

## **World AIDS Day Campaign 2008:**

The World AIDS day is observed every year on 1st December since 1988 all over the world. It commits itself to the yearlong programmes of Information, Education Behavior Change Communication in the context of HIV/AIDS epidemic through out the world.

2. The theme for World AIDS Day 2007 and 2008 is “leadership”. This theme will continue to be promoted with the campaigning slogan, “Stop AIDS. Keep the Promise.” Thousands of campaigns around the world are preparing local and national events to raise awareness of HIV and to call on keep the promises to tackle the AIDS pandemic.

3. The main objective of the campaign is to prevent, reduce and ultimately eliminate HIV & AIDS related stigma and discrimination and behavior change in the individuals. Keeping in view, the following activities will be conducted in connection with the World AIDS day campaign 2008:

<b>S. #</b>	<b>Activity</b>	<b>Tentative Dates</b>
1	Orientation session with Media health reporters	15 <sup>th</sup> November, 2008
2	Orientation session with Religious Leaders	24 <sup>th</sup> November, 2008
3	Sports/Cultural events with schools/NGOs	Date will be finalize later
4	Branding of prominent places with banners in Islamabad.	30 <sup>th</sup> November, 2008
5	Dissemination of DVD “Zara See Bhoal”	1 <sup>st</sup> December, 2008
6	Speech Competition among private and public sector universities	3 <sup>rd</sup> December, 2008
7	Dissemination of DVD for Higher Risk Groups	8 <sup>th</sup> December, 2008
8	Production and distribution of diaries, table calendar, ball points and Red Ribbons	Lump sum
9	Street theatre	Last week of November
10	National Youth Forum with World Population	29 <sup>th</sup> Nov – 01 <sup>st</sup> Dec 08

	Foundation	
11	Commonwealth Function with Prime Minister in Lahore	01 <sup>st</sup> December 08
12	Newspaper supplement	01 <sup>st</sup> December 08
13	UN system one week FM Radio by UNODC	Last week of November
14	Stage Drama "Zra se Bhool" with various TV Channels	01 <sup>st</sup> December 08
15	Talk shows on various channels	Nov-Dec 08
16	Stage show "Zara se Bhool" in Pakistan National Arts Council, Islamabad	10 <sup>th</sup> December 08
17	Articles & press adds	15 <sup>th</sup> Nov to 15 <sup>th</sup> Dec 08