

FOIA MARKER

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Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: Communications

Series/Staff Member: Mark Gearan

Subseries:

OA/ID Number: 7548

FolderID:

Folder Title:

AIDS Czar [Folder 1]

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Row:

90

Section:

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Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Rahm Emanuel to Mack McLarty and Bruce Lindsey re: [Drug Czar] (Non-selection) (1 page)	03/18/1993	b(6)
002. memo	Carol Rasco to Mack McLarty, Bruce Lindsey, and Mark Gearan re: AIDS Coordinator (Non-selection) (1 page)	04/15/1993	b(6)
003. memo	Kevin Thurm to Carol Rasco re: [AIDS Advisor] (Non-selection) (2 pages)	04/20/1993	b(6)

COLLECTION:

Clinton Presidential Records
Communications
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FOLDER TITLE:

AIDS Czar [Folder 1]

2011-0584-F

jm1511

RESTRICTION CODES

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PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

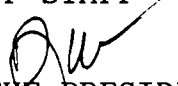
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THE WHITE HOUSE

WASHINGTON

March 2, 1993

MEMORANDUM FOR MARK GEARAN
DEPUTY CHIEF OF STAFF

FROM: DAVID WATKINS 
ASSISTANT TO THE PRESIDENT FOR
MANAGEMENT AND ADMINISTRATION

SUBJECT: AIDS Czar

A review of current staffing levels for the Executive Office of the President indicates that we would be severely hampered in carrying out our work if we were short another three staff. As you recall, we cut all extra staff, leaving only what was essential to the operation of each Executive Office of the President (EOP) agency. The negotiations we had with each agency head lead me to believe that it is doubtful we can spare extra slots. As you will recall, we reduced the staff of the Office of Administration (OA) from 234 to 189 and that leaves OA at a very bare minimum.

However, your second request -- that we see if we can house the AIDS Czar here -- is far easier to accomplish. The Department of Health and Human Services (HHS) can pay for rent in any federal building, including those in the White House complex. While space is tight, I think we could find some space in either the New Executive Office Building or a townhouse. Then the AIDS Czar and staff, while all on the HHS payroll, would at least be close at hand to meet with Carol Rasco's staff and other top White House staff. Coupled with the elevation of the AIDS Czar to Cabinet level, this option may meet our political needs.

Please let me know if we should begin to identify space for the AIDS Czar (and how many staff s/he will have).



Hope for Children with AIDS

P e d i a t r i c A I D S F o u n d a t i o n

Memo: President Clinton
Re: AIDS Czar Office
Date: Tuesday, March 2, 1993

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Doni Wiener, Ph.D., ACSW

This memo is written in anticipation of meeting with you on Thursday, and I appreciate your willingness to intercede.

I love you and think you're doing a great job, but with all the other pressing issues, I believe it is necessary at this time to put the initial AIDS pieces firmly in place. We really cannot lose another week.

In order to bring the major issues into focus, the first step is to decide upon the location and size of the office of the Czar. In taking into account various considerations as they have been explained to me, I strongly suggest the following be decided immediately:

1. The Czar's office be limited to 8 people
2. The Czar and the Czar's Chief of Staff be White House positions, allowing new people outside government to be hired. I realize your commitment to decreasing White House staff -- but I strongly believe that the American people will understand and support 2 positions to confront the most pressing medical issue of the decade.
3. The other 6 positions (4 policy/program and 2 administrative assistants) be detailed from HHS to the Czar's office.
4. I think the office must be housed in the OEOB so that easy access to OMB, office of the First Lady and the Oval Office would be maximized. This allows problems to be solved and new ideas to move quickly. If this is truly a high priority, the space can surely be found.

I am planning to fly to Washington tomorrow and remain through Friday. I hope that these issues and meaningful progress on identifying a Czar can be made during this visit.

Most sincerely,

Elizabeth Glaser

CO-FOUNDERS: Susan DeLaurentis/Elizabeth Glaser/Susan Zeegen
1311 Colorado Avenue, Santa Monica, California 90404
TEL: (310) 395-9051 FAX: (310) 395-5149

THE WHITE HOUSE

WASHINGTON

① Big problem I see is if I don't pick and announce person — will be glad to choose in cooperation with Shalala — but if she did ~~it~~ not announce, would be seen as a break.

② Need to get on it — discuss candidates.

03.02.93

WASHINGTON

February 25, 1993 93 MAR 1 P7:52

FROM: MACK MCLARTY
MARK GEARAN

One of the remaining issues in the White House reorganization is the AIDS Czar and the appropriate means of structure to accomplish your stated goals for this position.

We recommend that the AIDS Czar operate out of HHS, sit on the Domestic Policy Council (DPC), chair an interagency committee through the DPC, and not serve in the Cabinet.

✓ Approve

Reject

Further Discussion

But

But

4

su chon

See above

THE WHITE HOUSE
WASHINGTON

DATE: 3/2

NOTE FOR: *Mr. Mark*

The President has reviewed the attached, and it is forwarded to you
for your:

Information ☐

Action ☒

Thank you.

JOHN D. PODESTA
Assistant to the President
and Staff Secretary
(x2702)

cc:

file AIDS Cza

**BIOGRAPHY OF KRISTINE M. GEBBIE
AIDS POLICY COORDINATOR**

A senior consultant to the U.S. Department of Health and Human Services and, until this February, Secretary of Washington State's Department of Health, Kristine Gebbie is a proven health care leader who has worked hard in recent years to stop the spread of AIDS.

Since 1989 she has served as chair of the Centers for Disease Control Advisory Committee on the Prevention of HIV Infection. Gebbie served on the Presidential Commission on AIDS from 1987 - 88 and on the AIDS Oversight Committee for the Institute of Medicine from 1987 - 90. In addition, she chaired an HIV Committee of Washington State health officials from 1985 - 88 and has served as a member of that committee to date. Presently she is a senior consultant to the Department of Health and Human Services.

The Pacific Northwest, where Gebbie has worked for the past 15 years, is one of the most progressive areas in the country for health care. A former nurse, Gebbie served for 11 years (1978-89) as Administrator of the Oregon Health Division in Oregon State and as Assistant Director of Health for Oregon. In 1991, Gebbie taught as an affiliate professor in the School of Public Health and Community Medicine at the University of Washington. Since 1990, she has served as a Clinical Assistant Professor at the University of Washington School of Nursing and since 1980 Gebbie has taught at the School of Nursing at the Oregon Health Sciences University in Portland, Oregon.

Gebbie was Assistant Director of St. Louis Hospitals in St. Louis, Missouri from 1976 - 78 and Coordinator of all outpatient clinics in St. Louis from 1974 - 76. From 1972 - 77 she served as Project Director of a USPHS Training Grant, through which she trained nurse practitioners for work in various settings.

Gebbie earned a Bachelor of Science in Nursing degree from St. Olaf College in Minnesota in 1965 and a Master of Nursing degree from the University of California School of Nursing in 1968. She is currently a Ph.D. candidate in the PEW Doctoral Program in Health Policy at the University of Michigan School of Public Policy.

EXECUTIVE OFFICE OF THE PRESIDENT

Washington, D. C.

AIDS - 320
file

FAX TRANSMITTAL COVER SHEET

DATE: 25-May-93

TO: MACK MCLARTY

SUBJECT:

WELL, IT CRYING TIME AGAIN IN DOMESTIC

FROM:

CAROL H. RASCO (202) 456-2216
ECONOMIC AND DOMESTIC POLICY

If there are any problems receiving this transmission,
please call the sender, or (202) 395-7370.

Congressman McDermott has just called to decline the AIDS Policy Coordinator Position. He has decided that he just can't give up his Ways and Means position as health issues come to the fore. He did not say it, but I have heard Rostenkowski weighed in with him rather heavily.

Because I am going to Arkansas Friday for the long graduation celebration (I understand your son graduates at 6 p.m. at Barton just after Hamp graduates from Hall at 6 p.m. in Barton), I am asking HHS to do yet another round of initial screening and be prepared to give me 3-4 names minimum when I return on Thursday, June 4. At that time I will more than likely set up interviews with all recommended depending on how our personnel office perceives the nominees and will then choose one, give him/her 24 hours for a decision and be prepared to move down the list in 24 hour increments.

Will you please share this information with Roy and Mark?

Thank you.

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2011-0584-F

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$\overline{AIDS}$

czar

file



DEPARTMENT OF HEALTH & HUMAN SERVICES

Chief of Staff

Washington D.C. 20201

FACSIMILE

DATE APR 20 1993

TO: (NAME, ORGANIZATION, CITY/STATE AND PHONE NUMBER) :

Carol Rasco
Assistant to the President
for Domestic Policy

456-2216

FROM: (NAME, ORGANIZATION, CITY/STATE AND PHONE NUMBER) :

Kevin Thurm
Chief of Staff

690-6133

RECIPIENT'S FAX NUMBER: () 456-2878

NUMBER OF PAGES TO SEND (INCLUDING COVER SHEET) : 3

COMMENTS:

Withdrawal/Redaction Marker

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THE WHITE HOUSE
WASHINGTON

file: AIDS
Czan

September 13, 1993

MEMORANDUM FOR CAROL RASCO

FROM KRISTINE M. GEBBIE

SUBJECT PRESIDENTIAL AND WHITE HOUSE STAFF INVOLVEMENT IN
FEDERAL WORKPLACE HIV/AIDS EDUCATION EFFORT

GOAL

- * Demonstrating, unequivocally, that the President considers confronting the HIV/AIDS epidemic an urgent priority for his Administration:
 - as a policy issue for the nation; and
 - as a major employer.

IMPLEMENTATION

- * The President must demonstrate a consistent, ongoing commitment to address HIV/AIDS issues in order to establish credibility with the business community, the public and people already directly affected by HIV/AIDS.
 - Because of the history of inaction by the Reagan/Bush Administrations, any single meeting or proclamation on HIV/AIDS will be viewed as a "pro-forma" gesture.
- * Therefore, I recommend the President, accompanied by the First Lady when possible, participate in a series of events to underscore the importance of confronting the HIV/AIDS epidemic.
 - These events have been selected to provide the President, in minimal time, maximum:
 - information on the state of the epidemic;
 - interaction with people and business organizations affected by and actively confronting the epidemic; and
 - credibility and positive publicity on HIV/AIDS issues.

TIMELINE

- * September:
 - By 20th; Letter to all Cabinet Secretaries and Agency Heads.
- * October:
 - By 9th; Luncheon with major business and labor leaders experienced in HIV/AIDS education in the workplace.
 - By month end; A cabinet meeting, to include AIDS education by National AIDS Policy Coordinator and three speakers.
- * November:
 - 9th or 10th; Speech to 1993 Business and Labor Conference on AIDS in Washington, D.C.
- * December:
 - 1st; World AIDS Day 1993; Personal act of service by the President for person or people with AIDS.

RECOMMENDATIONS

I. LETTER FROM THE PRESIDENT

- A. The President will send a letter by the end of September to all Cabinet Secretaries and Agency Heads.
- B. The President will announce the institution of an ongoing HIV/AIDS education program for the Executive Office of the President (EOP) Staff.
 - 1. The President will announce that he plans to issue an Executive Order directing all Federal Departments and Agencies to institute an HIV/AIDS education program.
- C. The President will indicate his intention on World AIDS Day to perform an act of personal service for a person or people with AIDS in keeping with its 1993 theme, "A Time to Act".

- D. The letter to Cabinet Secretaries will contain the following additional information:
 - 1. Announcement of a cabinet meeting in early October to familiarize the Secretaries with HIV/AIDS education issues.
 - 2. A request that each Secretary make arrangements with the Office of the National AIDS Policy Coordinator (ONAPC) to personally participate in World AIDS Day events.
- E. The letter to Agency Heads will contain the following additional information:
 - 1. Announcement of a meeting of Agency Heads with the National AIDS Policy Coordinator to familiarize them with HIV/AIDS education issues.
 - 2. A request that each Agency Head make arrangements with ONAPC to personally participate in World AIDS Day events.

II. BUSINESS LUNCHEON

- A. The President will have lunch with a group of 10-15 business, small business and labor leaders active in HIV/AIDS education.
 - 1. ONAPC will ensure a representative, diverse group.
 - 2. This is an opportunity for the President to discuss the federal HIV/AIDS education effort with representatives of business and labor and to request their cooperation and assistance.
- B. This luncheon should occur prior to the cabinet meeting.
- C. At this meeting the President will publicly announce:
 - 1. A mandatory HIV/AIDS education program for the EOP Staff to be conducted before World AIDS Day 1993; and
 - 2. A mandatory HIV/AIDS education program for the entire federal workforce to be implemented, with the guidance of ONAPC, before World AIDS Day 1994.

III. CABINET MEETING

- A. Cabinet meeting presentation of 30 minutes.
 - 1. This is the minimum time necessary to present the Secretaries and the President a realistic picture of the current state of the AIDS epidemic and the urgency of HIV/AIDS education.
 - 2. Devoting time at this level will send a clear message to the federal bureaucracy, the business community and the nation that realistic AIDS education in the workplace is essential.
- B. The presentation will consist of the following:
 - 1. AIDS education by National AIDS Policy Coordinator. (10 minutes).
 - 2. Remarks by three people with HIV/AIDS representing: the business community; federal employees; and the HIV/AIDS community. (5 minutes each).
 - 3. Question and Answer period. (5 minutes).
- C. The President will issue an Executive Order mandating AIDS education in the federal workplace following the cabinet meeting.

IV. EXECUTIVE OFFICE OF THE PRESIDENT HIV/AIDS EDUCATION

- A. EOP staff HIV/AIDS education initial training will be completed by World AIDS Day 1993.
 - 1. Training at the managerial and general staff levels can be accomplished in two hours.
 - 2. ONAPC will meet with the White House Personnel Office to work out the details.

V. PRESIDENTIAL SPEECH AT 1993 BUSINESS AND LABOR CONFERENCE ON AIDS

- A. The President may give a standard speech followed by Q & A; or
- B. The sponsoring organization, the National Leadership Coalition on AIDS, is prepared to work with the White

House to design a "Town Meeting" format to reach beyond the conference itself.

VI. WORLD AIDS DAY ACT OF PERSONAL SERVICE

- A. ONAPC recommends that the President participate in a home health visit in Philadelphia.
 - 1. Accompanied by a home health care worker, the President will assist a home-bound AIDS patient with daily living chores, such as: bed making; cooking; and/or meal delivery.
 - 2. This visit will graphically demonstrate that there is nothing to fear from casual contact with HIV/AIDS infected people as well as set an example for volunteerism.

Prepared by: Lance Alworth, Jr.

file: AIDS

The White House
Office of the Press Secretary

For Immediate Release

October 21, 1993

STATEMENT BY AIDS POLICY COORDINATOR KRISTINE GEBBIE

In a presentation to the Association of Reproductive Health Professionals, I re-stated a view that I have shared with many audiences in recent weeks. I believe that effective HIV prevention with adolescents must be developed in a larger context and include a comprehensive health education curriculum which begins early and is age appropriate.

Abstinence is the surest prevention of HIV transmission, and must be communicated as a part of the complete prevention message. The next generation of young people should be prepared to enter an adult sexual life with a better base of attitudes and information than we have provided so far.

I regret that recent press reports have mischaracterized my view.

Dallas 10/3 -

#

Roster

^PM-BRF--Gebbie-Sex,180<

^AIDS Adviser Urges Positive Attitude Toward Sex<

WASHINGTON (AP) The Clinton administration's AIDS czar says the United States should loosen up and stop being ``a repressed Victorian society'' when it comes to sex.<

Kristine Gebbie told a conference on teen-age pregnancy Wednesday that just talking about sex ``in terms of don'ts and diseases'' is not working.<

She said the United States needs to view human sexuality as ``an essentially important and pleasurable thing.''

Until it does so, ``we will continue to be a repressed, Victorian society that misrepresents information, denies sexuality early, denies homosexual sexuality particularly in teens and leaves people abandoned with no place to go,'' said Gebbie.< ``I can help just a little bit in my job, standing on the White House lawn talking about sex with no lightning bolts falling on my head,'' said Gebbie, a former nursing educator and Washington state health official.<

She made the remarks at a conference sponsored by the Association of Reproductive Health Professionals, the American Social Health Association and the Centers for Disease Control and Prevention.<

AIDS czar tells Americans to seek their pleasure in sex

By Joyce Price
THE WASHINGTON TIMES

President Clinton's AIDS czar says talking about sex "in terms of don't and disease" is not working, and Americans must start viewing sex as an "essentially important and pleasurable thing."

Until they do so, "we will continue to be a repressed Victorian society that misrepresents information, denies sexuality early, denies homosexual sexuality — particularly in teens — and leaves people abandoned with no place to go," Kristine Gebbie told a conference on teen-age

pregnancy yesterday.

"I can help just a little bit in my job, standing on the White House lawn talking about sex with no lightning bolts falling on my head," said Miss Gebbie, a former nursing educator and Washington state health official.

Miss Gebbie is the first person to be put in charge of coordinating the government's effort to fight AIDS.

She delivered her remarks at a conference sponsored by the Association of Reproductive Health Professionals, the American Social

see SEX, page A15

✓ *"What porn company does she work for?"*

— The Rev. Donald Wildmon

SEX

From page A1

Health Association and the Centers for Disease Control and Prevention.

Miss Gebbie's comments were immediately attacked by leaders of conservative pro-family groups.

"Her statements are utterly stupid, totally irresponsible and unfounded," said the Rev. Donald Wildmon, president of the American Family Association, based in Tupelo, Miss.

"What porn company does she work for?" he asked. "It sounds like 'Clinton and Co.' What she's saying sounds like something that came out of the Gay and Lesbian Task Force."

Phyllis Schlafly, president of the Eagle Forum, said: "The people who believe what she's saying are the ones getting the diseases. . . . People who have Victorian morality aren't."

"The ones with AIDS are the ones who had sexual freedom," Mr. Wildmon said.

Ben Merrill, special assistant to Miss Gebbie, said her message at the teen pregnancy conference has been a "common theme" of hers and is "something that needs to be said."

"It came up at the Gay and Lesbian Journalists Convention last month," he said. "And it's been well received."

He said Miss Gebbie wants "to change the way the nation looks at AIDS."

To accomplish that, she believes the "nation's puritanical roots need to be examined," a federal source said.

"When we approach AIDS, we approach it as a sexual disease, not a plague," Mr. Merrill said.

Luke Sissyfag, an AIDS activist who has criticized Miss Gebbie, said of her comments yesterday: "Kristine, put your money where your mouth is. She says the right things, like Bill Clinton, but doesn't do anything."

Mr. Sissyfag wants Miss Gebbie to follow the 30 recommendations of the National Commission on AIDS — proposals he says Mr. Clinton promised to implement during his campaign.

"If you are concerned about teen pregnancy and about transmission of HIV [the virus that causes AIDS] in adolescents, you should be implementing a coordinated federal AIDS education in high schools which includes a distribution of condoms," he said.

"That was one of the recommendations of the National Commission on AIDS, but all those recommendations are just sitting on the shelf gathering dust."

• This article is based in part on wire service reports.

Reproductive Hlth Profssns

Q health -

A. Prevent AIDS = that group -

(part is prevention

Until we can give affirmative measures
we have trouble giving neg. measures

Salty - positive value
pleasure thing

Society - repressed / Victoria
makes dialogue

Nov 2 - closing remarks

NIH Assn of Pple with AIDS

= New Orleans

*grassroots

* POTUS

FAX
404-827-
3181

Dave

827

2611

Mike Kline

404.827.1503

Office of the National AIDS Policy Coordinator



Executive Office of the President
750 17th Street, N.W. Suite 1060
Washington, D.C. 20500

Phone: (202)632-1090
Fax: (202)632-1096



Deliver To: Mark Gearan

Sent From:

XX Kristine Gebbie, RN, MN, National AIDS Policy Coordinator

Number of Pages: 1 - Cover Fax Number: 456-6423 Date: 10/21/93
6210

Message:

This is the first cut, please give
me a call.

^BC-AIDS-CZAR<

^CLINTON AIDS CZAR CLARIFIES VIEW ON TEEN-AGE SEX<

WASHINGTON, Oct 21 (Reuter) - President Clinton's AIDS policy czar accused the news media Thursday of distorting her views on teen-age sexuality and said abstinence was the surest way of avoiding the virus that causes AIDS.<

Kristine Gebbie, a former nursing official and Washington state health official, moved to clarify her position after press accounts of a speech she gave Wednesday suggested she was promoting the joys of sex.<

"I regret that recent press reports have mischaracterized my view," she said in a statement issued by the White House.<

"Abstinence is the surest prevention of HIV transmission, and must be communicated as a part of the complete prevention message.<

"The next generation of young people should be prepared to enter an adult sexual life with a better base of attitudes and information than we have provided so far," the AIDS policy coordinator added.<

Gebbie's statement was prompted by news reports on a speech she gave to a conference on teen-age pregnancy.<

The Washington Times said Gebbie told the Association of Reproductive Health Professionals that stressing "don'ts and disease" was not curbing teen-age sexual activity, and that Americans must start viewing sex as "an essentially important and pleasurable thing."<

Conservative groups objected to her comments, and the WhiteHouse was worried about a political backlash.<

REUTER c

file: AIDS

THE WHITE HOUSE
WASHINGTON

**SELECTED ADMINISTRATION ACCOMPLISHMENTS
IN RESPONSE TO THE HIV EPIDEMIC**

- ◆ Appointment of first National AIDS Policy Coordinator (AIDS "Czar"), Kristine M. Gebbie
- ◆ Increase of \$300 million in funding for the Ryan White CARE Act
- ◆ Increase of \$45 million in prevention funding and a more open, factual approach to prevention with significant community input in planning processes
- ◆ 21% increase in research funding, including \$1.3 billion at National Institutes of Health
- ◆ Establishment of new Drug Development Task Force to speed research and approval process (involves government, pharmaceutical industry, and affected population)
- ◆ Presidential Directive mandating that every Federal employee receive comprehensive workplace education by World AIDS Day 1994. Top White House staff already trained; Department of Energy piloting for Cabinet agencies
- ◆ Plans underway to form new Presidential HIV/AIDS Advisory Council early next year which will be action, not "public hearing" oriented in helping to set national agenda. Plan on significant representation by people with AIDS or their family members
- ◆ Unprecedented presidential meeting with religious leaders this past Monday to discuss how government and faith communities can support one another in stopping the spread of AIDS and insuring compassionate care for those who are ill

file

THE WHITE HOUSE
WASHINGTON

November 24, 1993

MEMORANDUM TO CAROL RASCO

FROM: Kristine M. Gebbie
National AIDS Policy Coordinator

SUBJECT: Madison/Harvard FDAR meeting
November 21-23, 1993

*xc this pg. only!
Learner*

*We may at some
point want to
play up this
group.*

I attended the Future Directions in AIDS Research meeting in Boston this week. This was a follow up meeting from the Madison conference in July. The purpose of this meeting was to get the key players together from the research community (including drug companies), government, and the AIDS advocacy organizations to develop and further recommendations that help move the research agenda ahead.

Attending the meeting from the government and Administration included: Dr. Kessler (FDA), Dr. Varmus (NIH), Dr. Fauci (NIAID) and a few key staff.

The conference concluded with some concrete recommendations which my staff will be following up with. These include:

1. Working with NIH and the National Library of Medicine and others to develop a comprehensive and user friendly electronic information system to assure that all researchers have easy access to available information; and that this information crosses disciplines and can be cross referenced.
2. Working with Congress, OMB, NIH and others to develop a public/business/government partnership for a pilot project to fund a progressive business model for attacking several specific research items.
3. Working with NIH to develop and implement a system of awarding "fast grants" for new and emerging research projects that can be funded in 90 days; rather than the current 12-18 month process.

Dr. Kessler discussed the July recommendation of a National Task Force on Drug Development, which will be unveiled next week, and which received great praise.

THE WHITE HOUSE
WASHINGTON

AIDS

December 17, 1993

DATE: _____

THE VICE PRESIDENT
MACK MCLARTY
DAVID GERGEN
MARK GEARAN
TO: DEEDEE MYERS

FROM: JOHN D. PODESTA
Assistant to the President and
Staff Secretary

The attached has been forwarded
to the President.

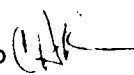
THE WHITE HOUSE
WASHINGTON

93 DEC 17 A9:01

~~93 DEC 16 P2:12~~

December 16, 1993

MEMORANDUM FOR THE PRESIDENT

FROM: Carol H. Rasco 

SUBJECT: Linda Lader's memo; request to delay AIDS ads

I have received your memo from Linda Lader with the attached letter from a minister asking that the CDC campaign advocating condom use for the prevention of AIDS be delayed until after Christmas. I have sent a note to Linda sharing with her that last week the delay was negotiated based on the fact that the original date of December 21 was in conflict with an event that you and Secretary Shalala will be conducting featuring a UNICEF report; we all feared the condom ads would receive all the attention and take away from the UNICEF health event. In negotiating a change in date we made sure it would happen now AFTER Christmas.

Thank you.

THE PRESIDENT HAS SEEN

LINDA LESOURD LADER
1026 16TH STREET, NW, #201
WASHINGTON, DC 20036

TELEPHONE (202) 638-1999
FAX (202) 638-4141

Memo
advis

FACSIMILE TRANSMISSION SHEETTOTAL NUMBER OF PAGES (Including Cover Sheet): 4

(If you do not receive all the pages, if your transmission is not legible, or if this has been received by any party other than the name below, please phone (202) 638-1999 immediately.)

TO: **MR. PRESIDENT**DATE: **12-10-93**

FAX NO.:

RE: **CONDOM ADS BEFORE CHRISTMAS**

MESSAGE:

Shepherd Smith, an evangelical who is President of an AIDS organization, raises a valid concern about running new condom ads just before Christmas

Linda

*Carl
Bill Goldstein
from R*

A.S.A.P.

Americans for a Sound AIDS/HIV Policy

P.O. Box 17433 • Washington, D.C. 20041 • (202) 471-7350

December 10, 1993

The President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. President,

As an organization dedicated to limiting total suffering in respect to the HIV/AIDS pandemic, we have always looked for leadership in this issue. After hearing your remarks at Georgetown I am convinced you not only recognize the severity of this problem, but are willing to do what it takes to find much needed solutions.

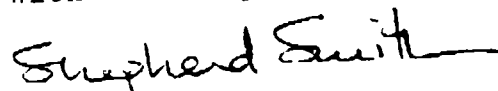
It may come as a surprise that someone with roots in the conservative, evangelical community would openly acknowledge their appreciation for your obviously heart-felt efforts to lead in this cause. However I must, since I was deeply struck by your desire to unite a broad spectrum of the American public in our fight against this devastating disease.

We have sought to bring a balanced medical/public health message in all aspects of this issue, weighing the needs of the infected with the needs of those not infected. We have promoted the value of early diagnosis; voluntary and confidential partner notification; a compassionate response to those infected or affected; development of all medical products to limit suffering; and access to health care, with particular focus today on communities of color.

In respect to educational messages, for example, we articulate the optimal medical position of abstinence as true prevention. We then discuss risk reduction messages beginning with the need to limit number of sexual partners, know their HIV status, and end with a realistic discussion of barrier devices.

As we rush to help over 4,000 children affected by HIV have a joyous Christmas, please know that we would willingly respond in any way possible if we can be of help to you as you struggle with this issue. Thank you most of all for your personal involvement.

With warm regards,



W. Shepherd Smith, Jr.
President

A.S.A.P.

Americans for a Sound AIDS/HIV Policy

200 B.N.H. • Washington, D.C. 20001 • (202) 331-1111

December 10, 1993

James W. Curran, M.D. M.P.H.
Deputy Director (HIV)
Centers for Disease Control
1600 Clifton Road, N.E.
Building 1, Rm. 2122
Atlanta, GA 30333

Dear Jim,

Having read recent press reports about the CDC's next round in its condom campaign, I would like to make one request. Could it be put off until after Christmas? We've received lots of calls concerned about such insensitivity to the timing (celebrating the Virgin birth four days later).

The way this is striking many, especially in light of Kristine Gebbie's characterization of those who might find condom ads offensive, is that of an institution uncaring about the public's feelings. The most common comment is that this is "an in-your-face" attitude of arrogance. I urge you to reconsider the timing.

Remarkably, we've received more calls on this than on the infected children. I believe that shows, in part, how effective we have been in reaching a broad section of the American public--especially the conservative and religious communities--with a balanced perspective on HIV transmission and disease progression. If we are to continue cooperative and successful coalition building, then I believe the better timing for the condom ads (even with abstinence ones included) is after the holiday season.

Thank you for your thoughtful consideration of this important request.

Sincerely,

Shepherd

W. Shepherd Smith, Jr.
President

Enclosure
cc: Fred Kroger

THE WASHINGTON POST

SATURDAY, DECEMBER 4, 1993

U.S. to Pay for Ads on Use of Condoms

Knight-Ridder

The Clinton administration soon will venture where its Republican predecessors would not tread: It will unveil a national AIDS advertising campaign for young people that encourages condom use.

The ads mark a new era of frankness in AIDS prevention programs, health experts say.

"This is the first time you'll see a condom in a federally produced PSA [public service ad]," said Kristine Gebbie, national AIDS policy coordinator.

Gebbie made the comments in an interview following a speech yesterday at the University of Michigan School of Public Health.

The campaign has been kept quiet to avoid "weird backlashes," Gebbie said. It is to be announced Dec. 21 by the federal Centers for Disease Control and Prevention.

The ads include messages about abstinence as well as about condoms, spokesman Kent Taylor said. He declined to comment on the precise slogans, saying the scripts had not been finalized.

Michigan was one of the first states to mention condoms in its AIDS education programs. The broadcast, billboard and bus ads featured slogans like "Don't Be Con Dumb," with condoms as the O's, and "Are You a Big Enough Man to Wear a Condom?"

They were "very tasteful," said Randy Pope, who oversees AIDS

programs for Michigan's health department.

Gebbie said the federal condom ads "will be very different than anything you've ever seen before. They reflect the changes we're going through here."

The Reagan and Bush administrations "never thought of doing this or never would have done this," she said.

On the other hand, she added: "Do you think 30 seconds on a national TV show will change some 14-year-old's mind? I don't believe it. We've got to find other ways to match federal and state initiatives. She hopes to persuade more church and community leaders to include AIDS prevention in their programs.