Toolkit World AIDS Day (WAD) –
01 December 2026 – Northern Ireland

About this toolkit:

The toolkit below is available for download from Events and campaigns - Sexual Health NI. It is designed to help individuals, community groups, advocates, and organisations actively engage with and promote WAD 2026.

This year's theme aims to highlight the Undetectable = Untransmittable message and improve understanding about the importance of accessing treatment for HIV and the accessibility of HIV services for all across the region. The Toolkit contains ready-to-use content (social media posts, images and posters) for Facebook, Instagram, X, LinkedIn, websites. All graphics are available to download from the campaigns page on the Sexual Health NI website: World AIDS Day - Sexual Health NI.

WAD Objectives

- To raise awareness of WAD and that HIV is a risk for everyone
- To raise awareness of what HIV is
- To raise awareness of importance of accessing treatment
- To raise awareness of where and how to access treatment
- To raise awareness of how treatment helps stop transmission – if you are on effective treatment, you can't pass it on.
- To raise awareness of the availability of HIV services for all across NI.

WAD Alignment with Sexual Health Action Plan 2023-2026:

- Obj 1: Strive to eliminate new HIV transmissions in Northern Ireland and support people living with HIV to live well.
- Obj 2: Reduce transmission of Sexually Transmitted Infections (STIs).
- Obj 5: Create a culture of openness about sexual and reproductive health and empower people with the information they need to make informed choices.

Follow PHA social media to stay up to date with all our campaigns:

- Facebook **@PublicHealthAgency**
- Instagram – **@PublicHealthNI**
- LinkedIn – **public-health-agency-pha**
- X – **@PublicHealthNI**
- Vimeo - **PublicHealthAgency**
- YouTube - **PublicHealthAgency**

Websites: Public Health Agency Sexual Health NI
Published by: Public Health Agency, Communications

World Aids Day Toolkit 2026

Theme: U=U Undetectable = Untransmittable
You can't pass it on (HIV treatment stops transmission)

This World Aids Day (WAD) 2026 provides an opportunity to raise awareness about the importance of education, prevention and treatment while contributing to a reduction of the stigma associated with HIV/AIDS

Dates: 01 December 2026
Hashtag: #WorldAIDSDay2026NI

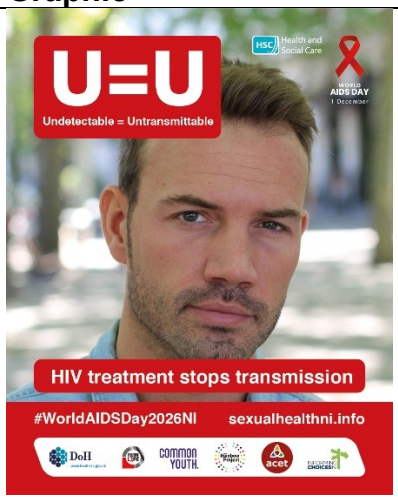
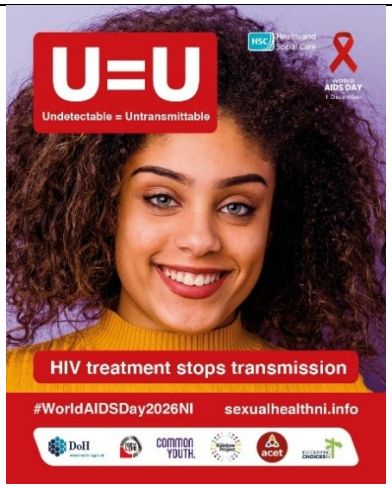
Social media posts, website images, videos, hashtags

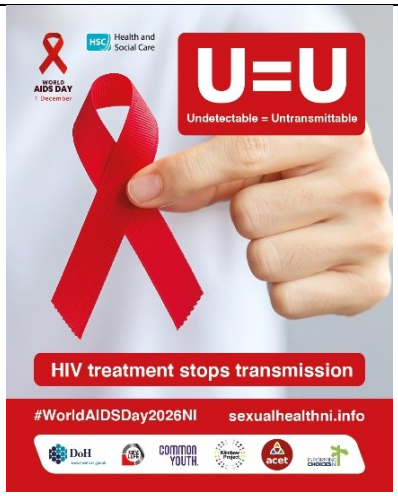
Suggested social media schedule (use the sample schedule below or tailor content to your audience) and graphics to be used during WAD 2026 (click on each graphic to download)

Hashtags to use: #WorldAIDSDay2026NI

Tagging:

X	Facebook	Instagram
• @healthdpt • @commonyouth_ • @PositiveLife_NI • @ICNI2019	• @DepartmentOfHealthNI • @commonyyouthbelfast • @TheRainbowProjectNI • @PositiveLifeNI • @InformingChoicesNI	• @department_of_health_ni • @common_youth • @therainbowprojectni • @positivelife_ni • @InformingChoicesNI

Date	Copy	Graphic	Notes
Friday 27-11-26 am	Timely and effective treatment means people living with undetectable HIV cannot pass it on to their partners. Undetectable = Untransmittable Ahead of #WorldAIDSday2026NI we're encouraging anyone who thinks they may have been at risk of getting HIV to get tested and get treatment if you need it. Find out more at www.pha.site/WorldAIDSday2026NI	 Click on the graphic to download	Press release issued 27-11-26 Link not yet active until news release is live
Sunday 29-11-26 pm	When a person with HIV takes their medication as prescribed it lowers the amount of HIV in their blood to such low levels that standard lab tests cannot detect HIV and they cannot pass the virus on to someone else. Undetectable = Untransmittable Ahead of #WorldAIDSday2026NI we're encouraging anyone who thinks they may have been at risk of getting HIV to get tested and get treatment if you need it. Find out more at www.SexualHealthNI.info	 Click on the graphic to download	.

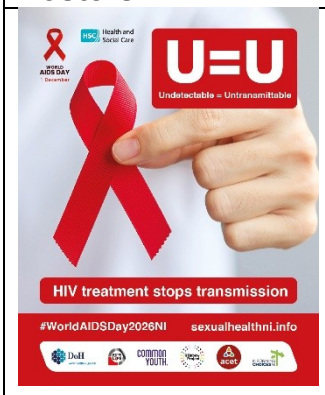
Tuesday 01-12-26 am	Today is #WorldAIDSday2026NI Effective treatment means people living with undetectable HIV cannot pass it on to anyone else, helping to stop transmission of the virus. Undetectable = Untransmittable If you think you have been at risk of getting HIV, get tested and get treatment if you need it. **First comment** Find out more at www.SexualHealthNI.info	 Click on the graphic to download	

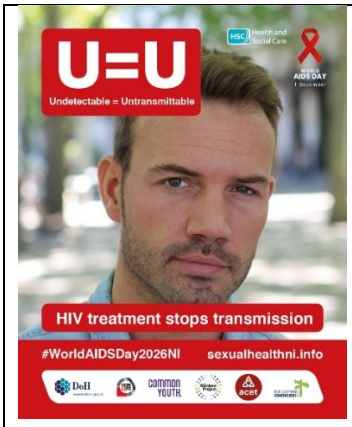
Poster, web banner and e-signature (digital only)

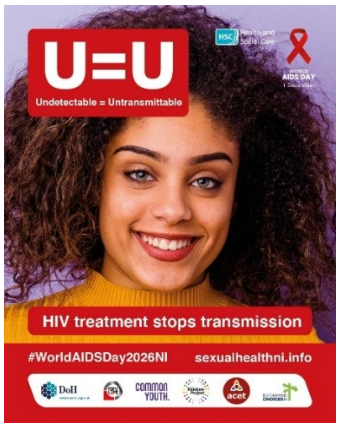
These digital materials were designed to promote WAD Digital materials for use of public, clinics, schools, universities and workplaces are available to download.

Poster theme: WAD26 - Theme: U=U Undetectable = Untransmittable
You can't pass it on (HIV treatment stops transmission)

- Download below:

Posters	How to use
	Optimised for sharing on social media platforms (Instagram, Facebook, X)





2026 WAD e-signature



2026 WAD Banner



Add to websites, newsletters, email footers to spread the message.

How to participate

Promotional strategies to help you engage your audience and boost participation during WAD:

Collaborate with partners

Sharing messages of support using **#WorldAIDSDay2026**NI

- **BHSCT:** Sexual health and HIV services | Belfast Health & Social Care Trust website
- **NHSCT:** Sexual Health Service - Northern Health and Social Care Trust
- **SEHSCT:** Sexual Health Service - South Eastern Health & Social Care Trust
- **SHSCT:** Sexual Health | Southern Health & Social Care Trust
- **WHSCT:** Sexual and Reproductive Health Services | Western Health & Social Care Trust
- **Positive Life:** Positive Life NI – Northern Ireland's only HIV Charity – Supporting people living with or affected by HIV in Northern Ireland
- **RAINBOW:** LGBTQIA+ Support in Northern Ireland | The Rainbow Project
- **In-person:** Host community workshops, panel discussions, information stalls/tables or outreach activities to facilitate open conversations. [collaborate with healthcare professionals to address common concerns about HIV].
- **Virtual:** Organise webinars, live Q&As, virtual peer talks focused on HIV.

By supporting World AIDS Day, the public can help stop the spread of HIV—because **prevention is protection** and we invite everyone to take part in World AIDS Day by:

- Wearing the **red ribbon** to show solidarity.
- Know where routine and accessible **HIV testing is available**
- Booking a **free and confidential HIV test**.
- **Know Your Status, Stop HIV**
- Learning more about **PrEP & PeP** and other prevention and treatment tools.

Host or attend scheduled WAD events

BHSCT Area

Date	Organisation	Location	Details of event
9th December 1-5pm	The Rainbow Project	The MAC, Belfast	Join us on Tuesday 9th December 1-5PM at the MAC to see the ' HIVStory' pop-up exhibition. Listen to our 'Human Library' of people living with HIV about their experiences (including an individual featured in HIVStory) – and hear an update on The Rainbow Project's historic campaign on U=U (Undetectable = Untransmittable) or 'HIV…Catch Urself Up' the first of its kind in Northern Ireland. **HIVstory** is an innovative project imagined by The National HIV Story Trust, who amassed the largest collection of filmed testimonies in the UK from people who have been affected by HIV and

			AIDS, to create a deeply moving photographic and interactive digital media exhibition. Every portrait features a QR code. Visitors can simply scan with their smartphones to unlock full written summaries alongside both short highlights and deep-dive video interviews from the National HIV Story Trust archives. HIVstory shares these incredible real stories of love, life and loss – tales full of both the terrible times, and times of hope. Each person's story is of course unique to them, but as you will see their experiences often intersect. Choosing one person's story will give you the opportunity to explore how each of these forty-five lives and experiences are connected. HIVStory shows how shared struggles, care, and activism bound communities together through the history of HIV and AIDS. **Human Library**: Instead of borrowing paper books, you can borrow living people for personal, face-to-face conversations. Each human book at our event will be speaking about their personal experience of living with HIV. You will sit at tables with small number of attendees to listen to your human book and have an opportunity to get your questions answered. **HIV…Catch Urself Up:** A new informational leaflet and public health campaign have been launched by LGBTQIA+ organisation The Rainbow Project, aiming to improve societal understanding of living with HIV. This is a first in Northern Ireland, where there have been no HIV-specific public health campaigns since the initial epidemic in the late 80s and early 90s. The campaign focuses on 'undetectable' HIV. Someone who is HIV positive becomes undetectable when, thanks to effective treatment known as 'Anti-Retroviral Therapy' or 'ART', their viral load becomes so low that it cannot be passed to their sexual partners. Up to 97% of people living with HIV in Northern Ireland are undetectable, and therefore none of those people can pass this on to sexual partners. **Register (for free) here: https://www.rainbow-project.org/events/hiv-catch-urself-up/**
3rd December 2026 2-5pm	ICNI	Dance Addiction Studios, 1A Parkgate Avenue, Belfast, BT4 1JA	Philadelphia Screening and Discussion Join Informing Choices for a screening of the award-winning film Philadelphia, followed by a discussion led by Jacquie Richardson from Positive Life exploring HIV today, the stigma and misconceptions that still exist, how far we've

			come and what still needs to change. Audience participation and reflection are encouraged. Free admission | Booking required | 16+ | Tickets can be booked here

NHSCT Area

Date	Organisation	Location	Details of event
1st December	NHSCT Sexual Health Team	Staff Intranet	Short awareness video

SEHSCT Area

Date	Organisation	Location	Details of event
11th November	SHSCT	On-line	The following webinar took place for Nurses and Midwives leading into the WAD (Live Research Project) For further information and/or slides contact Royal College of Nursing (RCN) Sexual Health Network Co-Lead gabrielle.oneill@setrust.hscni.net Sexual Health Network webinar.pc

SHSCT Area

Date	Organisation	Location	Details of event
1st December	SHSCT	Trust HQ at Craigavon Area Hospital	HIV Awareness Session World AIDS Day promotional stand will be manned
		PREP video	Recently developed and will be ready to share on socials and will promote WAD on Trust website, Southern newsletter and Friday focus newsletter.

WHSCT Area

Date	Organisation	Location	Details of event
1st December 2026	The Rainbow Project (Foyle)	The Peace Bridge, Derry/Londonderry	**HIVstory** is an innovative project imagined by The National HIV Story Trust, who amassed the largest collection of filmed testimonies in the UK from people who have been affected by HIV and AIDS, to create a deeply moving photographic and interactive digital media exhibition. Every portrait features a QR code. Visitors can simply scan with their smartphones to unlock full written summaries alongside both short highlights and deep-dive video interviews

			from the National HIV Story Trust archives. HIVstory shares these incredible real stories of love, life and loss – tales full of both the terrible times, and times of hope. Each person's story is of course unique to them, but as you will see their experiences often intersect. Choosing one person's story will give you the opportunity to explore how each of these forty-five lives and experiences are connected. HIVStory shows how shared struggles, care, and activism bound communities together through the history of HIV and AIDS. The HIVStory pop-up exhibition will be available to visit at The Rainbow Project, Foyle during working hours (Monday-Friday 10AM-5PM) until Monday 7th December. **'The Names Project Northern Ireland'** is a collection of AIDS memorial quilts created by friends and family in the 90s to memorialise those they'd lost to AIDS-related causes. The NAMES Project Memorial Quilt was conceived in 1985 by US-based AIDS activist Cleve Jones and up until 2020 was considered the world's largest piece of community folk art, with panels being lovingly stitched all across the globe. These patchwork quilts don't just function as poignant memorials of lives lost due to AIDS-related causes but a painful reminder of the homophobia and HIV-stigma that caused these friends and families to mourn their loved ones with so much anonymity 12PM at Peace Bridge 12.30-5PM Exhibition of ' HIVstory' & 'The Names Project Northern Ireland' **Register (for free) here:** **https://www.rainbow-project.org/events/world-aids-day-foyle/**
1st December 2026	WHSCT	Online HIV Awareness Session	This session will be used as an opportunity to highlight services provided by WHSCT Sexual Health and HIV Team. Even though WHSCT services will be highlighted there will be information useful to those across NI. Link to Book **HIV Awareness Session Tickets, Tuesday, December 1 • 10:30 AM - 11:30 AM GMT | Eventbrite**

REGIONAL

Date	Organisation	Location	Details of event

23rd November to 1st December 2026	Positive Life	Radio Advertising	Key messages aligned with key messages above: 100 cases, half are women, get tested, use condoms, for info contact Positive Life.
23rd November 2026	Positive Life	Assembly @ Stormont Buildings	Deliver red ribbons for distribution to political parties during party meetings at Parliament Buildings.
1st December 2026	Positive Life	Assembly @ Stormont Buildings	Engage with health spokesperson MLAs to request Members' Statements recognising World AIDS Day. Invite MLAs to a photo opportunity with Jacquie Richardson and ribbon prop at Stormont, lunchtime on WAD Tues 1 Dec.
1st December 2026	Positive Life	Various Council Buildings	Council Light-Ups: Antrim & Newtownabbey, Causeway Coast & Glens, Fermanagh & Omagh, Lisburn & Castlereagh & Mid Ulster
	Positive Life	Slackpress video	Animation information video
	Positive Life	Sarah video	Story-teller on stigma of diagnosis
TBC	Common Youth/PHA	On-line resource	Link to interview with PHAs Rachel Coyle/Common Youths Youth Participation Group to be confirmed

Frequently Asked Questions

Where can I get a HIV test?

HIV testing is available through sexual health clinics, some GP practices, and home-testing options. Testing is quick, confidential and is the only way to know your HIV status. Regular testing is recommended for anyone who may be at risk of HIV.

Further information:
Human Immunodeficiency Virus (HIV) - Sexual Health NI

What is HIV and how is it different from AIDS?

HIV (Human Immunodeficiency Virus) is a virus that attacks the body's immune system. If left untreated, HIV can damage the immune system and lead to serious illnesses. **AIDS (Acquired Immune Deficiency Syndrome)** is the term used to

describe the most advanced stage of untreated HIV infection. Thanks to effective treatment, most people diagnosed with HIV in the UK do not develop AIDS.

Can a person live a healthy life if they test positive for HIV?

Yes. With early diagnosis and effective treatment, people living with HIV can live long, healthy and fulfilling lives. Modern HIV treatment reduces the virus to very low levels, protects the immune system and prevents transmission to sexual partners.

What does U=U mean?

U=U stands for "Undetectable = Untransmittable". It means that a person living with HIV who is taking effective treatment cannot pass HIV on through sex. This message is supported by extensive scientific evidence and is central to reducing HIV stigma.

What does "undetectable" mean?

An undetectable viral load means that HIV treatment has reduced the amount of virus in the blood to levels that cannot be detected by standard laboratory tests. HIV is still present in the body, but it is controlled by treatment.

What is a viral load?

A viral load test measures the amount of HIV in a person's blood. It helps healthcare professionals monitor how well HIV treatment is working.

Can someone with an undetectable viral load pass on HIV through sex?

No. Evidence shows that people living with HIV who are taking effective treatment cannot transmit HIV sexually.

Why wear a condom and where can I get free condoms?

Condoms are the only contraceptive method that help prevent both sexually transmitted infections (STIs) and unintended pregnancies. Free condoms are available through many sexual health / sexual and reproductive health clinics, youth services, community organisations, and condom distribution schemes such as the Common Youth C-card scheme : Condoms (male) - Sexual Health NI

What is PrEP?

PrEP stands for pre-exposure HIV prophylaxis. It is taken as a regular pill by a person to prevent getting HIV.

PrEP protects against HIV but doesn't protect against other STIs (chlamydia, gonorrhoea) so even if you are on PrEP, you should still use a condom.

Sexual health services can provide advice and access to this preventative treatment.

Evaluation and impact

- Let us know how you use the toolkit and about the social media engagement, hashtag reach, website visits, downloads, and event participation on your channels and platforms.
- Collect feedback from participants to measure awareness and engagement and send us some quotes.

Additional resources

- **Press release** will be published on PHA's corporate site news page Friday 27th November 2026