



2018 Electronic Tool Kit

December 1 is **World AIDS Day**, and the beginning of **Aboriginal AIDS Awareness Week (AAAW)** in Canada. Both are an opportunity for people worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness.

Nine Circles Community Health Centre invites you to mark World AIDS Day & AAW by using elements from our electronic toolkit to share with your social media followers, clients, fellow staff and visitors to your workplace/organization.

All toolkit materials can be found here: <http://bit.ly/WAD2018kit>

Have questions? Contact:

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The Campaign

In an effort to push back against HIV Stigma, Nine Circles has developed the “**10 Things Manitobans Living with HIV Want You to Know**” campaign. The campaign content was created by Nine Circles’ **Lived Experience Advisory**, a diverse group of people living with HIV who consult on Nine Circles’ communications initiatives.

This tool kit contains:

- A blurb about World AIDS Day/AAAW that can be included in your organization’s e-newsletter or website news section (Below)
- Social media content (outlined below; images in [Dropbox folder](#))
- The 2017 Manitoba HIV Program Report Factsheet (In [Dropbox folder](#)) – recent stats on HIV in Manitoba
- A “10 Things” campaign poster (can be printed 11x17 on an in-house printer. Limited hard copies available by request) (In [Dropbox folder](#))
- Helpful links to other World AIDS Day content (below)
- “10 Things” double-sided rack cards are also available, and would fit wherever you display brochures. Contact us if you’d like some!

E-News/Web Blurb

World AIDS Day & Aboriginal AIDS Awareness Week are coming soon!

December 1 is World AIDS Day, and the beginning of Aboriginal AIDS Awareness Week (December 1-6) in Canada. Founded in 1988, World AIDS Day was the first ever global health day. Aboriginal AIDS Awareness Week was founded 10 years later to collaborate on an Indigenous response to HIV and AIDS. Both are an opportunity for people

worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness.

- There are various events and activities happening around Manitoba to mark both World AIDS Day and Aboriginal AIDS Awareness Week. Find out more [here](#).
- Stigma is a big issue for people living with HIV. Find out what Manitobans living with HIV want YOU to know [here](#).
- Find out more about World AIDS Day [here](#) and Aboriginal AIDS Awareness Week [here](#).

Social Media Content

Social media is an easy way to get the word out about World AIDS Day and AAW. Nine Circles will be posting campaign graphics daily starting on Monday, November 19. You can use all the posts/tweets below on your own accounts, or just choose a few to use on/around World AIDS Day & AAW. Sharing or RTing Nine Circles' posts is also an option. Just visit our social media pages and share away!

Nine Circles Social Media: [Facebook](#) | Twitter: [@nynecircleschc](#) | Instagram: [@nynecircleschc](#)

10 Things Campaign Posts

- Countdown to #WorldAIDSDay: Over the next 2 weeks, we're going to post 10 Things Manitobans Living with HIV Want You to Know created by Nine Circles' Lived Experience Advisory. Stay tuned for our first post! #WAD18 #Voices4HIV

(Attach image: livingwithheader.png)

- Countdown to #WorldAIDSDay: Manitobans living with HIV are people first #WAD18 #Voices4HIV

(Attach image: livingwithSM1.jpeg)

- Countdown to #WorldAIDSDay: Manitobans living with HIV want you to know that HIV has changed their lives in positive ways #WAD18 #Voices4HIV

(Attach image: livingwithSM2.jpeg)

- Countdown to #WorldAIDSDay: Manitobans living with HIV have HIV-negative partners & children #WAD18 #Voices4HIV

(Attach image: livingwithSM3.jpeg)

- Countdown to #WorldAIDSDay: Manitobans living with HIV want you to know it doesn't matter how they got HIV #WAD18 #Voices4HIV

(Attach image: livingwithSM4.jpeg)

- Countdown to #WorldAIDSDay: Manitobans living with HIV want you to know HIV isn't a punishment #WAD18 #Voices4HIV

(Attach image: livingwithSM5.jpeg)

- Countdown to #WorldAIDSDay: Many Manitobans living with HIV have encountered stigma and discrimination when accessing health services #WAD18 #Voices4HIV

(Attach image: livingwithSM6.jpeg)

- Countdown to #WorldAIDSDay: When Manitobans living with HIV have access to treatment and support, HIV is a chronic manageable condition #WAD18 #Voices4HIV

(Attach image: livingwithSM7.jpeg)

- Countdown to #WorldAIDSDay: In the last 20 years, living with HIV in Manitoba has changed for the better. What hasn't changed is HIV stigma #WAD18 #Voices4HIV

(Attach image: livingwithSM8.jpeg)

- Countdown to #WorldAIDSDay: Manitobans living with HIV want you to know that EVERYONE has a role to play in HIV Prevention. #WAD18 #Voices4HIV

(Attach image: livingwithSM9.jpeg)

- Countdown to #WorldAIDSDay: Manitobans living with HIV want you to know that all people have a responsibility to end HIV stigma. Become an ally to people living with HIV today! #WAD18 #Voices4HIV

(Attach image: livingwithSM10.jpeg)

Other Social Media Posts

- December 1 is #WorldAIDSDay, an opportunity for people worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness. Wear a red ribbon and show your support! #WAD18 #Voices4HIV

(Attach image: rocktheribbon.jpeg)

- Find out what #WorldAIDSDay & Aboriginal AIDS Awareness Week events and activities are happening in Manitoba! <http://ninecircles.ca/news-events/world-aids-day-aboriginal-aids-awareness-week/> #WAD18 #Voices4HIV
- #WorldAIDSDay marks the beginning of Aboriginal AIDS Awareness Week in Manitoba. Find out what AAW is all about: <http://aboriginalaidsawareness.com/> #WAD18 #Voices4HIV
- There have been rapid developments in HIV prevention, testing & treatment in the last 5 years. @CATIEinfo asked 5 experts what innovations might be next on the horizon. <https://www.catie.ca/en/news/what-coming-hiv-prevention-and-treatment> #WAD18 #Voices4HIV
- Free Webinar: November 21: Experiences of fighting STBBI stigma in African newcomer communities. Presented by @SERC_MB & @CPHA_ACSIP Register: <https://adobe.ly/2PxsDHj> #WAD18 #Voices4HIV

- On November 27, the Play it Safe Network will be hosting an HIV Awareness Booth & Testing at the Flin Flon Food Bank. For details, contact 204-687-8856 #WAD18 #Voices4HIV

(Attach image: condom.jpeg)

- Mark World AIDS Day with an evening of socializing at Crimson & Cocktails, Nov 29 at Bailey's. Proceeds support @NineCirclesCHC & the Manitoba HIV Program! <http://bit.ly/crimsoncocktails18> #WAD18 #Voices4HIV
- November 30, people and innovative ideas will come together for Working Toward Strategies to Reach the Undiagnosed in Manitoba: A Think Tank. Contact LRingaert@ninecircles.ca for more details #WAD18 #Voices4HIV

(Attach image: collective.jpeg)

- On December 3, HSC is holding a Bake Sale & Awareness Table. Stop by, 9am-2pm in the William Ave Mall! #WAD18 #Voices4HIV

(Attach image: cupcake.jpeg)

- On December 3, a variety of community organizations are coming together to put on Test for One – Test for All 11am-3pm, Neeginan Centre, 181 Higgins Avenue. Free, Everyone welcome <http://bit.ly/2zYHCzB> #WAD18 #Voices4HIV

(Attach image: AAAW_Test.jpeg)

- Make December 3 the day you get tested for HIV! STI/HIV testing & information, FREE safer sex supplies and prizes! Various locations in Brandon, MB. #WAD18 #Voices4HIV

(Attach image:WAD_Brandon.jpeg)

Helpful Links

- CATIE- World AIDS Day: <http://www.catie.ca/en/world-aids-day>
- Aboriginal AIDS Awareness Week: <http://aboriginalaidsawareness.com/>
- Nine Circles: www.ninecircles.ca
- HIV Basics: <https://www.catie.ca/en/basics/hiv-and-aids>

Thank you for helping to get the word out for World AIDS Day & Aboriginal AIDS Awareness Week!