

World AIDS Campaign bulletin October 2004

Dear Colleagues,

We are pleased to announce the launch of the new website of the World AIDS Campaign on 'Women, Girls, HIV and AIDS' at www.unaids.org/wac2004/index_en.htm . Campaign posters with the strapline '**Have you heard me today?**' explore how gender inequality fuels the AIDS epidemic, and can now be viewed at this website.

The World AIDS Campaign hopes to encourage people to address the vulnerability of women and girls to HIV – including the role of men and boys in tackling the underlying gender inequalities that fuel the epidemic. All over the world women do not enjoy the same rights and access to employment, property and education as men. Women and girls are also more likely to face sexual violence. This makes them more vulnerable to HIV and, as the primary care givers, to the impact of AIDS. The posters end with the strong message: "**Equality for women helps fight AIDS**".

Campaign Materials

Hard copies of the World AIDS Campaign posters will be available in English, French, Spanish and Russian by late October. We are hoping to arrange for Arabic and Chinese versions as well. Based on requests from previous years, blank templates of images and text will also be available for local adaptation.

A host of other resources can also be found on the website that could be useful to help analyze, plan and launch efforts around the issue.

Around World AIDS Day

The global epidemiological update will be launched to the media in the run-up to World AIDS Day, this year on 23 November. It will include a section highlighting the impact of HIV and AIDS on women and girls.

World AIDS Day 2004 falls on a Wednesday and we know that there will be events all over the world both on the day and during the weekends of 27-28 November and 4-5 December to maximize public participation as well as holding media events on the day itself.

Write in to us with a brief summary (less than 200 words) of your plans around World AIDS Day through a brief questionnaire posted at www.unaids.org/wac2004/activityform.htm on the Campaign website dedicated to National Campaigns. We will be happy to profile your activities/plans on the website.

MTV

As mentioned last month, the MTV/One World Audio and Video PSA contest on the theme is open till 1 November 2004. Winners will be announced on 1 December and the winning as well as the short-listed entries will be made available through UNAIDS for advocacy work. See details of the contest at the UNAIDS home page www.unaids.org or the Campaign website www.unaids.org/wac2004/index_en.htm

In addition, MTV is trying to source examples of past national AIDS campaigns over the years and from across the world, as part of a presentation to the upcoming Media Summit on the Evolution of AIDS. If anyone would like to send campaign posters or images to be considered as part of this important presentation, please contact Simon Morris on Morris.Simon@mtvne.com before 12 November.

Don't Forget!

In the lead-up to World AIDS Day 2004, please keep us informed of your innovations and plans around the theme of 'Women, Girls, HIV and AIDS' and send in your feedback on the new website and what you find most useful.

With best wishes,

The World AIDS Campaign

wac@unaids.org

To order materials or for more information write to wac@unaids.org or Sharad Agarwal, Campaigns Officer, UNAIDS, Geneva, Switzerland at agarwals@unaids.org