



Banarsidas Chandiwala Institute of Physiotherapy

AFFILIATED TO G.G.S.INDRAPRASTHA UNIVERSITY

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Social Media Campaign on World AIDS Day 1st December 2024

On the occasion of World AIDS Day, Banarsidas Chandiwala Institute of Physiotherapy organized a social media campaign to raise awareness about the global fight against HIV/AIDS. The campaign focused on the theme, "My Health, My Right," emphasizing the universal right to health and dignity for all. Through impactful posts and messages, the campaign encouraged collective efforts to combat stigma, promote awareness, and empower individuals to seek healthcare without fear or discrimination. The initiative aimed to foster a supportive and inclusive environment where people living with HIV/AIDS could access medical care and live with dignity and hope.

Engaging visuals and infographics highlighted key facts about HIV prevention, treatment, and the importance of early diagnosis. The campaign also encouraged the audience to reflect on their role in creating an empathetic society by breaking down barriers of misinformation and prejudice. This digital initiative received widespread engagement, spreading a powerful message of solidarity and resilience. It reinforced the institute's commitment to community health and social responsibility, inspiring participants to advocate for equitable healthcare access and foster a world free from stigma and discrimination. Together, we continue to stand united in promoting health, dignity, and hope for all.

