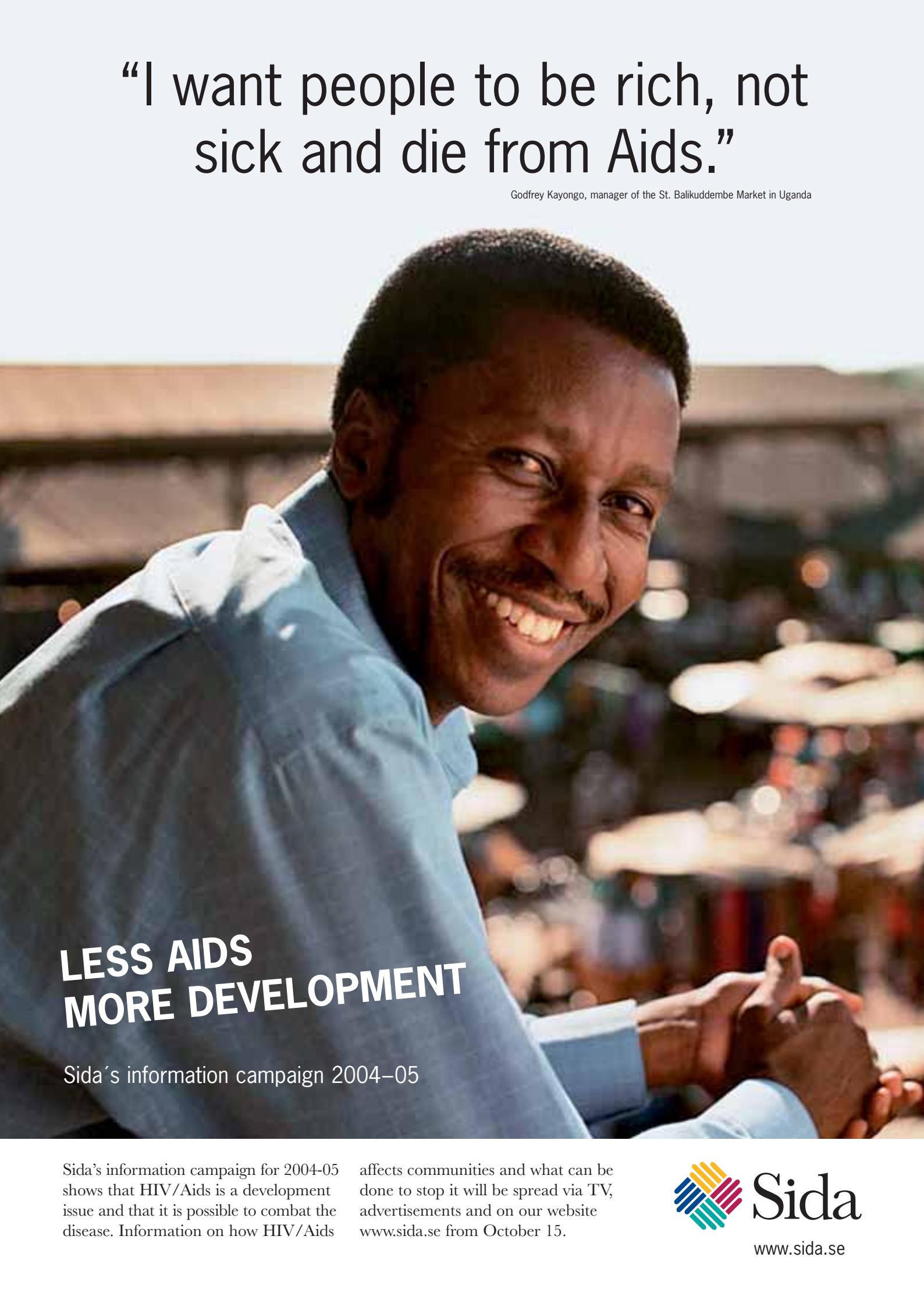


“I want people to be rich, not sick and die from Aids.”

Godfrey Kayongo, manager of the St. Balikuddembe Market in Uganda



**LESS AIDS
MORE DEVELOPMENT**

Sida's information campaign 2004–05

Sida's information campaign for 2004-05 shows that HIV/Aids is a development issue and that it is possible to combat the disease. Information on how HIV/Aids

affects communities and what can be done to stop it will be spread via TV, advertisements and on our website www.sida.se from October 15.



Sida
www.sida.se

LESS AIDS MORE DEVELOPMENT

If it is possible to stop HIV/Aids from spreading, poverty in the world can be reduced. HIV/Aids is not just a tragedy for individual people. It is a threat to development. Schools, companies and public authorities lose vital knowledge when their staff fall sick and die. Families are split up and children become orphans. National economies are undermined by the costs of medical care and treatment.

HIV/Aids must be attacked in the same way as it strikes - in all areas and at all levels. In Africa Uganda is the country that has made most progress. The Ugandan government has turned HIV/Aids into a development issue for the entire population and only half as many people are infected today in comparison with ten years ago. Open discussions on sex and life-styles that change attitudes and behaviour are one important part of the work. Deliberate initiatives to promote gender equality that increase respect between the sexes and which break long-established gender roles are another.

Working actively to ensure that the infected and sick have the same rights as others is also important in order to prevent discrimination and greater poverty.

We invest development cooperation funds in the struggle against HIV/Aids. The goal is that all the countries in the world shall work together to halve poverty by the year 2015. This will make the world a richer place.

Sida's information campaign 2004-05

Sida's information campaign, which starts in October, takes up the importance of the struggle against HIV/Aids for development. It emphasises that it is possible to combat HIV/Aids and that this struggle is essential for the achievement of the UN Millennium Development Goal of halving poverty by 2015.

The Annual Conference on Development on October 15 will be the starting point for the activities that will take place in the autumn and winter. On October 17 we will start this autumn's public information activities with commercials on TV 4. These will run to the beginning of November.

We intend to arouse curiosity and stimulate debate with tales from real life.

People with a deeper interest in the subject will be offered in-depth information on www.sida.se. The examples of projects that will be given prominence will take up everything from the right of young people to their own sexuality to the responsibility of public authorities.

There are many organisations working to combat HIV/Aids

To demonstrate that there are many organisations who are working against HIV/Aids, some twenty organisations are participating in the campaign. These are the Africa Groups of Sweden; Caritas, Sweden; Swedish UN Association; Swedish NGO Centre for Development Cooperation; Swedish Cooperative Centre; Swedish County Councils; LO/TCO Council of International Trade Union Cooperation; International Council of Swedish Industry; Olof Palme International Center; Plan Sweden; PMU InterLife; Swedish Association for HIV Positive People; Swedish Association for Sexual Education; Swedish Organisation of Handicapped International Aid Foundation; Swedish Institute for Infectious Disease Control; National Board of Health and Welfare; the National Institute of Public Health; Swedish Mission Council; Swedish Red Cross and Noah's Ark-Red Cross Foundation; UNDP, UNICEF Sweden; Ministry for Foreign Affairs.

Examples of projects that will be presented on www.sida.se from October 15

Open discussions in the media counteract HIV in Uganda

Each month ten million young Ugandans come into contact with Straight Talk by reading a free newspaper, listening to the radio or meeting friends. Straight Talk is about love, relationships, and a safe sex life without the risk of unwanted pregnancies, sexually transmitted diseases or HIV.

The right of young people to their own sexuality

In Russia, the Russian Family Planning Association and the Swedish Association for Sexual Education are implementing a joint initiative in respect of the sexual and reproductive health of young people. Sex education in schools, programmes to promote gender equality, and a focus on openness and the right of young people to their own sexuality will reduce the risk of HIV/Aids.

A new road through Laos - and a way to prevent HIV/Aids

When National Road No. 8 in Laos was to be rebuilt, the authorities did not merely plan the road construction. The authorities also planned to reduce the risk of HIV/Aids among road workers and people living near the road. Preventive HIV/Aids work was integrated into the road construction work.

Knowledge makes it easier to budget for HIV/Aids

How do governments work with HIV/Aids? The Institute for Democracy in South Africa and Fundar, a Latin American organisation, are making comparative studies on how governments in Africa and Latin America make budgets for their work to combat HIV/Aids. Studies are also being made of how information is made available to decision-makers and government officials. The goal is to spread knowledge on HIV/Aids budgeting as an effective economic tool.

The right to know

A project is being implemented in Bosnia & Herzegovina, Macedonia and Serbia-Montenegro that has the aim of preventing HIV. The name of the project is "What every adolescent has the right to know". The project is being planned, designed and implemented in its entirety by young people and focuses to a great extent on interaction with the media - to increase the awareness of young people of the risks of HIV/Aids.

The autumn's information activities in brief

	October			November				December					
Week	40	41	42	43	44	45	46	47	48	49	50	51	52
Development conference			15 oct										
Youth conference			14 oct										
Teachers' conference			13 oct	18 oct		27 oct					29 nov		
Film on TV 4, TV 4+, Discovery				17 oct – 14 nov									
Advertisements - Internet				18 oct									
Advertisements - popular press					26 oct – 1 jan -05								
Theme on www.sida.se			15 oct...										
Exhibition in Infocentre			15 oct...										
Activities in Zenit			15 oct...										

Aim: To arouse interest, increase knowledge and create understanding of Sweden's international development cooperation. To broaden and intensify knowledge of Sida's work. To stimulate the debate on development.

Target group: People interested in international development cooperation, students, opinion-leaders, decision-makers, politicians, the media

Message: HIV/Aids is a development issue.
It is possible to combat HIV/Aids.

Channels: Development conference, October 15
Youth conference, October 14
Teachers' conferences October 13, 18 and 27. November 29
Exhibition and material in Sida's Infocentre
Film on TV 4, TV 4+, Discovery
Advertisements, Internet
Advertisements, popular press
Information on www.sida.se

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