

# **HIV Vaccine Awareness Day – May 18th. Real People. Real Progress.**

## **KEY MESSAGES AND TALKING POINTS**

**HIV Vaccine Awareness Day  
May 18, 2004  
HIV Vaccine Research: Real People. Real Progress.**

### **Key Messages for HIV Vaccine Awareness Day**

HIV Vaccine Awareness Day provides a platform from which to speak about the value of HIV vaccine research, the commitment to find vaccines that work and the advances that are being made. Some key messages to disseminate to your community include:

- **The AIDS crisis is not over; an HIV preventive vaccine is the best hope for slowing the spread of HIV.**
- **Currently, there is no HIV vaccine available.**
- **You can help by becoming educated about HIV vaccines, and helping to educate others.**
- **HIV Vaccine Awareness Day is an opportunity to thank the thousands of volunteers and researchers who contribute to the progress being made in finding an HIV vaccine every day.**

**Key theme messages for HIV Vaccine Awareness Day 2004 are:**

#### ***Real People***

Thousands of clinical trial volunteers, scientists and health professionals are working hard to realize the promise of HIV vaccines that will only be realized by years of research and community involvement. HIV Vaccine Awareness Day is an opportunity to say “thank you” to those responsible for the progress that has been made thus far.

#### ***Real Progress***

Each day, progress is being made in the search for an HIV vaccine. While no vaccine exists yet, scientists believe they are getting closer to finding an effective preventive HIV vaccine and are working to speed up the research process. More vaccines are being tested than ever before, and the number of HIV vaccine trial sites is expanding worldwide.

All Americans, especially at-risk populations, including communities of color and those who are sexually active, need to learn more about HIV vaccine research, get involved and be a part of making an HIV vaccine a reality. Although research for an HIV vaccine is underway, we still need to support prevention efforts as well as care and treatment programs.



## **Upside-down Red AIDS Ribbon**

The upside-down red AIDS ribbon symbolizes the work and advances in HIV vaccine research and, most importantly, symbolizes the urgent need to stop the spread of HIV/AIDS now.

**The upside-down red AIDS ribbon brings attention to HIV Vaccine Awareness Day and gives individuals a unique way to show their personal awareness about HIV vaccine research.** The upside-down red AIDS ribbon forms a “V,” for “vaccines,” the vision of a world without AIDS, and symbolizes the urgent need to stop the spread of HIV/AIDS.

**Encouraging people in your community to participate in HIV Vaccine Awareness Day by wearing their red AIDS ribbon upside down reinforces the important messages surrounding this nationally recognized day.** The unusual display will likely draw notice from colleagues and friends and create an opportunity for individuals to share HIV Vaccine Awareness Day information.

**These key messages and talking points can help you deliver clear, consistent messages when speaking with the public.** Adding specific talking points relevant to your community and including local statistics will make your communications more attractive to the media and more informative to the public. You can also adapt the talking points to target your statements to the perspectives, problems and concerns of different audiences.