

HOW TO GET RE-ENGAGED

The AIDS Chair campaign goals are twofold – to re-engage those individuals that have been involved in the past but have dropped out, and to engage those that have never been involved in the struggle to end the AIDS crisis.

We hope that the AIDS Chairs and this simple campaign guide will provide the impetus and ideas necessary for anyone interested in planning or participating in the civil activities and organized community events needed to bring the AIDS issue to the forefront of media attention and renewed community dialogue.

Details on the availability of campaign materials, creative designs for staging **Red Chair** events, and web links to federal, state and local HIV/AIDS resources are included on the www.AIDSCHAIR.org website.

- Visit us on Facebook ([AIDSCHAIR.org](https://www.facebook.com/AIDSCHAIR.org)) to share any re-engagement ideas which you can think of or to share photos from **Red Chair** events you are holding. This will help to inspire others to get re-engaged and greatly expand the reach of this grass root campaign.
- Anyone wishing to make a direct donation to the AIDS Chair campaign may do so through our website — www.AIDSCHAIR.org — with all monies going directly towards production, maintenance and delivery/setup/pickup of AIDS Chairs and related campaign materials.

THE AIDS CHAIR

RE-ENGAGEMENT CAMPAIGN



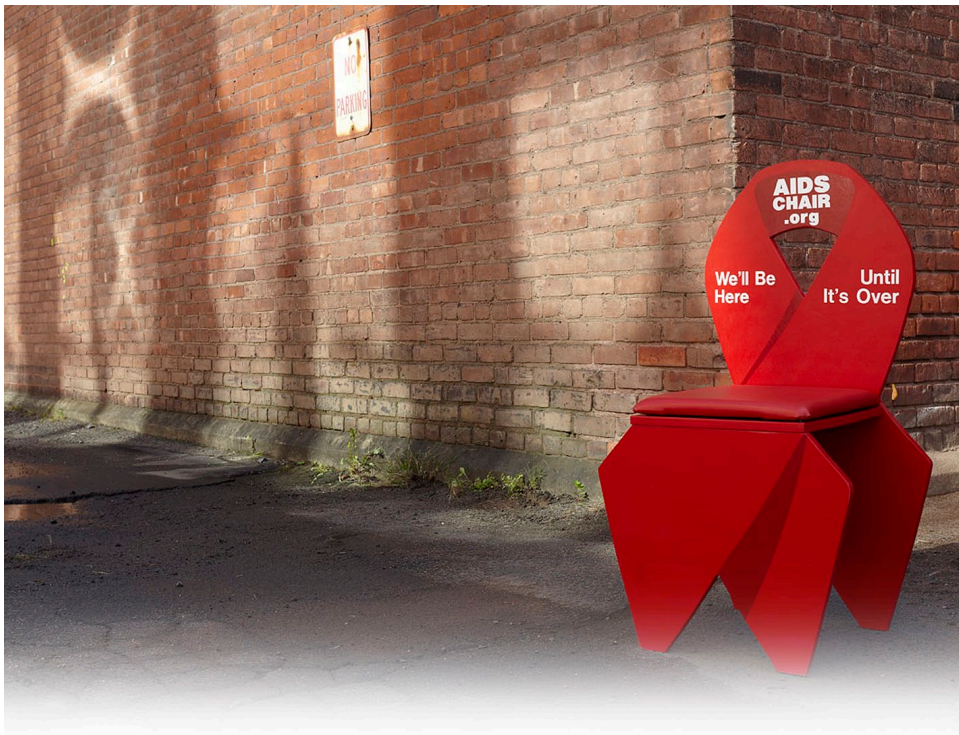
AIDS CHAIR CAMPAIGN

Campaign & AIDS Chair Concept: CCfH

AIDS Chair designed by: David J. Fiore, V.P. Design, SD&D Inc. | Fabrication: SD&D Inc.

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a call for re-engagement

The AIDS Chair was designed to stand as a steadfast symbol of the urgent need to re-engage and re-energize the AIDS movement. It's emergence comes at a time when the domestic agenda has shifted its focus away from the AIDS crisis, even while the destruction of human lives and communities continues unabated.

The **Red Ribbon** shape pays homage to the iconic symbol of solidarity, commitment, struggle, pain, and a shared sense of urgency which typified the early years of the AIDS movement, and is intended as a visual reminder of the critical social dialogue and hard work still needing to be done to end the crisis.

TEN IDEAS FOR RE-ENGAGEMENT

Following are ways by which you can ignite peaceful re-engagement of the HIV/AIDS issue with your fellow citizens and the media by integrating the AIDS Chairs into any environment:

- 1.** Create a one-day installation with a group of AIDS Chairs in a public park or large open space to draw local media attention to the AIDS issue. To help make this re-engagement activity imaginable, download the Event Layout file on our website, with numerous layout ideas for public installations of AIDS Chairs. Each 3-D drawing includes measurements and potential layouts for you to review and consider.
- 2.** 'Desk Swap' - AIDS Chairs replace all the desks in a school classroom for-a-day and are used in conjunction with presentations by HIV peer educators, care providers and/or health educators to reach young adults through personal stories about prevention and testing.
- 3.** '30 Second Spots' - Consider developing a series of 30-second public service announcements (PSA's) by showing AIDS Chairs placed at kitchen tables with interviews featuring PLWA's living at various AIDS Housing facilities discussing adherence issues, economic challenges, transportation, jobs, etc.
- 4.** AIDS Chairs can be displayed in clubs — possibly located at the bar or standing among bar stools — to help outreach educators reach young adult men and women about the continued importance of practicing safe sex each and every time and getting regularly tested for HIV/AIDS.
- 5.** Use AIDS Chairs on the auditorium stage as props for presenting one-on-one conversations or skits dealing with HIV/AIDS testing and prevention.
- 6.** Organize poetry slam events or theatre performances around AIDS Chairs and hold them at local art galleries/studios in cities across CT.
- 7.** Outreach workers or volunteers disseminate HIV/AIDS testing and prevention information to passerby's from AIDS Chairs temporarily stationed at bus terminals and train stations.
- 8.** Silent Vigil - volunteers from AIDS organizations in CT take their turns sitting in AIDS Chairs located in public buildings, lobbies, libraries.
- 9.** Locate AIDS Chairs in vacant storefront windows (for one week) to promote and maintain AIDS awareness during tough economic times.
- 10.** Set up AIDS Chairs in your local health club to prompt discussion of HIV/AIDS and health/fitness.

*If you plan to order any AIDS Chairs or hold a **Red Chair** event, go to www.AIDSCHAIR.org and download the Event Order Form. Please note that permits may be required before holding or conducting any AIDS Chair installations in public spaces or parks. You will need to check with your local town hall, school or parks and recreation officials regarding any public space permit rules that may apply.*