



## Issuing and Using a Proclamation

A proclamation is an official designation of an event issued by governors, mayors, county executives, state legislatures, municipalities, counties, cities, or towns. A proclamation tells people that the event carries the full support of a government official in your state or community.

### Get a proclamation issued

Contact your local government official's communications office to find out the steps needed to name March 10 as 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.

### What should a proclamation say?

The proclamation should declare March 10, 2012 as National Women and Girls HIV/AIDS Awareness Day, and it should be signed by your local government official, noting that he or she supports the observance. The proclamation should discuss the importance of National Women and Girls HIV/AIDS Awareness Day as well as the importance of raising awareness of HIV/AIDS in your community.

### How to use a proclamation

#### *Reach out to your local media*

Send a press release to your local media announcing the proclamation and explaining why HIV/AIDS is an important topic. Personalize the press release with information specific to your organization and community. For a guide on how to reach out to the media and for an example of a press release, visit [1.usa.gov/vBpc1l](http://1.usa.gov/vBpc1l).

A press release should:

- Give background information about National Women and Girls HIV/AIDS Awareness Day
- Explain why the proclamation was issued and who issued it
- Give information about HIV/AIDS as it relates to women
- Detail what the proclamation means to your community
- Include quotes from the government official issuing the proclamation, the individual or organization who worked to have the proclamation signed, or an organization that works to raise HIV/AIDS awareness in your community

Once the press release is written, send it to reporters at your local newspaper and TV and radio stations.

*Hold an observance day activity*

If you're holding a National Women and Girls HIV/AIDS Awareness Day activity, use it as an opportunity to promote the proclamation. Invite reporters and local health organizations by sending a media advisory and distribute printed copies of the proclamation during the signing. You can also have the proclamation enlarged to display at the event or your office. For a template media advisory, visit [1.usa.gov/vBpc1l](https://www.1.usa.gov/vBpc1l).