



Take the Lead

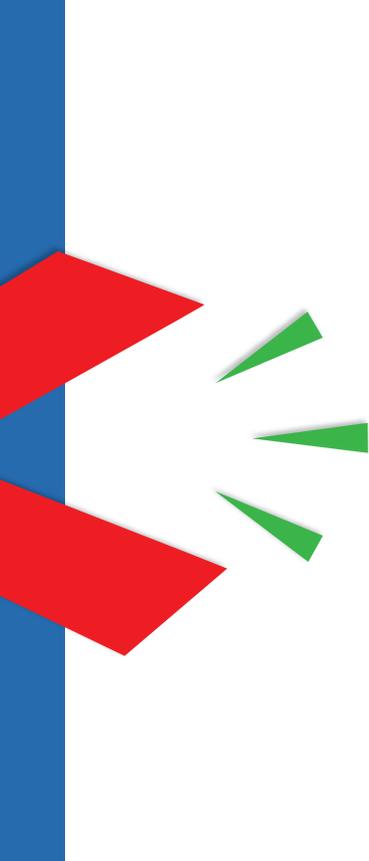
4.3 million people were infected with HIV in 2006 – the highest ever in one year. Momentum is growing to reverse this trend, led by those most affected. Follow their example - take the lead.

Stop AIDS. Keep the Promise.
Visit www.worldaidscampaign.org



world*aids*
campaign





WORLD AIDS CAMPAIGN

The World AIDS Campaign connects and strengthens AIDS campaigns from around the world. Through a collaborative approach, the campaign brings together diverse voices with the goal of holding world leaders and governments to account for their promises on AIDS. One of the most visible aspects of the campaign is World AIDS Day - a day of shared global action and awareness held annually on December 1st.

The World AIDS Campaign was founded in 1997 by UNAIDS, the Joint United Nations Programme on HIV/AIDS. The campaign is now administered by an independent World AIDS Campaign Support Team, governed by representatives of the world's largest campaigning networks, and has offices in The Netherlands and South Africa.

THE WORLD AIDS DAY THEME : LEADERSHIP

Building on from last year's theme of accountability, the 2007 and 2008 World AIDS Day theme is leadership.

The ongoing campaigning slogan of the World AIDS Campaign is "Stop AIDS. Keep the Promise."

The pandemic hit record levels in 2006 with 4.3 million people becoming infected with HIV, more than in any previous year. Despite efforts to hold leaders accountable, progress in halting HIV is still falling far short of targets. All our efforts are simply not delivering at the speed and scale required. Many political promises, including those made in the United Nations General Assembly Special Session on AIDS in 2001, are not being kept. A lack of leadership at all levels is the main reason these promises are not being kept.

In the past, significant advances in the response to HIV have been achieved through strong and committed leadership. Leaders are distinguished by their innovation, vision and action. They are characterised by the personal example they set for others and their perseverance in the face of obstacles. But, leaders are not always those in high office. In order to get ahead of the AIDS

pandemic, leadership must be demonstrated at every level – by individuals, in schools, within families, in places of work and worship, in countries and internationally. Making leadership the theme of the 2007 and 2008 World AIDS Days will help encourage this leadership and inspire champions within a range of different settings from across society.

KEY MESSAGES : LIVING THE THEME

World AIDS Day is a day when people from around the world come together within a single effort to raise awareness about HIV and to express global solidarity in the face of the pandemic. Individuals, groups and organisations can use the leadership theme and the ‘Stop AIDS. Keep the Promise’ slogan to enhance their work. The leadership theme provides an opportunity to influence policymakers and the media. Individuals, local businesses, media, governments and a variety of institutions embrace World AIDS Day and the theme that accompanies it as an

opportunity to demonstrate commitment and action on HIV.

While the theme is global in nature, World AIDS Day messages and campaigns are best shaped at local and national levels. Campaigners can tailor the theme towards their specific needs or sector. For instance, campaigns that are politically orientated aimed at governments could use the slogan “Leadership on treatment now: we are still dying. Stop AIDS. Keep the Promise.” Campaigns could also be designed to mobilise a certain sector within a common slogan, for example “Textile workers, lead the fight against AIDS in the workplace.” Leadership could also take a simple form, such as an individual informing others about AIDS in Africa.

The theme of leadership is designed to be as flexible as possible to accommodate a range of campaigning needs. It can be used to challenge and criticise leaders who are not meeting their promises on AIDS or celebrate leaders who are taking initiative and acting on their promises. The theme could be used to encourage and inspire those around the world to take a leadership role themselves in fighting the pandemic.

WHAT YOU CAN DO

Below are some general ideas for inspiration as you create World AIDS Day activities around the different aspects of leadership.

TAKE THE “LEADERSHIP PLEDGE”

The World AIDS Campaign Support Team has created a “leadership pledge”. Through the World AIDS Campaign website, via partner organisations or on the form below, people can sign up – or pledge - to take the lead by demanding universal access to HIV prevention, treatment, care and support. It is a simple process that asks for your name, email address, country and leadership pledge and includes an option to add a personal image. We will provide you with an optional pledge or you can add your own.

The names and photos gathered will then be used to inspire decision-makers to take action and show leadership on AIDS. Together our voices can have a greater effect. Please visit www.worldaidscampaign.org to find out how you can get involved or fill-in the “Take the lead” form below.

RALLIES OR PROTESTS

You can organise a rally or a protest in a city square, in front of embassies or at political headquarters, demanding greater leadership in fighting AIDS. We can provide you with graphics or visuals from the “leadership pledge” for petitions, banners or other materials. Be sure to check the legal requirements and implications of rallies or protests in your area.

LETTER WRITING

Coordinate a letter writing or email campaign to local or national leaders that demands their leadership in fighting HIV.

EVENTS

Organise an event around the topic of leadership or celebrate leaders who are already setting a good example. Give out awards or hold a competition that recognises leadership.

FORUMS

Work with organisations in your area to hold forums on leadership.

VIDEOS, POSTERS, IMAGES OR OTHER AWARENESS RAISING DISPLAYS

Images and videos can inspire many to take action. The World AIDS Campaign Support Team is distributing a World AIDS Day tool kit which includes posters and a CD Rom that can be used for campaigning and at events.

BE A LEADER

Inspire others to help fight AIDS through your own actions: pass out World AIDS Day flyers, design a website, create and lead an e-forum discussion, coordinate a World AIDS Day seminar, host an event to raise money for local AIDS organisations, or discuss AIDS with family and friends to raise awareness of the issue.

For more information visit
www.worldaidscampaign.org

Amsterdam Office:

Warmoesstraat 149 - 151
1012 JC Amsterdam
The Netherlands
Tel: +31 20 616 9045

Cape Town Office:

13th floor
Plein Park Building
69-83 Plein Street
Cape Town, 8001
South Africa

Mail address: Private Bag X 9182
Cape Town, 8000 South Africa
Tel: + 27 21 466 7827

PLEASE TAKE THE LEADERSHIP PLEDGE BY FILLING IN THE DETAILS BELOW

Full name Country

Email:

Note: We would like to keep you updated on World AIDS campaigning.
Click here to NOT receive occasional updates by email from World AIDS Campaign.

Either: Make your own pledge (maximum 20 words)

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OR tick here to pledge the following: I promise to take a lead in fighting HIV.

Please send your completed form to World Aids Campaign, Warmoesstraat 149 – 151, 1012 JC Amsterdam, The Netherlands