WORLD AIDS DAY 1999
BACKGROUND INFORMATION

Listen, Learn, Live!
World AIDS Campaign with Children and Young People

Sexually Transmitted Infections (STI) Focus
WORLD HEALTH ORGANIZATION
WESTERN PACIFIC REGIONAL OFFICE
1st December of each year is designated as World AIDS Day (WAD).

The purpose of WAD is to raise global awareness and to motivate people in all countries of the world to proactively fight against the spread of HIV/AIDS.

A special theme is chosen for each WAD. The theme for 1999 is Listen, Learn, Live!

World AIDS Campaign with Children and Young People

Listen: Listening to children and adolescents and engaging in conversations with them about sex, sexuality and HIV/AIDS.

Learn: Learning about HIV/AIDS-related concerns and experiences from one another: children from children, children from adults, adults from children, adults from other adults, HIV-negative from HIV-positive.

Live: Living in a world where fewer people become infected with HIV and those with HIV or AIDS are not subjected to any form of discrimination.
SOME FACTS ABOUT HIV/AIDS/STI

Global

- More than 30 million people worldwide are currently living with the HIV virus. One third of those are between 10 and 24 years old.
- Nearly 12 million people have died of AIDS.
- 7000 young people aged 10-24 are infected with HIV every day.
- Five young people are infected with HIV every minute.
- More than half of the 330 million new cases of STI per year are among young people.
- Young people (10-24) are especially vulnerable to STI and HIV infections.
- STIs significantly increase the risk of HIV transmission.

Western Pacific Region

- Nearly 800 000 people have been infected with HIV/AIDS.
- 17% of reported AIDS cases, and 43% of reported HIV infections (cumulative) have occurred in the 13-29 age group in this Region.
- The number of HIV-infected individuals in this Region is expected to exceed 1 million by the year 2000.
- There is an estimated more than 35 million new cases of STI each year in the Western Pacific Region.
What is it? The WAD 99 activity kit contain ideas for various types of activities that could be implemented before WAD, on WAD (1 December 1999) and after WAD.

What is its use? It give ideas to young people, NGOs, health service providers and government agencies on:

- what they can do to raise awareness and to motivate people to fight against HIV/AIDS
- how they can implement the activities they have chosen
- how to link up with the appropriate partners
- how to mobilize financial resources
- who to target:
  - Young people who are in schools and universities (including activities with students, parents and teachers)
  - Out of school young people (workplaces, street kids and others)
  - The general population (especially young women and mothers).

The Media

The media includes journalists, print media (newspapers, magazines) and electronic media (television, radio and Internet).
The media is an important target population because they can reach a large number of people.

It is important to help the media give correct and positive messages about HIV/AIDS and related issues. This can be done through articles, publishing poetry, letters, stories, essays about HIV/AIDS written by young people, radio and/or television talk shows with young people, etc.
WHO CAN ORGANIZE THE ACTIVITIES?

Young people (children, adolescents and youth)

Youth clubs and youth associations

Health service facilities involved in HIV/AIDS prevention programmes (e.g. clinics, hospitals, sexually transmitted infections (STI) clinics, health centres)

Nongovernmental organizations (NGOs)

Government agencies

International agencies
WHERE TO ORGANIZE THE ACTIVITIES?

Schools and universities

These are the easiest places to reach a large number of young people, teachers, parents and school nurses.

Health centres and STI clinics

Young people seek services at health centres and sometimes at STI clinics. Activities at these places could focus on:

- promotion of “youth-friendly” services, including education and counselling services, condom promotion where acceptable, special hours for young people, and maintaining confidentiality

- making available “youth-friendly” information, education, and communication (IEC) materials

The workplace

Workplaces include factories, offices, farms, marketplaces, and other workplaces.

You can involve young people at workplaces in a variety of activities, including theatre, group discussions, seminars, debates, panels, interactive games and distributing brochures, leaflets, etc.
Street and market place

You can disseminate educational messages to many people in the streets and market places. These are good venues to reach street kids.

Community organizations

Community organizations include youth clubs, community centres, religious institutions, voluntary agencies, development organizations and nongovernmental organizations.

These organizations can reach young people through theatre, mimes, dances, debates, songs, poetry, interactive games, development of posters and slogans, etc.
Most activities suggested in this kit take just a few weeks of preparation. The more elaborate ones can take up to two months.

The costs of activities is generally low, and some can be organized at almost no cost.

Many activities can be easily sustained during the year following WAD by implementing them at special community events and festivals.
IDEAS FOR SLOGANS

Some of these slogans may not be acceptable or appropriate in your situation. Therefore, you must adapt them to the local situation.

• We, the youth of the Western Pacific Region can make a difference. We can stop the spread of HIV. So listen to us.
• We, the youth of (name of the country) can make a difference. We can stop the spread of HIV infection. So listen to us.
• Working with young people is the key to preventing HIV infection.
• Young people demand a say in HIV/AIDS prevention.
• HIV infection is incurable. Young people need to know how to protect themselves.
• We are young and healthy and we want to remain like that.
• Protect us from HIV/AIDS by listening to our concerns.
• We use condoms because we care for ourselves and for others.
• Preventing HIV is everybody’s business.
• I respect my body, I refuse to expose it to HIV.
• A condom each time keeps the doctor away.
• I know that condoms can save my life! I don’t leave home without them!
• I do not need to get sexually transmitted infections to prove to myself that I am an adult. There are many nice and safe ways to affirm my personality.

• Life is a treasure and I must always remember that. I will not put my health at risk.

• Love also means protection.

• Respect also means protection.

• I want to contribute to create a world free of AIDS, so I actively participate in the HIV/AIDS prevention activities.

• I want to contribute to create a world free of AIDS.

• We are cool. We use condoms!

• Young people in the Western Pacific Region have the energy, idealism, and commitment to make a difference, they can prevent the spread of HIV.

• I am too young and I say no to sex because I know abstinence is the safest.
WHERE TO GET FUNDS AND SUPPORT

The activities suggested in this kit can be done with limited resources. You could get resources (IEC materials, financial, manpower, in-kind, etc) from:

- Community resources (youth clubs, schools, universities, etc.)
- Voluntary agencies
- Charity organizations
- Nongovernmental organizations
- Government agencies
- Public and private companies
- Regional associations and authorities
- Philanthropists and wealthy families and individuals
- Employers organizations
- Trade unions and labour organizations
- Trade and professional associations
- Local administrations and authorities
- International institutions (WHO, UNICEF, UNFPA, WORLD BANK)
CREATING NETWORKS AND LINKAGES

You should form networks and linkages with agencies and individuals to help you in implementing the activities and mobilizing resources.

- Youth clubs and organizations
- Schools and universities
- STI clinics and other health services
- Workplaces (factories, etc.)
- Voluntary associations
- Governmental organizations
- International organizations
- Nongovernmental organizations
- Corporate sector
- Religious associations
- Local and national media (Journalists and broadcasters)
Here are some activities you can undertake before, during and after World AIDS Day. The suggestions here are in no way close to an exhaustive list of activities which you can carry out. You may come up with your own activity ideas.

In using this kit, you need to select activities that are appropriate, and that can be easily implemented in your local situation.

The activities are presented in separate sheets. Each sheet contains:

- Title of the activity
- Short description of the activity
- Preparation time
- When
- Target audience
- Where the activities can be undertaken
- How
- Linkages
- Resources needed
- Where to get the resources
Each sheet is presented as a checklist to help you in the preparation of each activity.

The activities are presented in four categories:

**What can young people do?**
- Panel Discussions
- Concert
- Devil’s Advocate
- Poster, Painting, Drawing Competition/Exhibition

**What can NGOs do?**
- Interactive and Participatory Street Games
- Street Theatre, Street Mimes, Street Dances
- World AIDS Day Greeting Cards
- Chain of Solidarity

**What can health services do?**
- Giant Street HIV/AIDS Quiz
- Counselling booth for young people
- “Open-doors” at health service facilities

**What can young people, NGOs and health service facilities do together?**
- Red Ribbon
- Walks, Runs, Bicycle Rally, Candlelight Night
- Debates, Forums and Group Discussions

Note: All activities in this kit can be organized in partnership with young people, NGOs, health service facilities, and other agencies and organizations.
What can young people do?

A poster, painting and drawing competition/exhibition is a fun way for young people to express themselves. It is also a starting point for discussing HIV/AIDS issues with the target audience.

Preparation time
2 months or less depending on the size of the competition/exhibition and the linkage with other activities.

When
• On World AIDS Day (1 December 1999)
• You can also organize competition/exhibition at special school, university or community events following World AIDS Day.

Target audience
Students, parents, teachers and other young people and adults in the community.

Where
You can organize this activity in schools, universities, youth clubs/organizations, workplaces, sexually transmitted infections (STI) clinics and community centres.

How
• Form a group of about 5 young people to participate in the organization of the event.
• Decide where and when the competition/exhibition will take place.
• Discuss the idea with the authorities of venues where the competition/exhibition will take place to seek approval.
• Invite young people in schools, universities, youth clubs/organizations and workplaces to participate in the competition/exhibition.

• Publicize the competition/exhibition in local newspapers, and on bulletin boards in schools, universities, youth clubs/organizations, STI clinics and workplaces.

• Invite 2 or 3 health professionals who can help you with HIV/AIDS messages and slogans.

• If it is a competition, select a jury team (3-4 persons), preferably leaders and well-respected persons from the community.

• If the posters, drawing and painting are to be developed on the day of the competition/exhibition, make sure necessary materials (paper, paint, brushes, etc) are available.

• If it is a competition, you need to buy prizes for the winners.

Linkages

• Media to publicize and cover the competition/exhibition.

• Health educators or HIV/AIDS specialists for technical advice.

  Note: You may invite the health educators or HIV/AIDS specialists to open counselling booths during the competition/exhibition.

• NGOs can open booths to display and distribute HIV/AIDS materials, and to distribute condoms (if acceptable in your situation)

Resources needed

• Space to hold the competition/exhibition

• Drawing paper of different sizes and colours

• Coloured pencils, paints, brushes

• Awards or prizes

Where to get the resources

• Request community centres, youth clubs/organizations, health service facilities, university halls, etc., to allow you to use their infrastructure free of charge.

• School activity funds, private companies, local youth clubs/organizations, community centres and NGOs for sponsorship and/or financial support.
What can young people do?

A panel discussion involves a small group of people who present their opinions on a specific issue or problem to an audience. Each panelist briefly presents his/her opinion about the issue/problem and how he/she would solve it. After the presentations, the audience is invited to ask questions, give their own opinion and suggest solutions. This is a good activity to listen to, and to learn from one another (youth to youth, youth to adults, youth to parents, youth to teachers, adults to adults).

Preparation time
3 weeks to 1 month

When
• 1 or 2 weeks before World AIDS Day
• On World AIDS Day (1 December)
• During the weeks following World AIDS Day

Target audience
Youth and adults

Where
Schools, universities, youth clubs/organizations, television/radio stations, STI clinics, hospitals and workplaces.

How
• Decide on the issues/problems to be discussed

Examples of issues for panel discussions.
1. Schools should provide sexuality education.
2. Young people should have access to sexual and reproductive educational and clinical services, including services for sexually transmitted infections and HIV.

3. What is the role of young people in HIV/AIDS prevention?

- Determine the venue and schedule for the event.
- Invite 5-6 people to be on the panel. Select one of them as the chairperson.
  
  Note: You will get a wider coverage of the issues/problems and solutions if you have a diverse list of panelists (students, teachers, nurses, medical doctors, health educators, HIV/AIDS experts).

- Publicize the event through the local media, bulletin boards in schools, universities, youth clubs/organizations and other places where young people meet.

- On the day of the event, the chairperson will introduce the issue/problem to be discussed and lead the panel discussion. The chairperson ensures that the panelists do not take more than their allotted time.

- After all presentations are completed, give sufficient time (45 minutes to 1 hour) for the audience to respond to the presentations.

**Linkages**

- Local media to promote and cover the event
- Representatives of NGOs, government agencies and health service facilities as panelists.
- NGOs, government agencies and health service facilities as sources of information, education and communication (IEC) materials and condoms (if appropriate in your situation).

**Resources needed**

- Funds for rental of the venue and sound system
- Refreshments during the event
- IEC materials and condoms (if appropriate in your situation) for distribution
Where to get the resources

• Request community centres, youth clubs/organizations, health service facilities, university halls, etc., to allow you to use their infrastructure free of charge.

• School activity funds, private companies, local youth clubs/organizations, community centres and NGOs for sponsorship and/or financial support.
What can young people do?

“Devil’s advocate” is a kind of role playing game in which one person tries very hard to convince another person to surrender to temptation. The other person has to respond to all the devil’s temptations by giving the reasons why he or she should not give in to temptation.

Preparation time

1 month or even less

When

You can organize this game on World AIDS Day (1 December 1999) or during other activities for World AIDS Day

Target audience

Especially young people, but adults could also participate in this game.

Where

This game can be organized in schools, universities, youth clubs/organizations and during other HIV/AIDS activities.

How

• Form a group of young people in your schools, universities, youth clubs who would like to organize this game.

• Decide the venue(s) and/or occasion(s) for this game.

• Publicize the activity on bulletin boards in schools, universities, youth clubs and workplaces.

• Invite young people in schools, universities, youth clubs and workplaces to participate in this activity.
• Seek advice from health educators and HIV/AIDS specialists for correct information on HIV/AIDS.

• You may invite the health educators and HIV/AIDS specialists to talk about HIV/AIDS to the audience on the day of the event. They could also be asked to provide counselling to the target group(s).

• Organize regular meetings to write short scenarios and conduct rehearsal sessions.

A few examples of temptations for the devil’s advocate game

1. A boy tries to convince a girl to have sex before marriage and the girl refuses.

2. An older girl is forcing a younger girl to go with older men or “sugar daddies” so that she (the older girl) can receive gifts and money from them; the younger girl strongly refuses.

3. A boy tries to convince a group of young girls to drink alcohol; the girls refuse.

4. A boy encourages his friends to have sex without using condoms. He says that HIV affects only older people; his friends disapprove.

5. Two boys tell their friends that they should try drugs; the friends refuse.

• If you are organizing health educators and/or HIV/AIDS specialists to talk about HIV/AIDS during this activity you need to ensure that you have a sound system or loudspeakers.

• If counselling will be provided during the event, make sure there are places to conduct the counselling sessions.

   Note: Privacy and confidentiality are important during counselling.

Linkage

• Health educators and HIV/AIDS specialists to give guidance and correct information on HIV/AIDS, and to talk and provide counselling during the activity.
Resources needed

- Variety of paper, paints, brushes, etc for promotional posters.
- Place to hold the event.
- Sound system or loudspeakers.
- Information, education and communication materials (IEC) and condoms (if acceptable in your situation) for distribution.

Where to get the resources

- You may get IEC materials and condoms from health service facilities, NGOs, government agencies and international agencies.
- If the event is not organized in your school or university halls, you may request community centres, youth clubs/organizations, to allow the use of their infrastructure and sound system free of charge.
- If necessary, you may request funds from schools, NGOs, youth clubs/organizations and community centres.
What can young people do?

Songs, poetry, stories, drama, dances and mimes are good entry points for discussions about HIV/AIDS. These are excellent ways for young people to express their concerns, thoughts and feelings about HIV/AIDS and related issues.

You can organize a concert with a variety of performances. At the end of the concert, you may hold group discussions. For group discussions, make sure that there are no more than 8 members in a group.

Preparation time

1-2 months

When

• 1-2 weeks before World AIDS Day
• On World AIDS Day (1 December 1999)

Target audience

Young people and adults.

Where

Schools, universities, youth clubs/organizations and factories.

How

• Form a core group of young people to be the organizers.
• Seek advice on HIV/AIDS from health professionals and activists. This helps to ensure that you give correct information and messages in the performances.
• Seek support from teachers, youth club advisers and local artists who can help you with the performances.
• Invite young people to get involved in song writing, script writing, drama directing, etc., and also to perform in the concert. You need to organize regular meetings to write the scripts, and to conduct regular rehearsal sessions.

NOTE: The performances should aim to create awareness and discussions about HIV/AIDS and related issues. It is important that they contain correct information and positive attitudes and messages. They should not blame anyone or any group, and should not be discriminatory, negative or frightening.

• Identify a venue for the concert, and seek necessary permission

• Publicize the concert through the local media; place posters and/or banners on bulletin boards in schools, universities, youth clubs/organizations, as well as at the venue of the concert; and other places where young people meet.

• Make sure that the stage for the concert, seating arrangements, and the sound system are in place the day before the concert

• If you are organizing group discussions after the concert, you need to reorganize the seating arrangements. Arrange the chairs in a circle, and make sure there are no more than eight chairs in a circle.

Note: The group discussions can focus on the issues or concerns raised by the members of the groups, or you may introduce other topics, for example:

1. What is HIV and AIDS?
2. How can it affect your health?
3. What can we do to stop the spread of HIV in our communities?

Linkages

• Government agencies and NGOs for information, education, and communication (IEC) materials, and condoms (if appropriate in your situation) to be distributed to the audience.

• Health professionals and HIV/AIDS experts to provide correct information on HIV/AIDS.
• Teachers, local artists, and advisers at youth clubs/organizations to provide guidance on the performances.
• Local media to promote and cover the concert.

Resources needed
• Funds for rental of the venue and sound system.
• IEC materials and condoms (if appropriate in your situation) for distribution.

Where to get the resources
• Request community centres, youth clubs/organizations, health service facilities, university halls, etc. to allow you to use their infrastructure free of charge.
• You may get IEC materials and condoms from health service facilities, NGOs, government agencies, and international agencies.
• School activity funds, private companies, local youth clubs/organizations, community centres and NGOs for sponsorship and/or financial support.
What can NGOs do?

**CHAIN OF SOLIDARITY**

The Chain of Solidarity activity can be organized to involve a large number of young people. The chain can be formed on the streets or in communities. During this activity, young people could sing HIV/AIDS prevention songs, hold banners with a variety of messages related to HIV/AIDS, and also distribute educational materials.

**Preparation time**
2 - 4 weeks

**When**
On World AIDS DAY (1 December 1999)

**Target audience**
Young people as well as adults

**Where**
Streets in the city, or in villages

**How**
- Form a core group of 10-15 young people to help you to organize the event.
- Decide the street(s) where the chain will be formed, and if the group will march around the city or village.
- Inform the police station to obtain a permit, and to avoid accidents or problems with traffic.
• If this event will be undertaken in villages, hold discussions with local leaders to get their support.

• Prepare songs, slogans for the banners, and information, education and communication (IEC) materials.

  Note: You may contact government agencies and other NGOs for IEC materials.

• You may invite the city mayor, or community/village leaders to speak at the event.

• Invite other NGOs, community groups, youth clubs/organizations and health services to participate in this event.

  Note: The other agencies and groups may hold related activities, such as opening a counselling booth, providing medical services, etc.

• Publicize the event in the local newspapers; place posters and/or banners on bulletin boards in schools, universities, youth clubs/organizations, sexually transmitted infections (STI) clinics, along the streets where the activity will take place, in marketplaces, and in other places where young people meet.

Linkages

• Local media to promote and cover the event

• NGOs, community groups, youth clubs/organizations and health services to organize related activities during the event.

• NGOs and government agencies for IEC materials and condoms.

Resources needed

• Variety of fabric and paper, coloured pencils, paint and brushes for promotional posters and banners.

• IEC materials and condoms (if appropriate in your situation) for distribution.

• Sound system or loudspeakers.
Where to get the resources

- Request community centres, youth clubs/organizations or health service facilities, to allow you to use their sound system, or loudspeakers free of charge.

- Community funds, city funds, private companies, local youth clubs/organizations and NGOs for sponsorship and/or financial support.

- You may get IEC materials and condoms from health service facilities, NGOs, government agencies and international agencies.
What can NGOs do?

**INTERACTIVE AND PARTICIPATORY STREET GAMES**

Interactive games are fun. They can be organized and conducted with the participation of a large group of young people, and implemented at low cost. Young people have a lot of creativity, so you should get them very involved in organizing and implementing these games. You could also train them as peer educators, so that they could counsel their peers after the games.

**Preparation time**

3 weeks or more

**When**

- On World AIDS DAY (1 December 1999)
- You can also organize these games at special school, university or community events following World AIDS Day.

**Target audience**

Young people and adults

**Where**

Schools, universities, workplaces and marketplaces.

**How**

- Select a core group of young people, and train them as peer educators.
- Together with the group, decide upon a few interactive street games, and develop the games.
Below are two examples of interactive street games.

1) **A giant street puzzle game.** You need small pieces of paper to develop the puzzle. Write one or two words about HIV transmission on each piece of paper. The players put the pieces together in their proper form in the puzzle. Each word is discussed with the players and the wider audience. At the end of the discussion, the facilitator should give the correct answers. Each participant in the game could receive a free condom as a reward (if acceptable in the situation). The game could be followed by peer educators providing more information to the audience, or providing counselling to their peers.

2) **A giant street card game.** Write facts or issues about HIV/AIDS on small pieces of paper. Draw four circles on the ground, and mark: (1) high risk, (2) low risk, (3) no risk, and (4) do not know. Each player is invited to pick a card, and then place it in one of the four circles drawn on the ground. After all the cards have been placed in the circles, the facilitator will look at each card and discuss the topic with the audience, and if necessary, place the card in the correct circles. Participants in the game could be given a free condom (where appropriate) or other rewards. The game could be followed by peer educators providing more information to the audience, or providing counselling to their peers.

- Identify the venue(s), determine the schedules, and publicize the activities. You may publicize the activity in the local newspapers; place posters and/or banners on bulletin boards in schools, universities, youth clubs/organizations, sexually transmitted infections (STI) clinics, along the streets where the activities will take place, in marketplaces, and in other places where young people meet.

- Put banners, posters and other information, education, and communication (IEC) materials at the venue(s) at least a day before the activity.

- If peer counselling services will be provided, you will need to ensure there are places to conduct the counselling.

  Note: Privacy and confidentiality are important during counselling sessions.
Linkages

- Health educators and service providers to talk about HIV/AIDS during the event.
- Local media to promote and cover the activities.

Resources needed

- Paper or carton for the games.
- Variety of fabric and paper and coloured pencils, paint and brushes for promotional posters and banners.
- Awards or prizes for winners.
- IEC materials and condoms (if appropriate in your situation) for distribution.
- Sound system or loudspeakers.

Where to get the resources

- Request community centres, youth clubs/organizations, health service facilities, to allow you to use their infrastructure and sound system, or loudspeakers free of charge.
- You may get IEC materials and condoms from health service facilities, NGOs, government agencies and international agencies.
- Community funds, city funds, private companies, local youth clubs/organizations and NGOs for sponsorship and/or financial support.
What can NGOs do?

STREET THEATRE, STREET MIMES AND STREET DANCES

Street theatres, mimes and dances are interesting, fun and effective ways to raise awareness about HIV/AIDS among a large group of people. Such educational and entertaining activities are usually well accepted by both young people and adults.

Preparation time
2–3 months

When
• On World AIDS Day (1 December 1999)
• You can also organize these activities at special school, university or community events following World AIDS Day.

Target audience
Young people and adults

Venue
The performances could be organized indoors (school or university halls; community halls) or outdoors on the streets or in marketplaces.

How
• Invite a group of talented young people (from schools, youth clubs/organizations, etc) to perform in the event.
• You could also train the young people as peer educators.
Note: The performance could be followed by peer educators providing more information to the audience, and/or counselling to their peers.

• Decide on the dates and venues of the event.

• Inform the police station to obtain a permit, and to avoid accidents or problems with traffic.

• Publicize the activity in the local newspapers; place posters and/or banners on bulletin boards in schools, universities, youth clubs/organizations, sexually transmitted infections (STI) clinics, along the streets where the event will take place, market places, and other places where young people meet.

• Send invitation letters to leaders in the community (community leaders, religious leaders, school principals).

• Invite experts and activists to talk about HIV/AIDS.

• Identify two or three health professionals and local artists to work with the young people in song writing, script writing, drama directing and choreography.

• Organize regular rehearsals.

• Prepare costumes.

• Prepare the stage and set.

• Put banners, posters and other information, education, and communication (IEC) materials at the venue(s) at least a day before the event.

• If peer counselling services will be provided, you will need to ensure there are places to conduct the counselling.

  Note: Privacy and confidentiality are important during counselling.

• Make sure the sound system is in place a day before the event.

Linkages

• Invite the media to cover the event.

• NGOs and youth organizations can have educational booths with displays of HIV/AIDS information during the event.

• Health services could offer free medical services, including free condoms (if acceptable in your situation).
• Social marketing programmes could open a booth and offer condoms (if acceptable in your situation).

**Resources needed**

• Costumes

• Variety of fabric and paper and coloured pencils, paint and brushes for promotional posters and banners.

• IEC materials and condoms (if appropriate in your situation) for distribution.

• Funds for rental of venue and sound system.

• Other resources needed depend on how big the event is. Street theatres can be organized at very low cost (corner of a street can be the stage, and costumes do not need to be sophisticated).

**Where to get the resources**

• Request community centres, youth clubs/organizations, health service facilities, to allow you to use their infrastructure and sound system free of charge.

• You may get costumes from youth clubs/organizations or a local arts production company.

• Community funds, city funds, private companies, local youth clubs/organizations and NGOs for sponsorship and/or financial support.

• You may get IEC materials and condoms from health service facilities, NGOs, government agencies and international agencies.

• You may charge a small entrance fee or voluntary contribution to recover some of the costs.
What can NGOs do?

Making greeting cards with HIV/AIDS messages is a fun activity that requires creativity. And young people are very creative. So do work closely with young people in undertaking this activity. The cards could be distributed to the young people and other target audiences on World AIDS Day, or they could be sold at low cost for fundraising purposes. The funds generated could cover the costs of printing the greeting cards.

**Preparation time**

1-2 months to make and print the cards

**When**

- The cards should be printed two to three weeks prior to World AIDS Day so that people can send them to their friends.
- Distribution and selling of the cards on World AIDS Day (1 December 1999).
- The greeting cards could also be distributed or sold at other special health events.

**Target audience**

Young people, and the general population.

**Where**

Distributed or sold in schools, universities, in the streets, at World AIDS Day activities, in NGOs, at health service facilities, etc.
How

• Invite a core group of young people from schools, universities and youth clubs/organizations to be actively involved in this activity.

• Together with the group, decide how to generate ideas for the greeting cards.

Note: To generate many ideas, you may consider holding drawing competitions in schools, universities, youth clubs/organizations, etc. This can be done independently, or in coordination with other agencies. If such competitions have already been conducted, you may select the winning drawings, and print them as greeting cards. Or you may write to young people and invite them to send their ideas and/or drawings, etc. Another way is to use a simple computer publishing programme (such as Microsoft Publisher 98). Such programmes have ready-made formats for greeting cards. All you have to do is insert pictures and messages. See examples of computer printouts given in this kit.

• Identify the places where you can distribute or sell the cards, and write to the authorities for approval.

Note: You can write to NGOs, government agencies, youth clubs/organizations, community organizations and enquire if they would support the activity by distributing and/or selling the cards. This will allow a wide coverage.

• Once you have the drawings and/or computer print-outs, and responses from NGOs, government agencies, etc., decide the number of different cards, and the total number of cards to be printed.

• Identify and negotiate the costs of printing with the printers.

• When the greeting cards are available, distribute them to the target audience as well as the collaborating organizations and agencies.

Linkages

• You can open a booth to distribute/sell the greeting cards and other materials at World AIDS Day activities organized by other NGOs and government agencies.

• Request the media to publicize the greeting cards in their coverage of HIV/AIDS issues.
Materials needed

- Drawing paper, coloured pencils, paints and brushes if you are organizing a drawing competition to generate ideas for the greeting cards.
- Computer and publishing programme, and coloured ink.
- Paper (simple A4 size paper white or different colours).
- Envelopes.
- Funds for printing the cards.

Note: The resources required will depend on how you will generate the ideas for the greeting cards, design and colours of the cards, as well as the quantity to be printed.

Where to get the resources

NGO funds, community funds and private companies for sponsorship and/or financial support.
What can health service providers do?

GIANT STREET HIV/AIDS QUIZ

This game is interactive and fun. Health service providers can use this quiz as an entry point to providing services to young people. In this game, questions are asked and points are given for correct answers. For example, after three correct answers, the player will get a reward. Young people should be invited to help organize and manage this quiz.

Preparation time
1 month or less

When
• On World AIDS Day (1 December 1999)
• You can also organize this quiz at special school, university or community events following World AIDS Day.

Target audience
Young people, and also adults

Where
Schools, universities, workplaces, and in the compound of health centres

How
• Select a core group of young people to manage the quiz.
• Decide the place(s) to hold the quiz.
• Publicize the quiz on bulletin boards in schools, universities, youth clubs, workplaces, health centres, and other places where young people meet.
• Provide updated information on HIV/AIDS to the group who is going to manage the quiz.
• Develop the quiz questions with the young people.
• Discuss different ways to manage the quiz. The quiz may in the form of question and answer, card games, puzzles, etc.
• You may develop fun scoring systems. For example, give a red ribbon as points for every correct answer.

Linkages
• Offer to organize this quiz at youth clubs/organizations, and other health service facilities.
• Invite other agencies or organizations to organize related activities during the quiz event.
• NGOs and government agencies for information, education and communication (IEC) materials and condoms (if appropriate in your situation).

Resources needed
• Different sizes of paper depending on the format of the quiz
• Coloured pencils, paint, brushes
• Fabric to make red ribbons
• Prizes or awards
• IEC materials and condoms (if appropriate in your situation) for distribution

Where to get resources
• You can get IEC materials and condoms from NGOs, government agencies and international agencies.
• School activity funds, private companies, local youth clubs/organizations, community centres and NGOs for sponsorship and/or financial support.
What can health service providers do?

Peer education and counselling activities are effective ways to reach young people. This is because young people often prefer to talk about sensitive issues to people of similar age, rather than to adults. Health service facilities, in close collaboration with young people, could facilitate peer education and counselling by setting up counselling booths for young people. If there is a good demand, you may want to explore the possibility of offering counselling services on a regular basis.

Preparation time

2 months

When

• On World AIDS Day (1 December 1999)
• On other special occasions.

Target audience

Youth to youth

Where

Counselling booths could be set up in health centres, sexually transmitted infections (STI) clinics, high schools, universities, youth clubs/organizations and workplaces.

How

• Select a group of young people who want to become peer educators and counsellors.
Note: The number of young people to be selected depends on the size of the target group, the demand, and the number of places where the counselling booths will be set up.

- In consultation with the group of young people, prepare a peer education and counselling training programme.
- Decide the venue(s) and times for the counselling sessions.
- Organize counselling area(s) to provide a comfortable and private space for counselling sessions.

Note: It is important that privacy is maintained during counselling sessions.

- Publicize the dates and places in newspapers, bulletin boards in schools, universities, STI clinics and workplaces, and on the local radio.
- Ensure that there are health professionals to support the peer educators during the sessions.

Note: It is necessary that one or two health professionals are available to respond to difficult question, or cases. Peer educators will feel more confident and secure if they know that someone knowledgeable is available in case they need support.

Linkages

- You may open counselling booths during activities organized by NGOs and government agencies.
- NGOs, government organizations and international agencies for information, educational, and communication (IEC) materials.

Resources needed

- Space for counselling sessions
- IEC materials and condoms (if appropriate in your situation) for distribution
- Different sizes of paper, coloured pencils, paints and brushes for promotional posters

Where to get the resources

- You can get IEC materials from NGOs, government organizations, international agencies
- If necessary, seek sponsorship and/or financial support from health services funds, NGO funds or private companies.
What can health service providers do?

“Open-doors” at health service facilities

“Open-doors” at sexually transmitted infections (STI) clinics, HIV/AIDS testing and counselling centres, and other health service facilities is an excellent opportunity for young people as well as the general population to learn more about the services available to them. This activity is a way for the target group to meet health care providers (nurses, medical doctors, etc), to get information, and also to seek services.

Preparation time
3 weeks

When
• On World AIDS Day (1 December 1999)
• On health-related events in the community

Target audience
Young people and the general population

Where
STI clinics, HIV/AIDS Counselling/Testing centres, health clinics and hospitals.

How
• Invite a small group of young people from high schools, universities or youth clubs to be involved in this activity.
Note: This group of young people could be given the role of inviting people to visit the health facilities, and distributing HIV/AIDS and STI leaflets, other educational materials or red ribbons at the doors. If they are given appropriate training, they could also provide counselling to their peers.

- Decide the dates and times for the “open door” activity.
  Note: Ensure that you organize separate hours for young people. This will give them privacy and encourage them to visit your facilities.
- Prepare attractive banners with details of the “open door” activity, and hang them at your facility.
- You and your team could also publicize the activity in schools, universities, youth clubs/organizations, community centres, etc. This should be done at least 1 week before the activity.
- Organize counselling area(s) to provide a comfortable and private space for counselling sessions.
  Note: It is important that privacy is maintained during counselling sessions.
- Ensure a sufficient supply of information, education, and counselling (IEC) materials, and condoms (if acceptable in your situation) for distribution.
- You may wish to show videos. If so, ensure you have a television, a video cassette player and appropriate videos.
- On the dates of the activity, your guests will be happy if they are offered some refreshments.

Linkages

- As a follow-up to the “open door” activity, you could offer to provide free medical services during activities organized by other agencies.
- NGOs, government agencies, international agencies, other health service facilities and international agencies for IEC materials, condoms and other supplies.
- Local newspaper and radio to promote the event.
Resources needed

- Different sizes of paper, coloured pencils, paints and brushes for promotional posters
- IEC materials, including videos
- Condoms (if acceptable in your situation)
- Red ribbons of different sizes for distribution
- Television and video cassette player
- Refreshments

Where to get the resources

- You may get IEC materials and condoms from health service facilities, NGOs, government agencies and international agencies.
- Government agencies, private companies, NGOs and community centres for sponsorship and/or financial support.
What can young people, NGOs and health service providers do together in partnership?

DEBATES, FORUMS AND GROUP DISCUSSIONS

Debates, forums and group discussions are interesting ways to discuss issues related to HIV/AIDS and to explore solutions. These activities could bring together a diverse group of people - young people, parents, health professionals, teachers, HIV/AIDS activists, etc. If organized in partnership with young people and various agencies, these activities will have greater coverage and attract a bigger audience.

Preparation time
1 month

When
• Two or three weeks before World AIDS Day
• World AIDS Day (1 December 1999)
• During the weeks or months following World AIDS Day

Target audience
Young people to young people, young people to adults

Where
Schools, universities, youth clubs/organizations, sexually transmitted infections (STI) clinics or other health services, community centres, workplaces and radio and television stations.
How

- Form a group of young people from universities, schools and workplaces to participate in the organization of the activities.
- Decide what activities (debates, forums, panels, group discussions), the number of activities, the dates and the venues.
- Identify the issues to be discussed.

Examples of issues to be discussed in debates, forums, panels, and group discussions.

1. Transmission of HIV infection
2. Safer sex and condom use
3. Relationships/marriage
4. What is sexuality and HIV/AIDS education?
5. Gender issues and HIV/AIDS
6. Young people and drugs, alcohol, smoking
7. Homosexuality
8. Sexuality education in schools

- Invite young people, parents, teachers, nurses, doctors, health educators, HIV/AIDS experts, etc., to participate in the activities.
- Publicize the activities in the local newspapers and on local radio stations; hang banners and posters in schools, universities, and at the venues of the activities; and distribute flyers, etc.
- Organize seating arrangements and the sound system a day before the activities.

Linkages

- Local media to publicize, promote, and cover the event.
- TV/radio station to hold these activities.
- NGOs, government agencies, youth clubs/organizations and health service facilities to organize and participate in these activities.
- NGOs, government agencies, health service facilities and international agencies for IEC materials and condoms
**Resources needed**

- Variety of fabrics and paper, coloured pencils, paint and brushes for promotional posters for banners, flyers, etc.
- IEC materials and condoms (if acceptable in your situation) for distribution.
- Place to hold the activities and a sound system.
- Refreshments during the activities.

**Where to get the resources**

- Request community centres, youth clubs/organizations, health service facilities, university halls and dormitories, etc., to allow you to use their infrastructure and sound system free of charge.
- Request TV/radio stations for free coverage or air-time.
- You may get IEC materials and condoms from health service facilities, NGOs, government agencies and international agencies.
- If necessary, seek sponsorship and/or financial support from NGO funds, government agencies or private companies.
What can young people, NGOs and health service providers do together in partnership?

WALKS, RUNS, BICYCLE RALLY, CANDLELIGHT NIGHT

A running marathon, a walk, a candlelight night, or a bicycle rally could be organized through a partnership with several agencies to raise awareness about HIV/AIDS. These activities require quite a bit of effort, but they are excellent ways of disseminating messages to young people and the general population.

Preparation time
1 month

When
• On World AIDS Day (1 December 1999)

Target audience
Young people as well as the general population

Where
In schools, universities, in the city or villages.

How
• Form a partnership with youth clubs/organizations, NGOs, health service facilities, government agencies, teachers' associations, etc.
• As a group, decide what activities you will organize, when and where.

The suggested activities are:
* 5 km walk on a prominent street in the city or around a village. Participants could carry banners with different HIV/AIDS messages, and sing HIV/AIDS song, etc., during the walk.
* Running marathon or bicycle rally. A marathon can be organized according to distances, age groups and gender. The route should pass through areas where there are many people. Participants could be given red ribbons to wear on their t-shirts, or to tie on their bicycles. The bicycles could also have banners with HIV/AIDS messages tied to them.

* Candlelight night. This activity could be organized in a community centre, a university hall, a park or an open space in a village. The organizers could invite health professionals, HIV/AIDS activists, people living with HIV/AIDS, and young people to speak at the event. Participants could be asked to bring their own candles, or you may provide candles at the event.

Note: The number of activities you organize depends on the human and financial resources available.

- If you organize a marathon or a bicycle rally or a candlelight night, you may need to get a permit from the local police station. You should also request police cooperation to ensure security and to control traffic.
- Prepare the banners and other promotional materials with young people.
- Publicize the activities in the local newspapers and on local radio stations; hang banners and posters in schools, universities and other public places; and distribute flyers, etc.
- Special promotional efforts can be undertaken in schools, universities and youth clubs/organizations to ensure large participation of young people.

**Linkages**

- Youth clubs/organizations, NGOs, government agencies, health service facilities, teachers' association, etc. These agencies could be your partners. You could also get IEC materials and condom supply from them, or they could organize their own activities in conjunction with your activities.
- The local police station to ensure security and to control traffic.
- Local media to publicize, promote and cover the event.
Resources needed

- Different sizes of paper, coloured pencils, paint and brushes for promotional posters and banners.
- Variety of fabric and paper as well as paints and brushes for banners, and red ribbons.
- IEC materials and condoms (if acceptable in your situation) for distribution.
- Candles
- Prizes/gifts for winners

Where to get the resources

- Sponsorship from private stores (fabric stores, art supply stores, bicycle shops, etc)
- Financial support from NGOs, government agencies, private companies, community trust funds or youth clubs/organizations funds.
What can young people, NGOs and health service providers do together in partnership?

The **Red Ribbon** is the international symbol of HIV and AIDS awareness. It is worn to express solidarity and concern about HIV and AIDS, as well as concern for those who are living with HIV, who are ill, or who have died. The **Red Ribbon** is also a symbol of hope in the search for a vaccine and cure.

If you are offered a **Red Ribbon**, you are expected to take it and wear it as a tribute to the millions of people living with and/or affected by HIV and AIDS worldwide. Anyone can wear a **Red Ribbon**. You don’t have to be gay or HIV-positive or living with AIDS to demonstrate that you have an understanding of the issues surrounding HIV and AIDS. There is no "official" **Red Ribbon**. On World AIDS Day you can wear a **Red Ribbon** or design a large one to put on monuments or other places.

This activity can be done in partnership with several organizations and groups, or by individual agencies and groups. It can also be carried out as part of other activities.

**Preparation time**

1 month

**When**

On World AIDS Day (1 December 1999)

**Target audience**

Young people and the general population

**Where**

Schools, universities, youth clubs/organizations, movie theatres, streets, marketplaces, health service facilities, monuments, etc.
How

• Form a partnership with youth clubs/organizations, NGOs, health service facilities, government agencies, etc. Invite young people to be involved in organizing and implementing this activity.

• Decide the target groups, and the places to distribute and/or place the red ribbons.

• Together with young people and other partners, make different varieties of Red Ribbon.

  Note: Young people are very creative. Allow them to use their creativity and talents in making the ribbons. The quantity, types and sizes of the ribbons depend on the size of the target groups, and where the ribbons will be placed.

• Write on or attach HIV/AIDS messages to the ribbons.

• Attach condoms on the red ribbon (if acceptable in your situation).

• On World AIDS Day, distribute and/or place the red ribbons according to your plans.

Linkages

• Request activity organizers to distribute red ribbons during other World AIDS Day activities they are organizing.

• You may request schools, universities and youth organizations to distribute red ribbons to young people on World AIDS Day.

Resources needed

• Varieties of fabric and paper to make red ribbons.

• Pins or thread to tie the red ribbons.

• IEC materials and condoms (if acceptable in your situation) to attach to the red ribbons.

Where to get the resources

• Sponsorship from private stores (fabric stores, art supply stores, etc)

• Financial support from NGOs, government agencies, private companies, community trust funds or youth clubs/organizations funds.
Listen, Learn, Live!

World AIDS Campaign with Children and Young People

World AIDS Day
1 December 1999

PRESS KIT

Sexually Transmitted Infections (STI) Focus

WORLD HEALTH ORGANIZATION
WESTERN PACIFIC REGIONAL OFFICE
1 December 1999 is here. On this day every year we observe World AIDS Day, and we also recommit ourselves to working in partnership to stop further spread of HIV.

As in the past two years, the theme of this year’s World AIDS Campaign focuses on young people: Listen, Learn, Live! World AIDS Campaign with Children and Young People. There are good reasons why we need to focus on and work with young people.

First, because we know that at least half of all new HIV infections are among people under 25 years of age. Second, the epidemic is concentrated among the young who add up to a total of hundreds of millions of people in developing countries. This is why we must ensure that prevention programmes meet the needs of young people.

If we want prevention programmes to be effective, we need to listen to the concerns and views of young people. We need to understand what is important to them. We must involve them in decision-making, as well as in policy and programme development and implementation.

Young people are a force for change. Their great enthusiasm, energy and ideas can allow them to make a significant contribution to slowing down the HIV epidemic. Experiences around the world have shown that they can take on roles as leaders and educators, and in mobilizing communities and resources to address HIV/AIDS issues. They have even taken on the role of care givers in circumstances where family member(s) are affected by AIDS. We must put a high value on the existing and potential contribution of young people.

Young people need information and services to protect themselves. The WHO Western Pacific Office will continue to support Member States in promoting education and services for the young. We will also enhance partnerships with young people, parents, communities, leaders and decision-makers so that we can provide a healthier and better future for our next generation. Together we can make this happen.
Children and young people are our focus as we observe World AIDS Day on 1 December 1999. The need to focus on young people is demonstrated by the fact that one-third of the 33 million people living with HIV are young people aged between 15 and 24. Of the 1.2 million new infections that occurred in Asia in 1998, more than half are among young people. Worldwide, 7 000 young people are infected with HIV every day.

The theme of the 1999 World AIDS Campaign is *Listen, Learn, Live! World AIDS Campaign with Children and Young People*. The theme emphasizes communication with children and young people. The Campaign has two objectives. One is to raise awareness about the need to listen to the concerns of children and young people. Adults need to listen and understand what is important to young people so that preventive efforts meet the needs of this vulnerable group.

There is also a need to learn from one another -- children from children, children from adults, adults from children and adults from other adults. Learning from one another teaches us about respect, participation, support, and ways to prevent HIV infection.

HIV prevention requires us to respect the rights of children and young people to be protected. For those living with HIV/AIDS, they must also be protected against social stigma and discrimination, and they should receive the care they need.

The second objective is to strengthen HIV/AIDS programmes with children and young people. While ten action areas to meet this objective have been identified, a crucial area is the participation of young people in decision-making, development of policies and programmes, and programme implementation. This process helps them to understand why they should protect themselves and their peers.
Ten Action Areas to Strengthen Programmes with Children and Young People

1. Developing national policies that protect the rights of children and young people and reduce their vulnerability to HIV/AIDS.
2. Ensuring participation of children and young people in decision-making, development of policies and programmes, and programme implementation, as well as supporting and educating their peers.
3. Promoting communication to challenge the social norms that increase the risks for HIV infection among children and young people.
5. Creating economic opportunities and vocational training to reduce vulnerability to HIV infection among children and young people.
8. Providing support and care for children and young people living with, affected by or orphaned by HIV/AIDS.
9. Reducing stigma and discrimination surrounding HIV/AIDS.
10. Preventing mother-to-child transmission of HIV.
Young people are most vulnerable to sexually transmitted infections (STIs), including HIV/AIDS. Of the 35 million new cases of curable STI each year in the Western Pacific Region, around half of the infections occur among young people below 25 years of age. Globally, one-third of the estimated 33 million people living with the HIV virus at the end of 1998 are young people aged between 15 and 24.

Data shows that HIV infection rates are higher among young women than young men. This is a result of biological and social factors, and the poor economic opportunities that put young women at greater risk of contracting STIs, including HIV. The recent economic crisis in some countries in the Western Pacific Region may have prompted young people, especially young women, to engage in sex work, thus putting them at even higher risk of getting infected.

To prevent the further spread of HIV among children and young people, several challenges need to be addressed.

One, there needs to be advocacy to enhance government commitment to preventing the further spread of HIV. Without such commitment, large-scale preventive programmes, and mobilization and coordination of resources, will remain a challenge.

Two, there is a general lack of youth-friendly sexual health education and services for young people. It is possible to reduce HIV infections among young people by providing appropriate education and health services. Sex education, including HIV prevention, can be provided as part of the school curriculum. In addition, young people need to have access to services such as counselling, treatment for curable STIs, condoms, etc. These services need to be provided in a friendly
and non-judgmental manner during hours convenient to young people, and in a situation where information remains confidential.

Three, HIV prevention efforts need to address broader social and economic imbalances that threaten the health and well-being of girls, young women and adult women. Lack of access to education and economic opportunities prompts a large number of girls and young women into engaging in sex work. These factors make it difficult for young women to protect themselves against HIV infection. To address these wider issues, public agencies, international agencies, nongovernmental agencies, private companies, individuals, etc., need to work together in partnership, and to support each other.

Four, there needs to be recognition and promotion of the rights of children and young people. Young people have a right to information, life-skills and services that enable them to protect themselves against STI, including HIV. They have a right to freedom from coerced sex, rape and all forms of exploitation and discrimination. They have a right to grow up in an environment where there is care and support. They have a right to education, employment, and health. When these rights are not respected and promoted, young people become more vulnerable and have little or no control over HIV-related risks.
Fact Sheet No. 1
Facts and figures about
HIV/AIDS/STI

Worldwide

Around one-third of the estimated 33 million people living with the HIV virus at the end of 1998 are young people between 15 and 24 years old.

About half of all new HIV infections occur in the 15-24 years age group.

Estimates show that cumulatively more than 4 million children below 15 years of age have been infected with HIV.

510 000 children under 15 years old were among the 2.5 million people who died of AIDS in 1998.

An estimated 3 million children and young people became infected with HIV in 1998. This equals more than 5 young people getting infected every minute, and more than 8 500 every day.

Up to 60% of all HIV infections in females occur by the age of 20.

Young people account for more than half of the 330 million new cases of sexually transmitted infections (STIs) per year.

Western Pacific Region

WHO estimates that each year there are more than 35 million new cases of curable sexually transmitted infections (STIs), the majority of which are among 15-30 year olds.

It is estimated that over 700 000 individuals were living with HIV in 1998. This includes at least 70 000 cumulative cases of AIDS, of which more than 18 000 new cases occurred in 1998.

In the Region, 17% of reported AIDS cases and 43% of reported HIV infections (cumulative) have occurred in the 13-29 age group.

By the year 2000, the total number of HIV-infected individuals is expected to exceed 1 million, while the annual number of new AIDS cases will double between 1998 and 2000.
Patterns of HIV prevalence in the Western Pacific Region

There are four patterns:

- Countries with declining HIV prevalence include Australia and New Zealand;
- Countries with high HIV prevalence among injecting drug users include China, Malaysia and Viet Nam;
- Countries with increasing HIV prevalence due to heterosexual transmission include Cambodia and Papua New Guinea; and
- Countries with limited HIV transmission include all other countries.

General

- Young people are vulnerable to STIs, including HIV.
- Biological, social and economic factors put young women at higher risk of getting infected than young men.
- Education, counselling and user-friendly sexual health services targeting young people can significantly reduce STI and HIV transmission.
- In order to be effective, programmes must involve active participation of young people in decision-making, policies and programme development, and programme implementation.
- Giving sex education to young people does not encourage early sexual activity. Research studies show that giving sex education to young people delays the onset of sexual activity.
- Young people are both infected by HIV, and affected by it. They lose parents, teachers and families. They also suffer from stigma, discrimination, isolation and poverty.
- Experience suggests that we need to work in partnership with parents, communities, leaders, decision-makers, and other stakeholders to address HIV prevention in the context of young people’s wider health and development concerns.
Fact Sheet No. 2
What are HIV, AIDS and STI?

What is HIV?

- HIV stands for human immunodeficiency virus. This virus attacks and weakens the body’s immune system, exposing the person to a variety of infections.

- HIV is transmitted through: blood, semen and vaginal fluids during sexual contact; HIV-infected blood transfusions or blood products; use of HIV-contaminated needles or syringes or other HIV-contaminated skin-piercing equipment; HIV-infected mother to child during pregnancy, at birth, shortly after birth, and during breastfeeding.

- An HIV-infected person may not experience any symptoms and can live a productive and healthy life for many years.

- Presently there is no vaccine against HIV.

- The only way to be certain of one’s HIV status is to take an HIV test.

What is AIDS?

- AIDS stands for acquired immune deficiency syndrome. It is caused by the human immunodeficiency virus (HIV), which attacks and, over time, destroys the body’s immune system.

- A person who is HIV-infected will eventually develop AIDS. A person with AIDS usually dies from a life-threatening disease, such as pneumonia or cancer, which results from the person’s very weak immune system.

Note: It is crucial for journalists and broadcasters to distinguish between HIV and AIDS to avoid confusion when they report on these two issues.
What is STI?

STI stands for sexually transmitted infection. There are many STIs. The most common include: gonorrhea, chlamydia, syphilis, trichomonas, genital warts, genital herpes, hepatitis B, and HIV infection.

Most STIs are curable, but if not treated soon enough, STI can lead to long-lasting health problems in both males and females. Examples include infertility, pelvic inflammatory disease (inflammation of the uterus, fallopian tubes and ovaries), cervical cancer, and death.

Early diagnosis and treatment of STI helps to reduce STI transmission from infected persons to others, and reduce the chances of developing serious complications from the infection.

Many people with STI, especially women, have no symptoms. This is one reason why many STIs are untreated.

STI increases the risks of getting infected with HIV by two to nine times.

Research and experience show that STI prevention can make a significant impact on preventing HIV transmission.
Fact Sheet No. 3
HIV transmission

HIV is transmitted by:

- Unprotected vaginal or anal sexual contact.
- Blood to blood contact, such as sharing HIV-contaminated syringes, needles, and cutting and piercing instruments, and through HIV-contaminated blood transfusion.
- HIV-infected mother to child during pregnancy, birth, shortly after birth, and during breastfeeding.

There is no evidence to suggest that HIV can be transmitted by any other transmission modes.

HIV transmission

**Oral sex.** Oral sex carries a theoretical risk of HIV transmission and therefore using a condom is strongly recommended.

**HIV-positive pregnant women.** An HIV-infected pregnant woman has a 25-30% chance of transmitting the virus to her unborn child.

**Heterosexual sex.** The World Health Organization estimates that more than 80% of HIV transmission is through heterosexual intercourse. Both men and women are at risk of getting infected with HIV. However, the virus is more easily transmitted from a man to a woman than from a woman to a man.

**Men who have sex with men (homosexual contact).** Unprotected sex between men carries a high risk of HIV transmission. However, it is wrong to conclude that AIDS is a homosexual disease. More than 80% of HIV transmission takes place through heterosexual intercourse.

**Sexually transmitted infection (STI) may increase risk of HIV infection.** There is evidence that STI increases the risks of HIV
infection by 2 to 9 times. The risk of becoming infected from a single exposure is increased 10 to 300-fold in the presence of a genital ulcer, such as syphilis.

**Who gets infected?**

Anyone can get infected with HIV. People with risky behaviour, such as those engaging in unprotected sexual contacts, and those sharing HIV-contaminated needles, are at higher risk than others. It is not what you are or which group you belong to, but what you do that puts you at risk. Therefore it is more appropriate to talk about high-risk behaviour rather than high-risk groups.
Fact sheet No. 5
Key points to remember when reporting about HIV/AIDS

Accurate information
It is extremely important to give accurate information on HIV and AIDS and the modes of transmission.

Simple vocabulary and terms
Use simple and appropriate vocabulary and terms. Do not use difficult medical words.

Relevance and objectivity
Stick to the relevance and objectivity of the issue. Do not let your personal beliefs, feelings, attitudes and values influence your reporting. It is important for a journalist to report without judgement.

Positive messages
Convey positive messages. Do not condone or encourage discrimination against any groups of people, including homosexuals, sex workers and drug addicts.

Catchy headlines and sub-titles
Use catchy headlines and sub-titles to attract attention. However, do not use misleading headlines or those that could create anxiety and fear, or generate discrimination.

Use updated information
Information that was correct last year may no longer be correct or relevant at the time of your reporting. Therefore make sure your information is up to date.

Appropriate pictures and illustrations
Photos, pictures and illustrations should be carefully selected to ensure their appropriateness. Negative, frightening or discriminatory pictures may create negative feelings among the population.
Internet and World Wide Web
Be careful about using the Internet and World Wide Web as sources of information. Information from these sources may be incorrect. Check with HIV/AIDS specialists about the accuracy of information taken from these sources.

Human rights and the right to confidentiality
Do not publish names, addresses and pictures of HIV-infected persons without their permission. Such practices violate the human rights of people living with HIV. It is also a human rights violation to give any information that can lead to the identification of an infected person.

Useful additional information
Journalists should offer useful information and references at the end of their articles or TV/radio programmes. This information could include names, addresses and hotline telephone numbers of organizations and/or people from whom readers can get HIV/AIDS information, services and also support.
"As a young person in Cambodia, I would like to learn more about sexual issues in school but my teachers never raise this subject at all."
Young girl 16, Cambodia

"My parents never talk about sex with me even though I would like to ask them questions sometimes. But I am scared they will be upset with me."
Young boy 13, Fiji

"I am scared to die of AIDS and I want to know what I can do to protect myself. I find very little information about that in newspapers and magazines."
Young girl 15, China

"You have to start from the ground (children and youth) with education, so the youth will grow fruitfully and be protected from AIDS. If not, the tree will die."
Young delegate to the 4th International Congress on AIDS in Asia and the Pacific, Manila, Philippines, October 1997

"At the university we learn a lot from a programme called “Peer Educator”. We are happy because we can ask questions about AIDS and other sexual issues from people our own age. We feel free and comfortable with them. Asking questions from adults is not so easy"
Young boy and girl 16-17, Papua New Guinea

"I would like to see good information or advertisements on AIDS prevention. Most of the time I do not understand what I see on advertisements and they do not appeal to me as a young person. I think that is because adults do them without asking us what we really need. They do not listen to us, that’s the problem."
Young girl 18, Vietnam
“Sometimes a boy and girl might meet together, and they might know it is good to use a condom. But they meet together in the bush, and they don’t have a condom. Then their emotions are really strong and they just do it without a condom.”

Form 6 student, Solomon Island

“We cry to be heard, but nobody listens; we may therefore die of AIDS. Who would be responsible?”

Young girl 17, Lao People’s Democratic Republic

“Lack of communication with adults is our main problem, youth need to be able to communicate freely with parents, teachers, medical doctors, priests or other religious leaders on such issues. We want to work with them to save the world from AIDS, but are adults willing to do so? Sometimes, I feel that adults do not really care for tomorrow.”

14-year old Australian girl

“More information on AIDS for young people is needed in Japan.”

A young boy in Japan

“Our parents need to be more open with their children about sexuality, it is their duty to educate their children about that. If not, children will learn it from other friends and often it will be wrong information.”

A South Korean 18 year-old girl

“Everything around us focuses on sex (TV programmes, movies, advertisements, novels and clothing). It is a subject that cannot be ignored or avoided. When not informed or educated on the subject, sex can lead to serious trouble - and all because of the cultural belief that the subject of sex is taboo. Since doctors have evidence that a growing number of 13 and 14-year olds are becoming sexually active, I would like to suggest that sexual health (education) begin in Form 2. Most children are 13 years old by the time they reach Form 2 and what better timing could there be than the onset of puberty to lay the ground rules for good responsible reproductive health.”

19-year old Fijian who entered a UNFPA essay contest
Quiz No. 1
Test your knowledge on HIV/AIDS

This quiz can be included in your coverage of World AIDS Day on 1 December 1999 or in your reports and articles on HIV/AIDS.

1. Globally, an estimated 33 million adults and children are living with HIV/AIDS.
   a) True  b) False

2. How many young people aged 10-24 get infected with HIV every day in the world?
   a) 100   c) more than 8 500   e) don’t know
   b) 1 000   d) 100 000

3. Young people are most at risk of getting infected with HIV.
   a) True  b) False

4. What are the modes of HIV transmission?
   Choose one or more answers
   a) Unprotected sexual contact
   b) Sharing HIV-contaminated needles and syringes
   c) HIV-infected mother to child
   d) HIV-contaminated blood transfusion
   e) All of the above

5. HIV can be transmitted through mosquito bites.
   a) True  b) False

6. A person can be HIV-infected and yet show no symptoms.
   a) True  b) False
7. There is a cure for AIDS.
   a) True   b) False

8. There is no vaccine against HIV.
   a) True   b) False

9. Correct use of condoms is an effective way to avoid getting infected with HIV.
   a) True   b) False

10. I can get HIV from being in a swimming pool
    a) True   b) False

Correct answers

1. (a)   2. (c)   3. (a)   4. (e)   5. (b)

6. (a)   7. (b)   8. (a)   9. (a)   10. (b)
Quiz No. 2
Test your knowledge on sexually transmitted infections (STIs)

This quiz can be included in your coverage of World AIDS Day on 1 December 1999 or in your reports and articles on HIV/AIDS.

1. Women who have STI are at high risk for:
   a) HIV  c) Cervical cancer  e) None of the above
   b) Infertility  d) All of the above

2. Which of the following groups is at higher risk for STI?
   a) Young people 14-30  c) People between 45-60
   b) People between 35-40  d) People above 60

3. Most STIs can be treated.
   a) Yes  b) No

4. Which of the following STIs cannot be cured?
   a) Chlamydia  c) Gonorrhea
   b) HIV  d) Trichomoniasis

5. Consistent and correct use of condoms is an effective way to prevent STI.
   a) True  b) False
6. STIs are transmitted through

   a) unprotected sexual intercourse  
   b) mother to child transmission  
   c) transfusions or other contact with blood or blood products  
   d) all of the above

7. The most common symptoms of STI are:

   a) vaginal or penile discharge  
   b) sores and/or blisters in the genital region  
   c) pain during urination  
   d) all of the above

8. A person who has an STI may not have any symptom.

   a) True  
   b) False

9. If I have an STI, I must ask my sexual partner(s) to see a doctor.

   a) True  
   b) False

10. A person with an STI is at higher risks of getting infected with HIV.

    a) True  
    b) False

Correct answers:

1. (d)  2. (a)  3. (a)  4. (b)  5. (a)  
6. (d)  7. (d)  8. (a)  9. (a)  10. (a)
AIDS. AIDS stands for acquired immune deficiency syndrome. It is caused by the human immunodeficiency virus (HIV), which attacks and, over time, destroys the body's immune system. A person who is HIV-infected will eventually develop AIDS. A person with AIDS usually dies from a life-threatening disease, such as pneumonia or cancer, which results from the person's very weak immune system.

Asymptomatic HIV infection. The stage of HIV infection prior to the development of illness or clinical signs and symptoms. The majority of infected individuals look healthy and feel well for many years after infection.

Discrimination. To give unfair treatment on the basis of a person's sexual orientation, ethnicity, nationality, religion or any other such status, actual or assumed.

Epidemiology. The study of the incidence, distribution and determinants of an infection, disease or other health-related event in population groups. Epidemiology is explained in terms of who has the infection/disease, where are they geographically located and in relation to each other, when the infection/disease is occurring, what is the cause and why did it occur.

HIV. HIV stands for human immunodeficiency virus. This virus attacks and weakens the body's immune system, exposing the person to a variety of infections.

HIV antibody test The test used to detect the presence of antibodies to HIV, indicating that a person has been exposed to the virus.

HIV infection. HIV is primarily a sexually transmitted infection, passed on through unprotected penetrative sex. The virus can also be transmitted through HIV-contaminated blood transfusion, through the
use of HIV-contaminated injection or cutting instrument, and from an infected woman to her fetus or sometimes through breast-milk. While some individuals experience mild HIV-related disease soon after initial infection, nearly all of them remain well for many years. Then, as the virus gradually damages their immune system, they begin to develop illnesses of increasing severity, characterized by various combinations of symptoms and diseases, such as diarrhoea, fever, loss of weight, fungal infections, tuberculosis, pneumonia, lymphoma and Kaposi’s sarcoma.

**Immune system.** A complex system that protects the body against infection.

**Immunodeficiency** The inability of the immune system to protect the body, which results in an increased susceptibility to various types of disease.

**Incidence.** The number of new cases of infection in a population over a specified period of time.

**Incubation period** The time between initial infection with a disease-causing pathogen and the onset of the visible signs and symptoms of the disease. With HIV, this period can take a few months to several years.

**Infectious** People are infectious when they have been infected with a pathogen, like HIV, and are capable of transmitting that pathogen to another person.

**Latency** A period when a virus is in the body but causes no active disease.

**Opportunistic infections.** Infections that take advantage of the body’s weak immune system due to HIV. For example, a fungus which is normally found in the mouth, but which does not usually cause infection in people with healthy immune systems, causes oral thrush in people living with HIV.

**Pathogen** A living microorganism or virus capable of producing a disease.

**Prevalence.** A measure of how common or widespread a disease or infection is in a population group at a given period in time. This measure includes existing and new cases.
Person living with HIV. An individual who is infected with HIV. The individual may also be referred to as a person who is HIV-positive or HIV-seropositive.

Risk factors for HIV infection. Conditions and behaviour which make a person more likely to become infected with HIV. These may include: presence of an STI; injecting drug use; unprotected sexual intercourse; multiple sexual partners; visiting sex workers and having unprotected sex with them.

Safer sex. Any sexual practice that aims to reduce the risk of HIV transmission. Safer sex activities include: consistent and correct use of condoms during sexual intercourse; reducing the number of sexual partners; mutual masturbation; dry kissing; massage; practising mutual fidelity.

Sex worker. A person who trades sexual acts or services for money or goods.

STI. A sexually transmitted infection is any infection which may be passed on sexually. There are many STIs. The most common include: gonorrhea, chlamydia, syphilis, trichomonas, genital warts, chancroid, genital herpes, hepatitis B, pubic lice and HIV infection. Most STIs are curable, but if not treated soon enough, STI can lead to long-lasting health problems in both males and females.

Virus. An extremely small organism visible only through an electron microscope. Viruses cause a wide variety of diseases.

Window period. The period of time between infection with HIV and the appearance of detectable antibodies to HIV in the blood. This period is usually two weeks and is rarely longer than six months.
Use HIV not AIDS virus. The virus is human immunodeficiency virus (HIV). It is incorrect to use the term AIDS virus.

Use HIV infection or contracting HIV not catching AIDS. A person gets infected with or contracts HIV, which eventually causes AIDS. A person does not get infected with AIDS, therefore using the term catching AIDS is incorrect.

Use person living with AIDS not AIDS sufferer. Living with AIDS does not necessarily mean that the person is sick all the time. Someone with AIDS can continue to work and lead a normal life for some time after diagnosis. Using the term sufferer is not appropriate.

Use person with AIDS not innocent victim. The term innocent victim could suggest that some people with AIDS could be guilty.

Use high-risk behaviour not high-risk group. HIV is contracted because of a person’s behaviour, and not because he/she belongs to a certain group. It is what a person does and not what he/she is that puts him/her at risk.

Use AIDS not full-blown AIDS. AIDS is AIDS; it is not necessary to add full-blown.

Use HIV test not AIDS test. There is only an HIV test or HIV antibody test to determine if a person is exposed to the HIV virus. There is no AIDS test.

Use epidemic not plague. Plague suggests a disease which is easily transmitted through every day contact; HIV/AIDS is transmitted through limited modes, mainly through unprotected penetrative sex, HIV-
contaminated blood transfusions, use of HIV-contaminated injection or cutting instrument, and from an infected woman to her fetus or sometimes through breast-milk.

Use simple vocabulary and terms. Use simple and appropriate vocabulary and terms. Do not use difficult medical/scientific terms for the general population. People need to know in simple words how they can avoid getting HIV.

Do not use the term promiscuous. Promiscuous has a moral undertone, and may not be appropriate for articles about HIV/AIDS.
One of the objectives of the 1999 World AIDS Campaign is to raise awareness about HIV and AIDS. To achieve this objective, all stakeholders - young people, parents, communities, leaders, government agencies, nongovernmental organizations, international agencies, the private sector, and others - are encouraged to organize various activities.

Following is a list of suggested activities which could be implemented as World AIDS Campaign activities. The World Health Organization, Western Pacific Regional Office has produced a WORLD AIDS Campaign activity kit, which is available at the WHO country offices.

List of suggested activities

- Interactive and participatory street games such as a giant puzzle game, a giant card game and quizzes
- Distribution of red ribbons
- Debates
- Devil’s advocate
- Parents-teachers-students discussions in schools and universities
- Testimonials in schools and universities by people living with HIV/AIDS
  - Bicycle rallies, run (marathon), and/or walk
  - Street theatres
  - Street mimes
  - Street dances
  - Concerts
• Story-telling
• Posters/drawing/photos/slogans exhibitions and/or competitions
• Radio and television spots
• Distribution of condoms and information, education, and communication materials, such as leaflets and comics, at places where young people meet
• Distribution of T-shirts, caps, pens, stickers, and key rings with HIV/AIDS messages
• Balloon releases with vouchers to be exchanged for condoms
• Production of calendars with HIV/AIDS messages
  • Concerts by local musicians
  • Use of paper napkins with HIV/AIDS messages in restaurants, cafes, and bars.
  • Candlelight marches and moments of silence to remember those who have died of AIDS
  • Counselling booths for youth
  • Visits to people living with HIV
• Information sessions at the workplace
• Briefings for the press
• Competition for the best article on HIV/AIDS by journalists
• Wide distribution of leaflets and flyers with information on HIV/AIDS by young people
• Release of special reports on HIV/AIDS
• Broadcast of statements or speeches by leaders and celebrities
Ideas for slogans targeted at young people

Some of these slogans may not be acceptable or appropriate in your situation. Therefore, you must adapt them to the local situation.

- We, the youth of the Western Pacific Region can make a difference.
- We can stop the spread of HIV. So listen to us.
- We, the youth of (name of the country) can make a difference. We can stop the spread of HIV infection. So listen to us.
- Working with young people is the key to preventing HIV infection.
- Young people demand a say in HIV/AIDS prevention.
- HIV infection is incurable. Young people need to know how to protect themselves.
- We are young and healthy and we want to remain like that.
- Protect us from HIV/AIDS by listening to our concerns.
- We use condoms because we care for ourselves and for others.
- Preventing HIV is everybody’s business.
- I respect my body, I refuse to expose it to HIV.
- A condom each time keeps the doctor away.
- I know that condoms can save my life! I don’t leave home without them!
- I do not need to get sexually transmitted infections to prove to myself that I am an adult. There are many nice and safe ways to affirm my personality.
- Life is a treasure and I must always remember that. I will not put my health at risk.
Love also means protection.

Respect also means protection.

I want to contribute to creating a world free of AIDS, so I actively participate in the HIV/AIDS prevention activities.

I want to contribute to creating a world free of AIDS.

We are cool. We use condoms!

Young people in the Western Pacific Region have the energy, idealism, and commitment to make a difference, they can prevent the spread of HIV.

I am too young and I say no to sex because I know abstinence is safest.
Journalists and broadcasters can get updated information on HIV, AIDS, and STI by contacting a variety of agencies, some of which are listed below.

**In the country**

- Ministry of Health
- National AIDS Programme of the Ministry of Health
- Ministry of Education
- Ministry of Social Affairs
- Ministry of Youth
- Ministry of Information
- National and international nongovernmental organizations (NGO) involved in addressing HIV/AIDS issues
- Local hospitals, health clinics and STI clinics
- Medical doctors, health educators and public health specialists
- Universities, medical schools, medical libraries, professors and researchers
- International organizations based in the country, such as UNICEF, UNESCO, UNDP, UNFPA, UNAIDS, WHO and the World Bank
Outside the country

Sexually Transmitted Infection (STI) Focus
World Health Organization
Western Pacific Regional Office
United Nations Avenue
P O Box 2932
1000 Manila
Philippines
Tel: (63 2) 528 8001
Fax: (63 2) 521 1036; 536 0362; 536 0279
E-mail: sti@who.org.ph
Website: http://www.who.org.ph

The World Health Organization
20 Avenue Appia
1211 Geneva, 27
Switzerland
Tel: (41 22) 791 2111
Fax: (41 22) 791 0746
Website: http://www.who.org

UNAIDS
Information Centre
20 Avenue Appia
1211 Geneva, 27
Switzerland
Tel: (41 22) 791 36 66
Fax: (41 22) 791 20 37
E-mail: unaids@unaids.org
Website:http://www.unaids.org