

World AIDS Day 1st December 2006

Welcome to this special edition of the IPSF Newsletter in recognition of World AIDS Day on 1st December. Our HIV/AIDS Awareness campaign is one of the biggest and strongest official public health campaigns of IPSF. In recognition and support of this, we encourage all our members to mark World AIDS Day by organising events and campaigns in their own country.

Why HIV/AIDS?

The AIDS epidemic remains a major global crisis. While great efforts have so far been made and positively impacted on the fight against AIDS, the AIDS epidemic continues to grow and outpace actions to prevent this.

- **39.5 million people are living with HIV**
- **4.3 million people became infected with the disease in 2005**
- **In 2005, 2.9 million people have died of AIDS-related illnesses**
- **A large proportion of the population (even in countries where the epidemic has a very high impact) do not believe they are at risk of becoming infected**

[www.who.int/hiv/]

No individual, organization or country can defeat it alone. A global, combined and co-ordinated approach is the only way to succeed.

World AIDS Day



World AIDS Day was first declared by the World Health Organization and the United Nations General Assembly in 1988.

The first year-long World AIDS campaign was later launched by UNAIDS in 1997. The objective of the 'campaign' was to extend the impact of the World AIDS Day by motivating people to translate the response of increased global awareness into the development of sustainable programs to fight AIDS.

UNAIDS has now handed responsibility for World AIDS Day to an independent organisation, The World AIDS Campaign.

Themes

On a national and international level, the primary objective of the World AIDS Campaign from 2005 to 2010 is to make sure policymakers keep their promises on AIDS. Hence, the specific theme for this year's World AIDS Campaign is **accountability**.

As pharmacy students or pharmacists and members of a key healthcare profession, we are all accountable for generating a greater public awareness of the problem of AIDS worldwide. To fulfil such responsibilities,

the approaches that can be taken are extensive but should be tailored to meet local needs and therefore achieve maximum impact.

By acting locally we can together achieve globally and support the overall World AIDS Campaign theme: **STOP AIDS. KEEP THE PROMISE.**



IPSF HIV/AIDS Awareness Campaign

IPSF members enthusiastically implement AIDS Awareness Campaigns and conduct activities on World AIDS Day on 1st December. IPSF teams up with the United Nations Educational, Scientific and Cultural Organization (UNESCO) to encourage pharmacy students to conduct activities related to human rights.

These activities include fighting stigma and discrimination, and promoting universal access to anti-retroviral treatment.



Lack of education, lack of quality resources, difficulty in obtaining medications and widespread misinformation about HIV/AIDS are all contributing factors to the sustained AIDS epidemic.

The devastation of AIDS reaches far beyond the sole affected individual too, having an impact on family (15 million children have been orphaned by AIDS), and on the social and economic standing of communities and countries.

Goals of the IPSF HIV/AIDS Awareness Campaign include:

- Improving the public's knowledge about HIV/AIDS
- Promoting attitudes and practices that prevent the transmission of HIV
- Building up skills as pharmacy students and graduates that help to develop greater understanding and knowledge of HIV/AIDS
- Promoting the pharmacists' role as a key member of the health care team in improving the lives of those with HIV/AIDS.



In 2001, the UN Declaration of Commitment on HIV/AIDS was signed, setting the goal of halting and reversing the global epidemic by 2015.

In order to achieve this, we are reliant on local actions to achieve a global effect. Identifying local needs and acting on these is absolutely fundamental to the long-term response to AIDS.

AIDS is affecting people in YOUR country.

Visit http://www.unaids.org/en/Regions_Countries/Countries/ to see for yourselves.

Choose your audience

Choose your target audience and design your campaign to meet the audience needs. You may choose to target:

- Members of the public
- Young people: half of all new HIV infections occur among young people aged 15 to 24, yet this age group have the greatest potential to learn what they need to know about HIV and to change their behaviour so as to protect themselves from infection
- People living with HIV/AIDS: to provide information on the medicines prescribed for treatment and ensure this population are informed about the disease without being isolated from society
- Other healthcare professional and your peers: to widen and strengthen the role of pharmacists as key healthcare and information providers for HIV/AIDS.



Implement a campaign relevant to your local area. Ideas of ways to raise awareness and promote World AIDS Day include:

- Information stalls in popular local areas (shopping centres, markets, university campus')
- Make red ribbons and distribute free condoms
- Making radio broadcasts on local radio stations / university campus radio
- Holding a fundraising event, such as a "red party" (everyone must wear red) to raise money to donate to AIDS charities
- Giving presentations in schools and youth clubs to young people – facts about the disease and how to protect themselves
- Organising a symposium at your university and inviting speakers to present on the different aspects of HIV/AIDS – prevention, treatment and impact of AIDS
- Organise a candlelit walk in memory of people who have died from the disease
- Add a virtual red ribbon to your association's website in support of World AIDS Day. Visit http://www.worldaidsday.org/support_virtual_red_ribbon.asp

Campaign Resources

The following list of sources will provide you with some very useful information for planning and implementing your campaigns. It is important to remember however, that you should utilise available resources that are most relevant to your country.

www.worldaidscampaign.org: brilliant resource. Contains lots of information including a downloadable CD ROM and posters that can be printed for your campaigns

www.unaids.org: use this website to find out about HIV/AIDS in your country

www.worldaidsday.org: download a virtual red ribbon for your website here!

www.iasociety.org: information on research in the field of HIV/AIDS

<http://www.who.int/hiv/en/>: information on the work of WHO in the fight against HIV/AIDS

For more information, help or advice on running a campaign to mark World AIDS Day, please do not hesitate to contact:

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GOOD LUCK WITH YOUR CAMPAIGNS AND ACTIVITIES!

STOP AIDS
keep the promise