



## NATIONAL HIV/AIDS AND AGING AWARENESS DAY SOCIAL MEDIA OUTREACH PARTNER PARTICIPATION OPPORTUNITY

**National HIV/AIDS and Aging Awareness Day (NHAAD) is observed annually on September 18<sup>th</sup>.** The NHAAD theme is "***Aging is a part of life; HIV doesn't have to be!***" [The AIDS Institute](#) and the [National HIV/AIDS and Aging Awareness Day](#) Planning Committee encourage you and your organization to use social media to reach older adults about the importance of getting tested for HIV and how to further protect themselves.

Many older adults are not getting tested for HIV. The misconception that older adults do not have sex or use drugs leads to a lack of HIV testing among this population. Lack of public education about HIV/AIDS targeted at older adult's means this demographic may also be less knowledgeable or aware about how to protect themselves against infection. Furthermore, advances in the treatment of HIV means that more and more people diagnosed with the virus are living longer than expected, yet there is a shortage of social service and support mechanisms for older adults living with HIV/AIDS.

**Below are some ways to engage older adults through social media and stay involved:**

### **FACEBOOK**

Like the National [HIV/AIDS and Aging Awareness Facebook page](#). We also encourage all partners to share the messages below, blog posts and articles, along with photos from National HIV/AIDS Aging Awareness day events. Be sure to tag the website [www.NHAAD.org](http://www.NHAAD.org) and use the hashtags **#AIDSandAging** and **#NHAAD** in your post prior and throughout the month of September to amplify our message.

### **Sample Messages**

Thank you for your support of our initiative to raise awareness about HIV/AIDS in the aging community. Together, we can empower older adults to make healthy choices and promote early detection. Please visit [www.NHAAD.org](http://www.NHAAD.org) for more information #AIDSandAging.

Aging is a part of life; HIV doesn't have to be! Spread the word, not the disease. Start at [www.NHAAD.org](http://www.NHAAD.org) #AIDSandAging.

People at risk for HIV over age 50 are less likely to have been tested for HIV than people at risk in their 20s. Learn the facts about AIDS and aging. Learn more [bit.ly/1OCZ5xq](http://bit.ly/1OCZ5xq) #AIDSandAging

HIV was first diagnosed in the U.S. over 30 years ago, and today all age groups are affected. Know your status and get tested. Find a testing site near you at <http://locator.aids.gov> #AIDSandAging

In 2013, approximately 26% of the people living with HIV aged 50 and older. More #AIDSandAging facts here [bit.ly/1OCZ5xq](http://bit.ly/1OCZ5xq)

Do you want to raise awareness about HIV/AIDS in your older adult community but don't know where to begin? Check out the NHAAD Community Planning Guide and help educate older adults about the virus [bit.ly/1Mq1Pz4](http://bit.ly/1Mq1Pz4) #NHAAD

Even if you are past the age of pregnancy, you still need to protect yourself from HIV and other STDs. Find out how HIV/AIDS affects older adults at [bit.ly/1OCZ5xq](http://bit.ly/1OCZ5xq) #AIDSandAging

Help spread the word about HIV/AIDS in the aging population through social media. Need some help? Here's how: <http://www.aids.gov/using-new-media/> #AIDSandAging

### **On September 18<sup>th</sup>**

Today is National HIV/AIDS and Aging Awareness Day. If you don't know if you have HIV, you could be spreading it to others. Find a testing site near you: <http://locator.aids.gov> #NHAAD #AIDSandAging

Today is National HIV/AIDS and Aging Awareness Day. Encourage older adults in your community to get tested and learn more about HIV. Need some resources to help get you started? Visit [www.NHAAD.org](http://www.NHAAD.org) #NHAAD #AIDSandAging

### **TWITTER**

Follow The AIDS Institute on Twitter @[AIDSadvocacy](https://twitter.com/AIDSadvocacy). All partners are also encouraged to tweet the messages below **prior to and throughout the month of September**, and post your own tips on how older adults can find resources regarding HIV/AIDS, in addition to retweeting posts from The AIDS Institute. Don't forget to use **#AIDSandAging** and **#NHAAD** so everyone can view your tweets.

### **Sample Tweets**

The 8<sup>th</sup> annual National HIV/AIDS and Aging Awareness Day #NHAAD is 9/18/15. Learn about the campaign [www.NHAAD.org](http://www.NHAAD.org) #AIDSandAging

Planning a National HIV/AIDS and Aging Awareness Day event? Use the #NHAAD Community Planning Guide [bit.ly/1Mq1Pz4](http://bit.ly/1Mq1Pz4) #AIDSandAging

Register your National HIV/AIDS and Aging Awareness Day (#NHAAD) event at <http://www.nhaad.org/#!nhaaad-2015/cq7w> #AIDSandAging

Aging is a part of life; HIV doesn't have to be! Spread the word, not the disease. Start at [www.NHAAD.org](http://www.NHAAD.org) #AIDSandAging #NHAAD

Older Americans don't always realize they may be at risk for HIV infection. More #NHAAD facts here [bit.ly/1OCZ5xq](http://bit.ly/1OCZ5xq) #AIDSandAging

In 2013, 1 in 4 adults in the U.S. living with #HIV infection aged 50 or older. Learn more: [bit.ly/1HuRO0b](http://bit.ly/1HuRO0b) #AIDSandAging

About 18% of newly diagnosed HIV infections are Americans age 50+. Learn more [bit.ly/1OCZ5xq](http://bit.ly/1OCZ5xq) #AIDSandAging

Coinfection with #HepatitisC is common among people living with #HIV @cdc\_hep recommends #HepC testing for people born from 1945-1965 #NHAAD

See @AIDSadvocacy #HIV testing coverage guide to see how testing can be paid for [bit.ly/1lfxeV](http://bit.ly/1lfxeV) #gettested #AIDSandAging

HIV/AIDS is not just a young person's disease. #AIDSandAging are more connected than you think. Learn the facts: [bit.ly/1OCZ5xq](http://bit.ly/1OCZ5xq)

Help spread the word about #HIV on your website or blog. Use and share the widget and badges from [www.aids.gov/widgets-and-badges/](http://www.aids.gov/widgets-and-badges/) #AIDSandAging

Want to use social media to reach older adults about #HIV #AIDS? Learn how: [www.aids.gov/using-new-media/tools/](http://www.aids.gov/using-new-media/tools/) #AIDSandAging

### **On September 18<sup>th</sup>**

Today is National HIV/AIDS and Aging Awareness Day. Enter your zip code at [locator.aids.gov/](http://locator.aids.gov/) for locations to #gettested #AIDSandAging

Get involved with National HIV/AIDS and Aging Awareness Day, today! Many resources available at [www.NHAAD.org](http://www.NHAAD.org) #NHAAD

### **INSTAGRAM AND PINTEREST**

Use Instagram to post photos from your NHAAD events and check out the boards on [pinterest.com/aidsgov](http://pinterest.com/aidsgov) and start creating your own boards to support HIV awareness efforts. Learn more about Instagram and Pinterest in the following blogs:

[blog.aids.gov/2013/01/getting-started-with-pinterest.html](http://blog.aids.gov/2013/01/getting-started-with-pinterest.html)

[blog.aids.gov/2014/02/instagram-plan-learn-shoot.html](http://blog.aids.gov/2014/02/instagram-plan-learn-shoot.html)

[aids.gov/using-new-media/tools/photo-sharing-sites/](http://aids.gov/using-new-media/tools/photo-sharing-sites/)

## **GRAPHICS**

For a gallery of graphics, customizable posters and the NHAAD logo, visit [www.NHAAD.org](http://www.NHAAD.org). Share these items across your social media networks and use them for promotional materials.

### **General resources on HIV/AIDS and the older adult population**

#### **The AIDS Institute**

[www.TheAIDSInstitute.org](http://www.TheAIDSInstitute.org)

[www.facebook.com/TheAIDSInstitute](http://www.facebook.com/TheAIDSInstitute)

[@AIDSadvocacy](https://www.instagram.com/AIDSadvocacy)

#### **NHAAD**

[www.NHAAD.org](http://www.NHAAD.org)

[www.facebook.com/pages/National-HIV/AIDS-and-Aging-Awareness-Day-NHAAD/106557336057829?ref=hl](http://www.facebook.com/pages/National-HIV/AIDS-and-Aging-Awareness-Day-NHAAD/106557336057829?ref=hl)

#### **AIDS.gov**

[www.aids.gov](http://www.aids.gov)

[https://www.facebook.com/AIDS.gov/info?tab=page\\_info](https://www.facebook.com/AIDS.gov/info?tab=page_info)

[@AIDSgov](https://www.instagram.com/AIDSgov)

[locator.aids.gov](http://locator.aids.gov)

#### **AOA**

[aoa.acl.gov](http://aoa.acl.gov)

[www.facebook.com/aclgov](http://www.facebook.com/aclgov)

[@ACLgov](https://www.instagram.com/ACLgov)

#### **ACRIA**

[www.acria.org](http://www.acria.org)

[www.facebook.com/pages/ACRIA/100891271472](http://www.facebook.com/pages/ACRIA/100891271472)

[@ACRIAsays](https://www.instagram.com/ACRIAsays)

#### **CDC – HIV**

[www.cdc.gov/hiv](http://www.cdc.gov/hiv)

[getttested.cdc.gov](http://getttested.cdc.gov)

[www.facebook.com/cdchiv](http://www.facebook.com/cdchiv)

**HRSA**

[www.hab.hrsa.gov](http://www.hab.hrsa.gov)

[www.facebook.com/HHS.HRSA](http://www.facebook.com/HHS.HRSA)

[@HRSAgov](https://twitter.com/HRSAgov)

**SAGE**

[www.sageusa.org](http://www.sageusa.org)

[www.facebook.com/SAGEUSA](http://www.facebook.com/SAGEUSA)

[@sageusa](https://twitter.com/sageusa)

**National Resource Center on LGBT Aging**

[www.lgbtagingcenter.org](http://www.lgbtagingcenter.org)

[www.facebook.com/lgbtagingcenter](http://www.facebook.com/lgbtagingcenter)

[@lgbtagingcntr](https://twitter.com/lgbtagingcntr)