World AIDS Day in Scotland 2013:

Summary of activities, feedback and recommendations for future
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Organisations wishing to mark World AIDS Day in Scotland have come together as the Scottish World AIDS Day Action Group (SWADAG) since 2012. This group endeavours to co-ordinate and amplify World AIDS Day activities and messages across the country, and to raise awareness about HIV and AIDS across Scotland.

The first year of co-ordinated activity through the group in 2012 brought a number of recommendations, including the need to identify a main theme, establish leadership within the group, and develop a media strategy, a timetable of activities and terms of reference.

The group acted on these recommendations and with a widened membership and terms of reference set about co-ordinating a wide range of activities and strategies to increase to reach of World AIDS Day in Scotland for 2013.

SWADAG activity in 2013 focused on a number of areas in 2013, including: SWADAG operation, purpose and value; theme and key messages; print resources; website content and newsletters; social media; events; news media; and the ‘Light Up Scotland’ initiative.

This activity led to a number of key results in 2013:

- Development of the theme ‘Know the basics’ and key messages for use by all members;
- Circulation of 29,000 printed and physical resources, including ribbons, leaflets and posters;
- 28 newsletter and website articles regarding the day, theme and messages;
- Social media posts reaching a potential 2 million people;
- 20 events across Scotland, attended by more than 800 people;
- News media coverage reaching more than 150,000 people;
- 51 buildings across Scotland lighting up in red to mark the day.

Based on the 2013 experience, feedback from SWADAG members and the success of different strategies implemented in 2013, the following recommendations are suggested for the consideration of the Scottish World AIDS Day Action Group in 2014:

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1.6 | Fewer meetings should be held each year, making use of email and a formal sub-group to move activity forward between meetings.

1.7 | Objectives and indicators of success for World AIDS Day in Scotland should be agreed early in the planning process to give a fuller picture of impact of SWADAG activities.

2. **Theme and key messages**

2.1 | Theme and key messages should be agreed by spring of relevant year.

2.2 | Involve people living with HIV at earliest possible stage of planning and theme selection.

2.3 | Develop key messages for a wider range of target audiences (perhaps including messages for professionals such as social workers or GPs, Africans living in Scotland etc).

2.4 | Create a subgroup to develop key messages.

3. **Print resources**

3.1 | Discuss and co-ordinate physical resource distribution early in planning process to maximise reach.

3.2 | Ensure theme and messages agreed early enough to allow use in printed resources.

3.3 | Consider developing core resources available for use by all members.

3.4 | List venues where ribbons and resources are available online.

4. **Website content and newsletters**

4.1 | Produce suggested text for newsletters and web pages again in future, ensuring it is available earlier in year.

4.2 | Links to content relating to World AIDS Day should be hosted on a website dedicated to World AIDS Day rather than any one member organisation, and ways to have actions such as quizzes embedded in member websites rather than only available on other sites should be considered.
5. **Social media**

5.1 Continue use of a social media plan for future years, including use of overall hashtag and a key online ‘action’.

5.2 Develop simple social media information for communications staff within larger organisations, who may not be directly involved in SWADAG.

5.3 Ensure social media activity suggestions are available for different audiences and organisation types.

6. **Events**

6.1 Explore hosting event listings on site of a generic World AIDS Day website, rather than that of any one organisation, to make listings easier to find.

6.2 Create pack for groups interested in hosting World AIDS Day events.

6.3 Develop ways to make capturing the number of people attending World AIDS Day events easier.

7. **News Media**

7.1 Continue use of a news media strategy, developed earlier in year.

7.2 Explore involvement of NHS Health Scotland or other body in circulation of national release if Scottish Government unable to participate.

7.3 Develop tailored media strategies for key local regions, in partnership with local organisations – larger organisations to consider identifying key contacts regarding media work.

7.4 Prioritise planning of an engaging photo opportunity to complement press releases and features.

7.5 Explore methods to access media contact databases that would allow easier press release circulation, as well as access to detailed media monitoring to allow more accurate evaluation of reach and impact.

8. **Light Up Scotland**

8.1 Continue Light Up Scotland, but explore ways to ensure theme and messages are conveyed to the greatest degree possible.
In 2013 organisations from across Scotland co-ordinated activities for World AIDS Day (1 December) through the Scottish World AIDS Day Action Group (SWADAG). The group was comprised of a range of third sector organisations and health boards and aimed to share information on, amplify and enhance the impact of World AIDS Day across Scotland.

This report considers activity undertaken by the group across 2013 and the results achieved, as well as setting out recommendations for World AIDS Day 2014. This forms part of the group’s commitment to ‘monitor and evaluate SWADAG’s work to provide accountability and effectiveness’, as set out in the group’s Terms of Reference (see Appendix 1).

History

The Scottish World AIDS Day Action Group (SWADAG) was formed in 2012, initially involving only third sector organisations. Following this first year of activity, evaluation recommended that SWADAG should:

- Identify a main theme;
- Develop a campaign;
- Establish leadership within the group;
- Have a permanent representative from HIV Scotland;
- Expand group membership and reach;
- Create a media strategy;
- Identify an annual timeframe;
- Produce terms of reference;
- Review how events were listed (originally a hard-copy guide); and
- Identify mechanisms to assess public response.

These recommendations were addressed in 2013 and the success they facilitated highlights the importance of evaluating and learning from activity each year.

Report structure and content

This report aims to summarise activity relating to World AIDS Day 2013 and identify recommendations and improvements for the future. The sections below consider individual areas of activity relating to the day in turn, including:

1. Operation, purpose and value of SWADAG itself;
2. Theme and key messages;
3. Print resources;
4. Web content and newsletters;
5. Social media;
6. Events;
7. News media; and
8. Light Up Scotland.
For each section the activity undertaken and results achieved are set out, followed by recommendations for next year. Activity summaries and results are based on the information available and highlighted by SWADAG members, and as such are not exhaustive or representative of the full reach and impact of the day.

Recommendations are based on discussion with SWADAG at the final meeting of 2013, individual feedback provided by members in subsequent meetings, and reflections arising during the collection of data.
1. SWADAG Operation, purpose and value

**Activity**

The Scottish World AIDS Day Action Group met six times across 2013 to agree a theme and actions for the day in Scotland and to co-ordinate planned activities. Terms of Reference were drafted and agreed by the group across this period to clarify SWADAG’s purpose, in line with recommendations from the 2012 evaluation (see Appendix 1).

Membership of the group in 2013 included representatives from 10 third sector organisations, 6 NHS health boards and the Scottish Government, with representatives of an additional 3 organisations on the group mailing list. See Appendix 2 for full list of members in 2013.

Meetings were held in May, April, July, August, November and December of 2013. They were held in Glasgow, Edinburgh and Dundee and by agreement of the group were chaired by the CEO of HIV Scotland. HIV Scotland also provided secretariat for the group, circulating agendas, relevant papers and minutes, as well as preparing a schedule of SWADAG activities. Attendance at SWADAG meetings varied, and a number of meetings originally scheduled were cancelled – one from insufficient attendance and one by mutual agreement.

**Results**

- SWADAG member feedback indicated that the Terms of Reference were useful and appropriate.
- SWADAG member feedback indicated that the secretariat and chairing provided by HIV Scotland were sufficient and appropriate.
- SWADAG member feedback indicated that the original meeting schedule included too many dates and as such attendance at all was difficult.
- SWADAG member feedback indicated that the group provided a useful opportunity for connecting with others working on the day, sharing information and co-ordinating messages.
- SWADAG member feedback indicated that key decisions were not made early enough in the year by the group.
- SWADAG member feedback indicated that meeting locations in Glasgow or Edinburgh were easiest for the majority of members to attend, but that technology to allow joining meetings remotely had not been sufficient in 2013.

**Recommendations:**

| 1.1 | Meetings should be held in Edinburgh and Glasgow, but effective tele-conferencing or video-conferencing must be made available. |
| 1.2 | Terms of reference should be reviewed annually. |
| 1.3 | Membership should be widened to include greater representation from health boards and third sector organisations. |
| 1.4 | Methods should be developed to include organisations (such as local authorities) who may wish to support World AIDS Day but not to attend SWADAG meetings. |
1.5 Needs of, deadlines and opportunities available to members should be clarified early in the planning process each year to ensure the group is as useful to all members as possible.

1.6 Fewer meetings should be held each year, making use of email and a formal sub-group to move activity forward between meetings.

1.7 Objectives and indicators of success for World AIDS Day in Scotland should be agreed early in the planning process to give a fuller picture of impact of SWADAG activities.
2. Theme and key messages

Activity

SWADAG members agreed a theme of ‘Know the Basics about HIV’ for World AIDS Day 2013, at the September meeting. An informal subgroup of representatives from HIV Scotland, Gay Men’s Health and Waverley Care subsequently developed a document setting out key messages and wording expressing this theme for use by SWADAG members. This document included messages for the general public and for gay and bisexual men (see Appendix 3).

Results

- Theme and key messages widely used by SWADAG member organisations, particularly for online content.
- Theme and key messages developed late in the year and as such were not available for use in printed resources, particularly those produced and distributed by health boards.
- SWADAG member feedback indicated that the theme and key messages were very useful, saving time and helping to clarify messages across communications about World AIDS Day.
- SWADAG member feedback indicated that messages targeted at other key audiences might be useful.

Recommendations:

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3. Print resources

**Activity**

SWADAG members produced their own resources for World AIDS Day 2013 depending on their needs, ranging from ribbons to leaflets, pens and posters. Strategies for print resource circulation and targeting were devised by individual member organisations and shared with SWADAG at regular meetings.

**Results**

- 16,000 ribbons circulated.
- 13,000 leaflets, pens, condoms and other resources circulated.
- Ribbons and briefings sent to MSPs.
- Resources relating to World AIDS Day reaching members of the general public, pharmacists, GPs, prisoners and prison staff.
- Content and messages in print resources varied, as production deadlines passed before group theme and key messages agreed.

**Recommendations:**

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4. Web content and newsletters

Activity
All SWADAG members were encouraged to include details of World AIDS Day theme, key messages and other activities in their organisation’s newsletters and websites. Suggested text for web and newsletter articles was provided as part of the SWADAG online communications and social media plan (see Appendix 5).

Results
- 28 articles and relevant content placed in websites and newsletters that related to the World AIDS Day theme, messages and activities (see list in Appendix 4).
- These pieces were viewed more than 50,000 times.
- SWADAG member feedback indicated that the suggested text was particularly useful, and would be even more so if it was available earlier in the year.

Recommendations:

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5. Social media

Activity

In 2013 SWADAG used a social media plan to co-ordinate the World AIDS Day theme and messages for the first time. This basic strategy aimed to test the need for and value of co-ordinated social media activity around World AIDS Day in Scotland. It set out a number of suggested methods, social media posts and hashtags for use by members and the public, and focused largely on sharing facts about HIV (including small infographics) and encouraging individuals to take the #HIVbasics quiz (see quiz questions and responses in Appendix 6).

Results

- 872 social media posts relevant to World AIDS Day in Scotland.
- Relevant social media reaching as many as 2 million people.
- 670 people took #HIVbasics quiz (quiz content and results set out in Appendix 6).
- Twitter:
  - 809 posts
  - 1367 RTs
  - 79 favourites
- Facebook (based on posts publicly available):
  - 63 posts
  - 76 shares
  - 347 likes
- 396 uses of #AIDSDayScot hashtag.
- 148 uses of #HIVbasics hashtag.
- 47 uses of #Spreadthefacts hashtag.
- Key posts/users included SSE Hydro, Lucy Spraggan, Annie Lennox.
- Social media posts using theme, messages and social media strategy concepts sent by some members, though not all.
- SWADAG member feedback indicated that the social media plan was helpful, particularly hashtags and suggested tweets.
- SWADAG member feedback also indicated that while the strategy was useful, some member organisations were not able to participate given the size or nature of their organisations.

Recommendations:

| 5.1 | Continue use of a social media plan for future years, including use of overall hashtag and a key online ‘action’. |
| 5.2 | Develop simple social media information for communications staff within larger organisations, who may not be directly involved in SWADAG. |
| 5.3 | Ensure social media activity suggestions are available for different audiences and organisation types. |
6. Events

Activity

SWADAG members held a range of events across Scotland related to World AIDS Day. Members shared event details and ideas with each other at SWADAG meetings, and event details were posted on the HIV Scotland website from October 2013.

Results

- 20 events held across 7 towns and cities in Scotland (See list in Appendix 7).
- More than 800 people attended events related to World AIDS Day in Scotland.
- Event listings on HIV Scotland website viewed 619 times.

Recommendations:

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7. News media

Activity

As recommended following World AIDS Day 2012, a news media strategy was developed and implemented for World AIDS Day 2013 in Scotland. It was developed by HIV Scotland and shared at SWADAG meetings. The strategy included a series of local and national press releases and features.

Results

News media coverage relating to World AIDS Day:
- 26 mentions in media outlets reaching Scottish audiences (see list in Appendix 8).
- News media coverage relating to World AIDS Day in Scotland appeared in outlets read or viewed by at least 150,000 people.
- 85% of media coverage reaching Scottish audiences included World AIDS Day key messages or theme.
- National and local press releases were circulated by HIV Scotland. Original plans for the Scottish Government to circulate a press release fell through during the week of World AIDS Day.
- The major helicopter disaster at the Clutha in Glasgow happened the day before World AIDS Day, taking most media attention that weekend. It is reasonable to assume that media coverage of World AIDS Day would have been greater without such a major news event the same weekend.
- Media highlights included pieces in Scotland on Sunday, Holyrood Magazine and STV online.

Recommendations:

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8. Light up Scotland

Activity

For the second year running, HIV Scotland and some SWADAG members invited buildings and landmarks across Scotland to turn external lights red to mark World AIDS Day. Some organisations unable to turn lights red chose to fly red ribbon flags.

In 2013 buildings choosing to take part were sent details of the World AIDS Day in Scotland theme and key messages and a poster to display. They were also provided with red ribbons and suggestions on how to show support through social media or their websites.

In Edinburgh, Glasgow, Inverness, Dundee and Aberdeen volunteer photographers were invited to take and share photos of participating buildings on 1 December to record the activity and to further add to social media activity regarding the day.

Media releases (national and local) were also circulated regarding the initiative, and included reference to the theme and messages of World AIDS Day 2014.

Results

- 51 buildings and landmarks turned their lights red across Scotland, compared with 22 in 2012 (see full list in Appendix 9).
- An additional 5 flew red ribbon flags
- Buildings from across Scotland took part – 11 in Glasgow, 15 in Edinburgh, 5 in Dundee, 3 in Aberdeen, 4 in Shetland, and others right across the country.
- Key buildings involved included the SSE Hydro and Emirates Arena in Glasgow, the University of Aberdeen, the Scottish National Gallery in Edinburgh and Clickimin Broch in Shetland.
- Photos of participating buildings are available on the HIV Scotland website.

Recommendations:

| 8.1 | Continue Light Up Scotland, but explore ways to ensure theme and messages are conveyed to the greatest degree possible. |
### Summary of recommendations

1. **Action Group operation, purpose and value**

   1.1 Meetings should be held in Edinburgh and Glasgow, but effective tele-conferencing or video-conferencing must be made available.

   1.2 Terms of reference should be reviewed annually.

   1.3 Membership should be widened to include greater representation from health boards and third sector organisations.

   1.4 Methods should be developed to include organisations (such as local authorities) who may wish to support World AIDS Day but not to attend SWADAG meetings.

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   1.7 Fewer meetings should be held each year, making use of email and a formal sub-group to move activity forward between meetings.

   1.8 Objectives and indicators of success for World AIDS Day in Scotland should be agreed early in the planning process to give a fuller picture of impact of SWADAG activities.

2. **Theme and key messages**

   2.1 Theme and key messages should be agreed by spring of relevant year.

   2.2 Involve people living with HIV at earliest possible stage of planning and theme selection.

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3. **Print resources**

   3.1 Discuss and co-ordinate physical resource distribution early in planning process to maximise reach.

   3.2 Ensure theme and messages agreed early enough to allow use in printed resources.

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Appendix 1: Terms of Reference

Scottish World AIDS Day Action Group (SWADAG)
Terms of Reference (Approved November 2013)

The Scottish World AIDS Day Action Group (SWADAG) exists in order to co-ordinate a unified approach to World AIDS Day (1 December) in Scotland. The group is comprised of representatives of organisations with an interest in promoting World AIDS Day, including NHS health boards and third sector organisations in Scotland focusing on HIV. The group was formed in 2012.

1. Purpose
The group aims to unify work to promote World AIDS Day in Scotland by:

I. Deciding the aims, objective and desired outcomes for World AIDS Day in Scotland
II. Establishing a national theme for World AIDS Day in Scotland;
III. Providing a forum for organisations to share plans for World AIDS Day, thereby reducing unnecessary duplication; and
IV. Providing opportunities to promote and maximise the impact of World AIDS Day in Scotland.

The group also aims to reach a stage whereby it allows organisations and individuals involved in World AIDS Day to draw on and benefit from a strong, central campaign and relevant resources.

SWADAG supports outcomes from the Scottish Government’s Sexual Health and Blood Borne Virus (SHBBV) Framework 2011-15 by seeking to reduce stigma affecting people living with, and affected by, HIV and by increasing awareness of HIV in order to reduce new infections. Specifically:

Outcome 1: Fewer newly acquired blood borne viruses and sexually transmitted infections
Outcome 5: A Society where the attitudes of individuals, the public, professionals and the media in Scotland towards sexual health and blood borne viruses are positive, non-stigmatising and supportive.

2. Membership
Membership includes representatives from organisations and individuals involved in World AIDS Day. Currently, core members are HIV voluntary sector organisations and NHS Health Boards. SWADAG adopts a two tier structure, comprising of a committee level and a general mailing list. Committee members may include relevant paid members of staff or volunteers, and are expected to attend meetings. HIV Scotland provides the secretariat including minute taking, coordination of meetings and the planning of agendas.

It is expected that attendees will feedback SWADAG’s decisions to their own organisations as well as represent the needs and intentions of their organisations for World AIDS Day. Updates will be given where appropriate to the HIV Voluntary Sector Network, the SHBBV Framework Third Sector Leads Network, the Executive Leads Network, and the HIV Clinical Lead Network.

3. Meetings
Meetings are held across Scotland in order to encourage national participation. In particular, Edinburgh, Glasgow, and Dundee have been identified as central locations that will facilitate ease of access to meetings for all members. Teleconference facilities will be made available as required. Minutes and agendas are distributed via email using the general mailing list.
SWADAG seeks to achieve a minimum attendance of six organisations at each meeting. This should include three Health Board and three voluntary sector representatives. It is acknowledged that this minimum attendance may not always be possible. Attendance does not need to be in person. Attendance will be frequently reviewed and concerns should be raised with the secretariat. Meetings may increase in frequency, as necessary, nearer to World AIDS Day. Meeting times are agreed in advance and held in the afternoon to allow sufficient travelling time for those travelling long distances.

Agenda items and papers from group members should be submitted two weeks prior to the meeting date. The agenda and supporting papers will be distributed to group members at least 5 working days prior to the meeting.

Minutes will be kept of the proceedings of the group. These will be circulated in draft within 5 working days to group members.

4. Methods of Working
SWADAG engages with people living with HIV, the general public, SWADAG member organisations, the HIV voluntary sector, NHS Scotland, and funders (where applicable). SWADAG encourages participation of all of its stakeholders as appropriate. To maintain the functionality of meetings, participation may be conducted through consultation and/or the use of focus groups and existing networks outwith meetings.

SWADAG will adopt the following methods of working in order to achieve its stated aims:

I. Agree on a national theme for World AIDS Day
II. Produce resources and coordinate activities as necessary
III. Produce an annual meeting schedule
IV. Monitor and evaluate SWADAG’s work to provide accountability and effectiveness
V. Share information
### Appendix 2: Membership of Scottish World AIDS Day Action Group in 2013

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Email</th>
<th>Group members</th>
<th>Mailing List</th>
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<tr>
<td>CAIR Scotland</td>
<td><a href="mailto:carrie.ballantine@cairscotland.org.uk">carrie.ballantine@cairscotland.org.uk</a></td>
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<tr>
<td>Gay Men's Health</td>
<td><a href="mailto:criz@gmh.org.uk">criz@gmh.org.uk</a></td>
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<tr>
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<td><a href="mailto:impactaidsuk@hotmail.com">impactaidsuk@hotmail.com</a></td>
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<tr>
<td>LGBT Youth</td>
<td><a href="mailto:Cara.Spence@lgbtyouth.org.uk">Cara.Spence@lgbtyouth.org.uk</a></td>
<td>Yes</td>
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<tr>
<td>NHS Ayrshire and Arran</td>
<td><a href="mailto:shona.connell@aapct.scot.nhs.uk">shona.connell@aapct.scot.nhs.uk</a></td>
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<td><a href="mailto:penny.gillies@nhs.net">penny.gillies@nhs.net</a></td>
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<tr>
<td>NHS Lanarkshire</td>
<td><a href="mailto:Tracey-Ann.Kidd@lanarkshire.scot.nhs.uk">Tracey-Ann.Kidd@lanarkshire.scot.nhs.uk</a></td>
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<tr>
<td>NHS Lothian</td>
<td><a href="mailto:kirsty.kurcik@nhslothian.scot.nhs.uk">kirsty.kurcik@nhslothian.scot.nhs.uk</a></td>
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<td>NHS Western isles</td>
<td><a href="mailto:isabel.steele@nhs.net">isabel.steele@nhs.net</a></td>
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<td>Positive Help</td>
<td><a href="mailto:mattstraw@positivehelpedinburgh.co.uk">mattstraw@positivehelpedinburgh.co.uk</a></td>
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<td>Scottish Government</td>
<td><a href="mailto:Rebekah.Carton@scotland.gsi.gov.uk">Rebekah.Carton@scotland.gsi.gov.uk</a></td>
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<td><a href="mailto:rachaelecrockett@gmail.com">rachaelecrockett@gmail.com</a></td>
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<td><a href="mailto:sandra.anderson@tht.org.uk">sandra.anderson@tht.org.uk</a></td>
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<td><a href="mailto:shirley.windsor@nhs.net">shirley.windsor@nhs.net</a></td>
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<td><a href="mailto:hiv-aids_carers@lineone.net">hiv-aids_carers@lineone.net</a></td>
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<td>National AIDS Trust</td>
<td><a href="mailto:suzi.price@nat.org.uk">suzi.price@nat.org.uk</a></td>
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<td><a href="mailto:felicity.sung@scotland.gsi.gov.uk">felicity.sung@scotland.gsi.gov.uk</a></td>
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<td><a href="mailto:director@waverleycare.org">director@waverleycare.org</a></td>
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Appendix 3: Theme and key messages for World AIDS Day in Scotland 2013

Scottish World AIDS Day Action Group: Key messages for 2013

Purpose
This document sets out suggested content and wording for all organisations to use when communicating about World AIDS Day. These messages can be used word-for-word or paraphrased, in their entirety or in part. They are designed as a resource to support participating organisations to reinforce and communicate the core theme and messages about the day, and can be used in conjunction with messages and promotions specific to each organisation.

Theme
The theme for World AIDS Day 2013 is ‘HIV: Know the basics’. As this is a theme, rather than a strapline, the wording may change but the concept is key – focusing on conveying the facts, basics or essentials about HIV.

The core audiences for communication about World AIDS Day this year are likely to be the general public and gay and bisexual men. Key messages about the theme for both these audiences are set out below. This is followed by additional facts and information (developed for the Waverley Care ‘Always Hear’ campaign) which can be used as additional background information.

Key messages for the general public

World AIDS Day is about more than a red ribbon. Make sure you know the facts about HIV and AIDS:

1) AIDS is a condition that can eventually be caused by the virus HIV. Only HIV can be passed on – you can’t actually ‘catch’ AIDS.
2) In Scotland the two main ways HIV is passed on are sex without a condom and sharing drug-injecting equipment.
3) You can’t catch HIV from kissing, spitting, shaking hands or sharing cups.
4) There’s currently no cure for HIV. But there are effective treatments that mean people with HIV can live close to an average life span.

Call to action: Think you know the facts about HIV? Test yourself this World AIDS Day – take the #HIVbasics quiz: www.hivscotland.com/quiz

Key messages for gay and bisexual men

World AIDS Day is about more than a red ribbon. Make sure you know the facts about HIV and AIDS:

1) Using condoms and lube correctly is the best way to protect against HIV.
2) If you’re at risk, get tested. It’s always better to know if you have HIV.
3) Reducing the number of partners you have sex with reduces your risk of all STIs, including HIV.
4) There’s less chance of contracting HIV through oral sex than anal sex, but there is still a risk.

Call to action: Think you know the facts about HIV? Test yourself this World AIDS Day – take the #HIVbasics quiz: www.hivscotland.com/quiz or visit www.hivwakeup.com to learn more.
Supporting facts and statistics (developed by Always Hear campaign)

What is HIV?
HIV stands for Human Immunodeficiency Virus. It’s a virus that attacks the body’s immune system making it difficult to fight off other illnesses.

When someone is first infected with HIV they normally experience a short illness within a few weeks such as a sore throat, fever or rash. Once this illness passes, no other symptoms may be experienced for many years. However, the virus is slowly damaging the immune system. Without treatment, HIV will damage the immune system to such a degree that the individual infected with HIV will develop AIDS.

What is AIDS?
AIDS stands for Acquired Immune Deficiency Syndrome. It’s the name given to a collection of infections and cancers that, when present, indicate that the HIV virus has severely weakened someone’s immune system to a life-threatening degree.

How is HIV transmitted?
HIV is found in blood, genital fluids and breast milk. In Scotland, the two main ways that HIV is passed on are sex without a condom and through the sharing of drug-injecting equipment.

There is also a risk of transmission from a mother to her baby during pregnancy, birth or from breastfeeding. However, with HIV testing during pregnancy and medication to prevent mother to child transmission, it is now very rare for a baby to be born with HIV in Scotland.

In other countries around the world, HIV can also be passed on during a blood transfusion or organ or sperm donation where HIV screening has not taken place. Screening for HIV has been in place in Scotland since 1985.

Can HIV be treated?
HIV treatments are now available, which means that people living with HIV can expect a near normal life expectancy. Although there is currently no cure for HIV, research continues every day to improve treatments and ultimately develop an HIV vaccine or a cure.

HIV in Scotland*:
- It’s estimated that 5,900 people are living with HIV in Scotland.
- 4,509 have been diagnosed.
- Another 1,400 people may be infected but are undiagnosed.
- 1 in every 897 people in Scotland is HIV positive.
- In 2012, there were 350 new diagnoses of HIV in Scotland – that’s almost one new case a day.

HIV in the UK**:
- It’s estimated over 100,000 people are living with HIV in the UK.
- 73,659 people have been diagnosed.
- Another 27,000 people may be infected but are undiagnosed.
- 1 in every 626 people in the UK is HIV positive.

HIV worldwide***:
- It’s estimated 35.3 million people are living with HIV worldwide.
- There were 2.3 million new HIV infections in 2012.
- In the same year, there were 1.6 million AIDS-related deaths.

*Health Protection Scotland – diagnoses up to end of June 2013
**Health Protection Agency – diagnoses up to end of 2011
***UNAIDS reported figures up to the end of 2012
HIV myths and truths (developed by Always Hear campaign)

- **MYTH:** You can catch HIV through kissing, hugging or shaking hands.  
  **TRUTH:** You can't. The fact is, saliva, sweat and urine do not contain high enough levels of HIV for the virus to be passed on.

- **MYTH:** If you get HIV you'll die soon  
  **TRUTH:** HIV medications mean that a person with HIV can have a near normal life expectancy, especially if they are diagnosed very soon after infection.

- **MYTH:** You'll get HIV if someone who's HIV positive cuts themselves.  
  **TRUTH:** This could only happen if their blood enters your bloodstream through an open wound. And once the virus is outside the body, it doesn't survive long.

- **MYTH:** Someone who is HIV positive cannot have a baby.  
  **TRUTH:** There are steps that both partners can take to prevent transmission of HIV during conception. And provided medical advice is followed, there's less than a one per cent chance that an HIV positive woman's baby is born with HIV.

- **MYTH:** There is a cure for HIV.  
  **TRUTH:** Sadly, there's no medication that can cure HIV. And scientists believe a cure could be more than 10 years away.

- **MYTH:** You can get HIV from someone who spits at or bites you.  
  **TRUTH:** You can't. Saliva doesn't contain high enough levels of HIV for the virus to be passed on.

- **MYTH:** Only gay men and people from Africa get HIV.  
  **TRUTH:** Although gay men and people from Africa are at higher risk of contracting HIV, anyone who has unprotected sex or shares drug-injecting equipment is at risk of contracting the virus.
Appendix 4: World AIDS Day in Scotland website and newsletter content 2013

This list sets out website and e-newsletter content as highlighted by group members and available online. It is not exhaustive.

- Church of Scotland
- University of Edinburgh
- NHS Grampian
- NHS Grampian
- LGBT Centre
- Jog Scotland
- Dundee University Students Association
- Perth and Kinross Council
- NHS Lanarkshire
- NHS Ayrshire and Arran
- NHS Tayside
- NHS Ayrshire and Arran - media
- East Ayrshire Council
- NHS Fife
- NHS Lanarkshire - news
- NHS Shetland
- Students Stop AIDS
- Aberdeen City Council
- University of Abertay Dundee Students Association
- NHS Tayside - news
- University of Glasgow
- Glasgow Front Runners
- Positive Help
- HIV Scotland
- HIV Scotland – general
- HIV Scotland – Events
- HIV Scotland – Light Up Scotland
- HIV Scotland - resources
ONLINE COMMUNICATION AND SOCIAL MEDIA PLAN
World AIDS Day in Scotland 2013

This document sets out recommendations for online and social media activity for organisations and individuals supporting World AIDS Day 2013 in Scotland. The aim is to use the combined web and social media presence of members of the Scottish World AIDS Day Action Group to convey and reinforce the 2013 theme, HIV: Know the Basics.

The simplest, quickest way to get involved is to follow HIV Scotland on social media and share, retweet or comment on the World AIDS Day posts they send (Twitter: www.twitter.com/hivscotland Facebook: www.facebook.com/hivscotland Linkedin: www.linkedin.com/companies/hiv-scotland).

Four ways you can promote World AIDS Day online:

1) **Put an article in your organisation’s newsletter or on your website** about World AIDS Day. Be sure to tell readers about the theme and include key messages about HIV basics.

2) **Encourage staff and supporters to #spreadthefacts about HIV via Facebook, Twitter and any other social media.** Share a key fact about HIV in a tweet or Facebook post and include the hashtag #spreadthefacts so we can see how many people get involved.

3) **Encourage supporters to take and share the #HIVbasics quiz** at www.hivscotland.com/quiz.

4) **Encourage supporters to tweet or post on Facebook to show how they are marking World AIDS Day, using hashtag #AIDSdayScot.** They could post a photo of themselves wearing a ribbon or at an event, for example.

Support

You can find extra information, examples and resources to help you with each of these activities on the pages below. Feel free to use example and suggested posts word-for-word, paraphrase or create your own – this document is designed to give you ideas and support if you need it.

From 11 November 2013 the #HIVbasics quiz will be available at www.hivscotland.com/quiz and other graphics and resources you might like to share in the approach to World AIDS Day will be posted on the HIV Scotland website too.

If you’d like to discuss how you can promote World AIDS Day online or find out more about this plan and how to get involved, contact Erin Gray (Communications and Media Officer at HIV Scotland): erin.gray@hivscotland.com or on 0131 603 8773.
1) Put an article in your organisation’s newsletter or on your website

When:
Any time from 11 November – 1 December 2013

Why:
To introduce the theme to your staff, supporters or clients and to encourage them to find out more or get involved.

What it should include:

 Reminder of when World AIDS Day is
 Introduce theme
 Include relevant key messages about HIV basics (see key message guide)
 Include actions supporters can take this year: particularly taking the #HIVbasics quiz (www.hivscotland.com/quiz live from 11 November), but also could include attending events, wearing a ribbon or any other initiative your organisation is keen to promote).

How we’ll measure this:
We’re asking everyone who posts an article to their website or in their newsletter that highlights the theme or key messages to send a copy or link to Erin Gray (erin.gray@hivscotland.com), so we can keep track of how many there are and how many people have seen them.

Suggested article:

“HIV: Know the basics this World AIDS Day

World AIDS Day isn’t far away, so get your red ribbons out and wear them with pride. There are lots of other ways to get involved and show your support too. [Details of your organisations events could be inserted here]

This year in the run up to 1 December we’re joining forces with others right across the country to make sure everyone in Scotland knows the facts about HIV. The top facts we want everyone to know:

5) AIDS is a condition that can eventually be caused by the virus HIV. Only HIV can be passed on – you can’t actually ‘catch’ AIDS.
6) In Scotland the two main ways HIV is passed on are sex without a condom and sharing drug-injecting equipment.
7) You can’t catch HIV from kissing, spitting, shaking hands or sharing cups.
8) There’s currently no cure for HIV. But there are effective treatments that mean people with HIV can live close to an average life span.

Want to brush up your HIV basics knowledge and show your support for World AIDS Day? Take the #HIVbasics quiz and encourage your friends to take it too: www.hivscotland.com/quiz

This 1 December show your support with more than your ribbon – make sure you know the facts about HIV and AIDS.”
2) Encourage staff and supporters to #spreadthefacts about HIV via Facebook, Twitter and any other social media.

When:
Any time from 18 November – 1 December 2013.

Why:
To reinforce theme of World AIDS Day this year by sharing specific facts, and encouraging public to do so with their contacts. Images, graphics and specific facts are more likely to be shared and engaged with.

What should be included:
- A fact about HIV and AIDS – in text or using one of the images/graphics produced by HIV Scotland (available to download from www.hivscotland.com/resources from 11 November)
- The #spreadthefacts hashtag
- Encourage supporters to #spreadthefacts by sharing facts or images and using hashtag

How we’ll measure this:
HIV Scotland will track use of #spreadthefacts and sharing/likes/comments of graphics etc.

Suggested social media posts:
- HIV passed by unprotected sex or sharing needles. Not shaking hands or sharing cups. #spreadthefacts
- MYTH: Only gay men are at risk of HIV and AIDS. FACT: It can affect any of us. #Spreadthefacts #HIVbasics
- Do more than wear a ribbon this #WorldAIDSDay. #spreadthefacts [Post with #spreadthefacts graphic]
- It’s not the 1980s. Today you can have HIV and live a long, active life. #spreadthefacts [Post with #spreadthefacts graphic]
3) Encourage supporters to take and share the #HIVbasics quiz

When:
Any time from 24 November – 1 December 2013.

Why:
To actively engage people in learning about the basics/facts of HIV, and to encourage sharing of these to a wide number of people with low cost.

What should be included:

- World AIDS Day this Sunday
- Do more than wear a ribbon this year – test yourself with #HIVbasics quiz
- Encourage supporters to take the quiz and share results/reactions/link

How we'll measure this:
HIV Scotland will monitor use of #HIVbasics hashtag and visits to www.hivscotland.org/quiz.

Suggested social media posts:

- Do more than wear a ribbon this year – know the #HIVbasics: [http://ow.ly/qrrfF](http://ow.ly/qrrfF)
- #AIDSDayScot
- A lot’s changed since the 80s. Make sure you know your #hivbasics this #WorldAIDSday: [http://ow.ly/qrrfF](http://ow.ly/qrrfF)
- There’s no cure for HIV or AIDS. But we can cure ignorance: take the #HIVbasics quiz [http://ow.ly/qrrfF](http://ow.ly/qrrfF)
4) Encourage supporters to tweet or post on Facebook to show how they are marking World AIDS Day, using hashtag #AIDSdayScot.

When:
30 December – 2 December 2013.

Why:
To capture and share how people across Scotland are showing support for World AIDS Day. This may encourage others to do the same, and increase involvement in events and activities across Scotland.

What should be included:
- Ask supporters to post messages and photos showing their support for World AIDS Day and how they are involved – ribbons, activities, events etc.
- Use #AIDSdayScot hashtag and encourage supporters to do same in their posts.

How we’ll measure this:
HIV Scotland will track use of hashtag #AIDSdayScot and analyse/collate posts.

Suggested social media posts:
- Wearing a ribbon for #AIDSdayScot? Tweet us a picture!
- Why is 1 December important to you? #AIDSdayScot
- How are you marking #AIDSdayScot? Tell us and we’ll share.
- Tell us: I support World AIDS Day because....... #AIDSdayScot
- Wear a ribbon, take the #HIVbasics quiz http://ow.ly/pkA1i and tell us why you support #AIDSdayScot
Appendix 6: #HIVbasics Quiz content and results

Total responses: 670

Q1: What is AIDS?
   a) A very strong strain of HIV (659 answers / 98%)
   b) A condition caused by HIV severely damaging the immune system. (11 answers / 2%)
   c) A version of HIV that only affects gay men (3 answers / less than 1%)

A: b). HIV is a virus that attacks the body’s immune system. AIDS is the name given to the collection of infections and cancers that indicate a person’s immune system has been seriously damaged by HIV. Only HIV can be passed on – you can’t actually ‘catch’ AIDS.

Q2: How many people were diagnosed with HIV in Scotland in 2012?
   a) 0 (5 answers / 1%)
   b) 713 (176 answers / 26%)
   c) 57 (112 answers / 17%)
   d) 349 (377 answers / 56%)

A: d). 349 people were diagnosed with HIV in Scotland in 2012. That’s almost one new case each day.

Q3: HIV only affects gay men – true or false?
   a) True (666 answers / 99%)
   b) False (4 answers / 1%)

A: FALSE. Anyone who has unprotected sex or shares drug-injecting equipment is at risk of contracting HIV. In 2012 47% of new cases in Scotland were transmitted through homosexual sex, 41% from heterosexual sex, and 4% through injecting drugs.

Q4: What percentage of people with HIV don’t know they have the virus?
   a) 5% (13 answers / 2%)
   b) 24% (429 answers / 64%)
   c) 17% (194 answers / 29%)
   d) 9% (34 answers / 5%)

A: b). It’s estimated that a quarter of people living with HIV in the UK haven’t been diagnosed. As they aren’t aware they have the virus they might not be taking precautions to make sure HIV is not passed on. Having a test is the only way to know if you have HIV.

Q5: In 2012 how many people in Scotland were infected with HIV from saliva?
   a) 0 (528 answers / 79%)
   b) 2 (35 answers / 5%)
   c) 12 (53 answers / 8%)
   d) 7 (54 answers / 8%)

A: a). None. There’s never been a single transmission from saliva. There’s not enough HIV in saliva to transmit HIV, so you can’t catch HIV from kissing, spitting, or sharing cups.
Q6: Everyone who has HIV will end up getting AIDS – true or false?
   a) True (48 answers / 7%)
   b) False (622 answers / 93%)
A: FALSE. While there’s still no cure for HIV, thanks to increasingly effective treatment, it’s possible to have HIV without it damaging the immune system so much that AIDS develops.

Q7: Someone who has HIV can have a baby – true or false?
   a) True (600 answers / 90%)
   b) False (70 answers / 10%)
A: TRUE. It is possible for adults with HIV to have a baby born free of HIV. With the right precautions, there’s a less than one per cent chance that the baby of a woman with HIV will have the virus at birth.

Q8: If a person with HIV is diagnosed early and on effective treatment, they can expect to live:
   a) For another year at most (3 answers / less than 1%)
   b) For another six months or less (4 answers / 1%)
   c) For a near normal lifespan (648 answers / 97%)
   d) For another ten years at most (15 answers / 2%)
A: c). HIV medications mean that a person with HIV can have a near normal life expectancy, especially if they are diagnosed very soon after infection.
Appendix 7: World AIDS Day Events

The events listed below are those which were listed on the HIV Scotland World AIDS Day event webpage and is not exhaustive.

DUNDEE

Waverley Care World AIDS Day community gathering
- When: 1 December 2013, 4pm
- Where: St Paul's Cathedral, High Street, Dundee
- What: Featuring music, speakers and a time to remember those who have died of AIDS. Free Entry.

EDINBURGH AND LOTHIAN

Lecture: Making sense of Inequalities in the Global HIV Pandemic
- When: 27 November 2013, 3.15pm
- Where: Queen Margaret University, Edinburgh in Room 3148, or online
- What: Lesley Doyal, Emeritus Professor of Health and Social Care at the School for Policy Studies, University of Bristol will give a lecture on ‘Making sense of Inequalities in the Global HIV Pandemic’.

Positive Help Edinburgh AIDS Memorial clean-up
- When: 1 December 2013
- Where: Edinburgh AIDS Memorial, Water of Leith, Edinburgh
- What: As a mark of respect to those that have been lost to this disease, and to raise awareness of the stigma still affecting those living with HIV, Positive Help will be conducting a clean-up of the Edinburgh AIDS Memorial along the Water of Leith. This event is open to all to ensure we have enough equipment for everyone, please call Matt on 0131 225 47 66 to confirm your attendance.

Waverley Care World AIDS Day community gathering - Edinburgh city
- When: 1 December 2013, 4pm
- Where: St John's Church, Princes Street, Edinburgh
- What: Featuring music, speakers and a time to remember those who have died of AIDS. Free Entry.

Waverley Care World AIDS Day community gathering - Galashiels
- When: 1 December 2013, 2.30pm
- Where: St Peter's Church, Parsonage Road, Galashiels
- What: Featuring music, speakers and a time to remember those who have died of AIDS. Free Entry.

'Come and Sing for Waverley Care'
- When: 1 December 2013, 2.30pm - 8pm
- Where: St Mary’s Parish Church, Haddington
- What: Join in with the festive singing to mark World AIDS Day, in aid of Waverley Care.

ImpAcTAIDS Sponsored Swim
- When: 1 December 2013, 12.30pm
- Where: Portobello Beach (near Portobello Swim Centre), Edinburgh
- What: A sponsored swim on World AIDS Day, raising funds for ImpAcTAIDS. Contact the group for details, to volunteer or to take part.
How to Survive a Plague - Film showing
- When: 4pm, 1 December 2013
- Where: Cameo Cinema, Edinburgh
- What: Discussion and screening of 'How to survive a plague', a documentary examining attitudes towards people living with HIV in the 1980s, and the efforts of New York-based campaigners to take on the prejudice.

FORTH VALLEY

Launch: World AIDS Day art exhibition
- When: 29 November 2013, 3.30pm - 5.30pm
- Where: The Learning Centre, Room 1, Forth Valley Royal Hospital, Larbert
- What: Launch of an exhibition of art marking 25 years of World AIDS Day. The exhibition provides an opportunity to view the work of a number of local art students who have taken part in a competition hosted by NHS Forth Valley Health Promotion Service and the Central Sexual Health Team.

GLASGOW

Releasing lanterns - marking 30 years of support
- When: 1 December 2013
- Where: Delmonica’s Bar, Virginia Street Glasgow
- What: Reflecting on 30 years of HIV prevention and care by volunteers in Scotland. Gay Men’s Health appreciate your support in marking this event.

PRIDEPOP
- When: 1 December 2013, 8pm - 3am
- Where: Berkeley Suite (237 North Street)
- What: PRIDEPOP is a night of love, acceptance and respect. It is a night of intolerance towards prejudice and hate. A night with entertainment, great music and raffle prizes. All money raised will go to the National AIDS Trust. Join the celebration because together we can make a difference!

Community gathering for World AIDS Day
- When: 2pm - 4pm
- Where: Glasgow City Chambers
- What: A gathering to mark World AIDS Day, organised by Gay Men’s Health and Terrence Higgins Trust Scotland. With speakers, the Arches Community Choir, refreshments and the HIVoice exhibit of creative writing. All welcome.

Waverley Care World AIDS Day community gathering
- When: 1 December 2013, 7.30pm
- Where: St Mary’s Cathedral, Great Western Road
- What: Featuring music, speakers and a time to remember those who have died of AIDS. Free Entry.

A Light for World AIDS Day
- When: Evening of World AIDS Day
- Where: Gay venues across Glasgow
- What: Venues across Glasgow will light a lantern for World AIDS Day from a light carried from place to place by the volunteers of Gay Men’s Health.
HIVoice Exhibit

- When: 1 - 3 December, starting with launch reception with refreshments at 6.30pm on 1 December.
- Where: Virginia Gallery, 45 Virginia Street, Glasgow
- What: An exhibit of creative writing from men living with HIV.

INVERNESS

Waverley Care World AIDS Day community gathering

- When: 1 December 2013, 3.30pm
- Where: St Andrews Cathedral, Ardross Street, Inverness
- What: Featuring music, speakers and a time to remember those who have died of AIDS. Free Entry.
Appendix 8: News Media coverage

This list sets out the news media coverage SWDAG members raised and that was available online. It is not exhaustive.

- **STV news online** – ‘Scotland’s landmarks light up for World AIDS Day’
- **The Scotland on Sunday** – ‘HIV must remain a priority’
- **Exhibition News** – ‘SSE Hydro marks World AIDS Day’
- **Access Online** – ‘SSE Hydro turns lights red for World AIDS Day’
- **Event Industry News** – ‘Venues across Scotland mark World AIDS Day’
- **STV Aberdeen** ‘Red ribbon illuminated across Aberdeen to mark World AIDS Day’
- **BBC Online** - Democracy Live
- **Edinburgh Evening News** – ‘Jumping forth for World AIDS Day’
- **Event Magazine** – ‘In pictures Scotland glows red for World AIDS Day’
- **Shetland Times** – ‘Buildings turn red to mark 25 anniversary of World AIDS Day’
- **STV Glasgow** – ‘Glasgow marks World AIDS Day’
- **Shetland News** – ‘World AIDS Day’
- **Cumnock Chronicle** – ‘Ayrshire lights up for World AIDS Day’
- **Daily Record** – Mum-of-six with HIV in Malawi
- **3TFM** – ‘Ayrshire in red for World AIDS Day’
- **Edinburgh Reporter** – ‘What’s on’
- **ITV** – ‘HIV awareness campaign’
- **PassFail News** – ‘Landmarks across Scotland mark World AIDS Day’
- **Incentive travel news** – ‘Scotland marks World AIDS Day’
- **Third Force News** – ‘Not seen but still heard’
- **STV Edinburgh** – ‘Edinburgh marks World AIDS Day’
- **STV Dundee** – ‘Dundee marks World AIDS Day’
- **Mauchline Echo** – ‘Ayrshire marks World AIDS Day’ (Not available online)
- **Real Radio** – ‘World AIDS Day across Scotland’ (Not available online)
- **Inverness Courier**

See also range of coverage one week before World AIDS Day regarding ‘Always Hear’ campaign.
Appendix 9: Participants in Light up Scotland 2013

- Marischal College, Aberdeen
- His Majesty’s Theatre, Aberdeen
- University of Aberdeen
- Burns Memorial Tower, Mauchline, East Ayrshire
- The Pencil, North Ayrshire
- Gaiety Theatre, Ayr
- John Finnie Clock Tower, Kilmarnock
- Dundee Cathedral
- Caird Hall, Dundee
- Dundee House, Dundee
- University of Abertay, Dundee
- University of Dundee, Dundee
- Inverness Cathedral
- Inverness Castle
- Ness Bridge, Inverness
- Heriot Watt, Borders College, Galashiels
- Royal Bank of Scotland, St Andrew’s Square, Edinburgh
- Regent Bridge, Edinburgh
- Harvey Nichols, Edinburgh
- Craiglockhart Campus, Edinburgh Napier University
- Teviot Row, University of Edinburgh
- Voodoo Rooms, Edinburgh
- St Andrew’s House, Edinburgh
- Broughton St Mary’s Parish Church, Edinburgh
- Victoria Quay, Edinburgh
- Filmhouse, Edinburgh
- Jenners, Edinburgh
- Gogarburn Bridge, Edinburgh
- St Stephen’s Church, Edinburgh
- Scottish National Art Gallery, Edinburgh
- Camera Obscura, Edinburgh
- The SSE Hydro, Glasgow
- University of Glasgow
- Glasgow City Chambers (flying red ribbon flag)
- Glasgow Science Centre
- St Enoch’s Centre, Glasgow
- Royal Concert Hall, Glasgow
- Sandyford Library, Glasgow
- Emirates Arena, Glasgow
- Mitchell Library, Glasgow
- Kelvingrove Art Gallery and Museum, Glasgow
- Riverside Museum, Glasgow
- Wishaw General Hospital, North Lanarkshire
- North Lanarkshire Council Headquarters, Motherwell (flying red ribbon flag)
- South Lanarkshire Council Headquarters, Hamilton (flying red ribbon flag)
- University of West of Scotland, Hamilton (flying red ribbon flag)
- Ravenscraig Regional Sports Facility, Motherwell (flying red ribbon flag)
- Livingston Centre
- Perth Museum & Art Gallery (The Marshall Monument), Perth
- Perth Concert Hall, Perth
- Boddam Lighthouse, Peterhead
- Mareel Arts Centre, Lerwick, Shetland Islands
- Shetland Museum and Archives, Lerwick, Shetland Islands
- Lerwick Town Hall, Shetland Islands
- Clickimin Broch, Lerwick, Shetland Islands
- Tolbooth, Stirling