

**WORLD
AIDS DAY**

**1 DECEMBER
2014**



CLOSE THE GAP



CLOSE THE GAP

World AIDS Day 2014 is an opportunity to harness the power of social change to put people first and close the access gap.

Ending the AIDS epidemic by 2030 is possible, but only by closing the gap between people who have access to HIV prevention, treatment, care and support services and people who are being left behind.

Closing the gap means empowering and enabling all people, everywhere, to access the services they need.

- By closing the HIV testing gap, the 19 million people who are unaware of their HIV-positive status can begin to get support.
- By closing the treatment gap, all 35 million people living with HIV will have access to life-saving medicine.
- By closing the gap in access to medicines for children, all children living with HIV will be able to access treatment, not just the 24% who have access today.
- By closing the access gap, all people can be included as part of the solution.

Closing the gap means that ending the AIDS epidemic by 2030 is possible.

CAMPAIGN MATERIALS

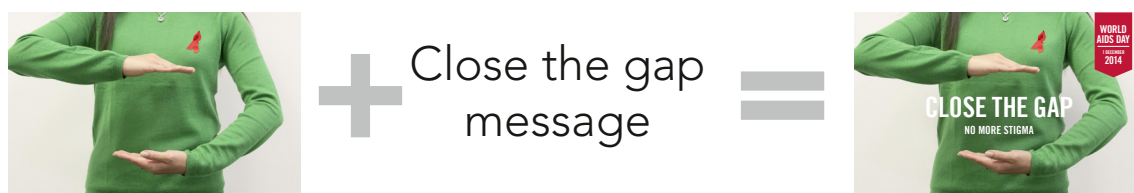
A range of materials have been produced to support efforts to close the gap. The materials can be used in different ways to express how individuals, organizations and societies can offer support in closing the gap. All materials can be accessed [here](#).

Banners



Banners can be included on websites and social media pages to support close the gap this World AIDS Day.

Images and posters



Use the close the gap posters or design a set of posters to reflect any gaps that need to be closed.

Logos

World AIDS Day logos can be added to your campaign and event materials. They are available in English, French, Russian and Spanish.



Messages

Pre-formed messages about closing the gap can be used or new messages can be created to reflect the needs of organizations and communities to close the gap. Please adapt to local contexts and priorities as required.

Close the gap

Close the HIV treatment gap

Close the HIV prevention gap

Close the gap—full respect for human rights

Close the gap—no more stigma

Close the gap—zero AIDS-related deaths

Close the gap—adolescent girls and young women are being left behind

Close the gap—people who inject drugs need access to HIV services

Infographics

12 populations being left behind



A set of infographics is available, featuring 12 populations affected by HIV. These populations include gay men and other men who have sex with men, adolescent girls and young women, prisoners, people who inject drugs and transgender people.

Fact sheet

A fact sheet presents data on the AIDS epidemic from 1990 to 2013.

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SOCIAL MEDIA

A full close the gap World AIDS Day social media pack is available on the campaign website. This includes a special Facebook community page, suggested tweets and suggested Facebook and Google+ posts. Please adapt to local contexts and priorities as required.

Hashtags

#WAD2014 and #CloseTheGap are the main hashtags for World AIDS Day 2014.

Facebook

Share with the world what you are doing to close the gap.

Share what you are doing for World AIDS Day on the special World AIDS Day 2014 Facebook community page, where you can upload photos, information on your local event, etc. <http://ow.ly/DXRZC>

Tweets

Below are suggested tweets to kick off World AIDS Day. As the international community counts down to 1 December, be sure to check the campaign website for more options and new posts.

Close the #HIV prevention gap. Leave no one behind #WAD2014 #CloseTheGap <http://ow.ly/DXsgz>

On #WAD2014 join our call to #CloseTheGap btwn ppl moving forward & ppl being left behind in the #AIDS response <http://ow.ly/DXsgz>

#WAD2014 is an opportunity to harness the power of social change to put people first and #CloseTheGap <http://ow.ly/DXsgz>

WHAT YOU CAN DO TO CLOSE THE GAP

Here are some ideas:

Close the HIV testing gap—take an HIV test and learn your status.

Close the location gap—find out where the gaps are in your city or country.

Close the education gap—get involved with and support a local AIDS organization.

Close the funding gap—donate to an AIDS organization.