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**THE AFRICAN-AMERICAN AIDS POLICY AND TRAINING INSTITUTE**  
**3418 Huxley Street**  
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September 28, 1999

Sandy Thurman  
The White House  
1600 Pennsylvania Avenue  
Washington, DC

Dear Sandy:

Thank you for meeting with me last week. As always, it was good spending time some time with you to catch up, and I am very excited about working with you on the National Town Hall Meeting.

To recap our discussion, Congresswoman Maxine Waters is convening a National Town Hall Meeting in Los Angeles on World AIDS Day (December 1, 1999). She (and I) would like your assistance in facilitating President Clinton's attendance at that event.

We hope to have the National Town Hall Meeting televised by BET as well as covered by other media, print and electronic. This should be an opportunity for the President to be acknowledged for the invaluable work he and the administration has done in partnership with the Congressional Black Caucus to address HIV/AIDS in African-American Communities. As an African-American living with HIV, my personal appreciation for his efforts runs deep. More of us need to know what is being done, and what might still be done, to stop African-American individuals and communities from being destroyed by this scourge.

Unfortunately, efforts to address HIV/AIDS in African-American communities have been plagued by fits and starts. We must achieve sufficient momentum to sustain and follow up the important first steps taken by the administration and the CBC in partnership. I fervently hope that the NIA Plan will help, and make a real difference to African-Americans infected and affected by HIV (all of us).

The National Town Hall Meeting will be a unique opportunity to reach African-Americans, especially African-American youth, with a message of hope and purpose important enough to be delivered by the President of the United States. I am excited at the prospect of working with you and Congresswoman Waters to make it happen.

Yours in the Struggle,



Phill Wilson  
Director, AIDS Social Policy Archive, University of Southern California and  
African-American AIDS Policy and Training Institute

# FAX

Fax# (202) 456-2438

Please deliver as soon as possible, 17 pages

Hey Sandy,

Here is the executive summary of the STOP AIDS Tour. Please let me know what you think. Also, the graduation for our African American HIV University will be on June 10<sup>th</sup>. We would love for you to be one of the keynote speakers. The commencement will begin at 10am at the University of Southern California.

Looking forward to hearing from you.

Much love,

A handwritten signature in cursive script, appearing to read "Phil".

Phil

## **Executive Summary**

### **BREAKING THE SILENCE: THE STOP AIDS TOUR**

**Sponsored by  
Artists for a New South Africa  
and  
The African American AIDS Policy and Training Institute**

**"What we need is ties to groups who have a broader voice that can echo our calls to action to a bigger and more influential audience."**

**Mercy Makhalemele, HIV Positive South African woman  
Founder, Community Development Initiative Trust**

#### **Overview: The Crisis of AIDS in Africa**

A human tragedy of monumental proportions is underway in Africa, threatening the very survival of the continent. With just 10% of the world's population, Africa accounts for almost 90% of the world's HIV/AIDS cases. According to the World Health Organization (WHO), thus far 14 million people around the world have died from HIV/AIDS, and 11 million of those individuals were from Africa. WHO estimates that of the 33.4 million individuals worldwide currently infected with HIV/AIDS, 22.5 million live in Sub-Saharan Africa. Four out of five women who are HIV+ live in Africa.

The harsh reality is that AIDS is a plague of biblical proportion—the worst since the Middle Ages—and the people of Africa are suffering its most brutal consequences. This year alone, AIDS has claimed 10 times as many lives in Africa as all the continent's wars combined. Each day, AIDS kills 5,500 young Africans and 11,000 more African men, women and children get infected with the HIV virus, one new person becoming HIV+ every 8 seconds. In the next decade, AIDS will leave more than 40 million African children orphaned and alone. And yet the epidemic rages on.

#### **Reasons for Hope: What Can Be Done**

After approximately 15-20 years of dealing with HIV/AIDS, we are equipped with substantial research and resources which now must be rapidly and effectively shared. In the years since HIV/AIDS emerged, activists, scientists, medical professionals, organizations, government agencies, academics and people living with HIV have gained extensive and useful knowledge and have developed effective skills and strategies to combat the spread of AIDS and to improve its treatment. As the crisis increases, so do the information and the abilities to combat it.

In order to effectively address the unique nature of each nation's epidemic, proven strategies and programs must be adapted in partnership with local leadership to:

- be appropriately translated and altered to fit the cultures, mores and lifestyles of each particular society;

- incorporate local innovation and knowledge;
- support local leadership and ownership;
- efficiently utilize available resources.

In partnership, we can apply decades of knowledge and tested programs to the emergency in Africa. In partnership, we can help to turn the tide of this epidemic.

### **The Problem this Program Seeks to Address: AIDS in South Africa**

South Africa faces enormous challenges in rectifying the severe social and economic disparities which remain after centuries of enforced inequity. Simultaneously, the nation's HIV/AIDS rate has skyrocketed. In 1994, 1 to 2% of the population was estimated to be infected with HIV. If massive efforts had been introduced at that time, much of the current crisis might have been prevented. However, because of the magnitude of the political and social transition this did not occur. Tragically, **South Africa now has the fastest growing rate of HIV infection in the world**, with 1,700 people contracting the virus daily. If the epidemic continues at this pace, average life expectancy in South Africa is predicted to drop from the age of 60 to 40 within the next decade, and 10 million South Africans will die of AIDS within that same time period.

AIDS is clearly a national emergency and slowing and stopping the spread of HIV in South Africa is a Herculean task. Simultaneously the country must cope with and attempt to minimize the impacts of the virus on the country's citizens as well as its economic and social structures. Such high rates of infection in a country still struggling to rebuild itself has an impact on virtually every aspect of society. South Africa's very chances of economic success and stability are at risk. AIDS drug treatments, which have had great success in slowing the development of HIV into AIDS and prolonging life in the US, are virtually unavailable.

Compounding the problem is widespread misunderstanding of the disease. There is a serious continuing social stigma associated with the virus, which has harrowing results. Unfortunately—and with often fatal consequences—another manifestation of the stigma is that few South Africans take the necessary precautions to prevent the disease from spreading. Surveys show that 98% of South Africans are aware of HIV/AIDS, and many know the means of transmission, but still only around 10% of South African males use condoms.

Experts agree that essential prevention strategies must include:

- Efforts to increase understanding and dialogue about HIV/AIDS and to help foster the adoption of safer sex behaviors through individual counseling, small groups, public gatherings and mass media;
- HIV testing and counseling;
- Changing attitudes about condom usage as well as increasing availability and access to condoms;
- Decreasing the stigmas attached to HIV/AIDS.

It is urgent that the level of public discussion be raised to such a decibel that silence is no longer an option. People need to be flooded with information from credible sources, making frank dialogue about HIV/AIDS a common, natural and comfortable occurrence. In order to do this, it is critical to combat AIDS where its risks and consequences loom largest: in rural villages, cities and townships; in schools, work places, churches and

living rooms; in hospices, orphanages and where ever someone is fighting to survive with AIDS.

**Project Description: Breaking the Silence - The Stop AIDS Tour**

South African activists and grassroots agencies, US and South African government officials and international organizations have approached both Artists for a New South Africa (ANSA) and African American AIDS Policy and Training Institute (AAAPTI) to express the urgent need for our assistance. They cited the most pressing need as help with public education and destigmatization. They have asked us to focus on increasing public awareness of the issue and, therefore, to help them in the reach, impact and effectiveness of their programs.

In June, 1999, USAID published a paper entitled *AIDS in Africa: An Overview* which states, "Key to reducing discrimination is an open, non-judgmental dialogue about HIV and AIDS by government and opinion leaders, and especially with participation of people living with HIV and AIDS."

**The Stop AIDS Tour aims to use the voices of the famous, in chorus with people living with HIV, to drive home the messages of prevention, education, treatment and destigmatization.**

The Stop AIDS Tour will take place from June 29 through July 14, 2000. Participants will include noted American and South African actors and musicians as well as American and South African people living with AIDS. The diverse delegation will travel into townships, rural areas and urban centers alongside local South African HIV/AIDS educators and organizations. In particular, the group will help further empower local groups already working to teach South Africans to practice safer sex, and, through the association with popular entertainment personalities, help to curtail the social stigma surrounding the disease. Together, the Tour members and local groups will speak and meet with those at risk, through small group gatherings, school assemblies, workshops, mass meetings, public rallies and via the print and broadcast media. We will meet with people in schools, churches, factories, mines, community centers, women's groups and stadiums, as well as in their own living rooms via radio, newspapers and television.

The Stop AIDS Tour is a partnership between ANSA and AAAPTI in consultation and cooperation with and in support of South African NGOs, the Durban 2000 AIDS Conference, and South African trade unions. The initiative has been and continues to be developed in consultation with South African grassroots, local, and national AIDS prevention campaigns and AIDS organizations as well as with various international efforts and organizations. Our aim is to organize a Tour which will call attention to, enhance, empower, compliment, lend credibility to and increase support for these programs and organizations. The tour is designed to garner significant media attention, both in South Africa and internationally.

**Project Goals**

The focus of The Stop AIDS Tour's will be to:

1. Provide AIDS prevention and treatment education
2. Enhance and increase national dialogue
3. Help destigmatize HIV/AIDS and provide visible acceptance and support of people living with AIDS

4. Raise international awareness about and help galvanize US support to combat AIDS in Africa
5. Provide active support for South African-based HIV/AIDS NGOs
6. Work in cooperation with grassroots groups, national NGOs, trade unions and government, and help support cooperation and dialogue
7. Advocate for affordable medicine
8. Train and develop a group of active, articulate, famous spokespeople to assist with this issue on an ongoing basis
9. Provide financial and material resources

### **Target Populations**

The Stop AIDS Tour will focus on reaching the most vulnerable, at-risk sectors of South Africa's population:

- Children, adolescents and young adults
- People living with AIDS
- Workers
- Women, substance users, gays, lesbians and bisexuals

### **The Role of the Entertainment Community**

Rightly or wrongly, in our world of global media, celebrities, VIPs and artists garner tremendous attention and have a major influence on public opinions, trends, styles and behaviors. Actors and musicians set the standard for hipness and sex appeal and have extraordinary influence over young people, especially amongst adolescents.

For the past 11 years, ANSA has worked to educate and mobilize artists on behalf of South Africa, and has long-standing, close relationships with a wide range of artists. Of the 7 delegations ANSA has led, and the numerous trips we have advised, almost all participants have become increasingly active on South Africa and have remained highly involved. One of the hoped for outcomes of this trip is the development of a group of high profile artists who will become increasingly knowledgeable, passionate and active about AIDS in Africa.

ANSA has also mobilized literally hundreds of artists into action on South Africa, from lobbying, to appearing in ads, to contributing funds to making public appearances to participating in press conferences. In addition the aforementioned, some of these who have taken an active role in ANSA programs include: Samuel L. Jackson, Laurence Fishburne, Hugh Masekela, Jonathan Demme, Stevie Wonder, Robert DeNiro, Joan Baez, Harry Belafonte, Ted Danson, Ossie Davis, Mary Steenburgen, Ruby Dee, Phylicia Rashad, Lebo M, Bonnie Raitt, Jasmine Guy, Jane Fonda, Sharon Stone, Holly Robinson Peete, Iman, Naomi Campbell, David Bowie, and many more.

### **The Role of AIDS Activists**

The battle against HIV/AIDS has been framed by AIDS activists and people living with HIV. Given how disproportionately HIV/AIDS effects people of color, The African American AIDS Policy and Training Institute (AAAPT I), the only Black HIV/AIDS think tank in the United States, is playing an essential role in expanding the capacity of traditional African and African American institutions to respond to the HIV crisis. AAAPT I has worked to develop HIV public policy and designed model programs from a decidedly black point of view. AAAPT I has partnered with NGOs/AIDS Service



Organizations (ASOs) and political leaders across Africa and the US to raise HIV/awareness, foster open discussion and provide technology transfer. AAAPTI's founder, Phill Wilson, who has been living with HIV since 1980, began his involvement in South Africa in 1985 as an anti-apartheid activist and has gone on to organize numerous speaking and working tours of the US by South African AIDS activists as well as tours of South Africa by American AIDS activists.

**Breaking the Silence: Stop AIDS Tour****June 29 - July 14, 2000****Personnel**

|                                |                    |
|--------------------------------|--------------------|
| Trip Co-Directors              | \$20,000.00        |
| US Coordinator                 | \$10,500.00        |
| South Africa Coordination Team | \$20,000.00        |
| Administrative Assistants      | \$10,000.00        |
| US/SA Media Specialists        | \$7,000.00         |
| Site Personnel                 | \$4,000.00         |
| Photographer                   | \$2,000.00         |
| Videographer                   | \$3,000.00         |
| Security                       | \$14,000.00        |
| <b>Total Staff Expense</b>     | <b>\$90,500.00</b> |

**Direct Expenses**

|                              |                     |
|------------------------------|---------------------|
| Accommodations               | \$43,680.00         |
| Accounting                   | \$1,500.00          |
| Airline Tickets              | \$114,800.00        |
| Entertainment/VIP meetings   | \$3,000.00          |
| Equipment Rental             | \$2,500.00          |
| Ground Transportation        | \$6,000.00          |
| Advance team transport       | \$1,200.00          |
| Insurance                    | \$5,000.00          |
| Legal                        | \$2,000.00          |
| Educational Materials        | \$2,500.00          |
| Meals                        | \$14,000.00         |
| Office Supplies              | \$2,000.00          |
| Per Diem, staff and PWAs     | \$3,200.00          |
| Printing                     | \$4,000.00          |
| American Consulate Reception | \$5,000.00          |
| Signage                      | \$2,000.00          |
| Shipping and Postage         | \$3,000.00          |
| Telephone/Fax                | \$6,000.00          |
| Tour Supplies                | \$1,000.00          |
| Venue Rental                 | \$6,000.00          |
| <b>Total Direct Expenses</b> | <b>\$228,380.00</b> |
| Contingency                  | \$22,838.00         |
| Micro Grants                 | \$100,000.00        |
| <b>Total Cost</b>            | <b>\$441,718.00</b> |

**ARTISTS FOR A NEW SOUTH AFRICA**  
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as of 12/99

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*recording artist*  
*former professor of anthropology and ethnomusicology*

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*actor*

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Rivonia Trialist; political prisoner for 26 years*

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author; newspaper editor; journalist*

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former: Director of Development, University of Fort Hare  
Head of International Fundraising, African National Congress  
Executive Director, African Arts Fund*

## **Breaking the Silence: The Stop AIDS Tour**

**Sponsored by  
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and  
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**"What we need is ties to groups who have a broader voice that can echo our calls to action to a bigger and more influential audience."**

**—Mercy Makhalemele, HIV Positive South African woman;  
Founder, Community Development Initiative Trust**

### **Overview: The Crisis of AIDS in Africa**

A human tragedy of monumental proportions is underway in Africa, threatening the very survival of the continent. With just 10% of the world's population, Africa accounts for almost 90% of the world's HIV/AIDS cases. According to the World Health Organization (WHO), thus far 14 million people around the world have died from HIV/AIDS, and 11 million of those individuals were from Africa. WHO estimates that of the 33.4 million individuals worldwide currently infected with HIV/AIDS, 22.5 million live in Sub-Saharan Africa. Four out of five women who are HIV+ live in Africa.

The harsh reality is that AIDS is a plague of biblical proportion—the worst since the Middle Ages—and the people of Africa are suffering its most brutal consequences. Just as a weak immune system makes one particularly susceptible to disease, Africa—due in large part to poverty, illiteracy and lack of access to medicine, health care and condoms—is especially vulnerable to the spread of HIV/AIDS. And for these same reasons, the disease develops more rapidly and results in death more quickly than in the West. This year alone, AIDS has claimed 10 times as many lives in Africa as all the continent's wars combined. Each day, AIDS kills 5,500 young Africans and 11,000 more African men, women and children get infected with the HIV virus, one new person becoming HIV+ every 8 seconds. In the next decade, AIDS will leave more than 40 million African children orphaned and alone. And yet the epidemic rages on.

AIDS in Africa is not only a public health emergency and a humanitarian catastrophe. It is also a social and economic crisis with far-reaching implications for societies and economies on a local, national, regional and global scale. The fact is the disease attacks people in their most economically and intellectually productive years, often while they are in the midst of raising families. In African countries already facing a shortage of skilled labor, AIDS' toll on business and government threatens the very fabric of already vulnerable societies, as the disease strikes down leaders, civil servants, engineers, teachers, miners, military personnel, and trained workers. In Malawi and Zambia, 30% of the schoolteachers are HIV+ and are dying faster than new teachers can be trained and hired. In communities across the continent, 1 in 4 workers is HIV+. Already businesses must hire additional employees in expectation that a significant number of their workforce will die of the disease. In fact, numerous African companies are already hiring two workers for every one job, assuming that one of those workers will surely die soon of AIDS.

## **Reasons for Hope: What Can Be Done**

As vast and devastating as the AIDS epidemic is, there are real reasons for hope. Significant opportunities are on the horizon, and there are numerous strategies and programs which have already proven effective in combating AIDS and can be adapted and applied to the crisis in Africa. Further, the state of treatment is constantly improving, although much work remains to be done in the development of medical delivery infrastructure and international cooperation if Africans are to gain access to affordable medical care and medication.

After approximately 15-20 years of dealing with HIV/AIDS, we are equipped with substantial research and resources which now must be rapidly and effectively shared. In the years since HIV/AIDS emerged, activists, scientists, medical professionals, organizations, government agencies, academics and people living with HIV have gained extensive and useful knowledge and have developed effective skills and strategies to combat the spread of AIDS and to improve its treatment. As the crisis increases, so do the information and the abilities to combat it.

Model programs have been launched and tested over time and have proven to be effective. Rates of infection in specific communities have been virtually halted or significantly slowed. In Uganda, once one of the countries hardest hit by the epidemic, aggressive government programs and public education campaigns have proven enormously effective. In 1992, nearly 30% of the Ugandan population was infected with HIV, and by 1996 that number had been cut in half. In another example, The United States Agency for International Development (USAID) reports on a program in Senegal where "promoting condoms in high-risk situations and strengthening treatment and prevention services for sexually transmitted infections has resulted in increased condom use by men (60%) and women (40%) with casual partners, and a reduction of gonorrhea from 20 % to 5% in sex workers from 1991 to 1996."

In order to effectively address the unique nature of each nation's epidemic, proven strategies and programs must be adapted in partnership with local leadership to:

- be appropriately translated and altered to fit the cultures, morés and lifestyles of each particular society;
- incorporate local innovation and knowledge;
- support local leadership and ownership;
- efficiently utilize available resources.

In partnership, we can apply decades of knowledge and tested programs to the emergency in Africa. In partnership, we can help to turn the tide of this epidemic.

## **The Problem this Program Seeks to Address: AIDS in South Africa**

Six years ago the first multiracial democratic elections in South Africa brought an end to apartheid, and the country has succeeded beyond all expectations in building a stable democracy, with the world's most far reaching bill of rights. The wounds inflicted by a government reign of terror have begun to heal through inclusive leadership and efforts such as the precedent-setting Truth and Reconciliation Commission.

However, South Africa still faces enormous challenges in rectifying the severe social and economic disparities which remain after centuries of enforced inequity. Simultaneously, the

nation's HIV/AIDS rate has skyrocketed. In 1994, 1 to 2% of the population was estimated to be infected with HIV. If massive efforts had been introduced at that time, much of the current crisis might have been prevented. However, because of the magnitude of the political and social transition this did not occur. Tragically, **South Africa now has the fastest growing rate of HIV infection in the world**, with 1,700 people contracting the virus daily. Current government estimates suggest that at least 12 percent of the country's 40 million people are now HIV+, and at least 20% of all pregnant women are thought to be infected. In one year alone, the rate of infection among adolescents increased by 65 percent. If the epidemic continues at this pace, average life expectancy in South Africa is predicted to drop from the age of 60 to 40 within the next decade, and 10 million South Africans will die of AIDS within that same time period.

AIDS is clearly a national emergency and slowing and stopping the spread of HIV in South Africa is a Herculean task. Simultaneously the country must cope with and attempt to minimize the impacts of the virus on the country's citizens as well as its economic and social structures. Such high rates of infection in a country still struggling to rebuild itself has an impact on virtually every aspect of society. South Africa's very chances of economic success and stability are at risk.. AIDS drug treatments, which have had great success in slowing the development of HIV into AIDS and prolonging life in the US, are virtually unavailable. One month of AIDS drug treatment cost the equivalent of some five months of wages for the average South African.

Compounding the problem is widespread misunderstanding of the disease, people infected by it, and its cures. There is a serious continuing social stigma associated with the virus, which has harrowing results. The stigma lessens people's willingness to get tested, discourages those people who are HIV+ from seeking treatment or revealing their condition to others, and it also leads to violence against people living with HIV/AIDS.. Unfortunately—and with often fatal consequences—another manifestation of the stigma is that few South Africans take the necessary precautions to prevent the disease from spreading. Surveys show that 98% of South Africans are aware of HIV/AIDS, and many know the means of transmission, but still only around 10% of South African males use condoms.

As we seek to keep pace, and even gain ground in this struggle, we must take the message to the people who need to hear it. We must reach those who are most at-risk, meeting them where they live and speaking with them in a language they can easily understand and in an idiom to which they can relate. If we are to help save the lives of those still living, we must act now.

Experts agree that essential prevention strategies must include:

- Efforts to increase understanding and dialogue about HIV/AIDS and to help foster the adoption of safer sex behaviors through individual counseling, small groups, public gatherings and mass media;
- HIV testing and counseling;
- Changing attitudes about condom usage as well as increasing availability and access to condoms;
- Decreasing the stigmas attached to HIV/AIDS.

It is urgent that the level of public discussion be raised to such a decibel that silence is no longer an option. People need to be flooded with information from credible sources, making frank dialogue about HIV/AIDS a common, natural and comfortable occurrence. In order to do this, it is critical to combat AIDS where its risks and consequences loom largest: in rural villages, cities and townships; in schools, work places, churches and living rooms; in hospices, orphanages and

where ever someone is fighting to survive with AIDS.

**Project Description: Breaking the Silence - The Stop AIDS Tour**

Local and international NGOs and government agencies are working to stem the wave of destruction unleashed by AIDS and to prevent new infections. Media and public education campaigns are well underway, and new funding sources are emerging. Yet much more remains to be done. South African activists and grassroots agencies, US and South African government officials and international organizations have approached both Artists for a New South Africa (ANSA) and African American AIDS Policy and Training Institute (AAPTI) to express the urgent need for our assistance. They cited the most pressing need as help with public education and destigmatization. They have asked us to focus on increasing public awareness of the issue and, therefore, to help them in the reach, impact and effectiveness of their programs. After receiving a number of such requests for assistance, ANSA and AAAPTI joined forces to combine our particular expertise and to design a low-cost campaign focused on providing exactly these types of support.

In June, 1999, USAID published a paper entitled *AIDS in Africa: An Overview* which states, "Key to reducing discrimination is an open, non-judgmental dialogue about HIV and AIDS by government and opinion leaders, and especially with participation of people living with HIV and AIDS."

**The Stop AIDS Tour aims to use the voices of the famous, in chorus with people living with HIV, to drive home the messages of prevention, education, treatment and destigmatization.**

The Stop AIDS Tour participants will include noted American and South African actors and musical artists as well as American and South African people living with AIDS. The multicultural, interracial, HIV positive and negative delegation will travel into townships, rural areas and urban centers alongside local South African HIV/AIDS educators and organizations. In particular, the group will help further empower local groups already working to teach South Africans to practice safer sex, and, through the association with popular entertainment personalities, help to curtail the social stigma surrounding the disease. Together, the Tour members and local groups will speak and meet with those at risk, through small group gatherings, school assemblies, workshops, mass meetings, public rallies and via the print and broadcast media. We will meet with people in schools, churches, factories, mines, community centers, women's groups and stadiums, as well as in their own living rooms via radio, newspapers and television.

The Stop AIDS Tour is a partnership between ANSA and AAAPTI in consultation and cooperation with and in support of South African NGOs, the Durban 2000 AIDS Conference, and South African trade unions. The initiative has been and continues to be developed in consultation with South African grassroots, local, and national AIDS prevention campaigns and AIDS organizations as well as with various international efforts and organizations. Our aim is to organize a Tour which will call attention to, enhance, empower, compliment, lend credibility to and increase support for these programs and organizations.

The Stop AIDS Tour is timed to coincide with the 13th World AIDS conference to be held in Durban in July 2000, and is designed to garner significant media attention, both in South Africa and internationally.



## **Project Goals**

The focus of The Stop AIDS Tour's will be to:

- Provide AIDS prevention and treatment education
- Enhance and increase national dialogue
- Help destigmatize HIV/AIDS and provide visible acceptance and support of people living with AIDS
- Raise international awareness about and help galvanize US support to combat AIDS in Africa
- Provide active support for South African-based HIV/AIDS NGOs
- Work in cooperation with grassroots groups, national NGOs, trade unions and government, and help support cooperation and dialogue
- Advocate for affordable medicine
- Train and develop a group of active, articulate, famous spokespeople to assist with this issue on an ongoing basis
- Provide financial and material resources

AIDS is a universal threat and, therefore, its prevention and care must be a shared responsibility. If Africa is to survive this catastrophic plague, advocates and allies from around the world must join with African advocates, policy makers, health care providers and people living with HIV/AIDS.

The Stop AIDS Tour is one first step which we hope will help foster and further a long-term partnership of real solidarity symbolized by shared commitment, collaboration, and constructive action.

## **Target Populations**

The Stop AIDS Tour will focus on reaching the most vulnerable, at-risk sectors of South Africa's population:

- Children, adolescents and young adults
- AIDS orphans
- People living with AIDS
- Workers
- Sex Workers
- Gays, Lesbians and Bisexuals

## **The Role of the Entertainment Community**

Rightly or wrongly, in our world of global media, celebrities, VIPs and artists garner tremendous attention and have a major influence on public opinions, trends, styles and behaviors. Actors and musicians set the standard for hipness and sex appeal and have extraordinary influence over young people, especially amongst adolescents.

Given that HIV/AIDS is at core an issue of sexual attitudes, perceptions and behaviors, highly visible artists are well positioned to influence opinion and behavior, particularly amongst youth, who are the most vulnerable to HIV. It is also well-known that people have a difficult time emotionally comprehending statistics and mass tragedy. It is the individual human stories that

most effectively penetrate our hearts and minds and move us to action. In the case of HIV/AIDS there are no more potent voices than those of people living with and dying of the disease. The Stop AIDS Tour is designed to effectively combine these two kinds of voices, celebrities to draw maximum attention and people living with HIV to share their personal stories.

American artists have a major cache amongst South Africans but it is the local artists who speak most directly and effectively to their fellow South Africans. The Tour will feature both African and international celebrities, as well as American and South Africans living with HIV, thereby harnessing the powers unique to each of these groups.

We are confident of our abilities to do effectively run this program, since for the past 11 years, ANSA has worked to educate and mobilize artists on behalf of South Africa, and has long-standing, close relationships with a wide range of artists. Of the 7 delegations ANSA has led, and the numerous trips we have advised, almost all participants have become increasingly active on South Africa and have remained highly involved. One of the hoped for outcomes of this trip is the development of a group of high profile artists who will become increasingly knowledgeable, passionate and active about AIDS in Africa.

In the past, ANSA has planned and led delegations (and for all, their first visits) to South Africa with a philanthropic or activist focus for Denzel Washington, Danny Glover, Alfre Woodard, Blair Underwood, Angela Bassett, Robert Guillaume, Malcolm-Jamal Warner, Alexandra Paul, CCH Pounder, Delroy Lindo and LaTanya Richardson Jackson. ANSA has also advised visits, performances, delegations, productions and/or helped arrange charitable involvement for numerous artists and companies including: comedian Bill Cosby, actor Morgan Freeman, musical artist Tracy Chapman, composer Quincy Jones, actor Wesley Snipes, model Shari Belafonte, musical artist Jackson Browne, actor Cicely Tyson, actors Kim Basinger and Alec Baldwin, actor/playwright Anna Devereaux Smith, then SAG president Richard Masur and film producer Freda Weiss, musical artist Peter Yarrow (Peter, Paul and Mary), film and television director Thomas Carter, film producer Marvin Minoff and actor Bonnie Franklin, documentary filmmaker Rory Kennedy, BET host Sheila Frazier, Hard Rock Café, MTV's Road Rules and Real World, New England Circle and Showtime Network's productions of *Inside* and *Mandela and DeKlerk*. In March 1998, ANSA also assisted South Africa Partners by advising and co-delegation of 27 foundation representatives and donors on a tour of South Africa. The trip resulted in over \$300,000 in grants to 31 South African NGOs.

ANSA has also mobilized literally hundreds of artists into action on South Africa, from lobbying, to appearing in ads, to contributing funds to making public appearances to participating in press conferences. In addition the aforementioned, some of these who have taken an active role in ANSA programs include: Samuel L. Jackson, Michael Stipe, Laurence Fishburne, Hugh Masekela, Jonathan Demme, Stevie Wonder, Robert DeNiro, Erika Alexander, Joan Baez, Harry Belafonte, Ted Danson, Ossie Davis, Mary Steenburgen, Ruby Dee, Phylicia Rashad, Jurnee Smollett, Dave Matthews, Lebo M, Mike Farrell, John Kani, Johnny Clegg, Bonnie Raitt, Jasmine Guy, Jane Fonda, Sharon Stone, Holly Robinson Peete, Iman, Naomi Campbell, David Bowie, Marla Gibbs, Anna Marie Horsford, and many more.

### **The Role of AIDS Activists**

The battle against HIV/AIDS has been framed by AIDS activists and people living with HIV.

Given how disproportionately HIV/AIDS effects people of color, AAAPTI, the only Black HIV/AIDS think tank in the United States, is playing an essential role in expanding the capacity of traditional African and African American institutions to respond to the HIV crisis. AAAPTI has worked to develop HIV public policy and designed model programs from a decidedly black point of view. AAAPTI has partnered with NGOs/AIDS Service Organizations (ASOs) and political leaders across Africa and the US to raise HIV/awareness, foster open discussion and provide technology transfer. AAAPTI's founder, Phill Wilson, who has been living with HIV since 1980, began his involvement in South Africa in 1985 as an anti-apartheid activist and has gone on to organize numerous speaking and working tours of the US by South African AIDS activists as well as tours of South Africa by American AIDS activists.

### **Program Partners**

**Artists for a New South Africa (ANSA)** is a non-profit organization dedicated to will developing and sustaining democracy, opportunity and equality for all South Africans. Founded in 1989 by Alfre Woodard, Blair Underwood, Danny Glover, Mary Steenburgen, CCH Pounder, Robert Guillaume and friends, ANSA was instrumental in organizing artists and activists to support the struggle against apartheid. Now ANSA works in partnership with South African leaders, artists, government agencies, grassroots programs, and non-profit organizations, to help rectify the persistent social and economic problems which are apartheid's legacy. ANSA assists by providing needed resources, mobilizing international support, and helping Americans learn about South Africa's troubled history and remarkable triumphs.

With the approach of the nation's historic first democratic elections in 1994, ANSA devoted it's efforts to voter education, working with local grassroots groups to help reach millions of people who had never before been able to cast ballots.

Since Nelson Mandela's inauguration as President, ANSA has raised over 3 million dollars for effective South African charities and worked side-by-side with South African leaders and organizations to help rectify some of the severe social and economic problems which are apartheid's legacy. ANSA has provided over \$600,000 in grants to: serve the needs of disadvantaged youth; fund advanced training for African journalists; develop business and farming cooperatives in destitute communities; improve education; fight unemployment through supporting small-scale entrepreneurial business; preserve the history of South Africa's liberation movement; fund arts scholarships; provide psychological rehabilitation to former child soldiers in neighboring Mozambique; and offer assistance to former political prisoners who gave their lives to their nation's quest for freedom and now struggle to simply survive. In addition, ANSA has shipped more than 60 tons of books and medical supplies to impoverished South African communities.

ANSA continues to draw attention to South Africa by coordinating public education and media campaigns, leading delegations of American philanthropists and artists to South Africa and arranging US speaking tours for South African leaders. ANSA also remains involved in efforts to further civil rights and social justice in the US. This year, ANSA is undertaking new programs to combat the growing AIDS epidemic and homelessness in South Africa.

**The African-American AIDS Policy and Training Institute (AAAPTI)** is a non-profit educational organization that conducts a broad variety of programs designed to reduce the number of new HIV infections in African-American communities, increase access to treatment

resources and/or improve the quality of life for African-Americans living with HIV/AIDS. Based in Los Angeles, AAAPTI is affiliated with the University of Southern California (USC). In addition to its domestic policy and research agenda, AAAPTI has helped transfer the experience of U.S. AIDS service organizations, as well as offer appropriate technical support, to African non-governmental and community-based organizations.

On February 24, 2000, AAAPTI released the first National African American HIV/AIDS Strategic Action plan-The NIA Plan. NIA means purpose and is the fifth principle of Kwanzaa, a traditional African American celebration. AAAPTI also facilitates the Simon Nkoli exchange mentorship program between African AIDS NGOs and American AIDS Service Organizations (ASO), The International Community Treatment and Science workshop, and the African American HIV University at the University of Southern California. AAAPTI is a founding task force member of the Rainbow PUSH AIDS initiative led by the Reverend Jesse Jackson.

### **Project Advisors**

ANSA and AAAPTI have been in dialogue and discussion with numerous policy makers who have expressed support for this initiative and whose feedback has been helpful in shaping the program. These include: South African Ambassador to the US Sheila Sisulu, White House Office on National AIDS Policy Director Sandra Thurman, South African Health Department Representative to the Americas Glaudine Mtshali, Henry J. Kaiser Family Foundation Senior Vice President Michael Sinclair, Township AIDS Project Executive Director Enea Motaung, Global Health Council Director of Global AIDS Programs Ron MacInness, and AFL-CIO Solidarity Center Program Officer Robert Lovelace.

### **South African and International Partners**

ANSA and AAAPTI are dedicated to working in consultation and collaboration with South African and international agencies with ongoing programs in South Africa, so that the Tour has lasting impacts.

#### **South African Partners**

AIDS Law Project  
Community Development Initiative Trust  
Coalition of South African Trade Unions  
Kagiso Trust  
Love Life  
The Mothusimpilo Project  
National Coalition of Trade Unions  
Nations Trust

Nelson Mandela Children's Foundation  
Softline Centre  
South African Artists Against AIDS  
South African Broadcasting Corporation  
Township AIDS Project  
Treatment Action Campaign  
The Triangle

#### **American and International Partners**

AFL-CIO Solidarity Center  
Global Health Council  
Henry J. Kaiser Family Foundation  
Planned Parenthood  
United Nations Development Project

### Proposed Tour Participants (partial list)

ANSA and AAAPTI are awaiting final demographic research information regarding the most effective messengers for the Tour, in reaching the targeted South African audiences as well as garnering international attention. The results, as well as availability, will effect the final lists of participants. In the meantime, the organizers have had conversations with most of the proposed US participants with whom they already have a working relationship, inquiring about their interest, and responses have been overwhelmingly positive.

#### KEY:

- ✓ Those who have expressed definite interest in participating
- Those who have expressed interest in participating
- ❖ Those who have not yet been approached

#### American/European Artists

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <ul style="list-style-type: none"> <li>□ Erika Alexander<br/>Actress, Living Single, The Cosby Show</li> <li>❖ Eric Benet<br/>Musical artist, R &amp; B</li> <li>❖ Halle Berry<br/>Actress, Bulworth, BAPS, Loosing Isaiah,<br/>Introducing Dorothy Dandrich, Boomerang</li> <li>□ David Bowie<br/>Musical Artist, Rock</li> <li>□ Naomi Campbell<br/>Supermodel</li> <li>❖ Chuck D<br/>Musical Artist, Rap, Public Enemy</li> <li>□ Ted Danson<br/>Actor, Becker, Cheers, Gullivers Travels</li> <li>❖ Doug E. Doug<br/>Actor/comic, Cosby, Cool Runnings,<br/>Operation Dumbo Drop</li> <li>❖ Omar Epps<br/>Actor, Mod Squad, Scream 2, Higher Learning</li> <li>□ Shelley Fabares<br/>Actress, Coach</li> <li>□ Mike Farrell<br/>Actor, Providence, Mash</li> <li>❖ Laurence Fishburne<br/>Actor, Matrix, Hoodlum, Fled, Just Cause</li> <li>□ Jane Fonda<br/>Actress, Kluge, Coming Home, On Golden<br/>Pond, Barbarella</li> <li>❖ Jamie Foxx<br/>Actor/Comic, Jamie Foxx Show, Any Given<br/>Sunday, In Living Color</li> <li>✓ Danny Glover<br/>Actor, Lethal Weapon, Beloved, Places in the<br/>Heart, BOPHA!, Mandela</li> </ul> | <ul style="list-style-type: none"> <li>❖ Whoopi Goldberg<br/>Comic/Actor, Ghost, Color Purple, Sarafina,<br/>Clara's Heart, Jumping Jack Flash</li> <li>❖ Cuba Gooding, Jr.<br/>Actor, Jerry McGuire, Boyz N the Hood</li> <li>□ Robert Guillaume<br/>Actor, Sports Night, Benson</li> <li>❖ Jasmine Guy<br/>Actress, A Different World, School Daze,<br/>Harlem Nights</li> <li>❖ Vondie Curtis Hall<br/>Actor, Chicago Hope</li> <li>❖ Lauryn Hill<br/>Musical Artist, Hip Hop</li> <li>□ Iman<br/>Somali Supermodel</li> <li>❖ Wyclef Jean<br/>Musical Artist, Hip Hop</li> <li>❖ Magic Johnson<br/>Basketball Star</li> <li>❖ Eric LaSalle<br/>Actor, ER</li> <li>❖ Queen Latifah<br/>Musical Artist, Hip Hop<br/>Talk Show Host/Actress, Living Single</li> <li>❖ Eddie Murphy<br/>Comic, Actor, Bowfinger, Nutty Professor,<br/>Beverly Hills Cop, Dr. Doolittle, Trading<br/>Places, 48 Hours</li> <li>✓ Alexandra Paul<br/>Actress, Melrose Place, Baywatch</li> <li>□ Holly Robinson Peete<br/>Actress, For Your Love, Hangin' with Mr.<br/>Cooper, 21 Jump Street</li> <li>□ Rodney Peete<br/>Football player, Detroit Lions</li> </ul> |
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- ❖ Jada Pinkett Smith  
Actress, Scream 2, Nutty Professor, Set it Off
- ❖ Chris Rock  
Comic/Actor, Chris Rock Show, Saturday Night Live, Dogma, CB4, New Jack City
- ❖ Salt 'n Pepa  
Musical Artists, Hip Hop
- ❖ Sinbad  
Comic/Actor/Talk Show Host, Vibe, House Guest, First Kid, Good Burger, A Different World
- ❖ Will Smith  
Musical Artist/Actor, Wild Wild West, Men in Black, Fresh Prince of Bel Air, Independence Day
- ❑ Mary Steenburgen  
Actor, Philadelphia, Back to the Future
- ❖ Sharon Stone  
Actress, Basic Instinct, The Muse, Sliver
- ❖ Robert Townsend  
Actor, The Parent' Hood, Meteor Man, Hollywood Shuffle
- ❑ Blair Underwood  
Actor, City of Angels, High Incident, LA Law, Just Cause, Krush Groove, Posse
- ❑ Malcolm-Jamal Warner  
Actor, Malcolm & Eddie, The Cosby Show

### South African Artists

- ❖ Bongo Maffin  
Musical Group
- ❑ Jonathan Butler  
Musical Artist, R & B
- ❖ Chico  
Musical Artist
- ❖ Johnny Clegg  
Musical Artist, World/Rock/African
- ❖ John Kani  
Artistic Director, Market Theater; Actor, Emmy Award, The Island, Ghost & The Darkness, Sarafina, Dry White Season
- ❖ Ross Kettle  
Actor, Santa Barbara
- ❖ Leleti Kumalo  
Singer/Actor, Sarafina
- ❖ Sibongili Kumalo  
Singer
- ❖ Vusi Kunene  
Actor South African TV and Film, Cry the Beloved Country, The Air Up There
- ✓ Lebo M  
Musical Artist R&B/African  
Composer Lion King, Power of One
- ❖ Sello Maake Ka Ncube  
Actor, SABC's Generations
- ❖ Joe Mafela  
Comic
- ❖ Grace Mahlaba  
Actress South African TV and film, Cry the Beloved Country, BOPHA!
- ❖ Vusi Mahlasela  
Musical Artist
- ❖ Ringo Mandlikozi  
Musical Artist
- ❖ Miriam Makeba  
Singer
- ❖ Hugh Masekela  
Musical Artist, Jazz/African Legend
- ❖ Connie Masilo  
Actress, SABC's Soul City
- ❖ Dave Matthews  
Musical Artist, Rock
- ❖ Letta Mbulu  
Singer
- ❖ Gcina Mhlophe  
Storyteller, Children's TV show host
- ❖ Eric Miyeni  
Comic/Actor South African TV and Films: Cry the Beloved Country, Dangerous Ground, BOPHA!
- ❖ Fana Mokoena  
Actor, SABC's Generations
- ❖ Winston Ntshona  
Actor, Emmy Award Winner, The Island Dry White Season, Gandhi, Power of One, The Air Up There
- ❖ Caiphus Semenya  
Composer, Roots, Listen Up
- ❖ Condry Zqubu  
Musical Arti

**People Living With AIDS (PWAs)**

- ✓ Zackie Achmat Black South African of Indian heritage; Founder, Treatment Action Campaign
- ✓ Hydeia Broadbent African American teen born with HIV, recently honored by Essence Awards
- ❖ Justice Edwin Cameron White South African Constitutional Court Justice
- ✓ Mercy Makhalemele Black South African woman  
Founder Community Development Initiative Trust
- ✓ Rae Lewis Thornton African American woman; ABC news correspondent
- ✓ Phill Wilson African American male activist, executive director AAAPTI

**APPENDICES**

Proposed Tour Schedule

Budget

ANSA Board List

ANSA Democracy Tour Report and Press Clips

Message of Support: White House Office on National AIDS Policy Director,  
Sandra Thurman

**Sample  
Stop AIDS Tour Itinerary  
June 29 - July 14, 2000**

|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Thursday, June 29</b> | <b>Depart Los Angeles for New York</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                          | <p><b>New York</b>    Orientation<br/> Satellite interviews with African journalists from<br/> across the continent<br/> Free Evening</p>                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Friday, June 30</b>   | <p><b>New York</b>    Tour Participant Press Conference<br/> joined by South African Ambassador, White House<br/> Director of AIDS Policy, NGOs, supporting artists<br/> Fundraising reception<br/> Depart New York for Johannesburg</p>                                                                                                                                                                                                                                                                                                        |
| <b>Saturday, July 1</b>  | <b>Arrive Johannesburg</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                          | <p><b>JHB</b>            Meet South African Tour Participants<br/> Group Orientation<br/> Free evening/optional visit to local music club</p>                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Sunday, July 2</b>    | <p><b>JHB</b>            Breakfast Briefing by local AIDS experts</p> <p><b>SOWETO</b>    Site Visits: Accompanied by Sowetan and SABC<br/> Church Service: Guest Sermon<br/> Local Partner:<br/> Lunch Meeting with NGOs<br/> Local Partner: Township AIDS Project<br/> Visit AIDS Hospice<br/> Local Partner: TBD<br/> Rally with Teens in Stadium<br/> Local Partner: TBD</p> <p><b>JHB</b>            Party w/ artists, activists, and political leaders OR<br/> appearance at special fundraiser for South African<br/> AIDS charities</p> |
| <b>Monday, July 3</b>    | <p><b>JHB</b>            Breakfast briefing with participants<br/> Press Conference and individual interviews<br/> Tape TV Show</p> <p><b>ALEX</b>          Site Visits: Accompanied by Star/Sky News<br/> Alex Clinic<br/> School Site<br/> Local Partner</p>                                                                                                                                                                                                                                                                                  |



Visit to Orphanage

**JHB** Dinner with Tour Participants and Guest Speaker  
Radio Metro: Youth Call in Show

**Tuesday, July 4 JHB** Breakfast briefing with participants

**KHUTSONG** Site Visits: Accompanied by Weekly Mail/ CNN  
Workplace Education rally with  
mineworkers

Local Partner: COSATU  
School Assembly  
Local Partner:  
Meeting with sex workers  
Local Partner: TBD

**JHB** Market Theater – optional

**Wednesday, July 5 JHB** Breakfast briefing with Participants

**Depart Johannesburg for Cape Town**

**CT** School Rally  
Local Partner: TBD  
Visit Triangle Project  
Evening reception with artists, activists,  
government leaders OR appearance at local  
fundraiser for South African AIDS organizations

**Thursday, July 6 CT** Breakfast Briefing with Participants

**KAILITSHA** Site Visits: Accompanied by Cape Argus/P4 radio  
School assembly  
Local Partner: TBD  
Women's Center  
Teen rap group

**CT** Meeting with Members of Parliament  
Dinner with ANSA advisory board members  
Radio Call in Show  
Optional: visit to Jazz club

**Friday, July 7 CT** Breakfast briefing  
Trip to Robben Island with Ahmed Kathrada  
AIDS Education Workshop at Garment Factory  
Local Partner: South African Clothing and Textile  
Workers Union

**Saturday, July 8**      **Depart CT for Port Elizabeth**

**PE**              Meeting with local AIDS activists  
                              Site Visits  
                              Rally with local youth  
                              Dinner with artists and activists

**Sunday, July 9**        **Depart PE for Durban**

**Durban**          Opening of AIDS Conference  
                              International Media Interviews

**Monday, July 10**      **Durban**            Breakfast with Tour Participants

**Kwamashu**      Tribute at Gugu Dlamini's home, S. African woman  
                              activist murdered when she disclosed she was HIV+  
                              Meet with adolescent AIDS workers  
                              African NGO Awards Dinner

**Wednesday, July 12** **Durban**      Visit faith-based HIV program  
                              Workshop at Softline Center, an AIDS clinic  
                              Rally with local youth  
                              Reception with US Ambassador at US Consulate

**Thursday, July 13**    **JHB**                Free time and shopping  
                              Final media interviews  
                              **Depart Johannesburg for US**

**Friday, July 14**       **Arrive in US**