



INTERNATIONAL REHABILITATION FORUM
After-AIDS Day Activity Kit

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Press Release

News Release
For Immediate Release
DATE

Contact: XXX
Phone: XXX
Email: XXX

XXX Joins After-AIDS Day Campaign

*Students will encourage people to wear red ribbons on assist devices
to highlight need for action on December 2*

(LOCATION) - (Date) - While AIDS-related deaths can be devastating for families, AIDS-related disabilities are causing increasing ruin for larger societies in the marginal economies of Africa and other developing nations. In order to highlight the overwhelming need to support disability-related programs, XXX is joining the International Rehabilitation Forum and recognizing December 2, 2008 as After-AIDS Day.

(Quote about the need for the world to understand that AIDS survivors face devastating disabilities, especially in developing countries. After-AIDS Day highlights the medical rehabilitation needs of those living with HIV/AIDS-related disabilities," says XXX, Title.)

According to the WHO, the global unmet need for medical rehabilitation is immense. Ten percent of people living in developing regions have disabilities, such as amputation and brain injury, that interfere with their ability to participate in society. Alarming, more than 95% of that population does not receive even the most rudimentary rehabilitation. The absence of medical rehabilitation is particularly appalling because it has been shown effective in reducing disability in essentially every venue where it has been studied.

The International Rehabilitation Forum notes that Rehabilitation Medicine can help not only patients but also their communities. With appropriate measures, those with AIDS-related disabilities can join the work force, as well as free caretakers to re-enter the labor market. The individual gains mobility and autonomy while the community gains economically contributing members.

XXX is commemorating After-AIDS Day by encouraging those who support persons living with AIDS-related disabilities to attach a red ribbon to any assistive device, such as a splint, cane, brace, crutch, or sling, on December 2. The XXX also is doing XXX.

Since 2005, the International Rehabilitation Forum has worked in the areas of education, research, and advocacy to affect positive change for people around the world living with disability. Based in Ann Arbor, Michigan, the Forum was formed as the non-profit arm of a consortium of more than 25 leading academic medical

rehabilitation departments in response to the global need for sustainable medical rehabilitation in developing regions. More information about the campaign is available at <http://www.rehabforum.org/>

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Activities

Below are ideas for activities that you can do to recognize After-AIDS Day. These are just suggestions. We would love to hear what original activities your school/organization/group did to bring awareness to After-AIDS Day. Send us an email at IRFoffice@gmail.com and we will add your suggestions to next year's list.

IF YOU WERE ONLY GOING TO DO ONE ACTIVITY DO THIS ONE...

Aids for AIDS:

Attach a red ribbon to any assistive device you have and proudly display it on December 2nd. Ask people in your office/school/community to participate. Assistive devices can include crutches, slings, braces, splints, wheelchairs, walkers, canes, etc. You can create a display in a visible area that includes a group of red-ribboned assistive devices and information about AIDS-related disability or you can wear/use your red-ribboned assistive device all day. A poster for this activity is included in the Promotions section of this document.

Letter Writing Campaign:

There are a variety of people in power who can bring attention and resources to the After-AIDS Day campaign. For example, ask people to sign a letter to their mayor for an official resolution to declare Dec. 2nd as After-AIDS Day in your city and hold a press conference when the Mayor signs it into law. Or you could write a letter to your representative asking for more funding of disability programs. A sample letter and tips for this activity are included in the Promotions section of this document.

Host a Brown Bag Lunch:

Find someone in or around your community who works with AIDS-related disability, international development, rehabilitation, or AIDS advocacy and have them come give a talk during lunch on December 2nd.

Fundraise

Host a simple fundraiser for After-AIDS Day. One of the critical shortfalls of international rehabilitation is the lack of funding. Some examples of low overhead fundraising include: penny drive, restaurant night, or a dinner party.

Penny Drive: This works especially well in large organizations like schools, hospitals, etc. A Penny Drive is a competition among departments. Each department gets a jar. Pennies provide positive points and larger denominations are negative points. The goal is to get the most points by placing pennies in your department's jar and placing larger denominations in the competitors' jars. At the end of the drive (perhaps lasting a week?) the jar with the most points wins and receives a prize (as determined in advance by the organizers) and all the money raised is donated to the After-AIDS Day fund.

Restaurant Night: Many restaurants are willing to work with groups on fundraising by donating a percentage of proceeds from a given night to the organization. For example, on December 2nd from 4-9pm, 5% of sales will be donated to After-AIDS Day. The organizing group advertises for the restaurant and brings in as many people as possible during that time. The organization gets a percentage of profits and the restaurant gets good PR and a busy night.

Dinner Party: Invite a group of friends over for cocktails, dinner, brunch, dessert, or whatever fits you and your friends. Let them know in the invitation that this party is to raise funds and awareness about After-AIDS Day and that in lieu of a hostess gift you are requesting a donation. Take a few minutes during the party to talk about After-AIDS Day and to acknowledge the importance of the donations your guests made.

You can send donations to the International Rehabilitation Forum and include in the memo line After-AIDS Day. Donations are tax deductible, EIN 20-3474422.

Donations can be sent to:
The International Rehabilitation Forum
3316 The Glade
Ann Arbor, MI 48103

Promotions

Writing a Letter to Congress

An effective letter to Congress needs three things:

1. **Put your name and address at the end of your letter AND on the envelope**, so your members of Congress know that you are one of the people they represent.
2. **Ask for specific action**, using the sentence below or your own words: Please work to increase international disability and rehabilitation assistance by at least \$5 billion and observe December 2nd as After-AIDS Day, in support of those living with AIDS-related disability.
3. **Give reasons why**. Examples are:

A smart investment against the destruction caused by AIDS must include funding for medical rehabilitation. Rehabilitation has been proven cost-effective in even the poorest communities. An increasing number of people are living with HIV/AIDS-related disability and, underserved, are upsetting the precarious balance between consuming and contributing to family, community, and country resources.

While there are immediate actions our nation must take, we also need better-funded U.S. aid programs to help improve medical rehabilitation training, research, and education. These programs can build long-term solutions for communities worldwide and help those living with HIV/AIDS-related disability reenter their lives.

Send your letter to Congress.

A Congressional directory can be found at: <http://www.visi.com/juan/congress>

Put each letter in a separate envelope and address it. Send your letter to:

Sen. _____ U.S. Senate Washington, DC 20510

Rep. _____ U.S. House of Representatives Washington, DC 20515

Sample Letter

Rep. _____ OR Sen. _____
U.S. House of Representatives U.S. Senate
Washington, DC 20515 Washington, D.C. 20510

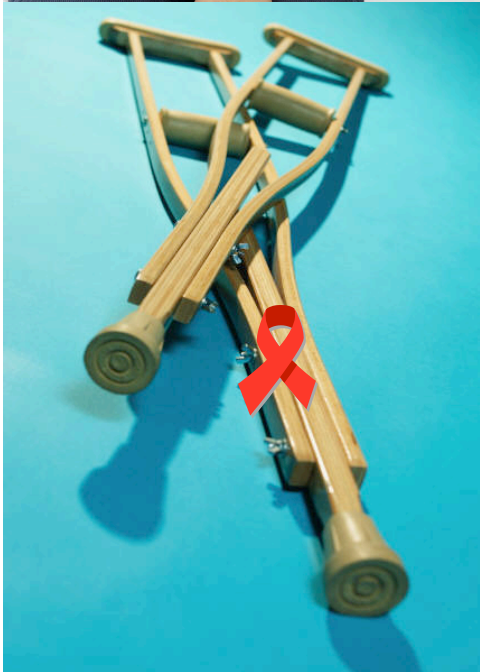
Dear Representative (or Senator) _____,

A smart investment against the destruction caused by AIDS must include funding for medical rehabilitation. Rehabilitation has been proven cost-effective in even the poorest communities. An increasing number of people are living with HIV/AIDS-related disability and, underserved, are upsetting the precarious balance between consuming and contributing to family, community, and country resources. We cannot afford to let this happen!

While there are immediate actions our nation must take, we also need better-funded U.S. aid programs to help improve medical rehabilitation training, research, and education. These programs can build long-term solutions for communities worldwide and help those living with HIV/AIDS-related disability reenter their lives.

Please work to increase international disability and rehabilitation assistance by at least \$5 billion and observe December 2nd as After-AIDS Day, in support of those living with AIDS-related disability.

Sincerely,
Your Name
Your Address
Your City, State, Zip Code



AFTER-AIDS DAY

Dec. 2nd

*Supporting Those With
HIV/AIDS-Related Disability*

Show your support for After AIDS Day. Attach a red ribbon to any assistive aid and proudly display it on December 2nd.

Presented by the International Rehabilitation Forum

www.rehabforum.org
