



#April10LA

Campaign Starter Kit



There is no nationally recognized HIV awareness day for all youth. This is why a campaign across the country was created for April 10 to be designated as National Youth HIV & AIDS Awareness Day (NYHAAD). Show Los Angeles and the rest of the country that you care about an AIDS-free generation. Until April 10 as NYHAAD becomes official, we have a lot of work to do. Promote NYHAAD through various social networks using the hashtags **#NYHAAD** and **#April10LA**. You don't have to wait for April 10th to show your support. Be part of the movement today, online and everywhere else. The objective is to generate conversations and share stories with people through **#NYHAAD** and **#April10LA**. Each photo, video, tweet, and status update is meant to draw attention to NYHAAD and the HIV epidemic as it affects youth.

Start here

Photos:

Show us your sign! Take a selfie or get friends involved. The more faces, the better. Sharing your photo is one way to express your commitment to an AIDS-free generation. Your photo can inspire another, and that's a beautiful and powerful thing!

Print one of the banner templates located at the end of this packet or make your own. Personalize it however you like. As an added challenge, get creative with locations and take photos that best represent Los Angeles.

Fill in the blank for NYHAAD's official photo sign:

"I fight HIV & AIDS because..."

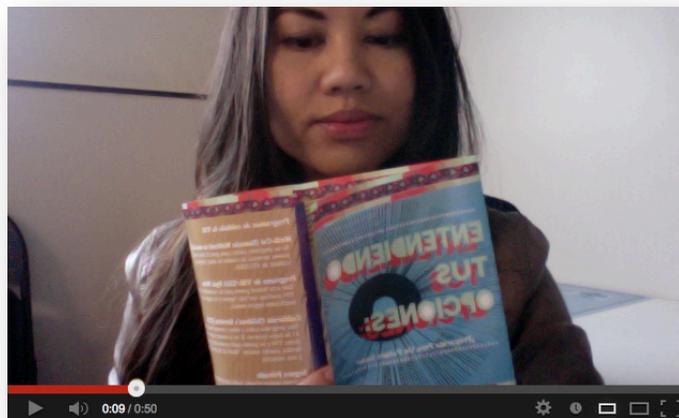
Or start with a blank sheet and get creative with other phrases:

"I'm celebrating _____ on April 10."

"NYHAAD gives me power to..."

Videos:

Can't say everything on a piece of paper or 140-character tweet? Record your video and let your heart speak. Upload videos to YouTube and tag them with **NYHAAD**, **April10LA**, and other keywords that are relevant to your content. Videos tagged and **NYHAAD** and **April10LA** may be



featured on our YouTube channel, Facebook and other sites. Jump to page 5 for a more detailed video guide.

Share your responses:

- What does National Youth HIV AIDS Awareness Day mean to you?
- How has HIV affected you and your community?
- How important is an AIDS-free generation to you?
- What message would you like to tell the president and other political leaders?
- What are you doing to tell people about April 10?
- How can other people support National Youth HIV & AIDS Awareness Day?

To see other related videos, visit [YouTube.com/April10LA](https://www.youtube.com/April10LA).

Twitter and Instagram:

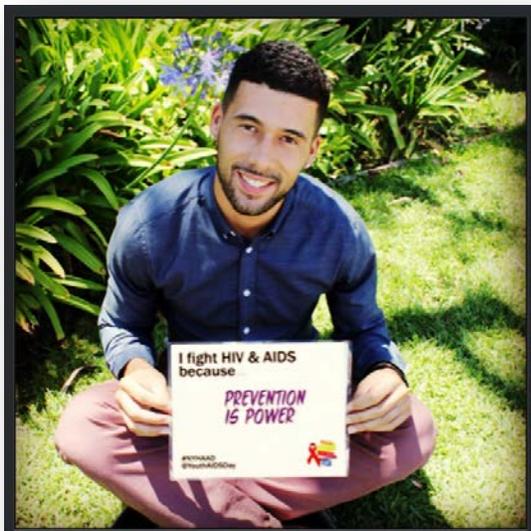
Broadcast your messages on Twitter and Instagram using the hashtags **#NYHAAD** and **#April10LA**. Add your stories, photos and video links to this conversation along with **#NYHAAD** and **#April10LA** at the end of your tweets and photo posts. Follow **@YouthAIDSDay** on [Twitter](#) and [Instagram](#).

Sample tweets:

"We're on a mission. Start talking about National Youth HIV & AIDS Awareness Day. #NYHAAD #April10LA @YouthAIDSDay."

For guidance about using Twitter, please visit AIDS.gov for tips:

- aids.gov/using-new-media/tools/twitter



Facebook:

Add your photo or video link to the album on [NYHAAD's Facebook Page](#) or upload to your own Timeline. Post a status update on or before April 10.

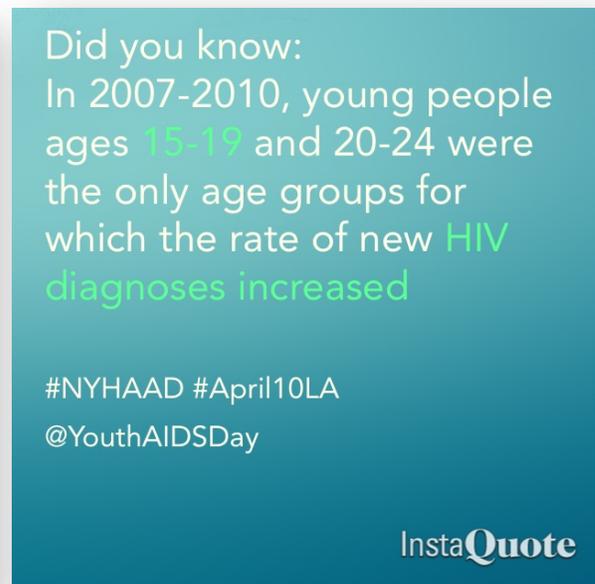
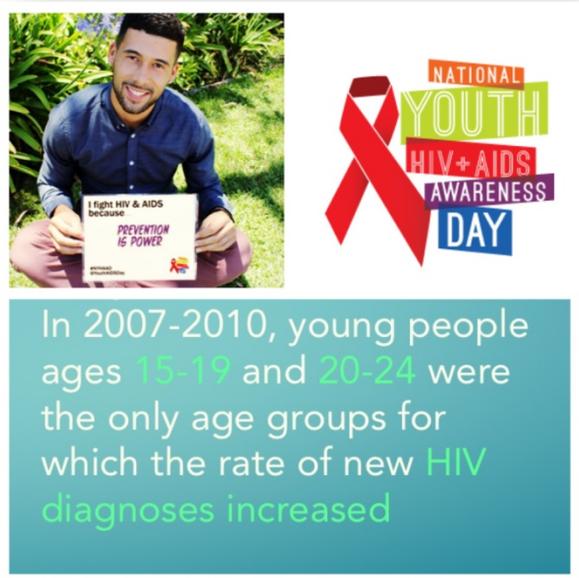
Sample Facebook status update:

"From now until April 10, I'll be posting about National Youth HIV & AIDS Awareness Day. Get familiar with #NYHAAD. Join me on Facebook, Twitter, Instagram, and YouTube to promote this cause. Thank you!"

Get fancy

Enhance your posts with these smartphone apps. Use them in conjunction with Instagram for added effects to your photos.

- PicStitch: create simple photo collages
- InstaQuote: transform text into art



Video Guide

Upload Your Video by Wednesday 4/10/13 (or sooner!)

1. Make a video (30 seconds to 4 minutes) and upload it to your YouTube channel. It's easy!
2. Include **NYHAAD** and **April10LA** in the title and tags of your video.
3. Share your video link on [NYHAAD's Facebook Page](#).

Why make a video for the first annual National Youth HIV & AIDS Awareness Day?

Youth across the country are affected by HIV/AIDS. To help create an AIDS-free generation, we all need to do our part by sharing our stories, raising awareness, and educating our communities.

Since this is the first awareness day focused on how youth are impacted by HIV/AIDS in the history of the country, it is very important that youth speak out and share their stories.

Videos are a powerful form of expression and can quickly spread awareness. Getting other youth thinking and talking about HIV/AIDS is what this day is all about.

What should I include in my NYHAAD video?

- Your experiences seeing HIV/AIDS impact people in your life – family, friends, others in your communities
- Interviews with people raising awareness about HIV/AIDS
- An event that raises awareness about HIV/AIDS
- A poem/spoken word pieces/song/performance

What can I use to record my NYHAAD video?

Anything! A digital camera, the camera on your phone, a webcam, a video camera – can all be used to record your video. Just be sure whatever you use works and you know how to use it.

Tips for Sharing Your Story:

Step 1: Think of an interesting story or experience you want to share. Also think about what you feel comfortable sharing and what the impact of sharing a personal story publically online might be on your life. Talk to people you trust before making this video.

Step 2: Create an outline of what you're going to say. This will help you focus what you're going to say and keep the video short (under 5 minutes is best for YouTube). If you're having a hard time getting started, try answering these sample questions:

- How has HIV/AIDS impacted you?
- How has HIV/AIDS impacted youth in your community?
- How can we raise awareness about HIV/AIDS with youth?
- What can adults do to help youth learn about HIV/AIDS?
- What can we do to reduce discrimination against people living with HIV/AIDS?

Step 3: Pick a quiet location with plenty of lighting where you feel comfortable sharing your story. Make a quick test video to see and hear what your final video will sound like. Pay attention to background noises.

Step 4: Record your story! Remember to keep it under 5 minutes.

Step 5: Upload the video to your YouTube channel. Include **NYHAAD** and **April10LA** in the title and tags of your video.

Step 6: Share your video link on [NYHAAD's Facebook Page](#).



The image shows a screenshot of the YouTube video upload interface. At the top, there are two tabs: "Basic Info" (which is selected and underlined) and "Advanced Settings". Below the tabs, the "Title" field is visible, containing the text "How HIV Impacts My Community - NYHAAD April10LA".

Tips for Interviews:

Step 1: Think of a person who has an interesting story or experience to share. It could be a community educator who works to prevent youth from getting HIV, or a person living with HIV/AIDS, or a person who has seen HIV/AIDS impact someone they know, or a youth who has something to say about HIV/AIDS.

Step 2: Create open-ended questions you want to ask this person before asking to record their story. Try to write questions that will open up a chance for the person to tell their story, not just say yes or no. Try to keep the number of questions short, since you'll be making a short video (less than 5 minutes is best for YouTube). Some examples of interview questions:

- How has HIV/AIDS impacted you?
- How has HIV/AIDS impacted youth in your community?
- How can we raise awareness about HIV/AIDS with youth?
- What can adults do to help youth learn about HIV/AIDS?
- What can we do to reduce discrimination against people living with HIV/AIDS?

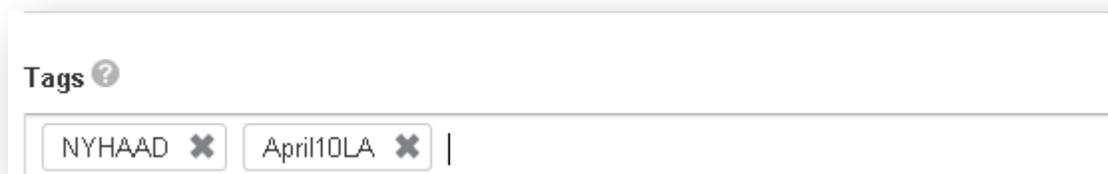
Step 3: Ask the person you want to interview if they're interested in being recorded. Be sure to share with them the questions you're going to ask them. Answer any and all questions they might have, especially about how the video will be used. Make sure you let them know that they don't have to answer any question they don't want to. When interviewing someone about such a personal subject, talk to them before you record anything about what they feel comfortable sharing on camera. Make sure you're clear on the limits they set.

Step 4: Pick a quiet location where the person will feel comfortable sharing their story. Ask them where they'd like to get recorded and work with them to find a quiet place with plenty of lighting. Make a quick test video to see and hear what your final video will sound like. Pay attention to background noises.

Step 5: Record the interview! Remember to keep it under 5 minutes. It's a good idea to show the video to the person you recorded before showing it to anyone or uploading it anywhere.

Step 6: Upload the video to your YouTube channel. Include **NYHAAD** and **April10LA** in the title and tags of your video.

Step 7: Share your video link on [NYHAAD's Facebook Page](#).



Tips for Recording an Event/Artistic Performance:

Step 1: Brainstorm an interesting event or performance that would be good to record. It could be a poet sharing a poem about living with HIV or AIDS, or a community health fair where youth are learning about HIV/AIDS.

Step 2: Contact the performer or organizers of the event and get permission to record. Explain to them how the video will be used and why you'd like to record their performance or event.

Step 3: Mix it up! Try to get different kinds of shots, especially if you're recording an event. Mixing up the shots will make your video more interesting. Just be sure to keep the shots steady!

Step 4: Pay attention to the sounds and lighting at the event or performance. Make a quick test video to see and hear what your final video will sound like. Pay attention to background noises.

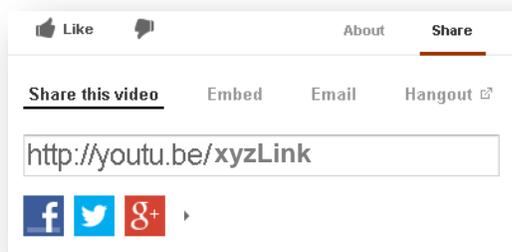
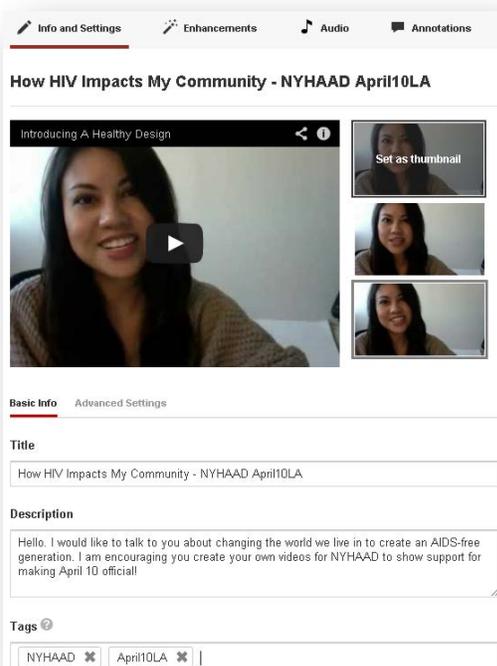
Step 5: Record the performance or event! Remember to keep it as short as possible without cutting out essential parts. If you're recording a performance, don't cut up individual songs/poems/spoken word pieces. It's a good idea to show the video to the person you recorded before showing it to anyone or uploading it anywhere.

Step 6: Upload the video to your YouTube channel. Include **NYHAAD** and **April10LA** in the title and tags of your video.

Step 7: Share your video link on [NYHAAD's Facebook Page](#).

Recap:

- Include NYHAAD and April10LA in the title and tags of your video
- Add your own description and promote your own Twitter, Instagram, or Facebook account if you like.
- Share your video link on [NYHAAD's Facebook Page](#).



Resources

[Sign the petition](#) created by Advocates for Youth to support National Youth HIV & AIDS Awareness Day. For more information about NYHAAD, contact Sulava Gautam-Adhikary, program coordinator, Advocates for Youth: msulava@advocatesforyouth.org.

Read what others are saying through [#NYHAAD-related tweets](#) and [#April10LA-related tweets](#).

For questions about #April10LA contact the Connect to Protect Los Angeles Coalition: c2plosangeles@gmail.com.

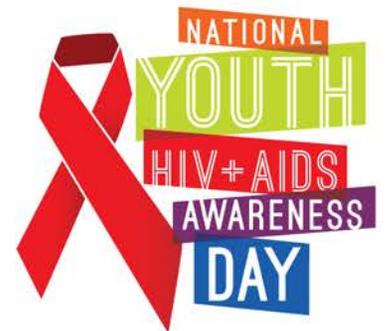
For questions about using this starter kit at your agency, please contact Maria Sipin, health communications specialist, [SYPP Center](#) at Children's Hospital Los Angeles: msipin@chla.usc.edu.

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I fight HIV & AIDS because...

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