

World AIDS Day

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A broad variety of events to mark World AIDS Day will occur around Australia this year to raise awareness throughout Australia about HIV/AIDS issues, including providing an opportunity for the broader community to show support for positive people, and increase knowledge of prevention initiatives, as well as support services available in the community. The theme for the 2007 Australian World AIDS Day campaign is *HIV/AIDS: Prevention is everybody's business*.

The theme was chosen as a strong reminder that HIV/AIDS remains a serious disease for which there is still no cure, and prevention remains the best defence against its spread.

The key messages are inclusive of all Australians and are designed to increase understanding of HIV/AIDS as an issue that affects everyone. Therefore prevention is everybody's responsibility. The campaign aims to increase knowledge about the impact of HIV/AIDS on the Australian population. It is a health issue that affects the entire community and therefore prevention is everybody's responsibility. The Australian World AIDS Day campaign aligns closely with the *National HIV/AIDS Strategy - Revitalising Australia's Response 2005-2008*. The goal of this strategy is to reduce HIV transmission and to minimise the personal and social impacts of HIV infection.

History

The World Health Organisation (WHO) declared the first World AIDS Day in 1988. The Day, 1 December, quickly became established as one of the world's most successful commemorative days and is now celebrated every year around the world. Over 190 countries around the globe participate and hold World AIDS Day events each year.

World AIDS Day is the culmination of AIDS Awareness Week, which begins annually on 24 November.

The red ribbon is the international symbol of HIV and AIDS awareness and was conceived over 15 years ago by a group of artists in New York called "Visual AIDS". The Ribbon was chosen to represent support for those living with and affected by HIV/AIDS.

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