



THE **AIDS** INSTITUTE

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**THE AIDS INSTITUTE HIGHLIGHTS SUPPORT OF
NATIONAL HIV/AIDS & AGING AWARENESS DAY**
Releases Materials to Assist in Community Events and Education

Washington, DC – September 18, 2009 is the 2nd annual observance of **National HIV/AIDS and Aging Awareness Day (NHAAAD)**. The AIDS Institute and the national NHAAAD steering committee is proud to announce that this year's NHAAAD theme is **"HIV over 50: Get Educated, Get Tested!"** The campaign is part of the National HIV/AIDS Awareness Days supported by the U.S. Department of Health and Human Services, Office of HIV/AIDS Policy, and www.aids.gov.

The National HIV/AIDS and Aging Awareness day highlights the complex issues related to HIV prevention, care and treatment for aging populations in the United States. The goal of the campaign is to emphasize the need for prevention, research, and data targeting the aging population, medical understanding of the aging process and the impact of HIV/AIDS. The target audience for the campaign includes 1) People living with HIV/AIDS (PLWHAs) who are aging with the disease or already over 50 at the time of their individual diagnosis, 2) Increasing percentage of the population that needs to protect itself from HIV infection, including the growing baby boomer population, and 3) Increasing number of grandparents becoming the primary guardian for children who have lost their parent(s) to HIV/AIDS.

"The theme of this year's NHAAAD, 'HIV over 50: Get Educated, Get Tested!' truly emphasizes the need to promote HIV prevention, education and testing initiatives among older Americans. For a population often ignored when it comes to diagnosing HIV, The AIDS Institute hopes to shine a spotlight on the serious need for increased education and to promote HIV testing." stated, Michael Ruppal, Executive Director of The AIDS Institute.

In an effort to continue to expand awareness for the annual campaign, The AIDS Institute invites organizations and community members to plan, promote and participate in awareness day related activities on or around **September 18, 2009**. Examples of suggested activities include:

- 1) Encourage and promote HIV testing among older Americans
- 2) Provide HIV prevention and education messages to older Americans
- 3) Provide resources for linkage to treatment and care for HIV infected older Americans
- 4) Organize health fairs that focus on HIV/AIDS and healthcare in older Americans
- 5) Encourage older Americans to practice safer methods to prevent HIV/AIDS and other Sexually Transmitted Diseases (STD's)
- 6) Conduct events at senior community centers or nursing home facilities
- 7) Talk to an older adult in your family about getting tested

“Unique challenges and issues related to HIV often exist among the aging population, therefore, NHAAAD provides an opportunity to bring those issues to light and to work closely with other local, regional and national organizations to hold awareness activities on or around September 18th”, commented, Michelle Scavnicky, director of education.

The AIDS Institute believes that education is the key to curbing the spread of HIV for older Americans and ensuring the best possible care and treatment for those already living with the virus.

To download NHAAAD-related materials and additional resources, feel free to visit our website at www.TheAIDSInstitute.org to use these tools to promote your events.

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*For more information and to become involved in AIDS advocacy work, please contact
The AIDS Institute at: (202) 835-8373, or by email at: Info@theaidsinstitute.org or www.TheAIDSInstitute.org*

*The AIDS Institute is a national nonprofit agency that promotes action for social change
through public policy research, advocacy and education.*

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