



Project author or developer:  
**World AIDS Day**

Where:  
**GB / Royaume-Uni / Grand Londres**

Website:  
**[www.worldaidsday.org](http://www.worldaidsday.org)**

World AIDS Day, observed on 1st December every year, is dedicated to raising awareness of the AIDS pandemic caused by the spread of HIV infection. The fight against AIDS is experiencing considerable success not only on the face of medical care but also on prevention practices disclosed through massive advertising campaigns. In 1997, in Zimbabwe 29% of adults were infected with HIV, in 2007, that number dropped to 16%. In Uganda, with a campaign by the government and focused mainly on the reduction of sexual promiscuity, the rate of HIV infection has declined from a peak of 15% in the early 90, to 4% in 2003.

