

**World AIDS Day 2009**  
**A Month Long Campaign (November 15- December 15, 2009)**

<b>S. #</b>	<b>Activity</b>	<b>Tentative Dates</b>
1.	<b>Orientation session with media health reporters</b>	16 <sup>th</sup> Nov, 09
2.	<b>Orientation session with Religious Leaders</b>	23 <sup>rd</sup> Nov, 09
3.	<b>Preventing MSM/Hijras for HIV &amp; AIDS &amp; STIs – A seminar</b>	26 <sup>th</sup> Nov, 09
4.	<b>Branding of prominent places with banners and streamers in Islamabad.</b>	30 <sup>th</sup> Nov, 09
5.	<b>Mega event to celebrate WAD 09</b>	7 <sup>th</sup> Dec 09
6.	<b>Distribution of info leaflet/brochures at main roads/squires through ITP/NGOs</b>	1 <sup>st</sup> Dec 09
7.	<b>Positive voices- Addressing stigma &amp; discrimination with People Living with HIV &amp; AIDS – A Seminar</b>	3 <sup>rd</sup> Dec , 09
8.	<b>SMS through Mobiles</b>	1 <sup>st</sup> Dec 09
9.	<b>Sports/Cultural events with schools/NGOs</b>	Month long
10.	<b>Speech Competition among private and public sector universities</b>	3 <sup>rd</sup> Dec, 09
11.	<b>Production and distribution of planers, table calendar, ball points and Red Ribbons, mobile pouches etc</b>	Lump sum
12.	<b>Production of polo and T shirts</b>	Lump sum
13.	<b>Production of WAD 09 poster</b>	Lump sum
14.	<b>Street theatres</b>	Nov / Dec
15.	<b>Newspaper supplement</b>	01 <sup>st</sup> Dec 09
16.	<b>FM Radio programmes</b>	Nov/ Dec
17.	<b>Talk shows on various TV channels</b>	Nov-Dec 09
18.	<b>Articles &amp; press adds</b>	Nov Dec