

**HIV/AIDS 30<sup>TH</sup> ANNIVERSARY**  
**SOCIAL MEDIA OUTREACH**  
**PARTNER PARTICIPATION OPPORTUNITY**

June 2011 marks the 30th year since the first cases of AIDS were reported in the United States. Research and education have given us some insight into the virus and its deadly outcome. However, as we look back, we also think of the lives it will affect until we find a cure.

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 adults means this demographic may also be less knowledgeable 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.

The theme of our initiative to spread the word about the connection between AIDS and aging is “Together We Can: Educate, Empower, Prevent.” The initiative focuses on ways to reach the aging community regarding this devastating virus.

The U.S. Administration on Aging encourages your organization to use social media to reach out to more individuals about the importance of being tested for HIV and how to avoid being infected with HIV.

**TWITTER**

- Promote the hashtag #AIDSandAging in any content that highlights HIV/AIDS education or prevention resources.
- Tweet the posts we’ve provided below throughout the month of June.

**FACEBOOK**

- Become a fan and promote the [U.S. Administration on Aging’s Facebook page](#). Tag the page in your postings by typing @AdministrationOnAging.
- Use the posts and links below throughout the month of June

Thank you for your support of our initiative to raise awareness about HIV/AIDS in the aging community. Together, we can empower seniors to make healthy choices and promote early detection.

**TWEETS**

We encourage all partners to tweet each post below and post your own tips on how older Americans can find resources regarding HIV/AIDS. Don't forget to use #AIDSandAging so everyone can view your tweets.

- 30 years ago, the first cases of AIDS were reported in the U.S. Spread the word, not the disease. Start here: <http://aids.gov>. #AIDSandAging
- Fact: Older Americans don't always realize they may be at risk for HIV infection. More facts about #AIDSandAging at <http://1.usa.gov/mOXvIN>
- CDC: 24% of people living with HIV in the U.S. are over the age of 50. To find out more about #AIDSandAging, go to <http://1.usa.gov/ilgwtj>
- About 15% of newly diagnosed HIV infections are Americans over age 50. Get tested. Find a testing site at <http://aids.gov/>. #AIDSandAging
- Want an HIV test, but don't know what it entails? Educate and empower yourself at <http://1.usa.gov/kY0Boz>. #AIDSandAging
- HIV/AIDS is not just a young person's disease. #AIDSandAging are more connected than you think. Learn the facts at <http://1.usa.gov/iOFwD5>.
- In October 2010, the White House held a summit on HIV and aging. Watch the video here: <http://bit.ly/edUkFu>. #AIDSandAging
- Help spread the word about HIV on your website or blog. Use and share the widget and badges from <http://1.usa.gov/mtvFc9>. #AIDSandAging
- Share stories on preventing, detecting, or living with HIV/AIDS. Join the online community at <http://hivstory.ning.com/>. #AIDSandAging
- Reach older adults and spread the word about HIV/AIDS through social media. Need help? Click here: <http://1.usa.gov/53BFXa> #AIDSandAging
- Antiretroviral drugs (ARVs) for HIV treatment suppress the virus. Learn more about the [30+ FDA approved ARVs](#)

On June 27:

- Today is National HIV Testing Day. Find out where you can get tested in your area. Enter your zip code at <http://aids.gov/>. #AIDSandAging
- Get involved with National HIV Testing Day. Many resources are available at <http://1.usa.gov/daEzC6>. #AIDSandAging

## FACEBOOK MESSAGES

We encourage all partners to post each message below. For messages with links, click on “Link,” copy and paste the URL, and click “Attach.” Copy and paste the message to the message bar, then click “Share.”

- 30 years ago, the first cases of AIDS were first reported in the U.S. Help educate your community. Spread the word, not the disease. Start here. <http://www.aids.gov/>
- Fact: At-risk people over 50 are less likely to have been tested for HIV than at-risk people in their 20s. Learn the facts about AIDS and aging. [http://www.aoa.gov/aoaroot/Press\\_Room/Products\\_Materials/fact/pdf/Seniors\\_and\\_HIV\\_AIDS.pdf](http://www.aoa.gov/aoaroot/Press_Room/Products_Materials/fact/pdf/Seniors_and_HIV_AIDS.pdf)
- HIV was first diagnosed in the U.S. 30 years ago, and no age group is safe. Know your status and get tested. Find a testing site in your area. <http://www.aids.gov/>
- Research shows that by 2015, half of the people living with HIV in the U.S. will be over 50 years old. Click on the link below to find out how the virus affects the aging population. [http://www.aoa.gov/AoARoot/AoA\\_Programs/Special\\_Projects/HIV\\_AIDS/index.aspx](http://www.aoa.gov/AoARoot/AoA_Programs/Special_Projects/HIV_AIDS/index.aspx)
- Do you want to raise awareness about HIV/AIDS in your senior community but don't know where to begin? Check out the event-planning guide and help educate older adults about the virus. <http://aids.gov/awareness-days/event-planning-tips.html?showContent=getting-started#getting-started>
- In October 2010, the White House held a summit on its initiatives for AIDS and Aging. Watch the video of the meeting here. <http://youtu.be/qCWR60LIjc>
- 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 <http://1.usa.gov/kY0Boz>.
- Help spread the word about HIV/AIDS on your website or blog throughout the month of June. Use and share the Prevention & Service Providers Locator widget, and different badges to help empower your community against this disease. <http://www.aids.gov/thirty-years-of-aids/>
- Reach out to those battling HIV/AIDS and share your stories, photos and more. Be a part of the online community and observe 30 years of HIV/AIDS. <http://hivstory.ning.com/>

- Help spread the word about HIV/AIDS in the aging population through social media. Need some help? Here's how. <http://aids.gov/using-new-media/>
- Know someone who's living positive? Learn more about Antiretroviral drugs (ARVs) and share knowledge about [HIV/AIDS treatment](#)

On June 27:

- Today is National HIV Testing Day. If you don't know if you are infected, you could be spreading it to others. Click on the link below and go to a testing site near you. <http://www.aids.gov/>
- Today is National HIV Testing Day. Encourage seniors in your community to get tested and learn more about the virus. Need some resources to help get you started? Click here. <http://www.aids.gov/awareness-days/national-hiv-testing-day/>