

WORLD AIDS CAMPAIGN

WORLD AIDS CAMPAIGN & WORLD AIDS DAY 2007

- The World AIDS Campaign connects and strengthens AIDS campaigns from around the world. Through a collaborative approach, the campaign brings together diverse voices with the goal of holding world leaders and governments to account for their promises on AIDS.
- One of the most visible aspects of the campaign is World AIDS Day – a day of shared global action and awareness held annually on December 1st. World AIDS Day is a day when people from around the world come together within a single effort to raise awareness about HIV and to express global solidarity in the face of the pandemic.
- Building on from last year’s theme of accountability, the 2007 and 2008 World AIDS Day theme is leadership.
- The ongoing campaigning slogan of the World AIDS Campaign is “Stop AIDS. Keep the Promise.”

THE WORLD AIDS DAY THEME : LEADERSHIP

- The pandemic hit record levels in 2006 with 4.3 million people becoming infected with HIV, more than in any previous year. Despite efforts to hold leaders accountable, progress in halting HIV is still falling far short of targets.
- All our efforts are simply not delivering at the speed and scale required. Many political promises, including those made in the United Nations General Assembly Special Session on AIDS in 2001, are not being kept.
- A lack of leadership at all levels is the main reason these promises are not being kept.
- In the past, significant advances in the response to HIV have been achieved through strong and committed leadership. Leaders are distinguished by their innovation, vision and action. They are characterised by the personal example they set for others and their perseverance in the face of obstacles.
- But, leaders are not always those in high office. In order to get ahead of the AIDS pandemic, leadership must be demonstrated at every level – by individuals, in schools, within families, in places of work and worship, in countries and internationally.
- Making leadership the theme of the 2007 and 2008 World AIDS Days will help encourage this leadership and inspire champions within a range of different settings from across society.
- Through the World AIDS Day theme for 2007, individuals, corporations and local businesses, media, NGOs and a variety of institutions have the opportunity to demonstrate commitment and action on HIV.