



National Women and Girls HIV/AIDS Awareness Day

March 10

Ideas for Observing National Women and Girls HIV/AIDS Awareness Day

National Women and Girls HIV/AIDS Awareness Day is held annually on March 10. It is a day to mobilize communities of women and girls across the United States to take action, educate others, and change behaviors to prevent HIV/AIDS.

Organizing an event or activity in your community doesn't have to be hard. We provide the facts and tools to support you. Use these ideas as a starting point, or come up with an event idea of your own. Every event, no matter how large or small, makes an impact. Don't forget to [notify the local media](#) in your community in advance of your event.

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AIDS Quilt

Make a panel for the AIDS quilt, or create a quilt for your community.

What you'll need: 3-foot by 6-foot fabric squares with an extra few inches of fabric on each side for the hem, fabric markers, textile paint

Get together with friends or people in your community to create a panel(s) for the national AIDS quilt. You'll find [step-by-step instructions on creating and submitting a panel](#) for the national quilt on the NAMES Project Foundation website.

Or create your own quilt to mark National Women and Girls HIV/AIDS Awareness Day. Have people decorate pre-cut fabric panels with a message about how to fight HIV/AIDS or with a memory of a woman you know who has died of HIV/AIDS. Display the quilt annually, and build upon it at next year's awareness day event.

Art Gallery or Art Show

Organize an event that features art focused on HIV/AIDS education and prevention among women and girls.

What you'll need: Venue, artists

This is a great activity for students, so if you're not part of an academic organization, consider partnering with a high school or college. Encourage artists on campus and in the community to create artwork focused on HIV/AIDS. Ask them to think about using the National Women and Girls HIV/AIDS Awareness Day theme in their art, or as inspiration for their piece.

Preview the artwork before the show and ask several artists to discuss their artwork at the show. They can discuss why they were inspired to create the piece and how HIV/AIDS has affected them or their community.

Beauty Salon Presentations

Identify and contact local beauty salons in your area where you can hold presentations on HIV/AIDS or hand out educational materials like flyers to patrons.

What you'll need: Contact list of salons in your area, handouts/flyers/red hair accessories to give away

Call or meet with salon owners ahead of time to discuss what type of activity would work best for their salon. One salon owner might be interested in a presentation by a health care provider

and an HIV-positive woman in the community who is willing to share her story. Another may think that simply leaving materials out for clients is best. Once you get the go-ahead, drop off materials for them to put out or distribute, or set up a time to come back to give a presentation to their clients.

If you come across a salon owner who has a strong interest, work with him or her to hold a private event where the salon offers discounted or free refreshments and red hair accessories, like barrettes and clips, in commemoration of National Women and Girls HIV/AIDS Awareness Day. You can offer door prizes, like t-shirts or hair care and nail care products. Work with the salon owner to promote the event in your community.

Benefit Concert/Battle of the Bands

Holding a benefit concert with female bands is a fun way to observe National Women and Girls HIV/AIDS Awareness Day.

What you'll need: Bands or other musical acts, tickets, ticket-takers, programs, venue with staging, sound, and lighting

Start by doing a little research about your audience to discover which music genre would resonate best within your community. Then, hold auditions for female bands or musicians willing to donate their time or perform for a minimal fee (explore local businesses that might be willing to sponsor the costs of the concert). Create and distribute programs that also include information like where to find local HIV testing sites, and facts about the effects of HIV/AIDS on women and girls. Be sure to provide the musical acts with talking points or provide them with the [NWGHAAD fact sheet](#) in advance, so they can share facts and a call to action from the stage.

Bookstore/Library Reading and Bookmark Giveaway

Partner with local bookstores and libraries to set up a display of books addressing the HIV/AIDS epidemic and its effects on women and girls.

What you'll need: A bookstore or library in which to hold your event, flyers/handouts, audience discussion guide, health care provider who can moderate the discussion

Ask partners to consider holding a book reading, where selected passages are read and discussed with the audience. Work with partners to come up with a brief list of questions that the reader can ask the audience to get the conversation started. Focus the discussion on women's issues like self-image, the impact of relationship dynamics in HIV prevention, or the importance of getting tested for HIV. Creating an engaging discussion with the audience will boost the impact of your event.

You could also create a simple giveaway for this event such as a bookmark with information about HIV/AIDS. You could include the National Women and Girls HIV/AIDS Awareness Day logo

or other images, facts about HIV/AIDS, and information about how women can protect themselves.

Booth/Tabling

Distribute educational materials directly to your community.

What you'll need: A place to set up, flyers, educational materials, candy or other small giveaways, table/booth

Set up a booth or table in a high-traffic area in your community like a mall, town square, or even a school or college campus. Make sure you get permission before you start planning. You can distribute [fact sheets about HIV/AIDS](#), bookmarks (see section on bookmarks in this document), and condoms as takeaways. Also consider providing candy or other treats to encourage people to stop by your table.

Candlelight Vigil

Hold a candlelight vigil to raise awareness about HIV/AIDS and honor women and girls who have been impacted by this epidemic.

What you'll need: Venue, candles, lighters or matches

Gather the community to honor the local women and girls who have been impacted by HIV/AIDS. A large outdoor location like a school football field would work well. Light your candles and take a moment of silence while they burn. Your event can also include a speaker who might share a personal story or help start a discussion about how to take action against HIV/AIDS. You can also invite local artists to share their work related to HIV/AIDS, or ask them to create something for the event.

Chalk Graffiti

Spread the word about HIV/AIDS and women/girls through graffiti art.

What you'll need: Place to create your piece, chalk, mural paper in case of rain

Identify an area where you and a few friends can create a graffiti wall/mural for National Women and Girls HIV/AIDS Awareness Day. Contact your community officials to obtain permission to draw on this wall with chalk. Use the awareness day theme for inspiration or come up with your own. Try drawing out the design on paper first. (You may need to do this before you get permission.) Be sure to take pictures and share them via Facebook and Twitter! And, be sure to check the weather and do this activity on a day without rain in the forecast. It is good to have a mural-sized piece of paper to use indoors if the weather does not cooperate.

Documentary Night

Hold a screening of a documentary that highlights the reality of HIV/AIDS.

What you'll need: Venue, copy of a film about HIV/AIDS, discussion guide, DVD player, television/projector, handouts

Ask local movie theaters, independent theaters, community centers, or schools to donate space or equipment for your event. Next, select a movie. Engage the audience in a discussion about HIV/AIDS after the screening. Be prepared with some discussion questions to help the audience reflect on how the movie affected them, changed their thinking, or educated them. It's a good idea to engage a health care provider from your local hospital or health clinic to help lead the discussion.

Fashion Show

Invite local clothing designers to participate in a fashion show geared toward young women and aimed at raising awareness about HIV/AIDS.

What you'll need: Venue, designers/clothes, models, an emcee, music, speakers

Host a fashion show to help support National Women and Girls HIV/AIDS Awareness Day's mission. You may want to show only red clothes, pin the AIDS ribbon onto each piece, or incorporate the 2013 theme into the clothing designs. Provide educational materials about HIV/AIDS and how it impacts women and girls, and consider inviting a speaker or audience members to share their personal stories about how the disease has affected them.

Flash Mob

Put together a flash mob routine to mark National Women and Girls HIV/AIDS Awareness Day.

What you'll need: A few friends and some creativity, music, speakers

Get a bunch of friends together and come up with a flash mob routine. You can all wear red during your event or make and wear t-shirts using the National Women and Girls HIV/AIDS Awareness Day [t-shirt](#) design. You can also try incorporating messages about HIV/AIDS on posters or signs during the act. If you're able to videotape your flash mob, share it online after your event!

Food Contest

Organize a food contest that brings women together to discuss how to take action against HIV/AIDS.

What you'll need: Participants, judges

You can hold a cook off and encourage everyone to make the best version of a recipe like cupcakes, cookies, or other desserts. Secure a local health care provider to lead a presentation about how HIV/AIDS affects women and how they can protect themselves.

HIV Testing

Offer free HIV testing at your clinic, your college, or another location.

If your organization offers HIV testing, consider waiving the fee on National Women and Girls HIV/AIDS Awareness Day. If you already offer free testing, you could offer extended hours or other giveaways. If you don't offer HIV testing, partner with someone in your community who does. [Enter your zip code into the HIV testing location finder](#) to find a testing center near you.

Also consider holding a "Test Together" day during which friends can get tested for HIV. If you're part of the health care field, you could also offer education and training about HIV/AIDS for health care professionals who work with women and girls.

Interactive School Assembly

Partner with a local school to hold an interactive assembly or a program for a health class on National Women and Girls HIV/AIDS Awareness Day.

What you'll need: A partner school

This is a great way to share knowledge with young women and girls about HIV/AIDS. Listed below are a few options for your event:

- Screen a movie about HIV/AIDS and hold a discussion with students after the film.
- Ask students to create a poster, tabletop display, or other artwork that focuses on topics related to how HIV/AIDS affects women and girls. During the assembly, display the designs for other students to learn from.
- Play a game. Look for interactive online games that teach teenage students about how HIV/AIDS is spread and the importance of protection and prevention.
- Provide educational materials on HIV/AIDS and how it affects women and girls in particular.
- Have a guest speaker discuss how HIV/AIDS has affected her life and ways to prevent the disease.

Talk to administrators about the best type of interactive assembly. You can even adapt other ideas in this document for your school assembly.

Newspaper Article Contest

Ask students to write about the effect that HIV/AIDS has on women and girls.

What you'll need: [Facts about HIV/AIDS](#) from the Office on Women's Health website

This is a great event for high schools and colleges. You can work with school newspaper editors to hold a contest in which students submit articles about HIV/AIDS. Provide contestants with some facts to get them started and even the National Women and Girls HIV/AIDS Awareness Day theme as inspiration. You can ask them to write an article about how HIV/AIDS has affected women in their community, or to share a personal story. Select the top articles for publication in the school newspaper, or consider submitting the winning article to your local newspaper.

Open Mic (comedy act, or poetry slam)

Invite local artists to share their work and discuss in a safe space how HIV/AIDS affects women and girls.

What you'll need: Fliers and electronic fliers, venue, rules (act length, topic, etc.), sign-up sheet, emcee, judges (if appropriate)

Check with local schools or community centers when looking for venues. Invite a female emcee and judges. Use this year's theme as inspiration for participants, but also be sure to encourage creativity!

If you'd rather host an online event where artists submit their work (in text, video, or audio formats) to a dedicated page, check out our [online event ideas page](#).

Planting Ceremony

Gather the community together to plant trees or flowers in honor of local women and girls who have been impacted by HIV/AIDS.

What you'll need: Flowers/trees, gardening tools, planting location

Partner with local parks, college campuses, or your community to set up a location and day where you can hold your event. Consider asking a local home improvement store or nursery to donate trees, flowers, or tools. Reach out to clinics, health care facilities, and public officials to ask if they can recommend someone with personal experience or knowledge about HIV/AIDS to speak at your event. Setting this up in advance can also increase media attention for your event. Remember, post pictures on Facebook, Twitter, and Flickr with the #NWGHAAD hashtag to share your event's success online.

Play Performance

Use the power of theater to start a conversation about HIV/AIDS topics as they relate to women and girls.

What you'll need: Script, actors, theater or other venue, props (possibly), a facilitator guide/discussion questions

Bring out an emotional reaction from your audience by putting on a play that centers on HIV/AIDS with a focus on women and girls. Do an Internet search to find free scripts, or write your own! You'll need to come up with a theme for your play, like prevention, testing, or stigma related to HIV/AIDS. Then, you can create an outline for your plot that includes an introduction, action, conflict and climax, and resolution. Next, build your characters and dialogue. Don't forget to think about scenery, props, costumes, and staging (if needed). Find a venue and actors, and invite the community to attend.

After the play, you could have a facilitator guide an audience discussion about HIV, stigma and other issues women and girls face in your community in regards to HIV/AIDS, relationship dynamics and prevention, or [the link between non-injection drug use and HIV](#). You may also want to provide a program that contains information about HIV/AIDS in your community, testing locations, and prevention tips for women.

Proclamation

Make it official! Get National Women and Girls HIV/AIDS Awareness Day declared as an official day in your community.

What you'll need: National Women and Girls HIV/AIDS Awareness Day [proclamation](#)

Contact your local government official's communications office to find out the steps needed to name March 10 National Women and Girls HIV/AIDS Awareness Day in your community. Contact information for your mayor or governor's office can usually be found online. Send them a draft of the proclamation so they have to do as little work as possible. Once it's official, create a press release announcing the awareness day and send it to send to local newspapers.

Restroom Campaign

This is an easy way to educate women and girls in your community about the impact of HIV/AIDS.

What you'll need: Paper for flyers, printer, creativity

You can print the National Women and Girls HIV/AIDS Awareness Day [poster](#), or create your own. If you start from scratch, you'll want to design a flyer that grabs the reader's attention. Try coming up with a catchy title, or use the National Women and Girls HIV/AIDS Awareness Day theme. Next, include some statistics about HIV/AIDS and women. You can find statistics in the National Women and Girls HIV/AIDS Awareness Day [fact sheet](#) and [infographic](#). You may also want to include a picture of women and girls, the National Women and Girls HIV/AIDS Awareness Day logo, or a picture of a red ribbon. Try to choose images that will resonate with your community. Lastly, include information about HIV/AIDS services in your area, like where people can find free testing locations.

After obtaining permission from each facility, post flyers in women's restrooms on college campuses, in restaurants, local businesses, bars, high schools, state agencies (welfare, unemployment), and so on.

Walk/Run/Bike

Get your community together to raise money for HIV/AIDS research, prevention, or treatment.

What you'll need: Volunteers, sign-up sheets, participants, location

Talk to your local parks department to find out about organizing a walk, run, or bike event and to find out what permits (if any) you'll need. Next, secure the needed permits and start recruiting participants. You can ask them to give a donation in lieu of a registration fee, and encourage them to ask friends and families to support them with a donation, as well. Ask people who won't be running, walking, or biking to volunteer at the event. They can help collect donations, hand out water, and so on. If possible, donate [t-shirts](#) for participants to wear during the event.

Have another creative idea for National Women and Girls HIV/AIDS Awareness Day?

Share it via [Facebook](#) and [Twitter](#) using the #NWGHAAD hashtag!

How to Get People to Come to Your Event

Once you've selected a venue, date, and time, you'll want to spread the word about your activity. Try to start promoting your event four weeks in advance, if possible. Here are a few suggestions for getting the word out:

- **Social Media.** Post a series of messages on social media sites like Facebook and Twitter to announce the event, to get people excited about it, and to provide updates when necessary. You can also create and send a Facebook event invitation. Or send a series of emails, beginning with a save-the-date message, to contacts or an email group. Consider using these outlets to show pictures, video, and comments about the event after it's done. Be sure to tag your social media posts with the #NWGHAAD hashtag.
- **Flyers.** Display flyers promoting your event in community centers, places of worship, coffee shops, and other venues around your community.
- **Websites.** Dedicate a Web page or a section of your website to the event. Include the date, time, and location of the event and directions.
- **Radio.** Contact the public service directors at local radio stations that target the same audience as your event. Ask them to share information about your event. You will need to provide a media advisory, [but we'll show you how](#).
- **Community Sponsors.** Reach out to local businesses, clinics, hospitals, and schools to help promote and support your event.

Don't forget to visit the [media outreach](#) page for more information about promoting your event to the media and inviting them to cover it.