Advocates for Youth is grateful to ViiV Healthcare for its support of NYHAAD and our other HIV programs.
Dear Activist,

Welcome to the National Youth HIV & AIDS Awareness Day (NYHAAD) Planning Toolkit! This toolkit aims to equip you with the tools and strategies to assist you in your planning of an event/activity for NYHAAD. Today’s young people are the first generation who have never known a world without HIV and AIDS. According to the Centers for Disease Control and Prevention (CDC), one in four new HIV infections is among youth ages 13 to 24. Every month, 1,000 young people are infected with HIV and over 76,400 young people are currently living with HIV across the country. While there has been much talk about an AIDS-free generation, we know that this is not possible without our nation’s youth.

This NYHAAD we declare the NYHAAD Bill of Rights – five demands which must be achieved in order to bring an end to HIV and AIDS.

This toolkit serves as an educational guide for young people, youth serving professionals, community leaders, and activists to take action and intentionally engage youth in all levels of HIV programming and policy actions. It includes a wide range of materials and resources to kick-start your planning.

While NYHAAD will be celebrated across the country every year on April 10, we know that to truly reach an AIDS-free generation, we need to continue to acknowledge and elevate the amazing work young people are already doing in their respective communities to fight the HIV and AIDS epidemic.

**TOOLKIT CONTENT**

This toolkit includes information on the following:

- How to plan a NYHAAD event on your campus
- How to get a city proclamation on NYHAAD
- How to engage on Facebook and Twitter with NYHAAD status updates and tweets
This NYHAAD, youth and youth allies working to end the AIDS epidemic declare this Bill of Rights:

**ARTICLE 1 THE RIGHT TO LIVE FREE FROM OPPRESSION**
Poverty, racism, homophobia, and other forms of oppression all contribute to HIV risk and to quality of treatment and care.

**ARTICLE 2 THE RIGHT TO EDUCATION**
Young people have a right to the education and skills they need to protect themselves from HIV.

**ARTICLE 3 THE RIGHT TO PREVENTION**
Young people have the right to condoms, HIV testing, and medication needed to help prevent HIV, and have the right to confidential, affordable, accessible services.

**ARTICLE 4 THE RIGHT TO TREATMENT AND CARE**
Young people are at risk of not receiving medication regularly enough to have their viral load suppressed. We must ensure that all youth have access to accessible and affordable HIV treatment.

**ARTICLE 5 THE RIGHT TO LIVE WITHOUT CRIMINALIZATION, DISCRIMINATION AND STIGMA**
Young people living with HIV have the right to freedom and dignity. Laws which criminalize HIV are founded in ignorance and serve only to divert attention and resources from real strategies to end the epidemic.

**APRIL 10 IS YOUTHAIDSDAY.ORG**
HOSTING A NYHAAD EVENT ON YOUR CAMPUS OR IN YOUR COMMUNITY

Hosting a NYHAAD event is a great way to raise awareness and recruit activists. Make sure your event reflects the NYHAAD Bill of Rights – either one article, or the whole thing!

HOST A CANDLELIGHT VIGIL

Hold a candlelight vigil to raise awareness about HIV & AIDS and honor young people who have been impacted by this epidemic. Outdoor locations work best for this kind of event. During the vigil, you could invite speakers to talk about the importance of HIV & AIDS advocacy, or just have young people share their personal stories. Share Article 4 of the NYHAAD Bill of Rights to emphasize the importance of treatment and care for young people.

You’ll need: Venue, candles, lighters or matches.

PLAN A FLASH MOB

Flash mobs have become increasingly popular and are a great way to get people’s attention in a creative manner. This kind of event requires commitment and a lot of planning in order to get dance routines and timing correct.

For costumes, you can wear red t-shirts or decorate shirts with an AIDS ribbon or the NYHAAD logo! Choose any article of the Bill of Rights (or the whole thing!) and build your routine around it.

HOST A FILM SCREENING

If you have access to a theater or even just a room and projector, a movie screening is an ideal event to highlight the impact of HIV & AIDS. This event could be held at a number of venues including college campuses, churches and community centers. It is even possible to ask local theaters to screen the movie or donate space during off-peak hours. There are a great variety of films to choose from and even films with more complicated representations of HIV/AIDS can create an excellent opportunity for a post screening discussion. You could hold a panel discussion afterwards or simply start one with the audience. Choose any article of the Bill of Rights (or the whole thing!), depending on what your film depicts.

You can find a list of movies here, here and here.


OPEN MIC/POETRY SLAM

Open Mic events are a great opportunity to gather people with commonalities in a shared struggle. Centered around youth and HIV/AIDS, have people sign up to share poetry, spoken word, rap lyrics, or even songs. Choose any article of the Bill of Rights (or the whole thing!) as a theme for your evening.

Make sure to efficiently promote and plan this event so that participants have time to sign-up and prepare material. Alternatively, this could be done online with people submitting text and video to a website or Facebook page.

You’ll need: Fliers (paper & electronic), venue, rules (act length, topic, etc.), sign-up sheet, emcee, judges (if appropriate), Facebook page/website.
BOOTH/TABLING

If you’re a student on a college/high school campus, you could set up a booth or table for NYHAAD. Make sure it’s in a high-traffic area so people will see you as they walk by. For instance, in front of the cafeteria or inside the student center. You could also set up somewhere in your community. Like a grocery store or shopping center. Choose any article of the Bill of Rights (or the whole thing!) as a theme for your tabling – for instance, condom distribution is a good opportunity to spotlight Article 3, The Right to Prevention.

At the table, make sure to have NYHAAD resources and other HIV/AIDS related informational material to hand out to passersby. If you are part of an organization, tabling is a good opportunity to recruit new members or collect email addresses for a periodical newsletter.

HOST AN HIV TESTING EVENT

Partner with your campus health care center or a local clinic to offer free HIV testing. Highlight Article 3, The Right to Prevention, from the NYHAAD bill of rights.

5 STEPS ON HOW TO GET A COUNTY OR CITY PROCLAMATION ON NYHAAD

WHAT IS A PROCLAMATION?
Proclamations are primarily ceremonial documents that are issued by the Office of the Mayor to increase and uplift public awareness on important issues, like the health and rights of young people, which impact the day to day life of residents that live in a community. Proclamations are often used as educational tools for community leaders and local organizations to engage in peer education around important issues that directly impact their communities, like the rates of HIV and other STIs among young people.

WHY SHOULD I APPLY FOR ONE?
Proclamations can also be used in a wider strategy to hold your elected officials accountable. In this case, if your city passes a NYHAAD proclamation, when you engage in advocacy efforts down the road, you can hold your city council members (and other government officials) accountable in centering the health and rights of young people!

Having your city pass a proclamation for National Youth HIV & AIDS Awareness Day (NYHAAD) on April 10th can serve as a stepping stone to bringing the issue of health and rights of young people to the forefront in your local community. Here are five steps to getting a NYHAAD proclamation in your city.

Step 1. Visit your local government website. Each city has a slightly different process and criteria for accepting proclamations. Make sure to first check the website to get a list of all the documents and/or requirements needed for the proclamation application. Most cities will require you to be a resident of the city and include the proposed proclamation language in your request. If information is not easily accessible online, contact the Office of the Mayor.

Step 2. Plan ahead. Since the procedure for requesting a proclamation is different in each city, expect the timeline for applications to be the same. While some cities request that the proclamation application be submitted 10 business days in advance of a regularly scheduled City Council meeting, others may ask for requests several weeks in advance. Be sure to give yourself and/or your organization enough time to plan accordingly.
Step 3. Gather all of the necessary paperwork and supporting documents. In addition to the application form and the suggested proclamation language, some city councils ask that you provide background materials and/or other supporting documents on your issue. Provide any additional fact sheets or reports on the impact HIV and AIDS has had in your state. The Centers for Disease Control and Prevention (http://www.cdc.gov) and AIDSVu (http://aidsvu.org) are great places to start.

Step 4. Back up your application with specific stats on your city. The health and rights of young people are important to your state and your city. It has a direct impact on the young people in your local schools, churches and community centers. How many young people are affected by HIV/AIDS in your state and/or county each year? Are there youth-friendly services in your neighborhood for young people to access medically accurate information about HIV and STI prevention? Take the time to pull out your top 3 or 4 points on why it’s important that NYHAAD be recognized in your community.

Step 5. Get social. It can take up to several weeks for your application to get reviewed by the City Council. This is the time to create buzz in your community about NYHAAD!

ENGAGE ON SOCIAL MEDIA

TWITTER AND INSTAGRAM:

Broadcast your messages on Twitter and Instagram using the hashtag #NYHAAD. Add your stories, photos and video links to this conversation along with #NYHAAD at the end of your tweets and photo posts. Use #NYHAADRights to tell people this #NYHAAD what the rights of young people in the wake of the HIV/AIDS epidemic are!

Follow @YouthAIDSDay on Twitter and Instagram.

MONDAY

This #NYHAAD, say it LOUD Young people living w/ HIV have the right to be free of systemic oppression! #NYHAADRights

TUESDAY

Young people have the right to a COMPREHENSIVE education about STIs + HIV! #NoABOnly #NYHAAD #NYHAADRights
**WEDNESDAY**

 пенсієнери #NYHAAD #NYHAADRights

**THURSDAY**

 пенсієнери #NYHAAD #NYHAADRights

**FRIDAY**

 пенсієнери #NYHAAD #NYHAADRights

**SATURDAY**

 пенсієнери #NYHAAD #NYHAADRights

**SUNDAY (NYHAAD!)**

 пенсієнери #NYHAAD #NYHAADRights

**TODAY is National Youth HIV & AIDS Awareness Day! See what young ppl across the country are doing to fight HIV & AIDS.**

http://on.fb.me/WNkYOK
SAMPLE TWEETS:

GENERAL

- We support National Youth HIV & AIDS Awareness Day for an AIDS-free generation. #NYHAAD
  http://bit.ly/16W39nX @YouthAIDSDay

- We stand with @YouthAIDSDay to reach an AIDS-free generation. Are you? 4/10 #NYHAAD Know your HIV status. Find a testing site near you  http://bit.ly/16W39nX #NYHAAD

- Want to get involved w/ National Youth HIV & AIDS Awareness Day, April 10? Here’s how:  http://bit.ly/2ozrcq0 #NYHAAD @YouthAIDSDay


- Every month 1,000 young ppl acquire HIV. They have the right to affordable treatment + comp. sex ed! http://bit.ly/NYHAAD_ #NYHAAD

- Right now there are over 73,000 young people in the US living with HIV. Learn more at http://bit.ly/16W39nX #NYHAAD @YouthAIDSDay

SIGN THE BILL OF RIGHTS

- Sign your name to the NYHAAD Bill of Rights! #NYHAAD #NYHAADRights http://bit.ly/NYHAADBillofRights


- Young ppl demand certain unalienable rights--stand w/ them + sign the #NYHAAD Bill of Rights! #NYHAADRights http://bit.ly/NYHAADBillofRights

For guidance on using Twitter, please visit AIDS.gov for tips:

- aids.gov/using-new-media/tools/twitter
FACEBOOK:

Add your photo or video link to the album on NYHAAD’s Facebook Page or upload to your own Timeline. Post a status update on or before April 10.

SAMPLE FACEBOOK STATUS UPDATE:

“From now until April 10, I’ll be posting about National Youth HIV & AIDS Awareness Day. Get familiar with #NYHAAD. Join the conversation on Facebook, Twitter, Instagram, Vine and YouTube!”

Add a Little Bit of Fancy to Your Posts

Enhance your posts with these smartphone apps. Use them in conjunction with Instagram for added effects to your photos.

- PicStitch: create simple photo collages
- InstaQuote: transform text into art

Share any of these images from our Facebook page or the @YouthAIDSDay Twitter page to yours

RESOURCES

For more information about NYHAAD, contact Amber Phillips, Senior Manager Youth Leadership and Mobilization, Advocates for Youth.

Read what others are saying through #NYHAAD-related tweets.