



**World AIDS Day – Dec. 1, 2024
Aging & HIV/AIDS Awareness Toolkit**

By 2030, 70% of people living with HIV/AIDS will be older than age 50. To bring attention to the impact of HIV/AIDS on the older adult population, Gilead Sciences and the American Society on Aging (ASA) have created resources and initiatives to help professionals in the aging sector better support this demographic. These resources include podcasts, videos, and articles covering the unique experiences of older adults who are living with HIV/AIDS. Please find these resources [here](#).

This Dec. 1 on World AIDS Day, we are calling on all ASA members and supporters to bring attention to the intersectionality of aging and HIV/AIDS.

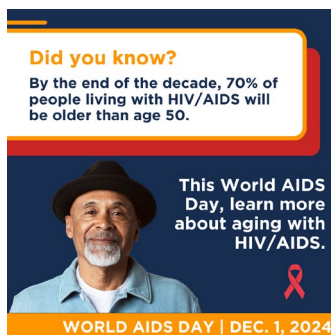
To help you take action, we've provided sample social media posts, graphics and email newsletter copy to use in the lead-up to, and on, World AIDS Day. These materials link to resources from ASA and Gilead Sciences, but feel free to personalize the content to share your own resources and perspectives. Our goal is to shine a spotlight on the intersection between aging and HIV/AIDS.

Follow us on social media and feel free to tag us in your posts!

ASA: [LinkedIn](#) | [Facebook](#) | [Instagram](#)

Gilead Sciences: [LinkedIn](#) | [Facebook](#) | [X](#) | [Instagram](#)

Graphics [[Click Here to Download](#)]:



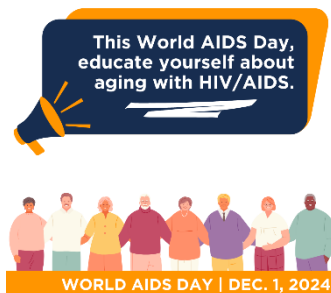
[Download Image 1](#)



[Download Image 2](#)



[Download Image 3](#)



[Download Image 4](#)

Social Media Posts Leading Up to World AIDS Day:

Dec. 1 is #WorldAIDSDay. By the end of this decade, 70% of people living with HIV/AIDS will be older than age 50. Let's support and advocate with older adults living with HIV/AIDS. Learn more about #AgingWithHIVAIDS: <https://asaging.org/aging-and-hivaids>



This #WorldAIDSDay, explore the intersection of #aging & #HIV with Gilead Sciences & ASA. Learn more and share resources and stories that help address gaps in care for older adults living with HIV/AIDS on Dec. 1. <https://asaging.org/aging-and-hivaids> #AgingWithHIVAIDS

As more people with HIV/AIDS live longer, fighting stigma and social isolation is critical. Let's support and partner with older adults aging with HIV/AIDS and push for inclusive policies this #WorldAIDSDay on Dec. 1. <https://asaging.org/aging-and-hivaids> #Aging #AgingWithHIVAIDS

By the end of the decade, 70% of people living with HIV/AIDS will be older than age 50. This World AIDS Day on Dec. 1, let's drive attention to the lived experiences of older adults living with HIV/AIDS. <https://asaging.org/aging-and-hivaids> #WorldAIDSDay #AgingWithHIVAIDS

Social Media Posts on World AIDS Day (Dec. 1)

Today is World AIDS Day. Get educated about the intersection of aging and HIV/AIDS, and help advocate with older adults living with HIV/AIDS. Learn more about #AgingWithHIVAIDS: <https://asaging.org/aging-and-hivaids>

Today is #WorldAIDSDay, and we are honoring those aging with #HIV. It's critical to stay informed about the intersection of aging and HIV/AIDS. From healthcare equity to reducing isolation, there's more work to do. Find out more about #AgingWithHIVAIDS: <https://asaging.org/aging-and-hivaids>

70% of people with HIV/AIDS will be over 50 by 2030. This #WorldAIDSDay, let's advocate for increased awareness and support for aging adults living with HIV/AIDS. #AgingWithHIVAIDS <https://asaging.org/aging-and-hivaids>

#WorldAIDSDay reminds us that HIV impacts all ages and backgrounds. Let's bridge the gap in care and resources for older adults living with HIV/AIDS. #AgingWithHIVAIDS <https://asaging.org/aging-and-hivaids>



Hashtags

We suggested using the hashtags #AgingWithHIVAIDS and #WorldAIDSDay for this campaign, as well as incorporating applicable hashtags you frequently use for your adapted campaign messages.

Newsletter Copy

As we approach World AIDS Day on Dec. 1, it's essential to bring awareness to the growing population of older adults living with HIV/AIDS. By the end of the decade, 70% of people with HIV/AIDS will be older than age 50. ASA and Gilead Sciences recently launched an initiative to help professionals in the aging sector provide better support for this demographic and to empower healthcare providers, social workers and communities in ensuring quality care and reducing stigma. This World AIDS Day, let's spread awareness of the unique experiences of older adults living with HIV/AIDS, as well as supporting policies and programs that address the needs of this community. Learn more about this initiative and find resources on this topic including podcasts, articles, and videos here:

<https://asaging.org/aging-and-hiv aids>

About ASA

The American Society on Aging (ASA) convenes the nation's largest multisector community of professionals working in aging. We are the go-to source for learning, networking, and embracing opportunity in our aging society through an equity-focused lens. Founded in 1954 as the Western Gerontological Society, over the past 70 years ASA has grown into a diverse community of more than 5,000 professionals working with and on behalf of older adults.