



World AIDS Day Overview

According to UNAIDS estimates, there are now 33.2 million people living with HIV, including 2.5 million children. During 2007 some 2.5 million people became newly infected with the virus. Around half of all people who become infected with HIV do so before they are 25 and are killed by AIDS before they are 35.

Around 95% of people with [HIV](#) and [AIDS](#) live in developing nations. But HIV today is a threat to men, women and children on all continents [around the world](#).

Started on 1st December 1988, World AIDS Day is about raising money, increasing awareness, fighting prejudice and improving education. World AIDS day 2009, '*Universal Access and Human Rights*', is important in reminding people that HIV has not gone away, and that there are many things still to be done.

What can I do to support World AIDS Day?

There are a number of things you can do to support World AIDS Day. We suggest:

1. Play our AIDS game
2. Raise money for AVERT
3. Join our campaign
4. Wear a red ribbon and raise awareness

1. Play our AIDS game



Think you know your stuff for World AIDS Day? Are you sure?

The AVERT AIDS Challenge is a great way to test your knowledge of HIV and AIDS. To succeed you'll need skill, quick thinking and a good grasp of the facts. The more you play, the more you will learn. You can then use this knowledge to educate your friends and family.

If you're lucky, you might even make it onto the list of top scores. Why not send the link to some friends and compete to see who can do best?

[Play the AVERT AIDS Challenge on AVERT.org](#) or play and install the game [as a MySpace app](#).

The [avert.org](#) website is packed with resources for learning about HIV and AIDS. As starting points, try our sections on [HIV transmission](#), [statistics](#) and [AIDS around the world](#).

We also have a [World AIDS Day quiz](#).

2. Raise money for AVERT



Assessing the needs of an AIDS orphan in South Africa

AVERT has [community based projects](#) in the parts of the world most severely affected by HIV and AIDS. Many of the people affected by HIV/AIDS in these areas are also dealing with other challenges such as extreme poverty, stigma and lack of healthcare. Our work tackles a range of issues such as education, treatment and care. The projects also aim to help the children orphaned or otherwise affected by HIV and AIDS.

There are LOADS of different ways you can support our projects by fundraising for AVERT. Here are just a few ideas:

- Sponsored events – Walking, running, sponsored silence, reading or, if you fancy something more high octane, how about a sky dive or a bungee jump?
- Organise an event – Jumble sale, cake sale, coffee morning, football tournament, concert, poetry night or dance.
- Other ideas – Kick a bad habit (e.g. smoking), give up something you love for a month (e.g. TV, chocolate or alcohol!), shave your head, organise a car wash, pub quiz, or auction of people's time and skills.

These are just a few suggestions but you can let your imagination run wild to think of other ideas!

To read more information on raising money for AVERT, find sponsorship forms or make a donation, please go to our [fundraising page](#).

3. Join our campaign

This year at AVERT we are continuing our [Stop AIDS in Children campaign](#), calling for urgent action in the prevention of mother-to-child transmission (PMTCT).

Currently only a minority of pregnant women living with HIV in the developing world are provided with drugs to prevent the virus being transmitted to their babies. As a result, nearly half a million children become infected with HIV every year.

The Stop AIDS in Children campaign is calling on governments and international agencies to urgently improve [PMTCT coverage worldwide](#).

Watch the video to learn more about the campaign.

4. Wear a red ribbon and raise awareness



The red ribbon is an international symbol of AIDS awareness that is worn by people all year round and particularly around World AIDS Day to demonstrate care and concern about HIV and AIDS, and to remind others of the need for their support and commitment.

The red ribbon started as a "grass roots" effort; as a result there is no one official AIDS ribbon manufacturer, and many people make their own. It's easily done - just use some ordinary red ribbon and a safety pin!

If you want to take your awareness raising a step further then try finding a local event to take part in. Around the world there are hundreds of activities taking place to mark World AIDS Day, including candlelight vigils, art shows, marches and religious services. If you can't find anything in your area then why not organise an event yourself?

To learn more about what is happening around the world, or to list any events that you may be holding locally this World AIDS Day, please visit the WAC's [events calendar](#).

WHERE NEXT?

AVERT.org has more about:

- [Global HIV & AIDS epidemic](#)
- [What is AIDS?](#)
- [Stop AIDS in Children campaign](#)
- [Worldwide HIV & AIDS statistics](#)

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