

How to organize a Facing AIDS Photo Event in Your Community

Looking for a simple, powerful, engaging way to take action?

AIDS.gov's Facing AIDS photo initiative is a way to share photos and messages from your community. An estimated 1.1 million Americans are living with HIV. One out of every five people living with HIV does not know it. If we all put our faces to AIDS we can help reduce the stigma surrounding HIV and AIDS and promote HIV testing.

Here's how to get involved in 6 easy steps:

- 1 Pick a time, place, & location** to hold your event and add a Facing AIDS photo activity to the event you have planned. Ask a local store or café, faith organization, school, health care center, or AIDS walk to consider hosting or partnering for the event.
- 2 Promote! Promote!** Tell everyone you know about your event. Promote it online (on your social network profiles, blogs, and websites) and in-person (post flyers around your workplace, school, favorite stores, community centers, and public spaces).
- 3 Get your signs and pens ready!** Download the Facing AIDS or National HIV/AIDS Strategy sign at www.AIDS.gov/facingaids or create your own and print copies for everyone who might attend your event—try to avoid shiny paper. Find or buy thick markers.
- 4 Locate a digital camera or mobile phone** with photo capabilities. Ask a friend or colleague to be your photographer for the event. If you have additional resources, consider renting a photo booth.
- 5 Say “cheese!”** Bring your camera, signs, and pens to your event. Ask people to write their messages about why they are Facing AIDS or why they support the National HIV/AIDS Strategy.
- 6 Upload and share your photos** to AIDS.gov's NHAS Flickr group:
<http://www.flickr.com/groups/nhas/>

Also upload the photos to your website and/or social network profile. Tell your friends and family about how you're Facing AIDS and how they can get involved.