

World AIDS Campaign bulletin September 2004

Dear Colleagues,

Greetings from the World AIDS Campaign!

As most of you now know, the 2004 Campaign is on '*Women, Girls, HIV and AIDS*'.

English language versions of this year's campaign posters will be posted on the UNAIDS Campaign website by the end of September. Other languages will be posted on the web and hard copies mailed by end of October.

As before, the poster designs will be available as templates, which can be adapted for more specific use within your constituencies. The material will be available electronically on our web and on CDs. Please start to get your requests to us now – although please remember that we will only be in a position to mail out to you by end of October.

As in previous years links will be created on the website to a host of other resource material relevant to analyzing, strategizing and planning for campaigning around the theme of '*Women, Girls, HIV and AIDS*'. This will bring together existing material, tools and other resources that focus, challenge and promote thought and action on the issues around Women and HIV.

The World AIDS Campaign is also beginning to gather new partners and synergies are once again building. MTV is launching a PSA contest on the theme of '*Women, Girls, HIV and AIDS*' and their announcement will appear on the UNAIDS website in early September 2004. This audio and video PSA contest is open to all and entries will be accepted until 1 November 2004. The winners will be publicly announced on 1 December 2004 and the non-winning entries will be available through UNAIDS for use in advocacy efforts.

The Global Movement for Children, will be coordinating the '**Lesson for Life**', in which two million children in 50 countries will be taking part in a lesson on HIV/AIDS and its effect on children, particularly girls. You can find out more about the '*Lesson*' and how you can join in at www.gmfc.org/hivaids.

The **16 Days of Activism 2004** is campaigning to highlight the intersection of violence against women and the AIDS epidemic and are urging audiences to consider the gender dimensions of HIV/AIDS. Find out more at www.cwgl.rutgers.edu.

The 2004 World AIDS Campaign is urging everyone to recognise that the rise of the epidemic among women and girls is strongly related to gender inequalities in society. More ideas around this should be posted on the web soon.

The annual flagship publication of UNAIDS, the *AIDS Epidemic Update 2004*, due to be released in late November 2004, will also have a focus on women and girls. It will provide some of the evidence base for the impact of HIV on women and girls.

From 2005, as you do know, the World AIDS Campaign is changing. We hope that many of you were able to visit the website at www.worldaidscampaign.org. There you

will find information on the Campaign's new focus from next year to hold governments accountable to the UNGASS Declaration targets as well as contact information for the small civil society-led World AIDS Campaign global office established in Amsterdam, The Netherlands.

Regional consultations on the messaging and strategy for 2005 are underway, and we have begun to develop a campaign toolkit that will be available early next year. We are beginning to create campaign materials for next year, including a 2005 World AIDS Campaign calendar which highlights a key UNGASS message and target each month.

Please let us know of your campaign plans for 2004 and keep your eyes on the UNAIDS campaign webpages <http://www.unaids.org/en/events/campaigns.asp> where more material will appear in the coming weeks.

With warm wishes,

The World AIDS Campaign

For more information write to us at wac@unaids.org