



## THE HIV/AIDS AWARENESS CAMPAIGN 2007-2008

Welcome to this special edition of the IPSF Newsletter in recognition of World AIDS Day on 1<sup>st</sup> December.

Once again, IPSF would like to invite you to participate in the HIV/AIDS Awareness Campaign. This campaign is one of the largest and strongest official public health campaigns within 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. Whilst 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.

- Over 25 million people have been lost to AIDS so far.
- Over 40 million people are living with AIDS.
- More than 4.3 million people were infected with HIV in 2006.
- The spread of HIV is quickening with more people infected in 2006 than in any previous year.
- Despite the number of promises by world leaders to provide services to curb the rates of infection and to bring down death rates, **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.**

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

Refer to the IPSF website at [www.ipsf.org](http://www.ipsf.org) for a more informative article on HIV/AIDS, written by the HIV/AIDS Co-ordinator Sharon Leong.

## IPSF HIV/AIDS AWARENESS CAMPAIGN

IPSF members enthusiastically implement AIDS Awareness Campaigns and conduct activities on World AIDS Day on 1<sup>st</sup> 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 (over 16 million children have been orphaned by AIDS), and on the social and economic standing of communities and countries.

## GOALS of the CAMPAIGN



- 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.
- Encourage students to go out into the community and make contact with patients, therefore cultivating skills and experience that will make them better practitioners throughout their career.

## WHY THE THEME OF "LEADERSHIP"?

Since the beginning of the epidemic, experience has clearly demonstrated that significant advances in the response to HIV have been achieved when there is strong and committed leadership. Leaders are distinguished by:

- ✓ Action, innovation and vision
- ✓ Personal example and engagement of others
- ✓ Perseverance in the face of obstacles and challenges

Leadership must be demonstrated at every level to get ahead of the disease - in families, in communities, in countries and internationally. Much of the best leadership on AIDS has been demonstrated within civil society organisations challenging the status quo. Making leadership the theme of the next two World

AIDS Days will help encourage leadership on AIDS within all levels and sectors of society. We hope it will inspire and foster champions within a range of different groups and networks at local and international levels.

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.

## USING THE THEME

The principle behind all the work of the World AIDS Campaign is that local messages should support global campaigning efforts. Whatever messages are most appropriate for AIDS campaigning work can be promoted with the leadership message. The theme of leadership is offered as a vehicle for uniting efforts within a common global message. World AIDS Campaign themes have a number of campaigning functions, including:

- ✓ Helping to generate media coverage for AIDS and World AIDS Day.
- ✓ Providing organisations who have limited resources access to meaningful campaigning materials.
- ✓ Enhancing solidarity within the global response to AIDS working through an united effort.
- ✓ Improving action both nationally and internationally in a way that other smaller scale efforts can not, by representing a world AIDS campaigning message.

By implementing a campaign relevant to your local area, you can choose your target audience and design your campaign by:

- ✓ Preparing, managing, and implementing the campaign by interacting with the you target group chosen;
- ✓ Training the educators by reaching out to members of the public (half of all new HIV infections occur among young people aged 15 to 24, yet this age group has the greatest potential to learn what they need to know about HIV and to change their behaviour so as to protect themselves from infection);
- ✓ Getting in touch with people living with HIV/AIDS (to provide information on the medicines prescribed for treatment and ensure that this population is informed about the disease without being isolated from society);

- ✓ Approaching other healthcare professionals and your peers, thereby widening and strengthening the role of pharmacists as key healthcare and information providers for HIV/AIDS;

The benefits to fulfilling a campaign such as this, for HIV/AIDS or otherwise, are far reaching into both the professional and patient sectors of the population. There is no better way to improve healthcare than to link healthcare providers and recipients in open lines of communication.

## Campaign Ideas



- ➔ Set up a campaign stall in your university, local shopping centre or community centre by gathering together a group of students;
- ➔ Contact a local school and ask if you can do a short presentation about HIV/AIDS Awareness;
- ➔ Educate the general public about HIV/AIDS
- ➔ Advise all ages about safe sex by chatting to them and handing out flyer, ribbons and condoms;
- ➔ Get in touch with other healthcare professionals, asking for their help and expertises, and asking them to join your campaign.

## BACKGROUND ON WORLD AIDS DAY THEMES

"Leadership" will be the theme for the 2007 and 2008 World AIDS Day. This theme will continue to be promoted with the campaigning slogan, "Stop AIDS. Keep the Promise," which is the World AIDS Campaign emphasis from 2005-2010. "Leadership" will build on the 2006 World AIDS Day focus on accountability.

## LET IPSF KNOW ABOUT YOUR CAMPAIGN

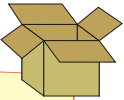
**Do not forget to send a short report to your CP about your activities related to the HIV/AIDS Awareness Campaign! You can use the IPSF Activity Report form or your association/university form if it is similar.**

**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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## SOME CAMPAIGN RESOURCES



- [www.worldaidscampaign.org](http://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](http://www.unaids.org): use this website to find out about HIV/AIDS in your country
- [www.worldaidsday.org](http://www.worldaidsday.org): download a virtual red ribbon for your website here!
- [www.iasociety.org](http://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



**GOOD LUCK WITH YOUR CAMPAIGNS  
AND ACTIVITIES !**