

FOIA MARKER

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Subseries:

OA/ID Number: 21074

FolderID:

Folder Title:

Global Network of People Living with AIDS

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Section:

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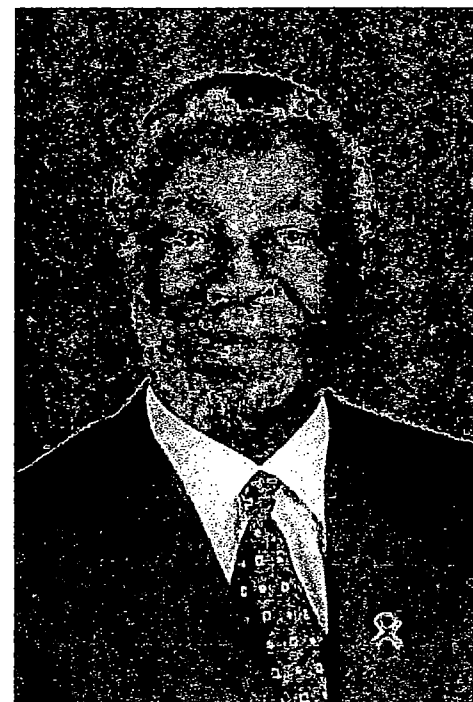
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HIV and AIDS is our Global Security Risk

- People globally have pledged themselves to a HIV and AIDS Secure world
- Civil Society, The United Nations Security Council and The Nelson Mandela Foundation is acting because our Global Security is at stake
- Humanity is empowering us with our Human Rights to Life and Safety
- Our world is only secure when united around Peace and Reconciliation

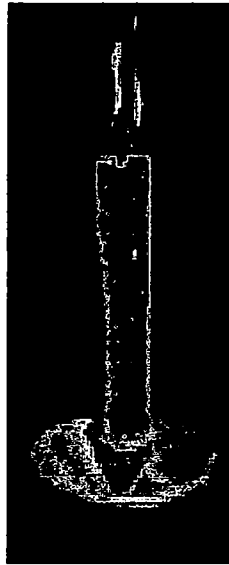




Our World Respects People with HIV and AIDS

- People internationally are worthy of respect when living with HIV and AIDS
- Companies are displaying these messages within 12% of their advertisement space
- People are utilizing the NMCF click-on e-commerce donation box for this campaign
- People all over the world should be proud for the world is working together in overcoming HIV and AIDS





Humanity has Faith in dealing with HIV and AIDS

- Each of us is filled with Hope and Humanity
- Our lives are truly worth living and truly valuable
- A spiritual Holy-War has now been waged on HIV and AIDS
- We as humanity are unquenchably able to love one another
- Our women and men are fighting on the same side against HIV and AIDS

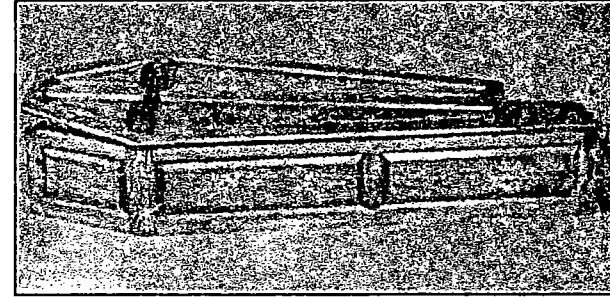
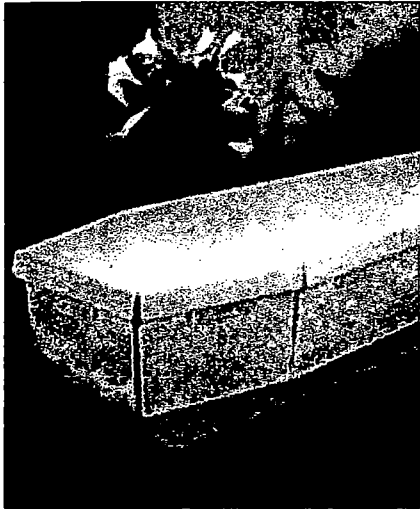




We have Courage to deal with HIV and AIDS

- We the peoples of the world are sufficiently brave in overcoming our stigmas of HIV and AIDS
- We the peoples of the world will not turn our back on HIV and AIDS
- We respect and honour all the suffering within our people affected by HIV and AIDS
- All of us within humanity may feel the affect of HIV and AIDS within ourselves
- There is value for all of us to live and to prevent our dying





Our orphans have the human right to dream, to tranquility and to family

- This disease can be stopped for the world is united
- We are strengthening our humanitarian renaissance
- Care for and adopt HIV and AIDS orphans
- We are empowering ourselves and we are protecting our bodies
- For you who died of HIV I must live on





We, the people, could and should act against HIV and Aids

- I believe that we could and should act against HIV/AIDS and our Fears
- We the world have the courage not to deny AIDS and to empower ourselves together
- Words condemning HIV/AIDS does not equal meaningful Action
- We all have the right to control over our own bodies; and the right to make reproductive choices
- Protecting ourselves means protecting all our brothers and sisters
- There are too many lives, too much happiness and all our humanity at stake





We, the people, could and should act against
HIV and Aids

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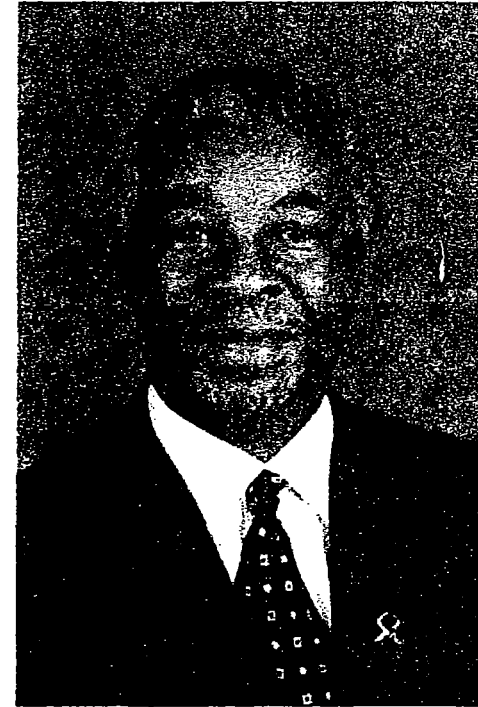




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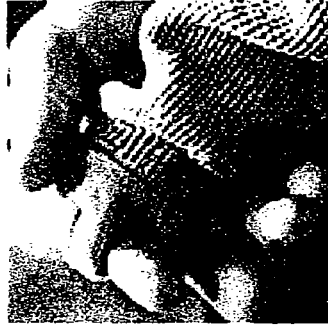




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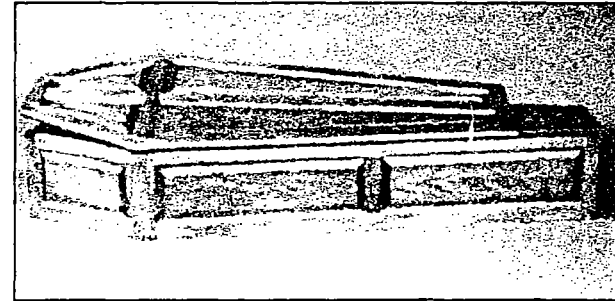
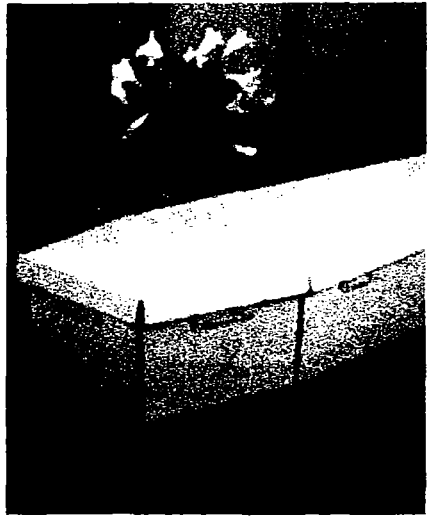




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CAMPAIGN SUMMARY

International HIV/AIDS Media and Financial Generation Campaign.

This is one reply to the call made by the Honourable Mr. Nelson Mandela, the Honourable Chairperson of the Non Aligned Movement: Thabo M. Mbeki, the Honourable Secretary-General to the United Nations: Kofi Annan and the Honourable Mr. Peter Piot, UNAIDS. Each has called for our intensified world collective Aids response.

The National Association of People Living With HIV and Aids in South Africa has initiated these ideas. There are multiple international peoples and organizations assisting with these efforts, including the peoples and organization's of people living with HIV and AIDS internationally.

We request to join the already present international voice. We would incorporate the media images of internationally respected public figures with their person specific HIV/Aids global issue. There are four tracks: Security, Human Rights, Humanity, Finances.

For Example: We request to publish re: Security:

The image of Nelson Mandela and Kofi Annan with the words:
"HIV and AIDS has affected our Global Security"

This would by association increase the respect, prestige and honour within local leaders and communities who then embrace the difficult reality issues of the disease, and so normalize HIV and Aids. Importantly as well, this Madiba Magic will allow The Nelson Mandela Foundation and Fund to generate great finances for our communities living positively with HIV/Aids.

This has become an international project that was initiated in the developing world.

It demonstrates that the world's Civil Societies and Governments are able to find solutions and are able to bring about their Renaissance.

CAMPAIGN TIMELINE

At -1 month:

A campaign green light, networking assistance and notes of good wishes to be given by People Living with HIV and Aids, The Nelson Mandela Children's Fund, Governments, UNAIDS, Humanitarian and Business Organizations.

Letters of invitation to be delivered to the Primary Media Partners honourably requesting their print image for the media campaign.

At 0 months:

One time multiple email launch paragraph written by Primary Partners. Paragraph delivered by world-wide email service providers to people and communities inviting their further leadership, promotion and participation in the campaign's most worthy objectives.

Click-on Click-off box appears on multiple e-commerce sites.

Media images and text appear in prominent print newspapers and magazines.

At 1 month:

For profit companies begin to print campaign messages on 12% advertising, labeling and packaging space; especially to be prioritized within our rural areas.

Campaign further promotes the worthy objectives through the print images to people working in the HIV/Aids field and media at the International AIDS2000 Conference in Durban, July 2000. They may wish to take these print images back to their communities, companies and countries.

Media images and text begin to be rotated in prominent print newspapers and magazines as regards it's feedback research and monitoring.

At 3 months:

Media images and text begin in addition to highlight and to be tied to positive stories of the world achieving the campaign's objectives: media images to be broadened to include others. individuals, politicians and our communities success stories of identifying personally with respected and trusted images of AIDS, intensifying their own leadership and feelings of hope, of decreased stigmatization, of humanity and of generated finances for the Nelson Mandela Children's Fund, Humanitarian Organizations and National AIDS trusts.

At 6 months:

Further integration and coordination of these print images and it's financial generation with UNAIDS and other intensified responses. eg: Prince William and World AIDS Day 2000 theme of Men and Boys.

Nelson Mandela Children's Fund to begin distributing the finances raised through the click-on box.

At 1 year; and 6 monthly:

Continual refinement, integration and coordination of print imagery and text with the Media Partners wishes and the research monitoring.

To publish achievements to date.

To offer thanks for finances generated.

CAMPAIGN OBJECTIVES

within a culture of excellence,
to have played a part in achieving the following:

1. Offering people recognizable and thus tangible media images. They are something that they can touch and feel that represents HIV and Aids: These images and identities are strongly valued and respected as compared with negative images. The messages portray the imperative HIV/AIDS link to World Security, to Human Rights in Prevention and Treatment, to Humanity and to Finances.
2. Offering genuine hope in the lives of all international people affected by HIV/Aids: youth with sufficient hope in their futures are many times more likely to protect themselves through safer sex, the avoidance of crime and violence, value any future education, and to have any motivation for job creation and job seeking behaviour. A hopeful population is conducive for people to live positively, to seek out treatment, to seek out voluntary testing and to show forth their shared compassion and humanity in safeguarding their partners. The morale within our members working in the further despairing field of HIV/Aids will be salvaged. We would honour their pride and their courage.
3. Openly show that the world through the Primary Media Partners did not turn their back on HIV/Aids and our orphaned children: We would aid in showing the power of Humanity. We would aid in providing emotional support, medication and further finances. Generations of orphans would be less resentful, angry and hold within themselves the sense of having been betrayed by the world. They would know love. They should know that at least somebody cares for them. This has unforetold positive social implications.
4. International normalization of HIV/AIDS: Decrease the social stigmatization and shame that PLWHA have to live with: PLWHA would live more comfortably with respected lives, Head's of State would find it more politically acceptable to continually break the silence enveloping HIV/Aids, and global humanity would be increasingly knitted together as apposed to being presently polarized and fragmented through HIV/Aids.
5. Generate much finance through the internet to alleviate peoples suffering: for home based care, education and micro-lending programs for orphans.

... we live with a population that thinks
> of HIV as utterly hopeless and so gives in to despair.

CAMPAIGN STRATEGY

This is a campaign that is to be incorporated into the UNAIDS International Partnership Against HIV/AIDS. We have a Public Relations Working Group (PRWG) that is based at the National Association of People Living with HIV and AIDS offices in South Africa. PLWHA give the campaign it's genuine grounding.

Proposed media image involvement include: PLWHA, Eastern European Representatives, Americas Representatives, Graca Machel, Kofi Annan, Mpule Kwelagobe, Nelson Mandela, Archbishop Desmond Tutu, His Holiness Dalai Lama, His Venerable Mahaghosananda, Elton John, Prince William, Chelsea Clinton / Hillary Clinton and The Head of State.

The international media campaign would focus the expertise, value and respect found within the primary media partners: PLWHA, Americas, Asian, African and European specific peoples and contexts. Head's of State being at the forefront of the leadership. Peace, Security, Prevention of war and insecurity are advocated by Mandela and Annan. Gender Rights with Human Rights are advocated by Machel and Kwelagobe. Faith and Belief are advocated by Archbishop Desmond Tutu, His Holiness Dalai Lama and His Venerable Mahaghosananda, Humanity is advocated by Chelsea Clinton / Hillary Clinton, Prince William and Elton John.

The international media campaign would offer the services and expertise within: The Nelson Mandela Foundation and Children's Fund, National Governments, Business Council's Against HIV and AIDS, UNAIDS, Civil-Military Alliances and International Humanitarian Organizations.

The Nelson Mandela Foundation and Children's Fund promotes international security, peace and reconciliation with funds for children's development and poverty eradication. Business Council's Against HIV and AIDS facilitate our collaboration with media, consumer and internet companies. The Civil-Military Alliance would facilitate the messages in the uniformed services. The International Humanitarian Organizations provide our humanitarian linkage. Department's of Foreign Affairs, Safety, Security, Health and Defense with UNAIDS offer their best practices, technical and communications expertise.

Purpose

This media campaign is only to support and strengthen the foundations of our World's AIDS Campaign one-on-one and local community efforts.

Public request

The public is welcome to offer correspondence to the PRWG. The four tracks include Security, Human Rights, Humanity and Finances.

Funding and Financial Generation

1. Funding provided at present by the South African National Association of People Living With HIV and AIDS. This is to be supplemented by individual, organization, foundation and government grants.
2. Sustainable financial generation to be secured through e-commerce and m-commerce. For example: the proposed click-on click-off fractional percentage donation with each e-commerce, m-commerce purchase: Nelson Mandela, the Honorary President to the Global Business Council Against HIV and AIDS, would approach the Vice President's and Chief Executive Officers of e-commerce and m-commerce companies. He together with the greater campaign would request a fractional percentage

voluntary donation click on-click off box to be incorporated with every e-commerce and m-commerce transaction. The box would already be clicked. There would be a written statement by Mrs. Machel, perhaps “click this box on until all children are assured their Human Rights” , or perhaps, “click this box on until all children are safe”, Nelson Mandela, or perhaps, “a child in danger is a child that cannot wait”, Kofi Annan. Fractional percentages from the clicked transactions may be transferred to the Nelson Mandela Foundation and Nelson Mandela Children’s Fund. Moneys would be used to strengthen their visions and those of Humanitarian Organizations and National AIDS Trusts.

Access to Media Space

1. Paid and Public service advertisements.
2. Twelve percent voluntary advertisement space per commercial advert and per consumer goods label for HIV/AIDS, especially on rural products, e.g. soft drinks and beer bottles. As per surgeon general's cigarette label warnings, except with HIV/AIDS to publish more positive images and sound bites.
3. The Global Business Council Against HIV/AIDS may approach the email service provider companies to request their emailing the campaign’s launch, and description of how to accentuate and achieve it’s goals for global peace and security, human rights, humanity and financial generation.

Primary Action Steps

1. Collate and present Governmental, United Nation’s and Independent security and human rights research that justifies the participation of each of the primary media partners.
2. Collate and present testimonies to the seriousness of global defense and to the personal tragedies that HIV/AIDS has already caused.
3. Facilitate the horizontal, vertical, diagonal and reciprocal support and encouragement letters to the primary media partners.
4. Bring together the primary partners joint Public Relations Working Group (PRWG). The PRWG includes persons from private marketing and social research companies.
5. Strengthen the primary partners specific, respected, non-threatening and personal identities of HIV/AIDS through the media.
6. The sustainable end product would be coordinated and led at country level: The authority provided by PLWHA, the Humanitarian Organizations and the Head of State. The media expertise to be coordinated, paid for and provided by the Public Relations Working Group; the images and text evaluation, and the objectives evaluation, to be monitored by pilot distribution and multiple sentinel sight questionnaires.

Belief - Humanity – PLWHA Magic - The World Wide Web

THE NETWORK

People living with HIV and AIDS, People affected with HIV and AIDS -> NAPWA -> ICW, GNP+ -> ICASO, IAS ->

**PLWHA Reps.
PAWHA Reps.**

Asia -> Coalitions, Third World Network, ASEAN Regional Forum ->

Asian Reps.

Eastern European Network ->

E. European Reps.

Americas -> Black Coalition on AIDS, AMFAR, MERCUSOR ->

**America's Reps.
Chelsea Clinton /
Hillary Clinton**

Centers for Applied Legal Studies, Human Rights Committees -> Human Rights Commission, Commission on Gender Equality, Constitutional Court -> High Commissioner for Human Rights, Commission on the Status of Women, Committee on the Rights of the Child, United Nations ->

Mpule Kwelagobe

Graca Machel

Seven Specialized United Nations Agencies and National UNAIDS -> Regional UNAIDS -> International Partnership Against AIDS, P. Piot -> Elisabeth Taylor, Danny Glover, Nadine Gordimer ->

Kofi Annan

Nelson Mandela

Office for the Coordination of Humanitarian Affairs, UN Security Council -> Office of National AIDS Policy, Richard Holbrooke, The Pentagon -> Ministries of Defense and Safety and Security, The Nelson Mandela Foundation

Individuals and Communities, Traditional Healers, Artists, Youth -> NGO's and CBO's -> National AIDS Consortia -> International NGO Partnership Against HIV/AIDS, CIVICUS -> Medecins Sans Frontieres, Red Cross and Red Crescent Federation of Societies and International Committee -> All Humanitarian Movements ->

**Elton John
Prince William**

Local Business and Labour -> National Business Councils Against AIDS, National Trade Unions -> Global Business Council Against HIV/AIDS ->

Nelson Mandela Children's Fund -> National AIDS Trusts, International Foundations, Council on Foundations ->

Local, Regional and National Faith Groups -> National Councils of Churches, Monasteries, Jewish Boards of Deputies, National Islamic Councils -> WCC, WSCF, LWF, WCMFF ->

**Desmond Tutu
H. Dalai Lama
V. Mahaghosananda**

Local Gov, Mayors, Traditional Leaders -> Provincial Gov -> National Gov -> Government AIDS Action Plans -> National AIDS Councils, Congress, Parliament -> Vice-President and President ->

**Head of State
at Country Level**

Department of Foreign Affairs, Capital and Embassies; Regional Bodies, G7/8 -> National Defense Forces, National Police Services, National Correctional Services, National Civil-Military Alliances, International Civil-Military Alliance ->

This has become a process of deep responsibility



O = global network
of people living with HIV/AIDS

Ms. Sandra Thurman
Director
Office of National AIDS Policy
736 Jackson Place
Washington, D.C. 20503
U.S.A.

28 July, 2000


Dear Ms. Thurman,

It was a pleasure to meet you during the XIII International AIDS Conference in Durban. The members of The Global Network of People Living with HIV/AIDS (GNP+) Board were heartened that you found our meeting with you and Dr. Satcher so useful and informative. Please call on us as the White House moves forward with its international HIV agenda.

As we discussed in Durban, GNP+ is preparing a comprehensive funding proposal to fully resource our global network's activities for the coming years. In the next weeks we will forward this proposal to you for any assistance that you may be able offer to our strategic development.

We know that the United States government greatly values the contribution of people living with HIV/AIDS to your national programs of care and prevention. With your assistance, GNP+ and our regional partners can carry this message and example into the ministries of health and legislative chambers around the world. We look forward to a future working with the United States government on such issues.

Yours in solidarity and strength,


Joseph Scheich
International Co-ordinator, GNP+

+ IMPROVING THE QUALITY OF LIFE

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