



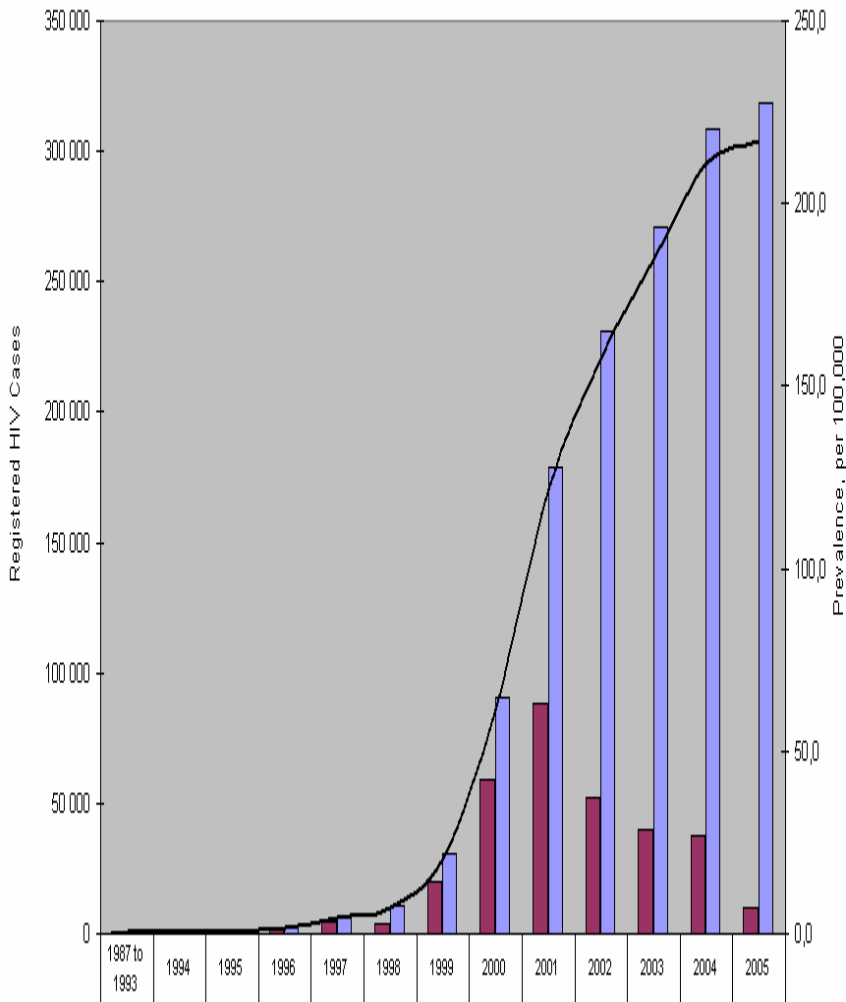
RUSSIAN MEDIA PARTNERSHIP TO COMBAT HIV/AIDS:

Year One and Looking to Year Two



Russian Media Partnership to Combat HIV/AIDS
Leadership Committee Meeting
27 October 2005, Moscow

The Challenge



- **HIV is spreading quickly**

- **Young people are at greatest risk**

- **The epidemic is shifting quickly into the general population**

- **HIV/AIDS poses a strategic threat to social stability, economic growth and national security**

Officially registered HIV cases as of May 1, 2005 according to the Russian Federal AIDS Center

The Opportunity

Russia's young HIV epidemic can be stopped:

- **As many as 2/3 of 45 million new HIV cases projected worldwide in the next decade can be prevented through effective prevention and public education programs**
- **Mass media is the most effective tool today for delivering lifesaving information on HIV/AIDS to millions, especially youth**

History

- **January 2004: Global Media AIDS Initiative Launch**
 - UN Secretary General Kofi Annan gathers the first meeting of the Global Media AIDS Initiative
 - Gazprom-Media announces readiness to lead a national media effort in the fight against HIV/AIDS
- **July 2004: International AIDS Conference, Bangkok**
 - Russian Media Partnership to Combat HIV/AIDS is announced (15 companies engaged)
- **October 2004: Eurasia Media Leaders Summit on HIV/AIDS**
 - Media leaders from Russia, Ukraine and the CIS create a forum to discuss media engagement in the fight with the region's HIV epidemic
- **November 2004: Russian Media Partnership launches the Stop SPID campaign**

Mission & Objectives

To mobilize the communication power of mass media in a comprehensive coordinated HIV/AIDS public education effort to:

- **Raise awareness of HIV, its prevention and treatment;**
- **Reduce stigma and build tolerance towards people living with HIV/AIDS;**
- **Create a social environment conducive to open discussion of HIV and related issues.**

The Model: Unification of Resources

Russian Media Partnership to Combat HIV/AIDS

**Kaiser Family
Foundation
Viacom
UNAIDS
(technical and
financial
support)**

TPAA (coordinator)

**Russian Expert Group:
Community of PLWHA
INFO-Plus
Ministry of Health
NGO Community**

**Bill & Melinda
Gates
Foundation
World Bank
(financial
support)**

MEDIA PARTNERS



Comprehensive Approach

- **PSA campaign**
- **Briefings for editors and producers to encourage development of editorial content and integration of HIV/AIDS themes into popular programming**
- **Informational resources**
- **Journalist trainings**
- **Special events**

Year One: Impact

- **More than 40 media-outlets united in one public awareness campaign for Russia**
- **Strong brand recognition demonstrated: 46% of population reached in 6 months (TV only)**
- **High level of political endorsement in Russia and recognition of the model abroad**
- **Campaign PSAs quality recognition**

Year One: Unique Initiative: Output

- **Campaign placement unprecedented for social campaign in RF (January – September 2005):**
 - TV: 4045 airings, 15% in prime time
 - Radio: over 3200 airings
 - Outdoor: over 5000 airings
 - Entertainment media: over 50,000 releases
 - Consumer products placement commenced
- **Solid Start for Editorial and Programming**
- **Over 120 journalists trained on federal and regional level**

Year One: Challenges

- **Partner Engagement:**
 - Channel One, VGTRK, NTV
- **Consistency of Campaign Implementation:**
 - First Wave (January – April) accounts for 75% of total campaign placement to date
- **Print Module Placement:**
 - Limited inventory of ad modules
 - Low interest in module placement from print partners
- **Information Resources:**
 - NO centralized and accessible resource on HIV/AIDS information

Year Two: Goals

- **Expand campaign brand recognition to 60% of the population**
 - Improve placement volume and quality
- **Expand editorial and programming**
 - TV, radio, print
- **Strengthen informational resources**
 - Internet, SMS, print, hotline

Year Two: Targets 2006

- **60 media outlets engaged**
- **60% overall campaign recognition rate**
- **60% reach and recognition rate on TV**
- **40% reach and recognition rate on radio**
- **40% reach and recognition rate on print**
- **200,000 website visitors**
- **50 articles in print**
- **15 TV programs (federal channels)**
- **15 radio programs**

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AGAINST AIDS



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