GCU World AIDS Day (WAD)

“It's been 30 years since the first World AIDS Day. There have been so many advancements since then in the treatment, prevention and policies concerning HIV. People are now living long and healthy lives with the virus secure in the knowledge they can’t pass it on but we still have work to do in raising awareness and in addressing the stigma.”

Clive King, Partnership Manager, Terrence Higgins Trust.

A campus wide planning group supported by The Principal’s Office was established in 2018 to create a bigger impact from our annual WAD activities. Research partners Terrence Higgins Trust (THT), Waverley Care and NHSGCC Sandyford were invited to be part of this group and we also worked with the National AIDS Trust (NAT). The week long campaign in Glasgow and at GCU London included:

• A social media campaign designed by 3rd year SCEBE students on the Design for Change module with the key messaging: THEY SAY UNI FOLKS ARE CLEVER. STAY SMART. TAKE THE TEST. LET’S END HIV.
• Posters on campus and Caledonian Court and stickers on coffee cups and on packets of free condoms also displayed the GCU WAD campaign messaging and directed students to further advice and support.
• The #GCU blue letters covered in hundreds of red and tartan ribbons were arranged in front of the Christmas tree in the Hamish Wood Building and staff, students and visitors to GCU for graduation were invited to ‘Take a ribbon and wear if for December’ as a sign of solidarity towards people living with HIV/AIDS and to help 'end the stigma'.
• Terrence Higgins Trust and Waverley Care screened 21 people for HIV in The Caledonian Clinic and had information stands on campus.
• GCU Students Association made a campaign video www.gcustudents.co.uk/articles/worldaidsday-zerohiv
• GCU London supported the NAT ‘Rock the Ribbon’ campaign.
• GCU School of Health and Life Sciences research in this field was exhibited in the Centre for Living and Dr Andrew McAuley and Dr Matt Smith gave a talk at Turning Point Glasgow’s Drug Crisis Centre.
• GCU supported Glasgow Frontrunners Red Run from the ARC to raise funds for THT.

“Thank you very much for your support on World AIDS Day. The images on Twitter of the ribbons looked really great and we so appreciate your help raising awareness of HIV in Scotland.” Waverley Care.