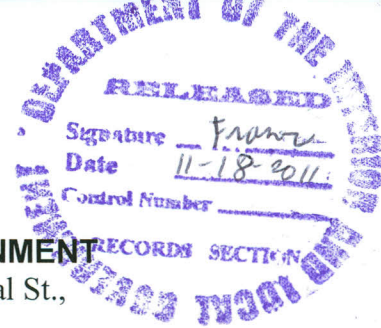




Republic of the Philippines  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
A. Francisco Gold Condominium II EDSA cor. Mapagmahal St.,  
Diliman, Quezon City



November 17, 2011

**MEMORANDUM CIRCULAR**  
**NO. 2011 - 175**

**TO :** ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, PUNONG BARANGAYS, REGIONAL GOVERNOR OF THE ARMM, AND DILG REGIONAL DIRECTORS

**SUBJECT :** 2011 WORLD AIDS DAY

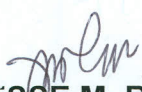
The World AIDS Day (WAD) will be celebrated on December 1, 2011 with the local theme, **“Getting to Zero”**. The celebration will highlight a High-Level Plenary Meeting to address the 2011 UN Political Declaration on HIV/AIDS, and usher in the Investment Plan for the Fifth AIDS Medium Term Plan.

Relative to the above, all local chief executives are hereby enjoined to extend their full support to ensure the success of the above-mentioned event by spearheading activities that emphasize this year’s celebration. They may likewise, opt to undertake the following suggested activities in cooperation with all concerned sectors:

- Symbolic wearing of red ribbon or any red-colored accessory to mark the occasion;
- Unfurling of WAD streamers or posters in buildings or in public or private conveyances;
- Displaying red banners or tying of red ribbons on doors of houses or of business establishments;
- Spearheading local marathon or walkathon;
- Promotion of local AIDS services;
- Disseminating information materials on HIV and AIDS prevention; and
- Issuing press releases with emphasis on the LGU’s commitment or support to the effort to address HIV.

All DILG Regional Directors are hereby directed to cause the dissemination of this issuance to all local authorities within their jurisdictions and provide assistance where necessary, and as may be appropriate, and to submit to the Office of the Undersecretary for Local Governments reports on LGUs that undertook WAD activities.

For the information and guidance of all concerned.

  
**JESSE M. ROBREDO**  
Secretary

