11 32 (6pm-10pm Tuesday)
- Cantonese: 0800 28 24 46 (6pm-10pm Monday)
- Gujarati: 0800 37 11 34 (6pm-10pm Wednesday)
- Hindi: 0800 37 11 36 (6pm-10pm Wednesday)
- Punjabi: 0800 37 11 33 (6pm-10pm Wednesday)
- Urdu: 0800 37 11 35 (6pm-10pm Wednesday)
- Welsh: 0800 37 11 31 (10am-2pm Mon-Sun)

Recorded messages operate on the community language lines at all other times

SMALL GRANTS SCHEME

If you have an idea to develop the UK response to this year's World AIDS Day and need some financial support you should know that the Department of Health has allocated funds to support the UK community response to World AIDS Day 1995. We anticipate that grants will be awarded in amounts from £100 to £1000 (to strike a balance between relatively small one-off projects and larger initiatives with a longer term value). The event should reflect the World Health Organisation's interna-

tional theme, based on the United Nations Year of Tolerance, "Shared Rights, Shared Responsibilities". Please note that the closing date for applications is the **30th September**. For further information please write to:

Amy Whyte
Communicable Diseases Branch
Department of Health,
Room 720 Wellington House
133-155 Waterloo Road
London SE1 8UG

RESOURCE PACK REGISTRATION FORM

Please complete and return this form to the address below. Remember to use your correct and full POSTCODE. After entering your name in the database, we will acknowledge your registration. Your Resource Pack will be sent out in September.

Name: _____

Job title: _____

Organisation: _____

Address: _____

Post Town/City: _____

Postcode: _____

Tel: _____ Fax: _____

Type of organisation (tick one only):

- VOLUNTARY**
- A HIV Specific
 - B Lesbian, Gay or Bisexual
 - C Black or Minority Ethnic
 - D Drugs
 - E Criminal Justice
 - F Women
 - G Church or Religious
 - H Other

- STATUTORY**
- I Health Promotion Agency
 - J Primary Healthcare
 - K Local Authority
 - L Drugs
 - M Criminal Justice
 - N Other

Please specify other: _____

Quantity required: _____

Did you receive a World AIDS Day Resource Pack last year? Yes No

Please return this form to:

WORLD AIDS DAY RESOURCE PACK, Ref: National AIDS Trust/World AIDS Day 1995 Ashurst Direct Mail, 112 Cricklewood Lane, London, NW2 2TA Fax: 0181 450 3232

EVENTS GUIDES -

please tell us what you are doing

Many people contact us to find out what's going on in their area and it is often useful for you and the World AIDS Day team to know where opportunities for working together exist. Please let us know what you are doing for World AIDS Day as soon as possible. Brief details of your activities will be included in the Autumn Events Guides.

The deadline for the 1st Events Guide is the **15th September** and the 2nd Events Guide is the **20th October**.

To make things easier this year we have provided a simple form for your event details: (Do not forget, you must also fill in the registration form on this page in order to receive the Resource Pack and further Events Guides)

Organisation: _____

Address: _____

Post Town/City: _____

Postcode: _____

Tel: _____ Fax: _____

Contact name: _____

Type of event: _____

Date: _____ Time: _____

Venue: _____

Other information: _____

Please return this form to:
Kelth Winestein, World AIDS Day Co-ordinator, The National AIDS Trust, Eileen House, 80 Newington Causeway, London, SE1 6EP Fax: 0171 972 2885

WHERE TO SEND YOUR WORLD AIDS DAY IMAGES

For your visual interpretation to be considered for inclusion in the design concept we must have it by the **28th July 1995**.

Please send your contribution to:

Ideology, 15 Micawber Street, London, N1 7TB Fax: 0171 490 5764

Unfortunately we will not be able to return any of your submitted pieces. No responsibility can be assumed for materials lost or damaged in the post. Every effort will be made to incorporate as many items as possible although some selection is inevitable. If you would like your name as an acknowledgement credit on the Resource Pack please attach your details securely to the reverse of your representation.

WORLD AIDS DAY BECOMES WORLD AIDS WEEK

Once again due to the increased span of activities around World AIDS Day, the week running up to World AIDS Day will be "World AIDS Week".

World AIDS Week will begin on Friday 24th November and culminate on Friday 1st December: World AIDS Day.

We are already hard at work developing ideas on how to build and sustain the momentum over the week. You can help by expanding the range or level of activities where possible and by aiming to reach a wide audience within your own specific area and remit.

Use your logo

In order to make it clear who is promoting a particular World AIDS Day activity or event, guidelines for use of the World AIDS Day 1995 logo will be included in the Resource Pack. The strapline of "An initiative by (name of organisation) in support of World AIDS Day 1995" should accompany the World AIDS Day 1995 logo.



An initiative by (name of organisation) in support of World AIDS Day