Force for Change

World AIDS Campaign with Young People

A report of activities

Joint United Nations Programme on HIV/AIDS
UNAIDS
UNICEF • UNDP • UNFPA • UNDCP
UNESCO • WHO • WORLD BANK

World AIDS Campaign

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Acronyms

AAF	AIDS Awareness Foundation (Bangladesh)
ACEID	Asia-Pacific Centre on Educational Innovation for Development
ADH	Adolescent Health (WHO)
AFXB	Association François-Xavier Bagnoud
AMFAR	American Foundation for AIDS Research
ANASO	AIDS Network Association (Angola)
ARAS	Asociatia Romania Anti SIDA (Romanian Association Against AIDS)
AusAID	Australian Aid for International Development
CAINN	Children and AIDS International (UK)
CAREC	Caribbean Epidemiology Centre
CARICOM	Caribbean Community Secretariat
CORNAVIH	Coordinadora Nacional de personas viviendo con VIH/SIDA (Chilean National Organization of People Living with HIV/AIDS)
CPA	UNAIDS Country Programme Adviser
EI	Education International
FIFA	Fédération Internationale de Football Association
GTZ	Gesellschaft für Technische Zusammenarbeit (German Technical Cooperation)
IATF	Inter-Agency Task Force
ICASA	International Conference on AIDS/STDs in Africa
IFRC	International Federation of Red Cross and Red Crescent Societies
IPPF	International Planned Parenthood Federation
MNH	Programme on Mental Health (WHO)
MSF	Médecins Sans Frontières
MTV	Music Television International
NACO	National AIDS Control Organization (India)
PAHO	Pan American Health Organization
PIBA	Pacific Island Broadcasting Association
PINA	Pacific Island News Association
PSA	Programme on Substance Abuse (WHO)
PSI	Population Services International
RICAP	Regional Inter-Agency Committee for Asia and the Pacific
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNDCP	United Nations International Drug Control Programme
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund
UNV	United Nations Volunteers
USAID	United States Agency for International Development
VDH	Volunteers for Development in Haiti
WAY	World Assembly of Youth
WHO	World Health Organization
YWCA	Young Women's Christian Association

Message from the Executive Director

The 1998 World AIDS Campaign has successfully placed the issue of AIDS among young people on national and international agendas, and has brought significant attention to the *Force for Change* that young people represent in reversing the course of the epidemic. In two years, we have managed to move from a one-day advocacy event known as World AIDS Day to a year-long mobilization effort in order to raise awareness and increase action in a specified area. The 1998 Campaign raised the profile of young people in discussions about HIV/AIDS, and increased their participation in events, programmes, and decision-making bodies. In my opinion, the most significant success of the Campaign was in bringing attention to the need for young people's involvement in AIDS work.

Throughout the year, I met young people who truly represent forces for change. I saw them in conferences, in schools, playing football – I met them as young parents and as people who are articulate, intelligent, and committed to fighting the epidemic. At the World AIDS Conference in July 1998, I was stunned by the strength of one young man. He had come to Geneva to continue the work of his mother, a brave woman who, having lived with HIV for close to a decade, had died only days earlier. He had come to pass on the gift of her love. Farai, barely 22 years old, reminded me of the strength that young people can have in the face of profound personal loss and the power that they have in supporting those who, like them, are living through the impact of AIDS.

Sixteen-year-old Radhika and 17-year-old Ganga from a Bhutanese refugee camp in Nepal also deeply impressed me. Both young women came to Geneva for the Theme Day of the Committee on the Rights of the Child. They had been trained in human rights, and had themselves requested AIDS training from their teachers. Once they knew what their rights were, they could ask for what they needed. These are the people with the power to convince their friends to be safe, to be respectful, to stay strong.

Some young people choose to join the fight because they know that their fame can touch the lives of young people who look up to them for guidance. Ronaldo, the Brazilian football star, committed to being a Force for Change last year. With a poster that was sent to over 143 countries, Ronaldo spread the message for all his fans to *Play Safe!* In Haiti, an entire rally was mobilized around the Ronaldo poster on AIDS.

But the epidemic cannot be won by individuals alone, and the Campaign therefore worked hard to build significant partnerships. One result was a 26-minute video produced collaboratively by MTV, the World Bank and UNAIDS, about young people living with or at risk for HIV infection. This attracted world-wide attention and received the Ribbon of Hope Emmy Award from the Academy of Television Arts and Sciences in the United States. Another example of collaboration was the regional

meeting for young people in Western Africa, at which UN agencies, bilateral agencies, and NGOs came together to agree on strategies regarding what should be done for and with young people in the region. A third example occurred in South Africa, where the UN Theme Group on HIV/AIDS found a common ground for joint action through the Campaign.

Not only is it necessary to work with young people, but it is critical to do so urgently. With five young people infected every minute – 7000 every day –, there is no time to stall. During the Campaign, each country ran its marathon race and played the drums at the pace of its own epidemic. Some focused on support for people living with HIV, some on prevention in school settings; others cared for those young people who needed treatment for sexually transmitted diseases.

The success of the Campaign is not tied to one element, or to one coordinating body, much to the contrary. The single defining feature of the Campaign was its participatory approach. At UNAIDS, "young people" became one of UNAIDS' top five corporate priorities; increasing emphasis was placed on the necessity to work not only *for* young people but also *with* them. This report shows what has been accomplished through the 1998 Campaign, delineating the progress made in involving young people, in promoting their human rights, in raising awareness and in building partnerships. Examples from over 80 countries show the level of participation that the Campaign amassed.

Throughout the world, many young people are fire fighters with neither helmets nor fireproof coats. Unless we involve them, train them, and provide them with the right equipment, they will be hurt by the raging epidemic that threatens us all. Given a chance to act and provided with the necessary skills, they may be the ones to reverse the current devastating trends. It is our responsibility to protect young people's rights and ensure their participation in fighting the disease. The Campaign provided the space for this to be done; now we must continue what has been successfully started, in order to achieve long-term effect.

My best wishes and congratulations go to all those who have made this Campaign a success.

Peter Piot
Executive Director
Joint United Nations Programme on HIV/AIDS (UNAIDS)

Cosponsors and partners in the 1998 World AIDS Campaign with Young People

The 1998 World AIDS Campaign – *Force for Change* – was developed by the Joint United Nations Programme on HIV/AIDS (UNAIDS), its Cosponsors and partner organizations.

UNAIDS Cosponsors in 1998 were:

- the United Nations Children's Fund (UNICEF),
- the United Nations Development Programme (UNDP),
- the United Nations Population Fund (UNFPA),
- the United Nations Educational, Scientific and Cultural Organization (UNESCO),
- the World Health Organization (WHO),
- the World Bank.

The 1998 World AIDS Campaign partners were the organizations listed hereafter.

The **Association François-Xavier Bagnoud (AFXB),** involved in more than two dozen initiatives related to children's rights, health and human rights and paediatric HIV/AIDS in 17 countries around the world.

Education International (EI), a world-wide trade union organization of education personnel whose 23 million members represent all sectors of education from pre-school to university in 148 countries and territories.

The **International Federation of Red Cross and Red Crescent Societies (IFRC),** with a unique global network of 175 national societies in different countries. The IFRC has particular reach to youth volunteers in the developing world.

Music Television (MTV) International, the most popular music television station among young people, which reaches one quarter of all television households world-wide.

Rotary International, a world-wide association comprising 1.2 million men and women in 160 countries. Rotarians, from business and other professions, work together to: provide humanitarian services to the local, national and international community; encourage high ethical standards in all vocations; and work for goodwill and peace in the world. Rotary International has had a cooperative agreement on young people with UNAIDS since 1996.

The **World Assembly of Youth (WAY),** an international coordinating body of national youth councils and organizations that works closely with the United Nations and its agencies to promote young people and youth organizations.

Introduction to the Campaign

When UNAIDS was established in 1996, it became clear that the international recognition of World AIDS Day on 1 December of each year was insufficient to draw the world's attention to an increasingly devastating epidemic. Nor was this recognition potent enough to mobilize forces, initiate projects, and sustain political will on issues related to AIDS. UNAIDS therefore chose to bring about a year-long campaign culminating on World AIDS Day. The Campaign was to serve as a tool for advocacy and would also serve additional functions, such as providing leverage for the implementation of policies and programmes, and highlighting the work already being conducted in these areas.

Force for Change: the 1998 World AIDS Campaign with Young People is the second year-long World AIDS Campaign to have been organized. Feedback received during 1998 from UNAIDS' Cosponsors – UNICEF, UNDP, UNFPA, UNESCO, WHO and the World Bank – and from Campaign partners shows that this extension of a thematic priority from one day to the whole year has been a welcome change. This report is the first attempt to assess the effect of the shift on activities and programming at both national and international levels. It is also an attempt to identify lessons which can be learned in order to improve future Campaigns.

From the very beginning, the 1998 Campaign was envisaged as a chance to build on the momentum created around the 1997 Campaign *Children Living in a World with AIDS* and to continue the initiatives already started at country level. The Secretariat-based World AIDS Campaign Team chose the theme *Force for Change: World AIDS Campaign with Young People* as an opportunity to set up and strengthen processes for involving young people in reducing the spread of HIV. It also chose six well-placed international organizations that could assist the Campaign in achieving its objectives: Association François-Xavier Bagnoud (AFXB), Education International (EI), International Federation of Red Cross and Red Crescent Societies (IFRC), MTV International, Rotary International and World Assembly of Youth (WAY).

The Campaign also aimed to mobilize support for young people already suffering from the impact of the epidemic on their own lives, their families and their communities. Finally, the Campaign sought to emphasize the links between AIDS and other factors critical to young people's health and development, including the promotion and protection of their rights – an appropriate item in the anniversary year of the Universal Declaration of Human Rights.

The following objectives were established for the 1998 Campaign:

OBJECTIVE 1: PROMOTE YOUNG PEOPLE'S GENUINE PARTICIPATION

OBJECTIVE 2: PROMOTE POLICIES AND ACTION FOR YOUNG PEOPLE'S HEALTH AND DEVELOPMENT USING A HUMAN RIGHTS FRAMEWORK

OBJECTIVE 3: INCREASE AWARENESS OF THE IMPACT OF HIV/AIDS ON YOUNG PEOPLE AND YOUNG PEOPLE'S IMPACT ON THE COURSE OF THE EPIDEMIC

OBJECTIVE 4: MOBILIZE SOCIAL AND PRIVATE SECTORS TO WORK IN PARTNERSHIP ON YOUNG PEOPLE'S HEALTH AND DEVELOPMENT

OBJECTIVE 5: MONITOR THE CAMPAIGN

About this report

Reporting for the 1997 Campaign was conducted on an ad hoc basis. For 1998, the Secretariat-based World AIDS Campaign Team wanted to encourage more systematic reporting of Campaign activities, without overburdening country staff, Cosponsors and partners. In June 1998, the World AIDS Campaign Team informally requested a report of the country-level activities carried out in the context of the Campaign. About 30 countries reported short summaries of the activities carried out to date, as well as their intentions for the following months. In October 1998, in order to generate a more detailed report of activities at country level, Cosponsors, partners, and country-level staff members were asked for a description and summary analyses of at least two activities conducted during 1998 on the theme of young people and AIDS. Nearly half the Cosponsors and partners and a total of 86 countries provided feedback at that time.

Clearly, the World AIDS Campaign means different things to different people. Some still view advocacy activities such as concerts, competitions, and mass distribution of posters and pamphlets, which were closely associated with World AIDS Day, as fundamentally representative of "Campaign activities". For this reason, programming activities regarding young people, which were considered by some to be outside the realm of the World AIDS Campaign, were not systematically reported on. The same holds for peer education programmes, work on national AIDS strategies, or the implementation of youth-friendly health services. From spot-checks and anecdotal reports, it appears that much more is happening on the issues of young people and HIV/AIDS than has been captured in this report. A special emphasis will be required in the future towards the integration of both advocacy **and** programming into what are deemed Campaign activities, an integration that represents the particular strength of the Campaign.

Whatever its limitations, this report summarizes the activities mentioned by UNAIDS country-based staff, Cosponsors and partners. It is based solely on the formal reports received in response to the requests sent out in June and in October 1998. It is not a comprehensive analysis of all of the activities carried out in all countries by all groups and individuals which could be classified as *true* Campaign activities. It does however provide an overview of what happened world-wide in the context of the Campaign; as a basis for more comprehensive monitoring and evaluation plans, it should help improve future Campaigns.

Following an overview of the general outcomes, this report summarizes the events and activities that took place under the aegis of the World AIDS Campaign in 1998, according to the originally-stated five objectives of the Campaign. Each of these sections begins with a description of the objective, and then summarizes the activities at the international, regional and country levels. More detailed descriptions of a few selected projects illustrate some of the lessons learned.

It is hoped that the report will provide organizations and individuals with ideas on working with young people in the fight against the AIDS epidemic, and will help improve the planning and implementation of future Campaigns.

General outcomes of the Campaign

The 1998 Campaign was instrumental in highlighting many of the issues facing young people, and in drawing attention to their particular risks and vulnerability vis-à-vis HIV. It also promoted the role of young people in changing the course of the epidemic and hence encouraged their genuine participation. The philosophy and methods followed by the Campaign in collaborating with young people are now used as a model to encourage greater participation by people living with HIV/AIDS at all levels of UNAIDS' work.

In addition to highlighting the issues specific to young people, the Campaign led to many indirect positive outcomes. According to the UNAIDS Country Programme Adviser (CPA) in **Angola**, "mainly due to the great involvement of all potential actors in the organization of the activities (including youth, mass media, NGO sector, government, policy-makers, public personalities, academic institutions, UN agencies and donors) much more information about HIV/AIDS has been circulating at national level. It has been also a great opportunity to strengthen the coordination mechanisms among the different actors on HIV/AIDS prevention with the National AIDS Programme". The **Thai** NGO Coalition on AIDS echoed a similar outcome, stating that the World AIDS Campaign "helps raising public awareness on HIV/AIDS and increases (...) collaboration among key agencies".

Generally speaking, the Campaign provided a platform for accelerated and consolidated activity around specific issues. According to the UNAIDS CPA in the **Philippines**, the approach allows for a "more sustained and better planned Campaign over the twelve months; greater visibility and awareness of the Campaign among the partners; [and] greater advocacy opportunities during the Campaign". The UNAIDS CPA in **Mozambique** also confirms that the Campaign "reinforces the work already being undertaken".

The World AIDS Campaign has given United Nations Theme Groups on HIV/AIDS a strong framework within which to work and has often structured their initial joint activities. In **Latvia**, the World AIDS Campaign "provided a framework for the design of local activities"; in **Belize**, it "helped the National AIDS Task Force focus on concrete plans of action to implement" (National Consultant, National AIDS Task Force, Belize). In **Tajikistan**, the government adopted a national programme on HIV/AIDS prevention and control and also established a National Committee on AIDS Control with a particular focus on the issues confronting young people. In **Azerbaijan**, "activities further strengthened the partnership between the UN Theme Group members [with] a shift from *coordinated* activities to *joint* activities".

One important result of improved partnerships has been the increase of awareness among both general and specific population groups. The National AIDS Coordinator in **Zambia** states that "the World AIDS Campaign has over the past year brought a change to our Zambian society. Many groups [are] participating in the activities, showing commitment and determination in joining the fight against HIV/AIDS, ready to care for the sick, dying, their

families, and survivors". A change of attitudes is also evident in the **United Republic of Tanzania**, where a journalist claimed that "media owners are slowly changing their negative attitude towards publicizing stories on HIV/AIDS" and the Campaign Leader for the Tanzanian Youth Alive Club stated that "many youth … have decided to change their behaviour from negative to positive and parents have appreciated the [education their children are receiving]". Another **Tanzanian** NGO called Jean Media reported drastic improvements in the quelling of social taboos, stating that "finally women who were usually silent spoke out and the voices normally unheard on radio stations were in the centre of discussions … and the issue of commercial sex became open whereas before it was believed to be non-existent". The same NGO also mentioned that "parents now speak out about rape and child defilement". Similar social advances occurred in **Jordan** where it was reported that families of infected persons have changed their attitudes towards infected kin.

In addition to societal level changes, political powers in some countries have shown evidence of change. According to the CPA in **Mozambique**, "The most important achievement of this year's Campaign has been (…) the political will and the commitment gained from the government".

Inevitably, countries also faced their share of obstacles and challenges despite the successes achieved. Several mentioned the resistance of civil society to the open discussion of issues related to HIV/AIDS, especially regarding young people. **Bangladesh** reported that it was difficult to get female students to attend advocacy meetings and that it was challenging to recruit students to act as peer educators on the topic of STDs/HIV/AIDS. In some countries "it is difficult to convince organizers to adopt the campaign rather than the former World AIDS Day approach" and "in low prevalence countries (…), the main difficulty is to motivate actors to be involved in World AIDS Campaign activities…as the tendency is still to focus on World AIDS Day".

Several countries specifically mentioned lack of funding; others stated that limited resources including time, staff, and transportation were serious obstacles to the implementation of their World AIDS Campaign plans. Language was another barrier for countries whose official language is other than English, French or Spanish. Many cited a lack of documents in the appropriate language and a few underlined the need for culturally sensitive and locally developed materials. The UNAIDS CPA in the **Lao People's Democratic Republic** suggested that "more concrete support strategies and user-friendly materials to encourage local ownership and involvement in the Campaign … [would help] to make the Campaign a country-driven effort". As regards timing, the Coordinator of the World AIDS Campaign in **Uganda** stated that "the theme [of the World AIDS Campaign] always comes after most partners have completed budgeting for activities".

Each success can only be measured against the country's previous experience. Despite the obstacles mentioned here, it was communicated time and time again that the Campaign "consolidates work already done and helps to improve upon existing strategies" (Executive Chairman, Philip Foundation Programme, **Ghana**). It also "raises awareness of the need to design programmes for youth and empower youth" (World Bank HQ).

Activities to promote young people's genuine participation: OBJECTIVE 1

This objective underlines the theme of the Campaign – the recognition of the potential and contribution of young people in curbing the epidemic. One set of expected outcomes was a greater recognition of, and an increase in, young people's involvement in taking action to ensure and improve their own access to information, education, youth-friendly health services and supportive environments. Other expected outcomes were increased opportunities for young people to contribute actively to their families and communities while enhancing their own well-being, as well as the recognition of, and support for, organizations in which young people actively participate in the development and implementation of policy.

Most of the reporting countries described having worked with young people in the implementation of their Campaign activities. Many specifically mentioned having purposely promoted the genuine participation of young people. Some countries worked to train young people to become peer educators on issues related to sexual and reproductive health; others fully included young people in policy and programme development. In other countries still, young people themselves became members of the development committees for national AIDS plans – advising on the specific issues of young people in the country and on overall national plans.

Three specific examples are illustrated in some detail, with their achievements and their challenges. The Youth Theme Group in **Malawi** provides an example of how far genuine participation of young people can actually go. The **Bulgarian** experience in creating a national peer education initiative sheds light on some of the benefits and challenges associated with the full involvement of young people in the implementation of activities. In **Fiji**, we can see how the participation of young people in a media project led to their greater involvement in many aspects of Fijian policy development.

Involving young people is a new way of working and is therefore not without its challenges. The report from Bulgaria mentioned considerable resistance to the stated policy of involving young people 100% in activities. In Fiji, the project could have benefited from a more diverse group of young people and the schedules of young people sometimes conflicted with the activities in which they were trying to involve themselves. Young people themselves sometimes constitute the barrier. In **Ghana** for example, one NGO stated that "some young people seem to be unconcerned about the HIV/AIDS information we provide them" (Programme Officer, Youth Development Foundation, Ghana). In the **United Republic of Tanzania**, a youth NGO reported that young people were not interested in getting involved at all and that in fact, "some believe that there is no AIDS – it is just the way of stopping people [from] having sex" (Campaign Leader, Youth Alive Club, United Republic of Tanzania).

Despite these challenges, the importance of involving young people in the planning process and keeping them involved was repeated time and time again. The UNAIDS CPA in **Angola** stressed the importance of involving "from the beginning of the planning process, the representatives of the target groups in the organization of activities". In the words of the Health Projects

Coordinator for the **Ghanaian** Salvation Army, we must "get input from youth themselves to see what they expect from such activities". The challenge of promoting the genuine participation of young people in the activities of the World AIDS Campaign is clearly worth-while and the end results more than balance any potential difficulties.

International and regional initiatives

The World AIDS Campaign was launched for the **Caribbean** Region in Trinidad and Tobago in August 1998. Prime Minister Basdeo Panday and Miss Universe 1998, Wendy Fitzwilliam from Trinidad, addressed a Youth Rally organized by and for young people, a sequel to the First National Youth Sexuality Forum sponsored by UNFPA earlier in the year. Three major events were planned in the Caribbean under the overall title of *The Youth Explosion*. Young people across the region took part in the Commonwealth Youth Exchange sponsored by the Common-wealth Youth Programme; in the Regional Youth Conference/Youth Parliament organized by the Caribbean Community Secretariat (CARICOM), and in the Caribbean Youth Summit organized in **Barbados** by UNFPA.

The **International Planned Parenthood Federation (IPPF)** planned a *Youth Parliament* of 50 young people from around the world with the title of *Sex: What do young people really really want?* in order to debate the sexuality and reproductive health of young people and present a manifesto on the topic. The assembly took place on 27 November in Prague, Czech Republic and concluded with recommendations presented to the 140-country IPPF Members' Assembly which was meeting in Prague at the time. The leaflet announcing the forum stated that "young people are no longer satisfied with negative messages on sexuality which tell them what not to do. Instead they want information and education which are positive and accurate to enable them to make informed choices and enjoy their sexuality. Young people want sexual and reproductive health services which are confidential, accessible, free of judgement and offer a complete range of services. Although some people believe that sex education promotes sexual activity and undermines family values, research and experience show the opposite: increased information about sex and sexuality encourages higher levels of abstinence, later start of sexual activity, higher use of contraception and fewer sexual partners".

The Alberta Alcohol and Drug Abuse Commission, the Canadian Centre on Substance Abuse, and the United Nations International Drug Control Programme **(UNDCP)** organized the Drug Abuse Prevention Forum held in Banff, Canada from 11 to 20 April 1998. This brought together more than 300 young people from NGOs around the world working in the area of drug abuse prevention. During the conference, NGOs had the opportunity to share their work through exhibits and presentations and UNAIDS was able to identify best practice projects. Adults were only there to support young participants – all workshops, for instance, were entirely facilitated by young Canadians. *Vision from Banff*, the outcome document, stated young people's goals for achieving a reduction of demand for drugs and providing support for young drug users. Four young Banff participants later presented the document at the United Nations special session of the General Assembly in June 1998. UN Secretary-General Kofi Annan forwarded the document to Heads of State around the world, encouraging them to listen to the voices of young people and hear their recommendations.

Country-level initiatives

Argentina has involved several governmental and non-governmental organizations in implementing a nationwide peer education programme within and outside schools. Over 3000 young people have been trained to educate their peers about sexuality, reproductive and sexual health and rights, and HIV/AIDS.

The Ministry of Youth and Sports of **Azerbaijan** worked with UNDP and UNFPA to conduct a one-day seminar for national youth NGOs and young community leaders. The seminar, called *Youth Against Drugs and AIDS*, served as the impetus for young community leaders themselves to organize a further series of workshops, and for several youth NGOs to take on HIV/AIDS prevention activities.

In **Bangladesh**, two NGOs – The AIDS Awareness Foundation (AAF) and Paricharjaa (an NGO working with college students) – have worked to sensitize both students and teachers in the capital's colleges and university to HIV/AIDS. Young people in Dhaka have been involved in organizing advocacy meetings and discussion sessions. Most importantly, they have been trained to become peer educators, in order to impart information on STD/HIV/AIDS and to provide peer counselling.

The National AIDS Task Force in **Belize** established a core of teams in each district town to take on the responsibility of providing and overseeing an active targeted peer education programme on issues related to HIV/AIDS prevention and intervention. The teams of young people reached their peers in schools and outside schools through neighbourhoods, churches, youth groups, and families. District level health providers, school teachers, social workers, youth leaders and youth organizations all took part in the planning and implementation of the project. The success of the programme led to increased technical and financial support, which has allowed expansion in 1999.

In **Brazil**, UNICEF has been working with other partners to open a direct channel of communication between young people and key politicians in government. Through an open consultation process, young people throughout the country are defining what type of future they want for their country – this includes lessening their vulnerability to AIDS and reducing violence. The results of the consultation will be formally communicated to the President and all elected officials in government.

Bulgaria: 100% youth involvement policy – the *Touching Reality* project

As in many countries, peer opinion is the main source of influence in a young Bulgarian's life. There is a strong rejection of teachers and parents, who, in the young people's perception, "do not understand them".

The Bulgarian Theme Group proposed a pilot project – *Touching Reality* – to train various groups of young people in peer education. The idea was to involve young people aged 14 to 19, using their own means and methods of communication, language, and style in running education activities. NGOs provided basic administrative support and preliminary training, but otherwise this was a "100% youth involvement policy" – everything was to be run by and for young people themselves.

Eight NGOs were selected to introduce peer education into their work and to develop a profile of the young people to be trained. Participants were chosen among the "'informal leaders' of different groups (not necessarily the 'good students' or 'nice' members of youth clubs, to whom nobody is listening)". The young people selected represented groups as diverse as Red Cross volunteers, gypsies, representatives of the Turkish minority, men who have sex with men, the army, school-going students, and injecting drug users. These 35 young people received some training in communication techniques and an introduction to the methods of peer education. Each micro project had a maximum budget of USD 3000 for the year, in order to develop and produce, at the local level and in their own way, the materials needed. More than 150 young people were trained over a few months' time, and their numbers are still growing.

A mid-term evaluation conducted in October 1998 and visits to projects gave rise to the following lessons and suggestions:

1) *Letting go is difficult.* According to the Theme Group, the NGOs that were selected to run this activity had difficulty in giving complete control to the young people involved. They showed a great deal of resistance to their ideas and occasionally completely censored their language.
2) *Materials play an important role.* For all those involved, the materials developed by and for the young people, such as T-shirts, posters, stickers, etc., were perceived as a representation of the effectiveness and professionalism of their collective work. For the young people, they represented an important means of reaching other young people and were central to their own motivation. For the NGOs that endorsed the projects, the materials served as a "business card". The main challenge consisted in finding a happy balance between the needs and desires of the NGO representatives and the occasionally controversial creativeness of the young organizers.
3) *New approaches are needed.* If we want young people to run the show, we must change our approach. The project clearly identified the challenge of working with young people, who rarely have administrative experience and often lack the skills in reporting and compiling financial statements and accounts which are essential for the effective organization of a project. NGOs that choose to work with young people must provide an environment in which the latter can be creative while receiving appropriate and adequate support.

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4) *Peer education works, even in different settings.* According to the UNAIDS CPA in Bulgaria, "no matter [the] ethnic minority [or the] specific socio-cultural setting ... peer education works". His basic advice is to find the 'informal leaders' and to interest them in the issue. Their motivation will be sustained by giving them ample latitude to try their ideas no matter how unlikely these might appear. Linkage with other similar groups provides a stimulating exchange of information and ideas and fosters the conviction that "they are not alone". Finally, "young people must be taken seriously", because as soon as they feel that someone wants to influence their opinion or actions unduly, "motivation changes rapidly to frustration".

Government officials responsible for HIV/AIDS in **Cuba** have involved young people in the development of their national response plan. In view of their ability to reach their peers, young people also took part in various education campaigns both during the school year and during the summer of 1998 within the movement of *Schools for Health*.

A subcommittee of the Technical Working Group on HIV/AIDS in **Ethiopia,** including representatives from the National AIDS Programmes, The Save Your Generation Association (a Youth NGO), UNICEF, WHO and UNAIDS, was set up in 1998 to identify ways of helping the regions in their World AIDS Campaign activities on the basis of what was being done at country level. The sub-committee identified financial sources for regional Campaign activities, adapted brochures and posters into national and local languages and distributed them to all the regions.

Fiji: The add-on effect – Government policy consultation with young people

On 10 September 1997, the UNICEF Regional Office of the Pacific convened a meeting of UN agencies, regional organizations and NGOs conducting programmes for young people. The objective of this meeting was to form an Inter-Agency Task Force (IATF) on Youth in order to increase coordination and communication among the many agencies and organizations working on youth issues in the region. One activity of the IATF was to coordinate the drafting of a report, *State of Pacific Youth*, to be presented in draft form at the June 1998 meeting of the Pacific Youth Ministerial Meeting to be held in French Polynesia. A question frequently raised during meetings of the IATF was how to include young people in the preparation of the *State of Pacific Youth* report. The UNAIDS Inter-Country Programme Adviser suggested that one way of hearing young people's points of view might be for a group of young people to participate in a work attachment programme with the media in Fiji. They would be required to write articles and produce radio and television programmes on issues of concern to youth; the media organizations providing on-the-job assistance and direction. The project would

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serve as a pilot for the Pacific region and articles and programmes could be sent to media organizations around the region, using the existing networks of the Pacific Island News Association (PINA) and Pacific Island Broadcasting Association (PIBA), to help other countries develop similar initiatives.

The project was called *Youthemedia*. The IATF Sub-committee on Youth, established in late 1997, submitted to the Regional Office of UNFPA a proposal to cover a small stipend for the young participants and to fund the duplication and distribution of materials. The Pacific Regional Human Rights Education Resource Team offered to support a "Forum Theatre" workshop for the young people involved. A group of 14 young people from the Suva area in Fiji, aged 13 to 19, were selected on the basis of high academic achievement and articulateness.

The two major radio stations, both daily English language newspapers and the local television station agreed to support this initiative by donating air-time and/or column space on a weekly basis for approximately four weeks. The young people identified several topics as significant to youth in Fiji, and these topics were grouped into four major categories: 1) Pressure, 2) Unemployment, 3) Substance Abuse and 4) Sexual Health. *Youthemedia* produced a total of eight radio news stories, a half-hour radio magazine programme and four television specials. In addition, the experience had a personal impact on the participants. As one of them stated: "Being an active member of *Youthemedia* has had an overpowering effect on my life (…) the experience has been an eye opener. I've realized the value of team work and my attachment to the media has not only boosted my self confidence but [I feel it] was an effective way of portraying young people's point of view".

If the direct output of the initiative was important and successful for the individuals who participated, the impact of the programme on policy-makers was even more remarkable. The group of young participants is now being used by UNICEF, the Fiji Government and others, including the Secretariat for the Pacific Community, to inform their programmes and policies. This group, together with the AIDS Task Force of Fiji Peer Educators, was involved in organizing and implementing the First Regional Meeting on HIV/AIDS in the Pacific in Nadi, Fiji, from 23 to 25 February 1999. They have also been included in official working groups to help the government develop youth policies.

In **Ghana**, the Salvation Army played a central role in promoting the genuine involvement of young people in the creation of numerous projects. The Healthy Boys and Girls Clubs provided an information exchange forum for young people on subjects such as HIV/AIDS/STD and sex education. Mobile youth STD/HIV/AIDS clinics provided treatment, health education, and counselling to young people. A Youth Drama Team performed several times at Youth Rallies and other such events, initiating discussions on abstinence and safer sex practices. In an innovative approach, small group discussions (called "Community Conversations") brought together young people to discuss issues such as HIV/AIDS and those behavioural and cultural practices that increase risk. The Youth Development Foundation likewise assisted in informing and educating adolescents on sexual and reproductive health issues through the involvement of peer educators, church leaders, youth organizations, the national Ministry of Health, the Department of Social Welfare, the National Youth Council and the Ghana Education Service. Their advice to anyone planning similar activities is to

make sure to include young people in the planning stages in order to respond as closely as possible to their expectations and needs. Many of these activities continue long-term.

Guatemala held 16 capacity-building workshops with 12 institutions in the country in order to prepare young leaders to take on HIV/AIDS issues in their work, and especially to educate their peers. The workshops produced educational material geared specifically at young people, and developed didactic material for future workshops.

In **Haiti**, the UNAIDS Theme Group was very active in involving young people in its activities both on World AIDS Day and throughout the year. Representatives of Volunteers for Development in Haiti (VDH) sat on the steering committee for the implementation of the World AIDS Campaign in the country, alongside representatives of the Ministry of Health, the Red Cross and UNAIDS. Earlier in 1998, VDH conducted a major rally where all the young people in attendance sported the Ronaldo T-shirts with a Haitian Creole version of the "*Play Safe*" slogan *Ou pa vie SIDA? PWOTEJE JWET OU.* VDH also hosted World AIDS Day activities featuring drama, music, and poetry by young people and drew a crowd of over 1500. The organizers also developed a videocassette, posters, caps and other materials to further raise the awareness of the Haitian public.

In **Jordan**, the National AIDS Programme trained young people to counsel those infected by HIV/AIDS, to support affected families, and to clarify

Malawi: UN Youth Theme Group

On the lines of the already-established Malawi Youth Council, Malawi and its UN partners in the country (UNDP, UNESCO, UNFPA, UNICEF, UNV – United Nations Volunteers – and WHO) established a UN Youth Theme Group to provide a coordination forum for UN organizations and others involved in activities targeting young people both within and outside schools. Young people themselves have always figured prominently in the membership of the group, which has since expanded to include other UN agencies, donors outside the UN system and government institutions. A National Youth Volunteer was assigned to the group to ensure that youth perspectives are consistently integrated into its decisions and policies.

The UN Youth Theme Group provides capacity building for the Malawi Youth Council. Together, they facilitated and implemented the World AIDS Campaign throughout the country. Many local youth clubs and youth NGOs launched several activities of interest to the young people they were representing, including facilitated discussions, musical performances and drama presentations. The main outcome of their work was to highlight how much AIDS constitutes a priority concern for young people in the country. Through top-level discussions on the issues of adolescent sexuality, abstinence as a form of AIDS prevention, female participation in NGO activity and education, the voices of young people themselves brought youth issues to policy-makers and decision-makers.

misinformation on the routes of transmission.

The **Lao People's Democratic Republic** created a World AIDS Campaign Management Committee, jointly chaired by the Lao Youth Union and UNICEF. The US$44 000 budget for the committee was raised from partnerships with international non-governmental organizations and the United Nations. The involvement of the Lao Youth Union has increased the capacity and involvement of young people regarding HIV/AIDS prevention.

In **Madagascar**, UNFPA has been active in training young people as peer educators and counsellors in the provision of youth-friendly health services. The project serves as a basis for a further assessment of the reproductive health services for the young Malagasy.

UNICEF and the **Myanmar** Red Cross had already developed an HIV/AIDS curriculum to help teachers and peer educators train young people on decision-making, communication and negotiation skills in schools. In three years, the project has trained over 17 000 young people in almost 70 townships and benefited over 80 000 young people.

In **Peru**, the Ministries of Health and Education worked with parents and community organizations to train over 650 young people as peer educators. These young people reached over 10 000 other young people to provide them with information on sexuality, responsibility, decision-making challenges, and HIV/AIDS. The trained educators now serve as peer counsellors to their fellow students who experience social and emotional difficulties at home or at school.

In the **Seychelles**, the Ministry of Health, UNFPA and WHO jointly organized the first training of peer educators in the country. The Ministry of Health also organized a televised debate on *Planning for the future in a world with AIDS*. This involved twenty-five young people, a nurse, a priest, the National AIDS Programme Manager and a member of the national AIDS support NGO; it aimed at showing young people the importance of their role in programme development and in the promotion of safer sex messages. On World AIDS Day, the Ministry distributed pins, posters and stickers to all school-going students.

The **Uganda** AIDS Commission coordinated the implementation of the World AIDS Campaign at national level and made sure that young people participated in all activities alongside with government departments, NGOs, UN agencies, bilateral organizations, religious institutions, student organizations, youth groups and people living with HIV/AIDS. The major activity for 1998 was the development of a coordinating framework for the Campaign, in particular a policy proposal on young people and HIV/AIDS.

Publications

The following publications highlight the participation of young people:

Children Living in a World with AIDS: Guidelines for children's participation in HIV/AIDS programmes. A Children and AIDS International NGO Network (CAINN) Publication, London, 1998. Supported by UNAIDS.

Renaud T, Mogapi M, Connolly M. Young People: Force for Change. A Look at Young People's Participation. *World Health Magazine*, 1998, 51 (6), 26-27.

Williams G, Milligan A, Odemwingie T. *A Common Cause: Young People, sexuality and HIV/AIDS in three African countries*. Strategies for Hope Series, No. 12. London, Action AID, 1997.

Williams G, Ng'ang'a L, Ngugi J. *Youth-to-Youth. HIV prevention and young people in Kenya*. Strategies for Hope Series, No. 13. London, Action AID, 1997.

Activities to promote policies and action for young people's health and development using a human rights framework: Objective 2

Expected outcomes under this objective included statements by governments and by the civic and the private sectors on their commitment towards respecting and promoting young people's fundamental rights to information, education, recreation, safe spaces, and employment. Other expected outcomes included the provision of friendlier and more sensitive health services to young people in the area of sexual and reproductive health, and the development and expansion of community-based support networks for young people affected by HIV and for AIDS orphans. The outcomes also included better information for those educators, school administrators, and parents who promote skills-based school programmes on sexual and reproductive health, the promotion of gender equality, as well as skills for coping with and reducing substance abuse and violence.

Several countries specifically highlighted their work on promoting young people's health and development, mainly through the provision of appropriate health services to infected or particularly vulnerable young people. A few countries described their efforts to review official laws and policies in order to make them more helpful to young people, particularly HIV-patients. At the international level, a few organizations reported efforts to incorporate an HIV/AIDS perspective into their human rights activities. Because of the limitations of the reporting process, it is likely that activities under this objective are under-reported.

More detailed information describes the partnerships developed by the Romanian Association Against AIDS to help people living with AIDS regain and improve their self-confidence, self-esteem, and independence. At the international level, the work of the United Nations Committee on the Rights of the Child and the World Youth Forum in Braga, Portugal shows how important the HIV/AIDS perspective has become in much of the work on issues concerning children and young people, their health, development, and rights.

My friends, you have already shown that rather than waiting for the future, youth organizations have an important task in working with governments in addressing the challenges of today's world. You are in fact showing what it means to intervene to change the world for the better.

Kofi Annan
Secretary-General,
United Nations
World Youth Forum,
Braga, Portugal, 1998

Committee on the Rights of the Child: Theme Day on Children Living in a World with AIDS

Building on the components of the 1997 World AIDS Campaign, the UN Committee on the Rights of the Child decided to focus its theme day (5 October 1998) on "Children Living in a World with AIDS". UN High Commissioner for Human Rights Mary Robinson and UNAIDS Executive Director Peter Piot spoke about the impact of the epidemic on children's rights to health and development, survival and support. They also spoke about the right of young people to participate in the provision of support for those infected and to serve as educators for their peers. Save the Children (United Kingdom) had invited four young Bhutanese refugees working with children's rights and AIDS in a camp in Nepal, who spoke on the issues that concerned them most. Their strongest statements concerned the need to respect their rights as children and young people, as well as the rights of people living with HIV, and the need for further education on AIDS. The direct and indirect links between the Convention on the Rights of the Child and HIV/AIDS were clarified and discussed, with the assistance of the François Bagnoud Center for Health and Human Rights at the Harvard School of Public Health. The Theme Day was successful in raising the awareness of committee members and human rights activists on the issues facing children with regard to AIDS. The Committee recommended that AIDS be included in State reporting mechanisms and that efforts be intensified in preventing new HIV infections, in caring for those infected, and in ensuring non-discrimination towards children affected by the epidemic.

Education International gave a two-hour presentation on young people and HIV/AIDS at their Global Conference on School Health. Each of their regional and sub-regional conferences also included sessions on sexual and reproductive health education. At their annual Congress in Washington DC in July, Education International also disseminated the MTV-UNAIDS Booklet *Let's Talk About AIDS*.

The **International Federation of Red Cross and Red Crescent Societies (IFRC)** developed a counselling programme for all blood donors, and shared recommendations regarding the safe screening of blood with their national societies. Other work over the year in the context of the Campaign included the creation of a booklet for people living with HIV/AIDS, as well as peer and youth education campaigns in several countries. At the regional level, several networks were created to

exchange information: the Asian Red Cross network grouped 12 national societies, the European Red Cross 18, and the West African network 9; the Caribbean Network was in its preliminary stages. The IFRC began working with UNFPA to develop discussion guides about safer sex practices in refugee camps and they have also used the educational video *Goldtooth* in their work with street children. They also worked with the World Organization of the Scouts Movement and were active in the Scouts Jamboree at the end of 1998.

The Director of the External Relations Department of **UNAIDS** addressed the plenary at the *First World Conference of Ministers Responsible for Youth*, held in Lisbon, Portugal, where as seen earlier, representatives of the Braga Youth Forum presented the "Agenda for Action", which was approved for implementation at the country level by all Ministers in attendance. UNAIDS also hosted the fourth meeting of the *UNAIDS Inter-Agency Working Group on Especially Vulnerable Young People* in Salvador de Bahia, Brazil in July 1998, to which all Cosponsors were invited and at which several of the Cosponsors such as UNICEF took the opportunity of organizing specific submeetings.

UNESCO worked on several projects that by and large fall under the objective of policies for young people's right to health. The main activities included the mobilization of decision-makers at regional seminars on HIV/AIDS and the inclusion of AIDS into 68 National Education Plans. UNESCO organized two major regional conferences (in Kazakhstan and in Ghana) on the inclusion of HIV/AIDS education in regular school curricula. It also held a regional seminar of women's groups in Abidjan, a regional seminar on street children for educators in Guinea, and an extensive programmatic follow-up with national programmes including such countries as Brazil, Cambodia, the Dominican Republic, India, Zambia and Zimbabwe.

In Almaty, Kazakhstan, **UNESCO** and **WHO** organized a training meeting entitled *Force for Change: Improving Preventive Education and Health Services with the School System*.

UNICEF hosted the second meeting of the UNICEF Inter-Regional Programming Group in Salvador de Bahia, Brazil, in July 1998. The meeting, called *Meeting the Health and Development Rights of Young People in Crisis*, was supported by UNDCP and UNAIDS. Participants included fourteen UNICEF country offices and representatives of Save the Children (United Kingdom). Reports on the progress and obstacles faced in the implementation of each of their action plans included an informal peer review of progress to date. The UNICEF interactive website, *Voices of Youth* (www.unicef.org/voy) encouraged young people to join web discussions on HIV/AIDS and explore issues, feelings and facts among young people. Discussion topics included access to information, what the young can do to combat HIV/AIDS, gender discrimination, and the regional inequalities that the epidemic reveals. Youth leaders online shared their experiences in working for change and in supporting those who are infected and affected by the epidemic.

The **WHO** Secretariat has been active in including HIV/AIDS into much of their work on the issues of young people. This covers areas such as Education and Schools, Healthy Sexuality for Youth, Drug Use and HIV/AIDS, and Harmful Practices for Women. The Programme on Substance Abuse (PSA) attended a conference on Roma children in Central and Eastern European countries in order to discuss drug use among young people

and how it relates to AIDS and youth participation.

The Adolescent Health Department (ADH), in collaboration with UNAIDS and UNHCR, initiated a project entitled *Meeting an urgent and as yet unmet need: Making sexual and reproductive health services available and accessible to displaced adolescents*. They organized an orientation meeting for health care providers to children and young people and developed a position paper on the public health issues facing adolescents. ADH assessed the quality and coverage of health services for adolescents in six countries and as a result, developed an advocacy document on proven strategies for the improvement of health services for young people. ADH also published a literature review on health services for school-going students, an assessment tool for family and community support for adolescents, and various other reports reviewing country experiences in the area of youth-friendly health services. On World AIDS Day, Director-General of WHO Dr Gro Harlem Brundtland gave a clear commitment to continue and expand the work of the Organization in the area of youth-friendly health services.

The Programme on Mental Health (MNH) contributed to the development of a life-skills curriculum for students, which incorporates HIV prevention. MNH developed an assessment of quality of life of people living with HIV/AIDS, including young people between 18 and 25. They also developed an evaluation protocol to assess the response of mental health systems in countries to care for psychological problems arising from HIV infection.

Many WHO departments, including the ones listed above, collaborated on additional projects relevant to the theme of the Campaign. Outputs included a manual for the education of street youth on HIV/AIDS; a rapid assessment and response manual for working with especially vulnerable young people; work in China on advocacy for non-discrimination against people living with HIV; a working group on comprehensive STD prevention and care, including strategies for getting young people into care facilities and reaching out to young people; and several position papers on health and development issues affecting young people.

World Youth Forum: Youth opinion to Ministers Responsible for Youth

The theme for the Third World Youth Forum of the United Nations System 1998 held in Braga, Portugal, in July 1998 was *Youth Participation for Human Development.* It brought together persons working in programmes to overcome discrimination against young people in the areas of disability, ethnic background, gender and HIV/AIDS. UNICEF, WHO and UNAIDS supported this event by bringing 18 participants from around the world to attend the Forum. Ten working groups addressed issues such as poverty, health, and education. The goal of each working group was to develop three recommendations that were to be collated into the Braga Action Plan and discussed at the Conference of Ministers Responsible for Youth due to be held the following week in Lisbon.

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The objectives of the working group on health were: to learn more about youth health and development; to share lessons learned on interventions for young people's health and development; to identify needs. The recommendations developed by the young participants in the health group covered information, education and communication; youth-friendly health services; and policies affecting young people's health.

At the end of the forum, the UN Secretary-General, Kofi Annan, spoke on the role of young people as active participants in society and the need for them to take and continue taking humanitarian action. His presence attracted much media attention and significantly strengthened the message that young people are the force for change in issues of their own health and development.

A UNICEF/UNAIDS exhibit on young people and HIV/AIDS proved very popular and enthusiasm about AIDS work and the Campaign was high. A special edition of the *Jornal Radical*, a monthly magazine for and by young people, was jointly produced by the Athos Bulcão Foundation of Brasilia, Brazil, and by UNAIDS, both in English and in Portuguese. The magazine, which was tremendously popular among the participants, did an excellent job of promoting the Campaign and highlighting the theme of participation by young people.

UNAIDS-sponsored workshops in English, French and Spanish, led by peer trainers from the Red Cross and the YWCA discussed the integration of AIDS work into non-AIDS-specific NGOs and on involving human rights groups, environmental groups and others into HIV/AIDS work. A special workshop – on putting young people at the centre of planning and strategy development to overcome discrimination – aimed at identifying effective programming approaches for young people and at raising awareness of issues of discrimination among young people. This raised awareness was evidenced both at the World Youth Forum itself and at the World Conference of Ministers Responsible for Youth which took place in Lisbon, Portugal, immediately after the World Youth Forum.

A recurrent observation was the continued lack of access to information on sexual and reproductive health. This was also presented to the Ministers Responsible for Youth at the World Conference in Lisbon, for many of whom it was new and surprising information. The presentations by the young participants received significant media attention, but their impact on the Ministers and their activities upon returning to their countries remains to be assessed.

Country-level initiatives

In **Bahrain**, the Girl Guides have been working with UNFPA and WHO to include the subject of youth and reproductive health into their programme. They have accomplished this by organizing seminars, lectures and open fora on the issues as they relate to women and young girls. Most importantly, they are conducting a training programme for young girls to teach them to "stand for their legal rights to have a family and plan it the way they want it". On a regional level, they also work with UNFPA to develop a reproductive health training programme for young women.

In collaboration with national partners in **Cuba,** UNAIDS has organized a hotline allowing young people the opportunity to exercise their right to information and to ask questions on HIV/AIDS confidentially and anonymously.

In **El Salvador**, the Salvadorian Infectiology Association and the Central American and Caribbean Associations of Infectiology issued a joint press release on 1 December 1998. This called for improved care and treatment for persons living with HIV/AIDS, for better access to voluntary counselling and testing for young women of childbearing age, as well as for improved educational services. The country also conducted advocacy and community mobilization activities on World AIDS Day despite the hurricanes that had recently ravaged the area.

The West Africa Project to Combat AIDS and STDs in Adabraka, **Ghana**, invested much time in promoting the use of latex condoms among sex workers and in other outreach activities. This project was successful in increasing the accessibility of STD clinics to young people and has also served to train health personnel in their management of STD/HIV/AIDS cases.

In **India,** UNESCO started a peer-based education project for youth both within and outside school. The main objectives of the project were to promote sexual and reproductive health education, including HIV/AIDS, and to ensure the involvement of young people in health promotion campaigns, emphasizing their right to information and participation. In secondary schools, India also launched a series of debates and panel discussions focused on the rights of young people.

Lithuania has worked with public health centres and educators to offer free testing and counselling opportunities for young people specifically. One week before World AIDS Day, the UNAIDS Theme Group and the Lithuanian Ministry of Health brought together representatives of the foreign embassies and international organizations for a presentation on the current situation of HIV/AIDS in Lithuania. They reviewed the successes and challenges of AIDS work carried out by the Ministry of Health and the Lithuania AIDS Centre and presented the policies and strategies implemented by the government, together with project proposals for the future.

In **Malawi**, the Strategic Planning Unit of the AIDS Secretariat presented to Parliament the issues raised in community consultations and discussions with institutions. Their presentation specifically focused on issues faced by young people. The National AIDS Programme also hosted a workshop, *Social Change, Youth, Culture and HIV/AIDS*, aimed at developing strategies and identifying policies and principles to be adopted for the next five-year national strategic plan.

The **Malaysian** Social Science Association and the University Sains co-organized a seminar on *Isolation, Stigma and Discrimination in HIV/AIDS*. The Law and Ethics Sub-Committee of the Malaysia AIDS Council, the Malaysia AIDS Foundation, and the Penang State Bar Community AIDS Service co-organized several discussion fora on legal and ethical issues related to HIV/AIDS.

In **Mozambique,** where over 46% of the population is under the age of 15, most AIDS-related activities focus on young people. Two significant achievements in 1998 were the launch of the first organization of people living with HIV/AIDS, and the mobilization of military officials, police officers and ex-

combatants as partners in the fight against the disease. It is worth noting that most of these were themselves young. Mozambique also saw the creation of a committee to plan events on World AIDS Day and during the preceding weeks. Representatives from many groups, including youth NGOs, women's organizations, media groups, theatre groups, ex-combatants, trade unions, government ministries, international NGOs, bilateral and UN agencies planned activities at the local and national levels. Some of the activities included seminars, workshops and round table discussions in schools and communities. The newly-established association of people living with HIV/AIDS was able to support one of their members, who spoke out on World AIDS Day with a call for commitment and action by government, donors, the scientific community and civil society.

In **Peru**, HIV-positive young people, opinion leaders and authorities began the process of reviewing the ContraSIDA Law in order to discuss the human rights of HIV-infected and vulnerable young people.

The Anti-AIDS Federation in the **Republic of Korea** conducted a large consultation with people living with HIV/AIDS and, as a result, opened a community centre for them. *The Shelter*, as it is called, provides care, support, vocational training, job assistance and other necessary support activities.

In the **Russian Federation**, UNAIDS ran a special Women's Health and Human Rights project to investigate human rights violations in the public health system amongst specific groups, such as women who use drugs, women living with HIV/AIDS, and unemployed women. The BBC and the NAMES AIDS Quilt Project in the country also developed a 15-minute radio report on HIV and Human Rights and aired it on Radio Russia's morning programme "Life's Questions". In addition, the national television network and UNAIDS produced a 50-

Romania: Health services for young people living with HIV/AIDS and their families

One of the main accomplishments of the Romanian Association Against AIDS (*Asociatia Romania Anti SIDA* – ARAS) in 1998 was the creation of the Social Centre for People Living with AIDS Project, with the financial support of UNICEF and UNAIDS. The main objective of the centre was to ensure the fair provision of services, treatment, and counselling, as well as psychological, legal and social support, to young people living with AIDS and to their families. This included information and education activities for teachers, educators and parents in schools where HIV-infected children were often rejected.

In partnership with other organizations, ARAS was able to ensure counselling through the provision of trained professionals, as well as to set up an appropriate environment for meetings of support groups, for entertainment, and for social events. Over 150 individuals and their families have benefited from the services in the Bucharest region. Limitations of space in which to accommodate people, remoteness from the hospital – which hampered the participation of a psychosocial worker –, and budget constraints were the main obstacles encountered.

minute talk show to explain the AIDS situation in Russia and to discuss moral and ethical issues surrounding AIDS. The programme was aired several times in November and December 1998. It acted as a precedent for other Russian TV programmes, including a show which addressed HIV/AIDS discrimination in Russia and an interview with the mother of an infected child, aired in January 1999.

Many NGOs in the **United Republic of Tanzania** have become active in the response to HIV. One of the world's premier NGOs working on young people, HIV/AIDS and human rights is Kuleana, a Centre for Children's rights in Mwanza, United Republic of Tanzania. Kuleana, founded ten years ago, has developed policies and programmes with the full participation of children and young people and conducted research where children are the primary respondents. Kuleana also produces and distributes a child's rights magazine written by children for children. Additionally, the country has focused on the rights of girls and young women living and working on the street as well as those engaging in sex work. The Kwetu Counselling Centre has made voluntary HIV testing and counselling available to these young women, many of whom have moved from the streets to a shelter. Young women have also been trained to sensitize their own communities to the risks of HIV. The Upendo AIDS Centre has focused much attention on young women by caring for AIDS orphans and providing information and education to female sex workers in order to empower them to seek change in their own lives. Much of the work of these NGOs has been supported by the NGO Jean Media, which has focused on increasing media coverage on HIV/AIDS and young people.

In **Ukraine**, the Kiev Palace of Children and Youth and UNAIDS launched a joint peer education project on World AIDS Day, intended to reach over 300 000 young people throughout the country. The launch included extensive television coverage of the special meeting between the two partner organizations, a course on AIDS education for teachers and young volunteers, and a disco with a cultural programme and AIDS prevention messages for over 1000 participants.

In **Venezuela**, University students distributed and promoted information materials on the sexual rights of adolescents and conducted a workshop on the same topic.

In **Yemen**, the Family Care Association established a centre for voluntary HIV testing and a call-in hotline.

Publications

The following publications highlight the policies and action required for young people's health and development within a human rights framework:

Catch 'Em Young: A Best Practice Case Study on School-Based AIDS Preventive Education Programmes in Maharashtra, India. UNESCO, UNAIDS, UNICEF, New Delhi, UNESCO, 1998.

The Commercial Sexual Exploitation of Children and HIV/AIDS. A presentation at "Children's Rights and Wrongs: A pre-millennium evaluation of the implementation of the UN Convention on the Rights of the Child". Nicosia, Cyprus.

Nyirenda, C. *Impact of HIV and AIDS on Families and Children*. Issues Paper No. 22, HIV and Development Programme, UNDP. http://www.undp.org:80/hiv/issues22.htm

Reid, E. *Children in Families Affected by the HIV Epidemic: A Strategic Approach*. Issues Paper No. 13, HIV and Development Programme, UNDP. http://www.undp.org:80/hiv/issues13.htm

Tarantola D, Gruskin S. Children Confronting HIV/AIDS: Charting the Convergence of Rights and Health. *Health and Human Rights*, 1998, 2(4).

World Health Organization, Adolescent Health and Development Programme, Family and Reproductive Health. *The Second Decade. Improving Adolescent Health and Development*. 1998. WHO/FRH/ADH/98.18.

Young People and HIV/AIDS: Background discussion paper on the elements of a global strategy. UNAIDS Programme Coordinating Board. New Delhi, 9-11 December 1998. UNAIDS/PCB/(7)/98.3.

Youth Health and Development. Discussion paper for the review and appraisal of action taken to implement the World Programme of Action for Youth to the Year 2000 and Beyond. Prepared by WHO, UNICEF, UNFPA, and UNAIDS for the First World Conference of Ministers Responsible for Youth, Lisbon, Portugal, 10 June 1998.

Activities to increase awareness of the impact of HIV/AIDS on young people and young people's impact on the course of the epidemic: Objective 3

The intended outcome of this objective was to see media and governments pay more attention to young people's vulnerability and to aspects of their behaviour that put them at risk for HIV. In addition to statements by community and national leaders promoting young people as a force for change in AIDS prevention and support, one practical illustration of this increased attention would be the collection, analysis and dissemination of data on young people with HIV/AIDS, disaggregated by age and sex.

In the past, many governments have been reluctant to address HIV/AIDS publicly. During the course of 1998, several national leaders chose to address the issues of young people and AIDS, most often in the context of World AIDS Day. National leaders from **Angola**, **Brazil**, **Haiti**, **Indonesia**, **Malawi**, **Mexico**, **South Africa**, **Turkey**, the **United States** and **Uruguay** were all reported to have spoken out on the issues highlighted by the Campaign. Presidents Nelson Mandela of South Africa and Bill Clinton of the United States referred to young people as a "Force for Change" in their speeches. Prime Minister Tony Blair of the United Kingdom issued a letter of support for the World AIDS Campaign. Recognizing the importance of broad political support for such activities, many UNAIDS offices at country level chose to engage First Ladies on the issue of AIDS. In **Angola** and **Armenia**, for example, First Ladies helped mobilize government ministries to respond actively to the AIDS situation in their own countries.

Behaviours and activities of young people change at different ages in different countries and are different for boys and girls; it is therefore crucial to have accurate and solid information, disaggregated by age and sex, on which to build programmes and effect policy changes. More must be done in this area if we are to arrive at a better understanding of the situation of young people in countries, and for change to occur in an informed and appropriate manner.

Football is one of the great attractions for young people, and the "Football Initiative" is described in some detail in this section. At the national level, Malta illustrates a concerted and all-embracing approach to the media (see boxes below).

At the international level, several research projects and meetings were initiated and completed in order to arrive at a better understanding of the impact of AIDS on this large population as well as to assess the effectiveness of projects already undertaken. The activities most commonly conducted at local or national level in the context of the World AIDS Campaign were awareness-raising events such as concerts, contests of all types, dances, athletic events, dramatic performances and other occasions where material could be disseminated. Almost every reporting country described having run at least one of these activities, either earlier in 1998 or as a part of their World AIDS Day efforts. From the number of requests the Secretariat received from country staff for posters and Campaign materials, it is clear that awareness-raising through these means was a popular activity at country level.

Besides general awareness-raising activities, countries reported having conducted educational campaigns for specific target audiences, particularly young people. Through conferences, workshops, and panel discussions, they

elaborated with national experts and professionals on the issues of young people and HIV/AIDS in the country. Other countries sought to educate through programmes in schools or through channels serving out-of-school youth and the professionals who work with them.

Many countries also reported having worked directly with their national media; some reported having set up incentive schemes to encourage journalists to cover stories related to young people and AIDS. Several countries organized special conferences for the media on the issues of young people, and many mentioned collaborating with the media to air special programmes on the issues of AIDS. One often-quoted programme was the Emmy-award winning MTV-World Bank-UNAIDS programme *Staying Alive*, which featured the lives of six young people as they are affected by HIV/AIDS and was sent to all countries (additional reports on *Staying Alive* can be found under Objective 4).

> ***The young people, who are our future, are most at risk. We rely on their capacity for vision and on the courage that has been shown by people living with HIV/AIDS to give our nation the lead it needs to rise to this challenge.***
>
> ***Nelson Mandela***
> ***President***
> ***1 December 1998***
> ***Mtubatuba, South Africa***

International and regional initiatives

Launch of the 1998 World AIDS Campaign. The 1998 World AIDS Campaign was officially launched on 22 April 1998 in Moscow, Russian Federation. The launch included the Russian Deputy Minister of Health, Chair of the UN Theme Group, a young volunteer from the Harm Reduction Project of *Médecins Sans Frontières* and the Executive Director of UNAIDS. The event achieved considerable international press coverage and alerted the world to the severity of the epidemic in Eastern Europe, particularly among injecting drug users, many of whom are young. There was a simultaneous press briefing in Paris where two UNAIDS staff – the Director of the Policy, Strategy and Research Department and the Focal Point for the Campaign held several interviews with radio, television and print press.

The 13th **Asian Games** took place in December 1998 and presented an opportunity for the organizers to support the global AIDS efforts by raising awareness among athletes and thousands of young fans. Ronaldo's *Play Safe* message featured on dozens of billboards and banners around the different games venues.

The UNAIDS **Asia Pacific** Intercountry Team, the Regional Inter-Agency Committee for Asia and the Pacific (RICAP) subcommittee on HIV/AIDS and other partners created a 13-minute radio clip with interviews of young people from various countries in the region. The programme was sent to over 150 radio stations across the Asia-Pacific region.

The **National AIDS Trust (United Kingdom)** has worked on World AIDS

Day activities since 1993 and represents the main United Kingdom contributor to the World AIDS Campaign. The Campaign provided the Trust with the framework, structure, and objectives for their activities. They distributed resources, such as information, statistics, virtual materials, and publicity to their NGO networks and the media.

UNAIDS and the **Pacific Islands Network** including countries such as **Fiji**, **Samoa**, **the Solomon Islands**, **Tahiti**, **Tonga**, and **Vanuatu** held a special launch for the World AIDS Campaign. Each of these countries involved local celebrities and highlighted the importance of working with young people.

The Swiss organizers invited **UNAIDS** to take an information booth at the *Skateboard, Snowboard and Music Event against AIDS* in Andermatt and to assist in the identification of projects that would receive the funds raised from the event, a sum of around 70 000 Swiss Francs. *Board AID Europe 98* united top snowboarders from Europe and North America to raise funds for AIDS projects in Africa and to raise awareness of the epidemic among top young athletes.

The National Education Commission of Thailand, Save the Children Fund (United Kingdom), UNESCO and UNICEF jointly organized the Fourth **UNESCO-ACEID (Asia-Pacific Centre on Educational Innovation for Development) International Conference**, on *Secondary Education and Youth at the Crossroads* in Bangkok, Thailand, from 10 to 13 November 1998. UNAIDS presented a special paper entitled *The Situation and the Challenges of Youth: Health Issues and Concerns*, focusing on communicable diseases, including HIV/AIDS and STDs, drug use, nutrition and teenage pregnancy and parenting.

The **UNESCO** Secretariat produced *Farnatchi*, part of a children's book series on drug abuse, available in English, French and Arabic. They also produced a World AIDS Campaign poster in French, English, Spanish and Brazilian Portuguese. In addition, they launched the *Youth Charter for Drug-Free 21st Century* – Article 7 of the Charter specifically mentions HIV/AIDS. The Charter received over 1000 signatures of support and was presented to UN Secretary-General Kofi Annan, who asked all heads of State to support the Charter. In support of their work, UNESCO has worked with Education International and Ministries of Health and Education, and is looking for ways to increase the participation of NGOs in the future.

The Football Initiative

In May of 1998, Ronaldo, a Brazilian player for an Italian team and twice a winner of the World Player of the Year Award issued by the Fédération Internationale de Football Association/International Federation of Association Football (FIFA), joined the World AIDS Campaign as Special Representative. He heads the Special UNICEF-UNAIDS Joint Football Initiative, *Play Safe*, initiated in 1996. The objective of the joint initiative is to develop a working relationship with the main football organizations within a country in order to harness the power of their communication capacity for HIV/AIDS prevention and care.

The essence of the strategy is to use prominent players (such as Ronaldo in

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Brazil, George Weah in Liberia, John Fashanu in Nigeria) and other contacts to help organized football draw attention to HIV/AIDS issues within the course of its activities. This includes approaches such as discussing HIV/AIDS during coaching courses and entering HIV/AIDS issues on football meeting agendas; briefings on HIV/AIDS for football journalists; HIV/AIDS information activities connected with all football matches; players speaking out on HIV/AIDS issues; corporate sponsors donating promotional and advertising time and expertise to HIV/AIDS campaigns; match programmes featuring HIV/AIDS issues within their pages. The institution of football and football organizations themselves have a vested interest in addressing HIV/AIDS, since the disease primarily affects the same youthful target group on which football largely depends for its players, fans and supporters.

Ghana was the first country in which this project was fully explored, and began by staging a football match to which George Weah, (the Liberian 1996 World Footballer of the Year) was invited and at which he spoke. UNICEF and UNAIDS, the National AIDS Control Programme, the Ghana Football Association, the National Youth Council, the Accra Metropolitan Authority and one of the local NGOs organized the event. The Minister of Youth and Sport, the Hon. E.L. Mensa, gave the closing address, and the Mayor emphasized the need to protect the young people of Accra. George Weah spoke about his role as an ambassador for UNICEF and his willingness to use his popularity to educate young people about HIV/AIDS. The event brought significant attention to the idea and generated a great deal of excitement, which in turn motivated other key partners.

In **Zambia**, UNICEF, the Ministries of Education and Youth, of Sport and of Child Development, and the Football Association of Zambia jointly organized football coaching sessions with John Fashanu, the United Kingdom-born Nigerian football player. These sessions included an HIV/AIDS component. The then captain of the Zambian national team, Kalusha Bwalya, lent his image to an AIDS poster. The Coaches Association of Zambia and the Football Association of Zambia hosted a workshop to encourage coaches across the country to incorporate health education into their football activities.

UNICEF and UNAIDS have joined forces to collaborate on the football initiative. One of the outcomes was a seven-minute spot for television – *Play Safe* – featuring the initiative and widely broadcast during the 1998 World Cup in several countries. John Fashanu is shown talking to **South African** young people – initially attracting their attention through football and then going on to talk about HIV/AIDS, safer sex, and condom use.

UNICEF, in collaboration with UNAIDS, organized the international workshop *Young People's Voices on HIV/AIDS*, held in New Delhi from 16 to 19 November 1998. The objective of the workshop was to stress the importance of developing partnerships between young people and the media in an effort to make young people's voices heard on HIV/AIDS-related issues. The outcome of the workshop was the production of a best practices booklet on young people as a "force for change".

The South-East Asia Region of **WHO** organized a workshop on *Force for Change:*

Young People and HIV/AIDS. Ministry representatives from ten countries attended the six-day workshop and discussed national strategies and regional cooperation to eliminate sexual abuse and exploitation of children and young people. The workshop also addressed the promotion of life-skills development and youth-friendly health services.

At the **12th World AIDS Conference**, held in Geneva, Switzerland from 28 June to 3 July 1998, eight young people selected because of their experience working with AIDS took part, not only in the opening session, where they shared their experience with the researchers and community workers, but also throughout the Conference. This represented an important element of the World AIDS Campaign. These young people had a tremendous emotional and intellectual impact on the audience, and their attendance at conference sessions continuously challenged participants to reassess their programming for young people. The Group of 8 – or G8 as they came to be known – also gave valuable advice to UNAIDS and each served as an adviser to UNAIDS throughout the rest of 1998.

> ***The main message that I have is that the world that young people live in today is different in important ways from the world that we who are older grew up in.***
> ***We have to listen, therefore, to the voices of young people.***
> ***And young people, in the end, will make the difference.***
>
> ***Jonathan Mann (1947–1998)***
> ***12th World AIDS Conference,***
> ***Geneva***
> ***June 1998***

The official UN observance of **World AIDS Day**, organized by the American Foundation for AIDS Research (AMFAR), took place at the **United Nations** Headquarters in New York City with the participation of the UN secretariat, UNAIDS, NGOs, scholars, HIV/AIDS activists, the actress Sharon Stone, and a young girl who told a simple and touching story about one of her friends who got HIV. Also on World AIDS Day, the World Bank and their partners organized a "talk show" with young people at the National Press Club in Washington, with the participation of Ricki Lake (television talk show host), Sandra Thurman (Director, White House Office on National AIDS Policy), Carol Bellamy (Executive Director, UNICEF) and David Satcher (US Surgeon General).

The **World Organization of the Scout Movement** held its 19th Annual Scouts Jamboree in Chile in 1998. UNAIDS enlisted the assistance of young members of the Chilean National Organization of People Living with HIV (*Coordinadora Nacional de personas viviendo con VIH/SIDA*, CORNAVIH, now called VIVO POSITIVO), and of peer educators from Red Cross chapters in Uruguay and Ecuador to make presentations to the over 40 000 scouts in attendance. The young volunteers animated the *Force for Change* exhibit, distributed UNAIDS materials for young people and conducted several workshops on HIV prevention and on stigma and discrimination. The young scouts who participated in the activities all had positive feedback to share; for most of them it was the first time they had ever

come into contact with someone with HIV. The impact of the UNAIDS representatives was so powerful that one of the young volunteers was asked to give a final statement for the closing ceremony.

The **Wrap-Up of the 1998 World AIDS Campaign** coincided with the celebration of World AIDS Day. UNAIDS held its main international press conference at the Foreign Press Association in London on 24 November to discuss young people as a force for change, and to review the worsening global epidemic. Clare Short, United Kingdom Secretary of State for International Development, Carol Bellamy, Executive Director of UNICEF, and Bill Roedy, President of MTV/VH1 International were all present and each spoke out on the importance of involving young people in the fight against AIDS. On 30 November, Peter Piot, Executive Director of UNAIDS, spoke in Johannesburg, South Africa, about the rising rates of HIV in southern Africa. On World AIDS Day (1 December), he accompanied President Mandela to visit areas in South Africa deeply affected by the epidemic.

> ***Young people themselves are a powerful force for change, and with their enthusiasm and insight I firmly believe they have a great deal to offer in our fight against the spread of HIV and AIDS.***
>
> ***Tony Blair***
> ***Prime Minister,***
> ***Her Majesty's Government***
> ***1 December 1998***
> ***London, United Kingdom***

Country-level initiatives

Because of the large number of items in this section, it is divided into 2 sub-sections. The first describes activities involving institutions such as universities, government bodies, the media and schools. The second sub-section describes the awareness-raising activities conducted with, by and for young people, such as concerts, competitions, rallies and sporting events.

a. Institutional activities

Albania has been working on a comprehensive educational package on sexual health for adolescent students. This started as extracurricular material, but is now also being delivered by trained teachers.

The WHO office of **Algeria** conducted a mini-evaluation of the extensive media coverage on HIV/AIDS in the country on and around World AIDS Day.

In **Angola**, UNAIDS Country Staff worked with two national NGOs and a health centre on training and education campaigns dealing with street children and commercial sex workers. Their purposes, both of which were successfully attained, were to share knowledge on HIV transmission and the modes of prevention, as well as to increase the use of condoms among commercial sex workers. The main challenges faced were to increase motivation among health personnel, and to overcome police resistance. The lack of condoms for distrib-

ution and the difficulty of access to the targeted groups also hindered work. A round table discussion at the Faculty of Medicine with the involvement of representatives of young people, NGOs, policy-makers, and members of the national assembly was broadcast on national television.

On World AIDS Day, several members of government including the Angolan Ministers of Education, Youth, Women, and Information took part in a public discussion on national television and radio regarding the state of young people and HIV/AIDS in the country. A round table discussion at the National Radio Station brought together youth representatives, Miss Angola 1998, the coordinator of the AIDS Network Association (ANASO), the director of the National AIDS Programme, church leaders, the teachers' union and the general public (the latter through telephone call-ins).

Opinion, a popular national TV programme in **Armenia**, featured a special 30-minute programme of interviews with specialists and individuals in situations of high-risk as well as general surveys with young people and the general public. In the capital city of Yerevan, the National AIDS Centre initiated an education campaign with the assistance of NGOs and students. Public meetings and lectures were conducted in the city's universities with different youth political and non-governmental organizations. The lack of awareness and even the resistance of parents and schoolteachers made it difficult to implement the programme in schools, but an open, direct, and trustful interaction helped overcome this obstacle.

In **Bangladesh**, policy-makers and technical experts discussed *HIV/AIDS and the Youths* on World AIDS Day. The session was telecast on Bangladeshi Television.

The National AIDS Task Force in **Belize**, in conjunction with the Ministry of Health and several other agencies, convened discussions about STDs and the needs, concerns, and issues of children. Their meetings aimed to develop a collaborative plan of action including the issues of referral and networking. The National AIDS Task Force and the Belize Red Cross Society convened an annual Media and HIV/AIDS Conference in order to develop the media projects to be implemented in the weeks leading up to World AIDS Day.

In **China**, the Hong Kong Task Force on Youth and the Hong Kong Committee on Education and Publicity on AIDS have developed a youth programme called *The Red Ribbon Scheme*. With the objective of increasing awareness on HIV/AIDS and enhancing a caring and non-discriminatory attitude in young people, the Hong Kong Red Ribbon Centre involved more than 16 000 young people in over 105 projects such as drama presentations, quizzes, the production of videos, and exhibitions. The Hong Kong Government Department of Health has provided financial support to these activities since 1991. The Hong Kong Task Force also supported *Red Ribbon 100*, a 100-minute tour that provides an interactive and informative session on HIV/AIDS through puppet shows, group games, quizzes, and exhibitions. Participants can also make use of the centre's touch-screen computers to gain information on AIDS or to test their knowledge on the subject. The Centre has found these outreach activities to be successful in increasing both knowledge and attitudes towards HIV/AIDS to the point where participants express willingness to shake hands with and hug people with AIDS at the end of the tour.

The Chinese Foundation for STD/HIV Control worked with the private sector and the Ministry of Health to develop an

extensive AIDS exhibition as an education tool. This reached over 130 000 persons. An extensive survey conducted with viewers showed that the exhibition was a valuable mechanism for raising awareness among the general population, particularly among students.

Provincial and municipal working groups of the government of **Cuba** have been working to strengthen information, education, and communication activities for young people both within and outside school among the age group corresponding to the secondary school level. During the first few months of 1998, health personnel from across the country visited cities and rural areas across the country to speak with over 90% of the young people in the country, whose views were to be incorporated in programmes intended to provide better services according to the needs and concerns of young people, and to improve the situation of school health in the country. The visits were also used to share education messages with the 15-29 year old age group.

In the **Czech Republic** a total of 70 individuals including physicians, nurses, teachers, students, and church representatives took part in a workshop on *Young People and AIDS* organized by the Health Care Educational Institute.

Dominica hosted a one-day workshop on AIDS Counselling for pastors and church leaders of the Dominica Association of Evangelical Churches, including care and support for people infected and affected by HIV/AIDS and their families. This workshop will continue in six other health districts in 1999. They also hosted a one-day symposium for youth, sponsored by CAREC/PAHO and the Ministry of Health, in order to get assistance in the development of strategies targeting youth and HIV/AIDS prevention. The National AIDS Committee of Dominica had an especially fruitful collaboration with national and local media agencies in the preparation, production, printing, and publication of discussions, addresses, and talks related to young people and HIV/AIDS on radio, television, and in newspapers.

The **Ghanaian** Philip Foundation Programme worked on advocating and lobbying with religious leaders in order to enlist their support for a campaign to combat the spread of HIV and other STDs among young people. At the same time, they trained youth educators and counsellors so that the latter could help spread awareness and information amongst their peers. In order to maximize resources and ensure optimal sustainability, they recommend close participation of representatives of the target audiences in AIDS activities. The *Aid for AIDS* project, also from Ghana, involved young people in presenting nine seminars on relationships and youth within and outside school, with a special focus on marriage and on positive parenting.

The Hôpital National St. Maurice in France, in collaboration with UNAIDS, began research on the trends of the HIV epidemic among young people in **Guinea-Bissau**, as well as in Malawi and Senegal. The investigation studies age at first sexual intercourse, prevalence of HIV infection and syphilis, and the risk factors for these infections as well as their interaction. The study also investigates the impact of communication on knowledge, attitudes and practices of young people in the three countries. All research is undertaken with young people between the ages of 7 and 14, and reported specifically year by year and by sex.

In **India,** UNICEF is in the process of launching a national situation analysis on children and adolescence in order to

study their vulnerability to HIV/AIDS. It also is in the process of finalizing a national strategy for youth with the National AIDS Control Organization (NACO). At the end of November 1998, in collaboration with the Department of Youth and the Nehru Yuva Kendra, a national NGO, UNICEF India also held a 3-day planning workshop for HIV/AIDS prevention programmes for rural youth. The Indian National Department of Education, NACO, the National Centre for Education Research and Training, UNESCO and UNICEF also conducted a one-week workshop to finalize 16 state-level plans for the introduction of HIV/AIDS preventive education in schools.

As part of a month-long observance of the World AIDS Campaign, the **Indonesian** Epidemiological Network and a network organization of all Universities in Indonesia organized an international conference that focused on the reproductive health of young people. The National AIDS Committee worked with AUSaid, UNAIDS, the donor community and a professional advertising company to design relevant and specific messages for young people of different communities in the country. Each of the 27 provincial AIDS Committees in the country was asked to develop activities in line with the World AIDS Campaign theme, extending throughout the entire month of December 1998. The media attention drawn to the issues allowed a celebrity to come forward and be open about his HIV status and his past experience engaging in unsafe sex with other men.

The **Jordanian** National AIDS Programme of the Ministry of Health conducted a major mass media campaign for World AIDS Day.

The **Korean** Alliance to Defeat AIDS created a set of 30 information panels which they took to junior and secondary schools in Seoul to raise awareness on HIV/AIDS. Despite some initial reluctance by teachers and the Ministry of Education, the success of the project led them to reconsider and eventually become partners in its implementation. On World AIDS Day, the Alliance conducted a seminar on *HIV and Young People*.

The **Lao People's Democratic Republic** hosted a youth leaders' workshop on the theme of the Campaign.

Latvia found an effective and inexpensive way to maintain media attention on AIDS. UNICEF provided funds to reward journalists for innovative reporting on AIDS and youth issues, most of whom were recognized on 1 December. World AIDS Day also provided the opportunity to broadcast a youth-produced TV series on AIDS in Latvia.

Early in 1998, the Minister of Health in **Madagascar** put STD/AIDS Cells in place. An education initiative was geared at students and parents. Young sex workers, their employers, and military officials were also sensitized to the dangers of HIV/AIDS, and the workers of a tea plantation in Sahambavy and their families took part in an education project. A colloquium on AIDS and Religion was held for the first time in Madagascar, with the full involvement of religious leaders. Madagascar also organized a conference on *Research on Vaccines against AIDS*. The UNAIDS Staff in the country worked with various national NGOs to have a number of articles published in the national press about the theme of the

World AIDS Campaign, and produced three radio-television reports on the status of HIV/AIDS in Madagascar. They also created video spots on AIDS for 150 video clubs in the capital city of Antananarivo.

In November 1998, **Malawi** hosted a national call-in radio programme on HIV/AIDS in which many issues related to young people were raised. It also hosted a research project conducted by the Hôpital National St. Maurice of France, which was identifying trends in the HIV epidemic among young people.

Several **Malaysian** NGOs assisted in the training and development of large numbers of young people through a series of youth development camps, talks, discussion forums, and motivation workshops.

A local NGO in **Mozambique** took the initiative to work with the national radio station and transmitted a daily two-hour programme, for and with young people, at the national level. Similar work is also being undertaken with a local television station and both activities regularly focus on issues of STDs and HIV/AIDS.

The United Nations Theme Group on Adolescents in **Peru** organized an awareness and information event in early 1998. Over 3000 young people were in attendance to discuss health issues, among which sexuality was a highly significant concern for young people. The Theme Group also hosted a seminar-workshop for journalists to sensitize the mass media, to achieve collaboration in informing young people about the need for changing their own risk behaviour, and to disseminate news about the events planned for World AIDS Day.

The **Philippines** ran a nationwide multisectoral *Education Programme for Youth* with youth leaders and policy-makers. UNAIDS worked with the Department of Health and the Philippine National AIDS Council to make this project an ongoing success.

The UNAIDS Theme Group in **Poland**, with special efforts by UNDP, UNFPA, and their partner organization, the Chamber of Nurses and Midwives in Krakow, trained 400 school and paediatric nurses. Activities focused on issues related to drug use, sexual abuse, family violence, HIV and STDs, and on appropriate techniques for working with children and teenagers. Poland held its annual national conference on AIDS, organized by the Ministry of Health and Social Welfare, with the assistance of medical companies, the Lindesmith Centre of the Soros Foundation, and the support of UNDP and other partners in the country. Alongside this national conference, UNDP Poland organized the Third National Meeting of People Living with HIV.

The UN Theme Group in **Romania** worked in high schools in three counties to distribute information and condoms to teachers and students. Despite initial opposition by schoolteachers, the Ministry of Education has committed itself to support similar activities in the future.

UNAIDS in the **Russian Federation** was active in training health professionals on counselling skills and on working with vulnerable groups. They also had a special relationship with *Médecins Sans Frontières* (MSF) in the training of health professionals in communication skills and the production of workbooks on HIV/AIDS, as well as activities with different target groups. A recent development of work by MSF has been the support of a harm reduction programme among injecting drug users.

UNAIDS Russia produced a quarterly journal entitled *Round Table* and distributed it to 500 governmental and non-governmental organizations working in the field of HIV/AIDS in Russia. The journal served as a forum for print discussion of issues facing front-line medical workers and incorporated the issues of young people. The Russian Federation's Agency for Social Information organized its second Annual Journalism Contest of Journalists Against AIDS. Electronic media were also widely involved in the dissemination of events in the Russian Federation. Both central and local TV and radio channels aired special programmes about HIV/AIDS and its prevention, about people living with HIV/AIDS and about people who have died from AIDS.

Researchers at the Hôpital National St. Maurice investigated the trends of the AIDS epidemic among young people in **Senegal**. Malawi and Guinea-Bissau were also part of the same study.

In **Tajikistan**, a local NGO and UNFPA conducted a series of seminars on HIV/AIDS/STDs at the Tajik-Russian Slavik University. WHO also collaborated with medical personnel, the military and young people to conduct a review of blood safety measures in the country.

In **Thailand**, the NGO Coalition on AIDS organized *The collective force for change responding to HIV/AIDS by young people in Thailand*. This undertook four training workshops with 120-150 young people, in order to strengthen the capacity of young people involved in HIV/AIDS intervention activities in their own communities, and to provide them with wider channels of communication in responding to HIV/AIDS. The Coalition and its activities were the subject of many television news items and articles in local newspapers throughout the fall and winter months of 1998, including a special television programme on 1 December 1998.

Many **Tunisian** Health Centres and Clinics held Open Door Days in an attempt to increase their use by young people, especially those not in school. The health professionals also used this opportunity to consult young people on the strengths and weaknesses of the reproductive health services of the country. To support these efforts, mobile services circulated in Northern Tunisia during the summer to stir up debate, conduct condom demonstrations, show films, and distribute information to young people who had not attended the Open Door Days. Tunisia held several educational debates and conferences between young people and adults in regions across the country. The Ministries of Health, of the Interior, of Professional Development and Employment, and of Social Affairs were particularly active in organizing the events and involved many relevant non-governmental organizations, schools, and special agencies dealing with young people. The Tunisian Ministry of Health ran a massive media campaign, using national and regional press and television outlets to share spots and programmes with HIV/AIDS-related messages. Coverage was received for all major events, including all conferences and debates.

Turkmenistan's Theme Group met with governmental and non-governmental organizations to join their efforts on AIDS/STD/drug prevention activities geared at young people. Thirty representatives from various organizations participated and reached an agreement on joint activities. These included, among others, a seminar for managers of high schools and colleges in the capital city of Ashkabad, a World AIDS Campaign joint workplan with the Ministries of Health and Education, a seminar on the issues related

to the reproductive health of teenagers, and a series of lectures and round table discussions for the personnel of the Ministry of Internal Affairs, police officers and military units.

In **Uganda**, the second episode of *Sara*, UNICEF's animation film of a young girl who spreads upbeat messages about HIV/AIDS, was launched on 1 December. *Susan's Choice*, a book that focuses on the dilemmas of young people related to HIV, was also released. Ugandan NGOs, external support agencies, religious institutions, youth groups, student organizations, and people living with HIV/AIDS presented the government with a draft policy on young people and AIDS.

The UNAIDS team and people living with HIV/AIDS in **Ukraine** participated in a talk show with a national TV channel. The show was broadcast in late November and directly involved over 200 students. On World AIDS Day, UNAIDS and UNICEF supported the organization of a major youth cultural event called *Torba* which was broadcast live on the First Ukrainian National TV Channel. The MTV-World Bank-UNAIDS programme, *Staying Alive*, was also broadcast on the national television station.

In the **United Republic of Tanzania**, the national television station created a new programme dedicated specifically to AIDS issues, geared to young people. The programme evoked a huge response, as indicated by the number of telephone calls received by the Network in response to the shows. The national newspaper has also taken a special interest in writing articles on HIV/AIDS.

Venezuelan journalists were provided with an award incentive to continue reporting on young people and HIV/AIDS. UNICEF provided funds to recognize top stories on World AIDS Day.

The **Yemen** Family Association regularly published a column on AIDS in their newsletter, often focusing on the issues of young people. On World AIDS Day, a message from the Regional Director of the Eastern Mediterranean Region of WHO and the testimony of an AIDS patient were aired on television. NGOs including the Boy Scouts, Girl Guides, Red Crescent Society, Mother Child Care Association, and Marie Stopes International made presentations at a number of schools and distributed a joint letter to students to raise awareness about AIDS on 1 December.

b. Awareness raising activities

The **Albanian** Theme Group was one of the first to launch a country-level World AIDS Campaign, with a press conference held at the end of April. Throughout 1998 they broadcast a television spot with the assistance of the National AIDS Programme, Population Services International (PSI) and UNFPA. During a summer beach campaign, they distributed information and condoms; they held an open concert with the participation of the best Albanian young artists; and they designated the month of November as the month of sports, under the heading: *Force for Change – World AIDS Campaign with Young People*. The national Olympic Committee also organized a World AIDS Day sporting event.

Local NGOs and church associations and the National AIDS Programme in **Angola** were all involved in the design and implementation of activities for World AIDS Day. Together they organized a foot race, an artists' exhibition and a poster competition on World AIDS Day. Throughout November and December, a series of round tables brought together political leaders,

churches, academic institutions, NGOs, commercial sex workers, and the army. The first of December also provided an opportunity for five joint sessions to be held with the UN Peace-Keeping Forces on HIV/AIDS in Angola. Condoms and pamphlets on HIV were distributed to all staff.

Peer educators in **Argentina** observed World AIDS Day by distributing pamphlets with information on the youth-friendly health services in the country in addition to information on basic rights and on prevention.

The **Armenian** Theme Group on HIV/AIDS organized an AIDS week during the week before World AIDS Day. They also organized a press conference for the electronic and print media and a gala concert for young people. On 1 December, classes on AIDS were held in 30 schools in the capital city of Yerevan and in 5 regions of the country.

UNDP, UNFPA, and UNHCR in **Azerbaijan** brought together some of the biggest pop stars in the country for a two-hour concert for World AIDS Day. Attracting their attention through the voices of the most popular stars proved to be an effective technique to raise awareness of the HIV/AIDS situation in Azerbaijan. The organizers of this activity suggest that others who might wish to organize similar events in the future make direct contact with stars in order to avoid unnecessary logistical and financial burdens. They also suggest that the stars deliver prevention messages to young people, that the mass media be contacted to ensure that they give coverage to the event and that cooperation with the private sector be sought out.

The Prime Minister of the **Bahamas** proclaimed the first week of December a formal national AIDS awareness week. As a part of this initiative, several "Pledge to Wait" campaigns were started among young people with the idea of encouraging safer sexual behaviours. The Bahamas AIDS Foundation organized *Force for Change – A Red Ribbon Ball* under the patronage of the Prime Minister and with the help of the private sector in order to help raise funds to improve the situation of people living with HIV/AIDS. The event, at which Miss Bahamas 1998 spoke on the need to fight prejudice and discrimination against people living with HIV/AIDS and their families, achieved considerable media attention.

In **Bangladesh**, leaflets and posters were distributed to young people on World AIDS Day, particular attention being paid to high-risk behaviour groups. A radio programme on the theme of young people as a force for change was also aired.

In **Barbados,** churches set up a week of prayer for people living with HIV, high school students participated in discussions and were asked to donate food to an HIV/AIDS food drive, and radio stations aired special songs related to AIDS on World AIDS Day itself. The national TV station televised messages from the Chief Medical Officer, the Ministry of Health and the Ministry of the Environment aimed at young people. National newspapers and television stations also aired special HIV/AIDS-related programmes.

Belarus began its World AIDS Campaign activities with a joint event assembling the Interministerial Council on HIV/AIDS/STDs and the government, non-governmental organizations, United Nations, and other international agencies. The year-long activities included a drawing competition for AIDS-related posters, an art exhibition, the creation and

distribution of songs with five popular rock groups and a gala concert at which the songs were presented. Additional activities included theatrical performances, a television interactive talk show entitled *Sexual education in school – long awaited state approved programme for schools*, condom promotion through Minsk chemist stores, and a student festival on healthy lifestyles. On World AIDS Day, the State University of Economics hosted a student drama festival. Participants at the festival were greeted by video clips on AIDS on a huge screen while volunteers also handed out condoms, brochures and red ribbons. The festival was broadcast live on a youth television programme. Under the auspices of the Ministry of Education, the National Youth Art Centre also organized a national exhibition featuring paintings and posters created by young people, on the same theme as the drama festival.

The UN Theme Group on HIV/AIDS in **Belize** organized an amateur rap music contest where each individual was expected to present original lyrics around the Campaign theme. A 50-mile bicycle race in memory of a national cycling champion who died of AIDS several years ago was held for the second year. Belize also set up a countrywide essay competition for young people aged 10 to 24. The tenth annual candlelight walk was followed by a memorial concert in honour of those who have already died. Working with the YWCA, the Theme Group sponsored swim meets throughout the month of November 1998 and used the opportunity to raise public awareness on HIV/AIDS related issues. They also organized a 25-mile relay run for high school teams, a football marathon which promoted HIV/AIDS prevention messages, a one-day film festival reaching more than 800 students and showed the MTV-World Bank-UNAIDS *Staying Alive* documentary as well as another video called *Live It!*, a swim meet which was held amongst high schools in the largest city in Belize, and a drama festival with short productions on the subject of HIV/AIDS. Peer educators also conducted presentations and workshops across the country in several different venues, including correctional institutions for juvenile criminals.

The National AIDS Programme in **Bulgaria** organized a concert for students and aired special AIDS programming on national television.

The UN Theme Group on HIV/AIDS in **Cambodia** organized activities to observe World AIDS Day. They trained staff in various ministries, local factory workers, the marines and the police on HIV information. They also launched an advocacy booklet for policy-makers, conducted outreach visits at local restaurants and paid a special visit to a home for AIDS patients. For World AIDS Day, they organized AIDS-specific television programming geared specifically at young people.

The main World AIDS Day awareness-raising activity in **China** this year was a multimedia exhibition organized by the Ministry of Health and the Beijing Municipal Government. The Ministry also prepared a leaflet with 10 key messages on AIDS prevention in order to educate the general public. Many provinces also had their own activities such as mobile exhibitions in Colleges in Beijing, education activities in railway stations in Sichuan, and a live TV show in Fujian. A national television network also broadcast an edited version of *Staying Alive*.

UNAIDS in **Côte d'Ivoire** organized a drawing contest open to young people aged 10 to 24 years in the national press. They also developed a greeting card with

facts and statistics on the HIV/AIDS situation of young people in the country for wide dissemination and use by staff and also by young people.

Dominica sought to increase awareness of young people, their families and communities on issues related to HIV transmission, prevention, care and support for people infected and affected by HIV/AIDS. Over a two-week period around World AIDS Day, activities included educational sessions, marches, rallies, role-plays and quizzes in the seven health districts of the country. Educational materials and red ribbons were also distributed in schools and to youth and other non-governmental organizations. The Minister of Health and Social Security, the acting Minister of Education, and the President of the National Youth Council all presented addresses on radio and television. The Dominica National Council of Women, the Movement for Cultural Awareness, and the Dominica Planned Parenthood Association were also all active on World AIDS Day.

Despite the effects of hurricane Georges, UNAIDS in the **Dominican Republic** was still able to conduct activities on World AIDS Day, including a parade and candlelight vigil in the capital city of Santo Domingo, a human rights forum on 3 December 1998, and a press conference with an analysis of the HIV/AIDS situation in the country.

The World AIDS Campaign organizers in **Egypt** organized a march with the Boy Scouts and Girl Guides on World Aids Day.

In **Ethiopia**, the Organization of African Unity and the United Nations System observed World AIDS Day through youth-created dramatic performances, songs, and essays on the theme of the World AIDS Campaign. A person living with HIV/AIDS also gave a testimony. A special event held for the international community in the capital region involved the Minister of Health of Ethiopia, the UN Under Secretary-General, officials of the Organization for African Unity and the Economic Commission for Africa, the Diplomatic Corps, NGO representatives, teachers, and students.

In honour of World AIDS Day, different regions in **Ghana** sponsored football matches, debates, and community meetings with Chiefs, walks, drama presentations and community picnics. Volunteers also distributed visor hats and bumper stickers with the World AIDS Campaign slogan while sharing information on HIV/AIDS. Earlier in 1998, the Ghanaian Salvation Army had started a youth-oriented campaign on *Choosing Abstinence*, distributing pledge cards and buttons in an attempt to encourage young people to commit to abstain from sex until they found a life partner and then to remain faithful.

Many **Guatemalan** NGOs worked directly with young people, including marginalized urban youth, in prevention and communication activities. Similar activities took place in schools and through telephone hotlines. Some NGOs also worked with parents.

Over 70 **Indonesian** NGOs were active during the month-long World AIDS Campaign activities. Many worked together to organize a rock concert in Jakarta with famous Indonesian stars, and the Ministry of Health, the Ford Foundation, and a local television channel developed a film for and about young people and AIDS. One way in which the Indonesian Coordinating Minister for People's Welfare (covering 18 ministries) attempted to make the Campaign specific to Indonesia was by incorporating the red ribbon into the Indonesian flag.

Young people in **Jamaica** organized a huge rally for their peers on World AIDS Day. They also organized musical and drama performances to raise awareness on the spread and situation of AIDS in their country.

The UN Theme Group on HIV/AIDS in the **Kazakhstan** was quite active throughout 1998 in the World AIDS Campaign. They organized radio presentations with AIDS messages on national radio channels, special programmes on different TV channels in the Kazakh and Russian languages and (jointly with the National Centre on the promotion of healthy lifestyles) a charity concert with the participation of popular singers. They also conducted press conferences, round tables, poster competitions, book exhibitions, theatre shows and quizzes at secondary and vocational schools, "Anti-AIDS" discotheques at educational institutions, and a *Students Against AIDS* conference at the Kazakh National University. The Minister of Health, Education and Culture and the Chair of the UN Theme Group worked closely with the mass media to reach local authorities and the general public with HIV/AIDS prevention messages.

The **Kyrgyzstan** UN Theme Group on HIV/AIDS used many different media to share prevention messages with young people. They organized charitable concerts, distributed condoms, leaflets and other education materials in popular night-clubs and schools. They held competitions for posters, essays and bulletins on HIV/AIDS, a book exhibition, video showings, and radio spots on HIV/AIDS/STDs, and also distributed over 2000 copies of a leaflet on the AIDS situation in Kyrgyzstan.

The World AIDS Campaign was officially launched in the **Lao People's Democratic Republic** during the summer of 1998 with a mini-marathon under the theme of *Young People Embracing a Healthy Lifestyle for HIV Prevention*. The campaign continued with other activities including competitions in slogan writing, drawing, and short story writing. Major festivals also spread messages on AIDS, including an AIDS quiz, a puppet show, and drama performances. Audio and videocassettes of stories, messages, and songs produced by young people were also widely distributed.

In **Lebanon**, UNAIDS has been working since August 1998 with the Ministry of Health, various NGOs and young people to operationalize the World AIDS Campaign, focusing on the media and on awareness-raising activities. They began by providing the mass media with special files containing relevant information and maintained contact with media representatives to ensure that the issues of young people remained highlighted in the press all through 1998. Young people were a priority focus of the National AIDS Programme's Home Page and television spots and were closely involved in the production of all materials.

The **Lithuanian** AIDS Centre, in addition to raising awareness among its media through a contest for the best journalistic works on AIDS, STDs and drug use themes, held a contest for children's writing and painting on AIDS-related issues. The results were published in a special youth journal, disseminated on World AIDS Day through the Lithuanian AIDS Centre. The Centre also held a campaign entitled *I Love Life* in two youth summer resorts in order to raise youth awareness on HIV/AIDS issues through radio broadcasts and a quiz. They used the opportunity to train over 200 young people and 25 journalists on HIV/AIDS reporting and informing. UNICEF Lithuania sponsored an award for innovative reporting on HIV/AIDS

and young people; this award was presented on World AIDS Day.

The UNAIDS Team in **Madagascar** hosted a festival on *Martial Arts against STDs and AIDS*. They conducted a national contest for theatre groups performing HIV/AIDS messages, and also produced T-shirts, posters, pens and plastic bags with campaign messages.

In **Malawi**, World AIDS Day was marked with youth rallies, sports competitions, talks, film and video shows, and drama in most districts of the country. The Minister of Health and Population also held a Press Conference.

In **Malaysia**, UNAIDS and its Cosponsors and partners in the country developed an extensive calendar for World AIDS Campaign events. These included a publicity roadshow, an AIDS art competition and an AIDS Quiz with the Malaysia AIDS Council, the Penang Family Planning Association, and Levi-Strauss Company. Several television talk shows and a Red Ribbon Media Award all took place around 1 December 1998. To ensure the direct involvement of the community, the Malaysia AIDS Council and several NGOs organized carnivals, walks, exhibitions, workshops and conferences on the issues of young people and HIV/AIDS. Several television networks also broadcast *Staying Alive*.

The **Maldives** organized extensive activities in their observance of World AIDS Day. All outpatient departments of all health institutions in the country carried out AIDS education, and Managers of recruiting agencies and tourist industries attended a seminar on AIDS Prevention and Control. The Regional Director of WHO broadcast a message through all forms of public media. Special World AIDS Day supplements appeared in all daily newspapers, and AIDS awareness activities were carried out in all secondary schools. The announcement by an AIDS patient of his status on public radio and television, which put a human voice to the epidemic, proved a powerful awareness-raising occasion for listeners. The Maldivian Youth Association organized a street procession with live music and AIDS messages and songs, cable television showed a documentary video, and all government officials, including the cabinet ministers

Malta: the multimedia approach

World AIDS Campaign organizers in Malta decided on a multipronged approach to spread the Campaign messages. They launched this with a two-night concert, advertised with a press release, flyers, displays, television interviews and newspaper advertisements, all of which highlighted the World AIDS Campaign theme and, space-permitting, included additional health promotion messages. The messages were reproduced on telephone cards, sugar sachets, stickers and posters which were disseminated in schools, youth centres, health facilities, pharmacies, parishes and local councils. A special information card – a passport-size card that gave information on how people become infected with HIV and how individuals can protect themselves – also supported the theme. The cards were distributed through the above-mentioned channels and also by sales-people at special venues including Virgin Megastore and the National Student Travel Foundation.

and President, wore the red ribbon for one week.

A Core Initiative Group in **Mongolia** coordinated World AIDS Campaign activities at country level. Over the year they distributed Campaign materials, developed their own banners and posters, recorded an AIDS awareness song and worked with national television and radio to air spots with AIDS-related messages. World AIDS Day was the culmination of the year-long events, with a press conference and information and advocacy activities in 19 public places.

Mozambique initiated an art competition to create a calendar on the theme of young people and HIV/AIDS. In addition to the radio and television programmes mentioned under the previous section, several football and basketball tournaments, a martial arts contest, theatre performances, seminars, workshops, and photographic exhibitions raised awareness about HIV/AIDS. A special effort was made to involve young women in each of these activities. Organizers in the country also asked local artists to reproduce Campaign material on items such as T-shirts, posters, caps and calendars.

Close to 5000 young people were reached by HIV/AIDS prevention messages in **Myanmar** when a popular rock band held a concert where they interwove HIV prevention messages into their songs. A young man who spoke about his experience with HIV particularly touched the audience. World AIDS Day also provided an opportunity for the government to hold a national consultation among different government ministries and international and local NGOs, in order to assist in the development of a strategic framework for action in response to Myanmar's HIV/AIDS situation.

UNAIDS in **Namibia** reprinted materials related to young people and HIV/AIDS with the assistance of UNICEF and UNESCO. They worked with the National Youth Council and the Ministry of Youth and of Sport to organize a poster competition and street theatre activities, and produced T-shirts and leaflets for young people.

The National AIDS Committee of **Papua New Guinea** developed T-shirts and calendars for World AIDS Day. They also supported drama presentations by young people in the national capital district of Port Moresby.

Peru observed World AIDS Day with a bicycle ride through the city which brought together young people, universities, NGOs, and UN agencies. To gather all young people who had participated in the previous events, the UN Theme Group on Adolescents and UNAIDS also hosted a student parade and a ceremony with well-known artists, musicians, sports personalities and other key national celebrities.

The **Philippines** launched the World AIDS Campaign with a mini-concert co-hosted by MTV and young people in the middle of 1998. Since then, they have organized a rave dance party with a mini-exhibit on risk assessment that attracted over 3000 young people and garnered extensive media coverage.

UNAIDS in the **Russian Federation** participated in an auction with *Médecins Sans Frontières*, distributed condoms and information brochures throughout Moscow's night-clubs, universities and other institutions geared at young people. Groups also worked together to distribute AIDS calendars on the street and in health centres. Additionally, they organized an *International Students' Night* at a major club in Moscow to help

raise awareness about the prevalence of HIV/AIDS in Russia, and to raise funds for future prevention activities. The Ministry of Health sponsored a concert labelled *Russia Against AIDS*, which attracted over 2500 young people. Exhibitions, meetings, contests, and concerts were held in many regions of the Federation. A private Russian fund set up and staffed an HIV/AIDS public information booth for the four days leading up to World AIDS Day. Volunteers distributed leaflets and asked pedestrians for their thoughts on HIV/AIDS prevention in the 21st century; these messages formed the basis for a song. Red Cross Societies in the country were also quite active around 1 December: the Russian Red Cross Society in the south-eastern region supported youth initiatives including information-sharing and theatre or poster contests, and the Moscow City Red Cross organized a concert to raise funds to reinstate its free, anonymous, 24-hour HIV/AIDS telephone hotline.

UNAIDS partners in **Samoa** organized a special mailing of materials related to the World AIDS Campaign to numerous non-governmental organizations throughout the country.

Slovakia ran a number of activities for World AIDS Day, including a press conference organized by the Institute for Health Education in collaboration with the Ministry of Health and the Clinic for Infectious Diseases and other organizations. They organized an AIDS stand on the street, radio and television broadcasts, and printed material drawing attention to HIV/AIDS in the world and to the particular situation in Slovakia. The national and commercial television stations broadcast *B-Roll* clips from the 1998 World AIDS Day as well as *Staying Alive*, the joint MTV-World Bank-UNAIDS documentary.

Sri Lanka organized a countrywide poster competition for World AIDS Day on the theme of sexual responsibility for young people and the prevention of HIV/AIDS. The competition involved the Health Education Bureau, the national STD/AIDS Control Organization and the Ministry of Education with funding support from the government of Sri Lanka, UNICEF and WHO.

The UNDP programme in **Sudan** had an especially successful World AIDS Day, with the active participation of formerly reluctant sectors and organizations in the HIV/AIDS response in the country. For the first time ever, two government ministers (the Minister of Health and the Minister of Youth) made public statements about HIV and AIDS in the country. The AIDS partners in Sudan are looking forward to building on the momentum generated by the successful World AIDS Day in order to conduct a year-long campaign in 1999.

Tunisia organized a number of sporting activities with special STD/HIV/AIDS-related themes. Each event had an information stand and a contest was run for the best slogan on HIV/AIDS. To further publicize the activities, the Ministry of Transport put up posters and information stands at all the major train and bus stations.

In **Turkmenistan**, the authorities distributed condoms, badges and leaflets at theatre shows and discotheques in the country, organized lectures on AIDS prevention and drug use in schools, and held a press conference for the mass media. Dictations with AIDS prevention messages reached over 100 000 schoolchildren. Articles appeared in newspapers in the Russian and Turkmen languages and poster exhibitions were held at secondary and higher schools. Radio and television were active in promoting messages on 1 December, and extensive

discussions of HIV/AIDS occurred in educational institutions.

In **Ukraine**, the Ministry of Health and UNAIDS organized a joint press conference for World AIDS Day. Other activities around 1 December included an open talk show for over 200 young people organized by the Kiev Mogylan University, the Goethe Institute and UNAIDS, and a special seminar with 150 Kiev teachers.

In the **United Republic of Tanzania,** various partners were involved in observing World AIDS Day and the World AIDS Campaign through awareness-raising activities. The Ministry of Labour and Youth Development supported stage performances by youth groups, the Trade Union created drama groups. The World Islamic Propaganda and Humanitarian Service conducted an AIDS Awareness Week and held public dramas, lectures and discussions, with video shows and an exhibition of posters. In Kinondoni District, video shows accompanied discussions and drama presentations.

In **Uruguay**, an initial plan to wrap the National Palace of Justice with a one and half kilometre red ribbon on World AIDS Day was changed to the creation of a human red ribbon uniting 3500 young people who held hands in front of the palace. Musical, theatrical and cultural events took place on the same square to demonstrate to the country the commitment of young people to the issues of HIV/AIDS.

On World AIDS Day, the Minister of Health in **Uzbekistan** made an appeal to the public which was subsequently printed in national newspapers. There were presentations and round table discussions on national and local television channels, and articles on HIV/AIDS related issues in national and local newspapers. Schools organized dictations and compositions on HIV/AIDS. Health care institutions held Open Door Days with special poster exhibitions, video shows, questionnaires, leaflets and booklets for the general public. Popular singers, youth NGOs, AIDS and STD centres, and representatives from the United Nations took part in a talk show. AIDS-related articles appeared in all the major newspapers and over 1700 copies of booklets and leaflets were distributed in the Uzbek and Russian languages.

AIDS NGOs in **Venezuela** very actively built awareness all throughout 1998. They created a bulletin on AIDS for teachers, held theatre performances on AIDS and adolescents, created an exhibit on the issues of young people and HIV/AIDS for use throughout the year, held a candlelight vigil, a march for *Force for Change* and several theatre performances. They also organized a week-long art auction with adjoining cultural activities and held a video forum on responsible sexual behaviour.

UNAIDS in **Viet Nam** worked with the Cosponsors in the country to conduct a special launch of the World AIDS Campaign in May 1998.

UNAIDS staff in **Yemen** created banners for soccer tournaments and had prevention messages printed on the backs of soccer tickets.

The National AIDS Coordinator in **Zambia** organized a theatrical/musical youth rally and candlelight walk in order to unite young people and adults of all ages and faiths in their fight against HIV/AIDS. In the words of one of the organizers: “we organized this candlelight walk even though it meant we often had to go begging for candles”. Debates, poster and slogan competitions

were also held. Many individuals and organizations were involved in these events, which were attended by several thousand people including Youth Alive Zambia (an NGO involved in behaviour change), Juka Faith Network, the ICASA (International Conference on AIDS/STDs in Africa) Youth Forum, other NGOs and popular Zambian musicians. Media coverage – both radio and television – was quite extensive.

Publications and other materials

The following publications and materials highlight the impact of AIDS on young people and young people's impact on the epidemic:

World AIDS Campaign Briefing Kit: A World AIDS Campaign Briefing Kit including an outline of the goals, objectives and messages for the Campaign in addition to a list of suggested activities was created and launched at the outset of the Campaign in Moscow.

Ronaldo Poster, Postcard and T-Shirt: Once Ronaldo had agreed to be Special Representative of the World AIDS Campaign, his appeal to young people was used to convey messages. The main way in which this was done was in the production of a poster with the *Play Safe* message. At least 10 000 copies were distributed worldwide and a CD-Rom of the poster was also produced in order that large quantities could be printed at country level. A postcard and T-shirt were also developed with the same graphics.

The distribution of the posters on CD-Rom was successful because it allowed individuals to translate the messages into local languages and produce large quantities locally. Country staff strongly recommended that CD-Roms be used more often in the future, special consideration being given to countries with limited access to technology.

Talking About AIDS: A Guide for Everybody, UNAIDS, 1998. MTV and UNAIDS co-produced a booklet of short messages geared at young people that could be used in television and radio programmes, or in other activities with young people. Topics include HIV/AIDS, relationships, rights, and responsibilities.

Force for Change: Interactive Exhibit. An interactive stand-up exhibit was created by the UNAIDS Secretariat and UNICEF. The exhibit features photographs and quotations from young people around the globe, highlights the global statistics relevant to young people and HIV/AIDS, and has special panels on human rights, sexual health education, youth-friendly health services and the special vulnerability of girls. It has been used at many international conferences and events all over the world.

Staying Alive: A 26-minute video produced jointly by MTV, the World Bank and UNAIDS. It features the stories of six young people and shows how their lives have been affected by AIDS. For a more detailed description of the film and the process by which it was created, see box page 52.

Play Safe UNAIDS-UNICEF Football Initiative – a video illustrating the joint UNICEF-UNAIDS initiative using football as a medium to reach young people. For more information on the project and its accomplishment, please see box pages 32-33.

Play Safe Messages from Musicians and Footballers. A video of short messages geared at young people recorded by famous entertainers and footballers.

"The Action Brief" Newsletter. The World AIDS Campaign had a monthly column in the UNAIDS Newsletter *The Action Brief*. In 1998, this focused on different themes including a regional round-up of World AIDS Campaign activities, a report of the Campaign's involvement with the UN Committee on the Rights of the Child Theme Day on HIV/AIDS, and World AIDS Day activities around the world.

World AIDS Campaign Website (http://www.unaids.org). The World AIDS Campaign website is under constant improvement; to date it carries the World AIDS Campaign briefing kits, suggestions of activities to carry out on World AIDS Day, and Press Clippings. It will soon include links to other relevant websites and an area for general discussion.

Activities to mobilize social and private sectors to work in partnership on young people's health and development: Objective 4

One intended outcome of this objective was that governmental and non-governmental organizations work in partnership with religious organizations, academic institutions, international agencies, people living with HIV/AIDS, the media, the private sector and young people themselves to promote young people's health and development.

At the international level, UNAIDS, the World Bank and MTV teamed up to create a half-hour documentary aired on all MTV channels and many other television stations world-wide on World AIDS Day. Several of the reporting countries sought out special relationships and collaborations with the private and social sectors. Each of these collaborations led to unique and distinct activities and involved a variety of partners. In South Africa, the United Nations Theme Group on HIV/AIDS brought together almost a dozen private and public organizations to promote peer education and AIDS awareness among about 4000 young people in the Pretoria area. In Abidjan, Côte d'Ivoire, UN agencies, youth associations, NGOs and bilateral organizations gathered to set priorities in the area of youth health.

International and regional initiatives

The UN Theme Group in the **Caribbean** mobilized the private sector for the development of advocacy materials. Private companies contributed to the development and distribution of a poster with an HIV-prevention message issued by Miss Universe 1998, from Trinidad, who is a patron of the Cyril Ross home for HIV-positive children and serves as a UNAIDS spokesperson on the Campaign for the Caribbean.

Staying Alive

Staying Alive is a half-hour documentary created by the collective efforts of Music Television (MTV) International, the World Bank and UNAIDS. Pop star George Michael donated his services to introduce the programme, which features the stories of 6 young people in Brazil, India, the Netherlands, Ukraine, the USA, and Zambia, focusing on how their lives have been affected by HIV/AIDS. The programme, which was translated into eight languages, is geared to young people and was aired on all MTV channels world-wide and many other national networks on World AIDS Day.

According to an analysis conducted by MTV, the documentary was the first programme ever to air on all MTV channels at once and it achieved rating well above average. In Argentina, all three airings on 1 December rated among the top five shows of MTV of the day. In Mexico, one of the three airings of the programme achieved ratings 267% above average MTV rating at this time. The 9 p.m. broadcast in the United Kingdom and the 10 p.m. transmission in Sweden

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had 2.5 times the average number of viewers at that time. At the Annual Awards Ceremony of the Academy of Television Arts and Sciences in the United States, MTV was awarded a special Emmy called the *Ribbon of Hope Award* for their World AIDS Day programming. *Staying Alive* was specifically recognized by the Academy. The titles and graphics of the programme were also awarded a Promax Gold Award.

Despite international praise, a few countries were unable to broadcast the programme nationally for one of two reasons. More often, it was explained that the video was not culturally sensitive to the environment of the given country. In other cases, it was not deemed interesting for audiences because the video did not show individuals from their own country.

MTV generously allowed the programme to be distributed free of copyright to national television stations in developing countries. As a result, the programme reached even larger audiences world-wide and is still being shown frequently. Copies can and have been used to initiate discussions in schools, with groups of young people, and in other venues where the issues are of interest. The programme was sold to other TV stations in the industrialized world and proceeds of the sales given to UNAIDS.

The Inter-Country Programme Team in the **Pacific** launched the World AIDS Campaign during a series of UNAIDS/Pacific Islands News Association Workshops which focused on the reporting of sensitive issues. In **Fiji**, **Samoa**, **Tonga**, the **Solomon Islands**, and **Vanuatu**, social workers, community and church leaders, sports personalities, and people in the media were brought together to discuss the HIV/AIDS issues affecting youth, and their relevance to the Pacific.

West & Central Africa: Working together for young people's health and development

From 9 to 13 November 1998, a regional meeting on youth health in Abidjan, Côte d'Ivoire, brought together national policy-makers, programme planners from UN and other agencies, as well as resource persons from different youth associations and NGOs in West and Central Africa. UNAIDS, UNFPA, UNICEF, and WHO; other partners including USAID, the German Technical Cooperation (Gesellschaft für Technische Zusammenarbeit – GTZ), and the French Cooperation all participated in the meeting. Delegates from the different countries brought with them a wealth of first-hand regional experience.

The meeting allowed participants to share lessons and best practices and to establish a regional consensus on strategies for achieving improved youth health and development in the region. It also identified key areas for collaboration at global and regional levels to support youth health and development programming at country level. UNAIDS and UNICEF had the opportunity to share their integrated workplans on young people and demonstrate their close collaboration with UNFPA and large regional NGOs such as the Scouts Movement.

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The various UN and bilateral agencies present agreed to support programmes and organizations working with young people in the region and to introduce the issues of youth health and development into the next meeting of the WHO Regional Committee for Africa. They also agreed to reinforce existing best practice approaches, to initiate new pilot projects and to develop an information and documentation network on young people for organizations working in the field.

The nongovernmental organizations present emphasized the need for effectively working on youth health and development in the areas of capacity-building and networking for youth NGOs, and improving the dissemination of information. They also stressed the importance of involving young people in research, programme design, implementation and evaluation at all levels. In this connection, a module on life-skills would be developed in and for the region.

Country-level initiatives

The country staff of UNAIDS in **Angola** worked with the country's largest private company to promote and support STD/HIV/AIDS-related activities targeting adolescents. The First Lady of Angola was instrumental in mobilizing key ministries of the Government, the National Assembly, NGOs, churches, UN agencies, ambassadors, academics and the private sector, including oil and diamond companies, to inform, formulate, and implement the national strategic HIV/AIDS plan. One challenge was the long lead-time needed to obtain the effective participation of top level officials. To others planning a similar endeavour, the activists in Angola recommend that highly influential people in the country be lobbied early to obtain their support in order to achieve the best medium- and long-term results.

The UN Theme Group in **Bulgaria** convinced two main post offices to sell envelopes with a World AIDS Campaign design. On the first few days of December, all mail was specially stamped to commemorate World AIDS Day.

In **Fiji**, the Theme Group planned a special partnership with the Fiji Sports Council in order to further operationalize the Campaign at country level.

UNAIDS in **Lithuania** in conjunction with the Lithuanian AIDS Centre and the Lithuanian Road Police conducted a unique awareness-raising activity, creatively called *Safe Traffic-Safe Sex*. Whenever a traffic offender was stopped for a road violation, police officers would explain the potential consequences of their irresponsible behaviour, and hand them information material on STDs/HIV/AIDS. The project reached at least 2000 people.

UNAIDS staff in the **Philippines** involved UNFPA, UNICEF, MTV Asia, McDonald's, Aiwa, Rongisons Galleria, and many NGOs and government departments in the organization of a special concert for the launch of the World AIDS Campaign in April 1998. The Secretary of Social Welfare and Development opened the concert, a message from the Secretary of Health was read between performances, and the Theme Group Chair delivered the closing remarks. The Under Secretary of the local government and many other government officials stayed throughout the entire event, which featured a number of dynamic performances including a rock

band, an all-male dance troupe, a young female vocalist, a Ska band, and two youth drama groups. The rock band included AIDS messages in their most popular songs and promised to include AIDS messages in all their later performances. The entire show was filmed by MTV for a special programme aired on MTV Asia. The event received strong support from all those involved and extensive media coverage.

In **Poland,** UNDP organized, alongside Levi-Strauss Company, an educational campaign aimed directly at young people. In 22 stores throughout the country, local NGO volunteers widely distributed leaflets, condoms and red ribbons. Levi's also created a special short video on proper condom use and issued posters for the World AIDS Campaign in Poland.

UNAIDS and NGOs in **India** worked closely with the entertainment media in the country. Channel V produced a series of 10 spots with hotline numbers for NGOs. During their annual music awards shows, video jockeys from the network promoted positive HIV/AIDS messages. In roadshows across the country, Channel V also provided information on AIDS and on services available in the city they were visiting.

In **Romania**, organizations such as the Ministry of Education, Population Services International, UNDP, UNFPA and UNHCR have come together to distribute information on HIV transmission and to promote condom use. Despite initial teacher resistance to the distribution of condoms in schools, the Ministry of Education made a commitment to support future similar activities.

The Ministry of Health and Medical Services in the **Solomon Islands** organized a World AIDS Campaign Committee with governmental and non-governmental partners. The members of the committee included Save the Children Fund Australia, the Peace Corps Office Solomon Islands, the Commonwealth Youth Programme, the Solomon Island Broadcasting Corporation, the Church of Melanesia Youth Programme, the Federation of Solomon Island Youth Task Force, Solomon Islands Development Trust, the Health Education Division, and the Disease Prevention and Control Unit (STD/AIDS Programme). The committee planned a week of activities including a mass media campaign for information dissemination, drama performances with information and condom distribution, and health talks given by the nursing division of the Honiara Town Council at local clinics.

South Africa: Partnerships for education

The UN Theme Group and the largest cinema chain in South Africa, Ster Kinekor, decided to join forces in order to develop an HIV/AIDS awareness and education campaign called *Vimba* (Zulu for "stop") *the Virus* with young people in the country. Other partners invited to join this initiative included the National Association of People Living with HIV/AIDS, the Planned Parenthood Association of South Africa, the Rainbow Youth Drama Group, Levi Strauss, AMPROS, Old Mutual, the Film Resource Unit, the Gauteng Departments of Health and Education, the Greater Pretoria Metropolitan Council, and the City Council of Pretoria in addition to official departments and commercial firms.

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During the first week of September 1998, these organizations jointly sponsored showings of the Columbia Pictures production called *Can't Hardly Wait* to 3800 students from 75 schools in the Pretoria region. Though a few other films were evaluated for their appropriateness, this film, which deals with issues of race relations, alcohol abuse, safer sex, love, and relationships in a subtle and entertaining way, seemed to be the best of all suggestions. The film was used as a platform from which to begin discussions between trained peer educators (funded by UNFPA), young people living with HIV/AIDS, and the young people shown the film. The specific training given to teachers to incorporate issues related to HIV/AIDS into their respective classroom work further reinforced the activities of the peer educators.

The following conclusions were drawn at the end of the campaign:

1) *A comprehensive partnership.* This project allowed government at both the provincial and local level to work with the private and non-governmental sectors of the country. Since the start of this activity, there has been a clear consensus that the relationships created and developed as a result of this project should be continued and strengthened.
2) *Private sector enthusiasm.* According to the organizers, the most exciting aspect of this project was the willingness of the private sector to participate in initiatives of this nature. The high profile of the event, its excellent organization, and its component of ongoing evaluation made it very attractive to business. One specific lesson learned by the organizers is that "the private sector is not interested in just funding, but also in how they can contribute more meaningfully – in other words, in ensuring sustainability". In this connection, it was easier to engage companies that already had a stated commitment to issues of HIV/AIDS or where individual personalities within the company had powerful convictions about the issues.
3) *Expanded networks.* According to the UNFPA consultant to the project, "it has in many ways expanded networks, allowing all organizations to be informed of what the other is doing". The hope is that this exchange of information will further expand and continue in the years to come.
4) *Limited reach.* Given space and transportation restrictions, only a limited number of students from each school were able to participate during the week of activities. An informal survey will investigate the extent to which the viewers shared their experience with their peers.
5) *Urban bias.* This approach seems better suited to an urban environment where schools are close to one another, easily accessible, and near a large cinema. The organizers in South Africa are investigating ways to adapt the approach to rural areas of the country.

On World AIDS Day, the Committee organized a Cultural Village with special youth-led activities including speeches, drama presentations, video and slide shows, and a mini workshop. The inputs of the young people were especially recognized by the government representatives present on the day and young participants were later asked to continue their work with a nationwide community awareness campaign on issues facing young people in the country.

Activities to monitor the Campaign: Objective 5

The present report meets this fifth objective. At the outset of the Campaign, it was deemed necessary to collect examples demonstrating the achievement of the other four objectives. This report, however imperfect and limited it may be, is the first attempt to gather information and feedback from partners, Cosponsors, and country-level staff and partners.

It is one thing to list the types of activities and another to truly understand the effect and impact each of them had. The simple fact that so many activities occurred in so many countries is an important point not to be overlooked. Furthermore, each country is at a different stage in its acceptance of the epidemic and its response thereto, and evidence of success takes different forms in different environments. In some countries, organizing a concert supported by the government and NGOs on World AIDS Day is an initial and important step; in others, the development of national policies with the involvement of young people is evidence of an innovative outcome.

No matter what the project, evaluating the impact of awareness-raising programmes, outreach activities, attempts at changing behaviour, and policy implementation is a complex task. Each activity conducted is evidence of commitment, time, and energy on the part of the organizers, supporters and participants. Each deserves its own recognition and merit, and each also deserves its own evaluation.

Annex
Responding Cosponsors, partners, and countries

UNAIDS COSPONSORS

United Nations Children's Fund (UNICEF)
United Nations Development Programme (UNDP)
United Nations International Drug Control Programme (UNDCP)*
United Nations Population Fund (UNFPA)
United Nations Educational, Scientific and Cultural Organization (UNESCO)
World Health Organization (WHO)
World Bank

WORLD AIDS CAMPAIGN PARTNERS

Association François-Xavier Bagnoud (AFXB)
Education International (EI)
International Federation of Red Cross and Red Crescent Societies (IFRC)
MTV International
Rotary International
World Assembly of Youth (WAY)

COUNTRIES

Africa and the Middle East

Algeria
Angola
Bahrain
Côte d'Ivoire
Cyprus
Egypt
Ethiopia
Ghana
Guinea-Bissau
Israel
Jordan
Lebanon
Madagascar
Malawi
Mozambique
Namibia
Senegal
Seychelles
South Africa
Sudan
Tunisia
Uganda
United Republic of Tanzania
Yemen
Zambia

Asia Pacific

Bangladesh
Cambodia
China
Fiji
India
Indonesia
Lao People's Democratic Republic
Malaysia
Maldives
Mongolia
Myanmar
Nepal
Papua New Guinea
Philippines
Republic of Korea
Samoa
Solomon Islands
Sri Lanka
Tahiti
Thailand
Tonga
Vanuatu
Viet Nam

*Became a UNAIDS Cosponsor on 8 April 1999.

Europe and Central Asia

Albania
Armenia
Azerbaijan
Belarus
Bulgaria
Czech Republic
Kazakhstan
Kyrgyzstan
Latvia
Lithuania
Malta
Poland
Romania
Russian Federation
Slovakia
Tajikistan
Turkey
Turkmenistan
Ukraine
Uzbekistan

Latin America and the Caribbean

Argentina
Bahamas
Barbados
Belize
Brazil
Cuba
Dominica
Dominican Republic
El Salvador
Guatemala
Haiti
Jamaica
Mexico
Panama
Peru
Trinidad and Tobago
Uruguay
Venezuela

UNAIDS

Established in 1995 and launched in 1996, the Joint United Nations Programme on HIV/AIDS (UNAIDS) is an innovative joint venture of the United Nations family. UNAIDS brings together the efforts and resources of seven UN system organizations (UNICEF, UNDP, UNFPA, UNDCP, UNESCO, WHO and the World Bank) to help prevent new HIV infections, care for those already infected and mitigate the impact of the epidemic. Its aim is to help mount and support an expanded response – one that engages the efforts of many sectors and partners from government and civil society.

The global mission of UNAIDS as the main advocate for worldwide action against HIV/AIDS is to lead, strengthen and support an expanded response to the epidemic with a view to

- preventing the spread of HIV;
- providing care and support for those infected and affected by the disease;
- reducing the vulnerability of individuals and communities to HIV/AIDS;
- alleviating the socio-economic and human impact of the epidemic.

One of the critical goals of the UNAIDS programme since its inception and major rationale for its creation, has been the development of a coherent United Nations system response to the epidemic by mobilizing nations and civil societies to redirect and expand national and international political, programme and financial commitment and action to address the HIV/AIDS epidemic and its impact on life and development.

The UNAIDS Secretariat is located in Geneva, Switzerland
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http://www.unaids.org - e-mail: unaids@unaids.org
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The UNAIDS Liaison Office in New York: UNAIDS c/o UNICEF,
TA 26 C, 3 United Nations Plaza, New York, NY 10017
Tel. (1212) 824 6643 - Fax (1212) 824 6493

At the country level, UNAIDS is represented by the UN Theme Group on HIV/AIDS and in certain countries, by a UNAIDS InterCountry Programme Adviser (both can be contacted through the office of the UN Resident Coordinator/UNDP Resident Representative).

The Joint United Nations Programme on HIV/AIDS (UNAIDS) is the leading advocate for global action on HIV/AIDS. It brings together seven UN agencies in a common effort to fight the epidemic: the United Nations Children's Fund (UNICEF), the United Nations Development Programme (UNDP), the United Nations Population Fund (UNFPA), the United Nations International Drug Control Programme (UNDCP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Health Organization (WHO) and the World Bank.

UNAIDS both mobilizes the responses to the epidemic of its seven cosponsoring organizations and supplements these efforts with special initiatives. Its purpose is to lead and assist an expansion of the international response to HIV on all fronts: medical, public health, social, economic, cultural, political and human rights. UNAIDS works with a broad range of partners – governmental and NGO, business, scientific and lay – to share knowledge, skills and best practice across boundaries.

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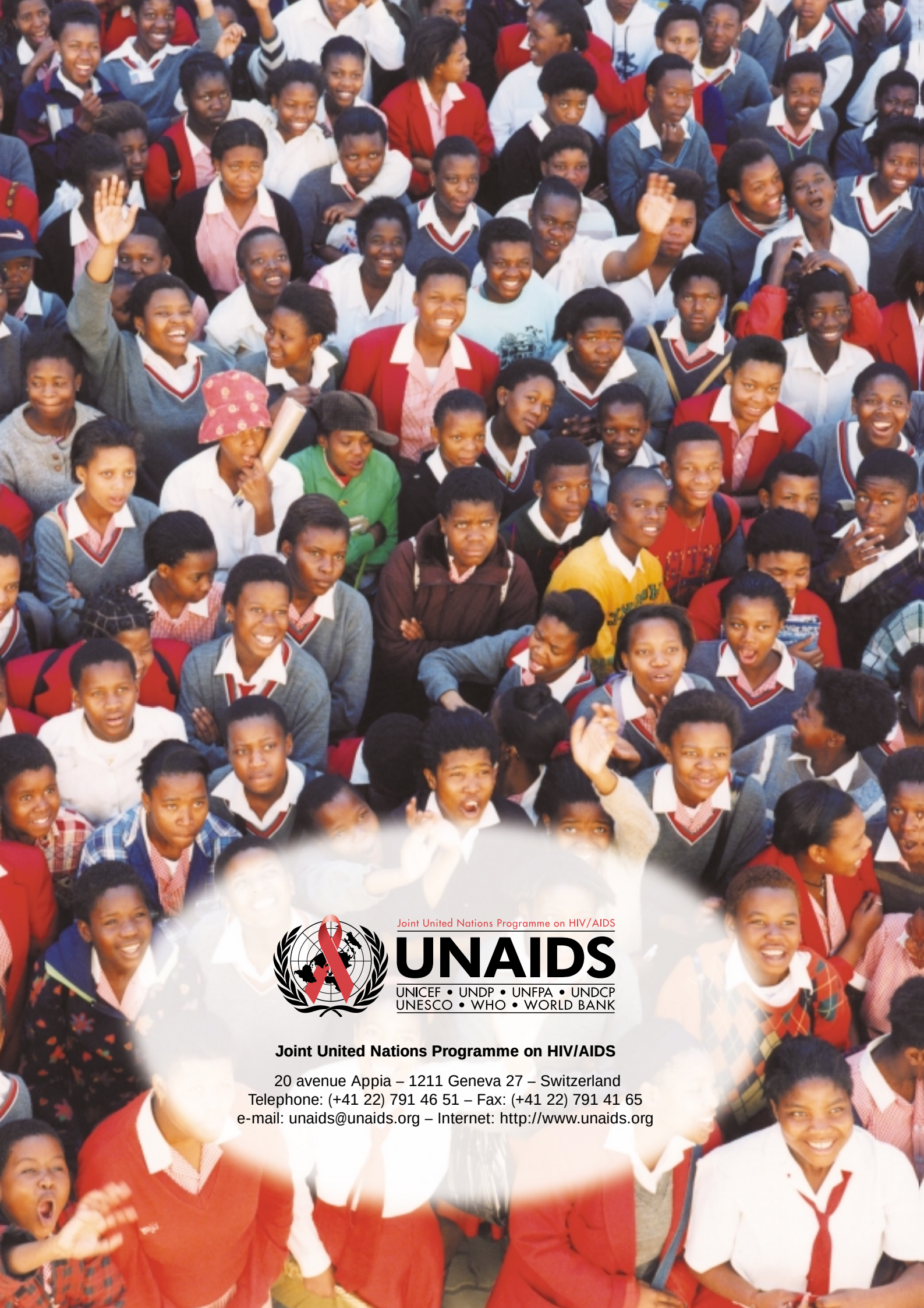

Joint United Nations Programme on HIV/AIDS

UNAIDS

UNICEF • UNDP • UNFPA • UNDCP
UNESCO • WHO • WORLD BANK

Joint United Nations Programme on HIV/AIDS

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