



Join the Movement to #RethinkRebuildRise!

Join the global movement by sharing your story, message, photo or video using the hashtag, [#RethinkRebuildRise](#).

November 13, 2025 By [International AIDS Society](#)

As we approach [World AIDS Day 2025](#) and begin the [Road to Rio](#) for AIDS 2026, [the 26th International AIDS Conference](#), we have a unique opportunity to drive change. Lives, communities and futures depend on what we do next. It is time to unite behind a shared call for a resilient, equitable and fully funded HIV response – one that ensures that no one is left behind.

The IAS has chosen the same theme for World AIDS Day 2025 and AIDS 2026 to build momentum and a shared global narrative. By uniting behind a single call – to rethink, rebuild and rise – the HIV response can speak with one voice across communities, countries and conferences.

A truly effective response means rethinking outdated models, rebuilding systems to put people first, and rising together through inclusive policies, innovation and sustained collaboration.

We need your voice, your experiences, your vision.

Join the global movement by sharing your story, message, photo or video using the hashtag, [#RethinkRebuildRise](#). Let the world know what a truly transformative HIV response looks like – through your eyes.

To help guide your message, consider these prompts:

We have created a [social toolkit](#) with [ready-to-share social messages and graphics](#) – available in English, Spanish and Portuguese – to amplify this call to action.

Your voice matters. Together, we can chart a new and equitable path forward. Thank you for being an invaluable part of the HIV community!

And don't forget to follow and tag us!

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<http://beta.docker.poz.com/blog/join-movement-rethinkrebuildrise>