

FOIA MARKER

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Series/Staff Member: Kristine Gebbie

Subseries:

OA/ID Number: 8302

FolderID:

Folder Title:

[CDC [Centers for Disease Control] and Prevention: Prevention Marketing Initiative] [loose]

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THE WHITE HOUSE

WASHINGTON

(Please note that the actual comments of
Ms. Gebbie may deviate from this prepared text.)

Remarks by
Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator
for
Centers for Disease Control and Prevention
Prevention Marketing Initiative
Press Briefing

January 4, 1994

I'm pleased to be a part of this event, and to congratulate Secretary Shalala, the Department of Health and Human Services, and particularly Dr. Satcher and the Centers for Disease Control and Prevention for this important prevention marketing initiative.

The national strategy to stop AIDS has three parts: research, services and prevention. Research seeks to find answers to the multiple questions about the virus, the disease it causes, its treatment and cure, and the methods of prevention. In the real world, these three policy areas are rarely separate, and this is no exception. This prevention marketing initiative was built on the science base of epidemiology, research on condom efficacy and use, and research on communications and health education messages. Without the information gained from research efforts, prevention programs cannot be targeted or effective.

Our AIDS strategy has another focus, and that is to reach out beyond the agencies of the federal government in a truly national way, tying together the best efforts of all levels of government with the strengths of the private sector. The presence here of so many representatives of voluntary organizations is a vivid example of that growing partnership. The diversity of the groups represented, some of which are AIDS-specific but many of which are not, illustrates the breadth of support for getting clear prevention messages delivered to young people.

Public service announcements are rather like advertisements, selling a product of some kind. But in this case, the "product" we are "selling" is that of good health and wise sexual decisions, and the target audience is young people aged 18 to 25. No one can sell a product this complex only by radio or television. These messages must be supported by all of us.

Remarks of Kristine M. Gebbie
CDC Prevention Marketing Initiative
January 4, 1994
Page 2

Parents, health care providers, educators, and loved ones must continue this outreach by promoting these messages. These continuing messages must be designed and developed at the community level to complement the national campaign. Those of you here today represent our partners in that effort.

The message we have seen today, and are sending to every 18 to 25 year old across the country is worth repeating:

You cannot ignore HIV or AIDS. It affects us all.

The problem won't go away simply by pretending it doesn't exist

Your life is worth protecting. YOU are worth it.

Protecting yourself from sexual transmission of HIV is very simple. Refrain from sexual activity. If you do choose to be sexually active, use a latex condom, consistently and correctly, every time you have sex.

If you want to know more about using condoms, call 1-800-342-AIDS for a free, step-by-step brochure.

On behalf of the President, I invite all of you here today to expand our circle of partners, and to reinforce these messages. When everyone can make the healthy choices we are promoting today, we will stop AIDS.

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THE WHITE HOUSE

WASHINGTON

Talking Points by
Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator
for
Centers for Disease Control and Prevention
Prevention Marketing Campaign
Press Briefing

January 4, 1994

Prevention of further transmission is a major part of our national strategy to stop AIDS. This prevention marketing campaign is strengthened by its reliance on another part -- research.

The presence of representatives of so many partners reflects yet another critical strategy -- whether research, services, or prevention -- that we reach out across all levels of government into the private sector to strengthen our efforts.

No one can "sell" a "product" as complex as wise sexual choices only by radio or television -- many other forms of outreach and communication are necessary. These messages must be designed and developed at the community level to complement the national campaign.

These PSAs target a critical age group (18 to 24 year olds) with a clear message:

You cannot ignore HIV and AIDS.

The problem won't go away simply by pretending it doesn't exist.

Your life is worth protecting. You're worth it.

Protecting yourself from sexual transmission is very simple. Refrain from sexual activity. If you are sexually active, use one of these [hold up a condom packet], a latex condom, consistently and correctly. If you want to know more about using condoms, call 1-800-342-AIDS for a free, step-by-step brochure.

On behalf of the President, I invite all of you to expand our circle of partners and to reinforce these messages so that we truly can stop AIDS.

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: Monica Mullers / Andy Hahn

Sent From:

*Cron
file*

☒ John Paul Gurrola, Director of Communications

Number of Pages: 1 + Cover Fax Number: 456-2806 Date: 02/09/94

Message:

*Pls. do a presidential
letter for Melissa.*

Thanks.

Comments

fine

February 1, 1994

Melissa Shepherd
Centers for Disease Control and Prevention
1600 Clifton Road, MS-E25
Atlanta, Georgia 30333

Dear Melissa:

Thank you for your work on the Centers for Disease Control and Prevention Preventive Marketing Initiative. Your work to further the effort to stop HIV infection was certainly noticed and is greatly appreciated.

I appreciate your efforts and encourage you to continue.

Sincerely,

BC

THE WHITE HOUSE
WASHINGTON

January 13, 1994

MEMORANDUM FOR KRISTINE M. GEBBIE

FROM JOHN PAUL GURROLA
OFFICE OF THE NATIONAL AIDS POLICY COORDINATOR

SUBJECT Increase in calls to CDC AIDS Hotlines

There have been substantial increases in the calls to both the AIDS info hotline since the press conference on January 4, 1994. Below, I have listed for you the increases in the frequency of general calls and the percentage of those calls that have been to request a condom brochure.

<u>Line</u>	<u>First 24 hrs. after news conference</u>	<u>Second day</u>	<u>Post 01/05/94</u>
General	35% increase	50% increase	35% increase
Condom Request	went from 2% TO 25%	Up to 40%	20% increase

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Remarks of Kristine M. Gebbie
CDC Prevention Marketing Initiative
January 4, 1994
Page 2

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HHS NEWS

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

EMBARGOED RELEASE

January 4, 1994

10:30 a.m.

Contact:

CDC Office of Public Affairs

404/639-3286

PUBLIC HEALTH OFFICIALS AND NATIONAL ORGANIZATIONS MOBILIZE TO DELIVER DIRECT HIV PREVENTION MESSAGES TO YOUNG PEOPLE

New Prevention Marketing Initiative Unveiled

Washington, DC -- HHS Secretary Donna E. Shalala today announced the first steps in a new initiative designed to prevent the sexual transmission of HIV and other sexually transmitted diseases (STDs) among young people.

The Prevention Marketing Initiative, coordinated by the Centers for Disease Control and Prevention (CDC), is being kicked off with a series of new public service announcements (PSAs) for radio and television.

The ads target young people at increased risk for HIV infection -- sexually active men and women between the ages of 18 and 25.

The PSAs deliver two main HIV prevention messages: to protect yourself and others, refrain from sexual activity; if you are sexually active, use latex condoms consistently and correctly.

"Young people need to know that the surest way to prevent AIDS is to refrain from having sex, but we also need to be realistic," Shalala said.

"By age 20, 86% of young men and 77% of young women report having had intercourse, according to the CDC. Our duty as public health officials is to save lives," Shalala added.

The PSAs are the most visible, but not the only, component of the CDC's transformed and reinvigorated HIV/AIDS prevention effort.

The initiative will also provide technical assistance to local prevention efforts. It will engage government at all levels in a partnership with religious, business, educational and community groups to devise and share prevention strategies. And it will include a

community planning process to allow individual communities to reach out to persons most at risk and help them change risky behavior.

"We must break through the denial that all too often leads to risky behavior," said Shalala. "The Clinton administration will provide strong leadership, but everyone has a role: parents, educators, religious and community leaders, state and local officials, and members of the news and entertainment media, among others," she said.

As evidence of the new partnership, representatives from more than 110 national, religious and community-based organizations attended the kick-off in Washington. These included the AIDS Action Council, the United Way, the National Council of La Raza, the National Minority AIDS Council, the National Community AIDS Partnership, and the National Episcopal AIDS Coalition.

As further evidence of the new partnership, Shalala announced commitments from major broadcast and cable networks to broadcast the new PSAs. "I applaud these broadcasters for their vision," she said, adding that ABC plans to begin airing one of the new condom spots tonight (January 4) during prime time.

CDC Director Dr. David Satcher said the initiative is targeting young people because AIDS has become a leading cause of death among them. Although young people know the facts about HIV and AIDS, many have not changed their behavior.

"Of the 12 million new cases of STDs each year, two-thirds occur in people under 25 years of age," Dr. Satcher said. "These numbers cause great concern because the behaviors that put people at risk for STDs are the same behaviors that put them at risk for HIV," Dr. Satcher added.

The kick-off also included presentations by Dr. Satcher; Kristine Gebbie, the national AIDS policy coordinator; Dr. James W. Curran, the CDC's associate director for HIV/AIDS; and Denise Stokes, a peer educator who also appears in two of the new PSAs. In addition, U.S. Surgeon General Joycelyn Elders lent her support for the initiative as keynote speaker at a luncheon for members of the participating organizations.

The experts agreed that while refraining from sexual activity is the best way to avoid the sexual transmission of HIV, those who are sexually active can significantly reduce their risk of infection by using latex condoms consistently and correctly.

Dr. Curran cited a recent study of couples where one partner was HIV infected and the other was not. "Among the 123 couples who used latex condoms correctly and consistently over a two-year period, not a single one of the uninfected partners became infected," Dr. Curran said.

"This scientific evidence substantiates what we've been saying for years -- that latex condoms work extremely well when used correctly and consistently," Dr. Curran added.

"We recognize the difficulties associated with educating young people about this disease," said Paul Kawata, executive director of the National Minority AIDS Council. "We must work to communicate these HIV prevention messages to bridge the gap between general awareness and behavior change, especially in communities of color," he added.

Dan Bross, executive director of the AIDS Action Council, added, "We wholeheartedly endorse this campaign and stand ready to assist CDC in the battle against the spread of HIV."

As the nation's disease prevention agency within the U.S. Public Health Service, Atlanta-based CDC has the responsibility to provide Americans with accurate scientific information to help them reduce the risk of contracting HIV.

To that end, the CDC has produced a short, step-by-step brochure to help people develop the skills necessary to use latex condoms correctly. Single copies of the brochure are available free by phoning the CDC's National AIDS Hotline at 1-800-342-AIDS.

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HHS FACT SHEET

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

January 4, 1994

The Clinton Administration and AIDS

The CDC's Prevention Marketing Initiative to prevent the sexual transmission of HIV and other sexually transmitted diseases among young people is part of the Clinton Administration's broad-based attack against AIDS, which kills an average of 92 Americans a day. Previous Administration initiatives in the reinvigorated federal AIDS effort include:

Funding: In a difficult budget year, the Clinton Administration proposed and guided through Congress significant increases in discretionary AIDS spending at all levels:

	FY 1994	1993	Change
NIH (Research)	\$1.301 billion	\$1.073 billion	+21.2%
Ryan White (Services)	\$579.4 million	\$348 million	+66.5%
CDC (Prevention)	\$543.3 million	\$498.3 million	+9%

National Task Force on AIDS Drug Development: The Clinton Administration created a task force to identify and eliminate any obstacles to developing effective therapies.

Disability: The Clinton Administration enacted new regulations streamlining the process for determining eligibility for disability and Supplemental Security Income benefits for people with AIDS. The new criteria include symptoms and diagnoses specifically affecting women and children.

National AIDS Policy Coordinator: The Clinton Administration created the White House Office of AIDS Policy, headed by Kristine Gebbie, to coordinate the government's overall response.

NIH Office of AIDS Research: The Clinton Administration supported legislation expanding the Office of AIDS Research, which oversees the AIDS research effort at the National Institutes of Health.

Health Security Act: The Clinton Administration has proposed comprehensive health care reform. The Clinton plan would outlaw denial of coverage based on pre-existing conditions and guarantee health-care coverage, including prescription drug benefits, to all Americans. It would also provide a long-term care benefit to people with disabilities. Some 27% of people with AIDS currently lack health insurance coverage.

AIDS in the Workplace: The Clinton Administration introduced a new policy that fights fear with facts, educating all federal workers on the need to treat coworkers who have AIDS and HIV with dignity and compassion.

PRIMARY MESSAGES

THE PSAs DELIVER TWO MAIN HIV PREVENTION MESSAGES: TO PROTECT YOURSELF AND OTHERS, REFRAIN FROM SEXUAL ACTIVITY; IF YOU ARE SEXUALLY ACTIVE, USE LATEX CONDOMS CONSISTENTLY AND CORRECTLY.

RELEVANT DATA ON CONDOMS:

According to CDC's National Center for Health Statistics (NCHS):

Only 28% of the public believe that condoms are very effective in preventing the transmission of HIV

61% of the American public don't know whether or not latex condoms and natural-membrane condoms are equally good at preventing transmission of HIV

65% of the public don't know whether or not oil-based lubricants can cause latex condoms to break

INFORMATION ABOUT CONDOMS DOES NOT INCREASE SEXUAL ACTIVITY. In fact, in a recent study of teenagers in Switzerland, a condom promotion program DID NOT increase sexual activity among those who were not already sexually active; it DID NOT increase the number of partners among those who were sexually active; but it DID increase condom use among those who were sexually active.

According to CDC's National Center for Health Statistics, 80% OF THE PUBLIC HAVE SEEN PSAs ABOUT HIV AND AIDS ON TELEVISION.

Most Americans continue to get the majority of their information about HIV and AIDS from television. According to the same NCHS data, 73% of those surveyed indicated that they received AIDS information in this manner during the past month. 47% indicated they received information about HIV and AIDS through newspaper articles during the past month.

Dear:

Thank you for your comments on the Prevention Marketing Initiative sponsored by the Centers for Disease Control and Prevention (CDC). This Administration is committed to stopping the spread of HIV, especially among our youth. The age group with the greatest increase of new cases of AIDS is the 18-24 year old group; the majority of these infections occurred during adolescence. Best information indicates that 72 percent of all high school seniors have engaged in sexual activity and 19 percent of those have had 4 or more sexual partners.

Although abstinence is the most effective way of preventing transmission, the campaign is also aimed at those who, because of personal decisions or circumstances, have chosen to be sexually active. The decision to promote safer sexual practices through the use of condoms is supported by research released in 1993 showing that when condoms are used correctly and consistently, they are extremely effective in preventing transmission. The research showed that transmission occurred primarily in those instances where the condoms were used incorrectly or were not used for every sexual act. To obtain more information on this research, please contact the CDC National AIDS Clearinghouse at (800) 458-5231.

The CDC initiative is intended to reinforce young people who have not become sexually active to postpone sexual activity as long as possible. It will encourage young people who engage in sex but have not tried condoms to try them and it will encourage those who use condoms to do so correctly. A national task force will analyze the effectiveness of the various components of the initiative, including the public service announcements.

As a parent, I understand the concerns you may have about our young people being at risk for HIV/AIDS. I am concerned that our young people are not receiving the information about changing behaviors that may place them at risk. For those who have chosen to be sexually active, it is our responsibility as adults to provide the means necessary for young men and women to protect their lives. I believe this Prevention Marketing Initiative is a necessary step in our endeavor to end the HIV/AIDS epidemic.

Again, thank you for your input. I hope that you will continue to communicate your concerns with me.

Sincerely,

Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator

Washington, D.C. 20201

DEC 20 1993

To: The Secretary

Through: DS _____
COS _____
ES _____From: Glen Harelson *Glen*
OS/ESSubject: Your briefing on the HIV and other STD's Prevention
Marketing Initiative, Tuesday, December 21, 1993,
10:30 AM, Secretary's Conference Room--Briefing

Attached is the briefing material prepared by the Public Health Service for your participation in the January 4 press conference on CDC's Prevention Marketing Initiative.

Tomorrow, PHS will brief you on the initiative and what your role will be at the press conference. The participants for this meeting are listed at TAB A of the briefing.

Attachments

DEC 17 1993

TO: The Secretary
Through: DS _____
COS _____
ES _____

FROM: Assistant Secretary for Health

SUBJECT: Materials for CDC's Prevention Marketing Initiative--
Press Briefing and Partnership Luncheon, January 4,
1994, 10:30 a.m.--BRIEFING

PARTICIPANTS

See attached list (Tab A).

BACKGROUND

The Prevention Marketing Initiative (PMI) is a programmatic effort by the Centers for Disease Control and Prevention (CDC) to apply the principles of health communications and social marketing as a strategy for preventing the sexual transmission of human immunodeficiency virus (HIV) and other sexually transmitted diseases (STDs) among people 25 years of age and under. The initiative is a partnership among State and local departments of health and education, national and community-based organizations, and CDC.

The three components of this collaborative initiative include:

- Collaborating with prevention partners to develop a comprehensive plan to prevent sexual transmission of HIV and other STDs among young people.
- Implementing national media campaigns.
- Implementing local demonstration projects.

The Prevention Marketing Initiative is both national and local in scope. Nationally, prevention marketing will consist of health communications efforts that focus on the prevention of sexual transmission of HIV, including condom usage for sexually active people. To build State and local capacity for implementing this initiative, CDC will distribute planning guides, primary and

secondary data gathered for the national program, case studies, and other materials. Local demonstration projects to expand the reach of the national program will consist of interventions designed and implemented by the communities themselves with intensive, ongoing CDC support.

PRESS BRIEFING

The Prevention Marketing Initiative will be announced formally at a press briefing in Washington, D.C., on January 4, 1994. The objectives of this press briefing and the meeting to follow are to: (1) focus on the HIV and STD epidemics among young people; (2) demonstrate widespread support and commitment by national organizations and media to address this problem; (3) begin a planning process to create action plans for the initiative; (4) promote understanding of, and strengthen support for, effective prevention strategies targeting young people; and (5) present new PSAs featuring the need for consistent and correct condom usage.

Attached is the agenda for the press briefing (Tab B). In addition to the press, representatives from more than 75 organizations (also listed at Tab B) are invited to the briefing. These organizations are "stakeholders" in protecting young people from HIV.

Avis LaVelle will introduce the briefing and moderate the question and answer period. Your participation in the press briefing will include remarks calling attendees and the Nation to action and describing the Department's commitment to saving young people's lives. Talking points (Tab C) and potential questions and answers for the press briefing are also attached (Tab D). CDC staff will describe the initiative and preview a series of new public service announcements (PSAs), as part of the briefing. Kristine Gebbie will present a summary before the question and answer period.

A chronology of events leading up to the press briefing and future plans is also attached (Tab E). These attachments provide a good overview of the Prevention Marketing Initiative.

LUNCHEON

Following the press briefing, a working luncheon of CDC and the Surgeon General with Prevention Planning Partners will begin the collaborative process to develop and deliver effective programs to prevent sexual transmission of HIV and other STDs among young people. An agenda for the luncheon is attached (Tab F).

DISCUSSION

- National AIDS Policy Coordinator Kristine Gebbie has made several statements supporting frank educational messages for young people. Surgeon General Joycelyn Elders has likewise supported health education, including providing information about condoms and making condoms available in schools and other locations. The CDC Director, Dr. David Satcher, has also stated his intention to deliver clear, appropriate messages to help in preventing HIV transmission.
- The Prevention Marketing Initiative is integrated with other CDC HIV prevention programs. CDC will require that HIV prevention community planning, being implemented in fiscal year 1994 by recipients of HIV prevention cooperative agreements, form the basis for Federally supported HIV prevention efforts. Technical assistance on priority setting and prevention activities will be provided by CDC and its contractors. A high priority will be technical assistance for Prevention Marketing activities through the community planning process.
- Prevention marketing and HIV prevention community planning share the mutual goals of: (1) ongoing, shared responsibility and participation among Federal, State, and local organizations and communities, particularly those affected by HIV infection; (2) assessment of needs and existing resources; (3) identification and prioritization of unmet needs; and (4) development of a plan to meet those needs.
- Prior to January 4, 1994, key House and Senate committee staff, including Appropriations staff, will be briefed.

/s/ Philip R. Lee

Philip R. Lee, M.D.

Attachments

- Tab A - Participants
- Tab B - Agenda for Press Briefing
- Tab C - Talking Points
- Tab D - Questions and Answers
- Tab E - Chronology
- Tab F - Agenda for the Luncheon

Page 4 - The Secretary

cc:

OD

CDC/W

OAD/HIV

ES/PHS

H Official File

CDC Official File (Return to CDC, Atlanta)

Cleared by:CDC:JCurran:HIV:JCurran/12/14/93

Tracer No. T15700; CDC ID HCA82076; Doc. Name B-HIVMAR.ASH

CDC:DSatcher:yr:12/14/93: (404) 639-3291;

Spelling Verifier Used by:YRedding:12/14/93

Prepared by:LLisella, CDC, OAD/HIV, (404) 639-0956

Contact:BCoker, CDC, (404) 639-3322

LIST OF BRIEFING PARTICIPANTS
December 21, 1993

Kevin Thurm
Chief of Staff

Avis LaVelle
Assistant Secretary for Public Affairs

Victor Zonana
Deputy Assistant Secretary for Public Affairs (Media)

Jerry Klepner
Assistant Secretary for Legislation

Ken Apfel
Assistant Secretary for Management and Budget

Kristine Gebbie
National AIDS Policy Coordinator

Carlos Velez
Director of Prevention, Office of the National AIDS Policy
Coordinator

John Monahan
Director, Intergovernmental Affairs

Harriet Rabb
General Counsel to the Department

Patsy Fleming
Special Assistant to the Secretary

Sarah Kovner
Special Assistant to the Secretary

Claudia Cooley
Executive Secretary to the Department

Jackie White
Deputy Executive Secretary to the Department

Glen Harelson
Office of the Secretary, Executive Secretariat

Philip Lee
Assistant Secretary for Health

Joycelyn Elders
Surgeon General

LIST OF PARTICIPANTS (continued)

David Satcher
Director, Centers for Disease Control and Prevention

James Curran
Associate Director for HIV/AIDS, CDC

Gary Noble
Associate Director/CDC Washington

Melissa Shepherd
Chief, Social Marketing and Media, National AIDS Information and
Education Program, CDC

Anne Sims
Acting Director, Office of Public Affairs, CDC

**PREVENTION MARKETING INITIATIVE
PRESS BRIEFING**

Washington Renaissance Hotel

January 4, 1994

AGENDA

10:00 a.m.	Participants gather for pre-briefing
10:30	Avis LaVelle: Introductions
10:35	Secretary Donna Shalala: Call to action
10:40	Dr. David Satcher: Reaching a generation at risk
10:45	Denise Stokes: Talking to young people about HIV
10:50	Dr. James Curran: Introduction and narration of the ads
11:00	Kristine Gebbie: Summary
11:05	Q & A, moderated by Avis LaVelle
11:30	Press Briefing ends

PROPOSED PREVENTION MARKETING INITIATIVE PLANNING PARTNERS

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(718) 882-0432 FAX

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Mark Ishaug
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AIDS Ministry Network
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Talking Points
Meeting on January 4, 1994

The human face of AIDS in the United States and around the globe is rapidly becoming the face of young people.

The statistics are alarming. AIDS is now the third leading cause of death among all adults between the ages of 25 and 44.

In 1990, AIDS killed more men ages 25-44 than accidents, homicide, heart disease, or cancer in at least 64 cities and 5 states. For women ages 25-44, AIDS was the chief cause of death in 9 cities.

Due to the incubation period between HIV infection and the onset of AIDS, many of these people were probably infected in their teens and early twenties.

Many of these young people became infected through sexual transmission. Young Americans are more sexually active now than ever. Nineteen percent of all high school students have had four or more sex partners.

One in four sexually active young adults has been infected with a sexually transmitted disease (STD). The very same sexual behaviors that lead to infection with other STDs can also result in HIV infection.

I look out across the room at more than 75 committed individuals. I understand there are hundreds more who are joining us via satellite in more than 60 locations from coast to coast.

All are committed to bringing this crisis of HIV infection among young people to the attention of the American public.

All are committed to assisting us, the Department of Health and Human Services, in mobilizing the collective resources of national, State, and local organizations to address this vital issue.

Thank you for your hard work and diligence. I assure you that this Administration is committed at the highest levels to fighting HIV and AIDS.

Today--with all of you--we will unveil a new HIV prevention program. The vision that guided the development of this program is that of a future when all young people will reach their 25th birthday free from HIV infection.

Quite a challenge. But one that can be realized through collaborative planning and purposeful, collective action. Together, we can give this next generation of Americans the information, skills, and motivation they need to protect themselves from HIV infection--and to live healthy, long, productive lives.

QUESTIONS AND ANSWERS

Q: Why are you starting a new prevention program now?

- ▶ From the beginning of this epidemic, we have been committed to helping increase public awareness and understanding of HIV and AIDS. Now that we have accomplished this goal at a very general level, the next logical step is to provide specific information to groups most at risk.

Q: What is the specific significance of this prevention program compared with the previous programs?

- ▶ This program incorporates the theories and practices of social marketing to go beyond providing information so that we can address the challenge of changing certain risky behaviors.
- ▶ In addition, this program recognizes that communities often have the solutions to their own problems and must be given a voice and the tools to participate fully in designing programs that address their needs. Action plans for this program will be developed by a collaborative effort between the CDC and a group of prevention planning partners. More than 75 organizations are involved in this effort.
- ▶ Because of recent scientific data, CDC is aggressively promoting the correct and consistent use of condoms among those who are sexually active.

Q: Is the Children's Defense Fund one of the planning partners?

- ▶ This organization declined the invitation to participate because its staff is small, and it is currently concentrating on immunization issues. However, we have continued to be in touch with its staff through the program development process and will continue to do so in the future.

Q: Why is the prevention program targeting young people under 25 years of age?

- ▶ Young people's current sexual behaviors demonstrate the need for stronger prevention messages for this age group.
- ▶ Because most young people are not taking vital steps to protect themselves, the consequences are tragic.

Q: How does this initiative, and these materials, differ from those in past HIV prevention efforts?

- ▶ These materials are part of a new Prevention Marketing Initiative designed to prevent the sexual transmission of HIV and other sexually transmitted diseases among Americans 25 years of age and younger. Earlier prevention messages were designed to raise AIDS awareness among the general public.
- ▶ Because of recent scientific data, CDC is aggressively promoting the correct and consistent use of condoms among those who are sexually active.

Q: Why are these public service announcements (PSAs) specifically targeting sexually active young people 18-25 years of age?

- ▶ Sexual transmission is the most common means of contracting HIV. The new PSAs target one segment of young people who are at increased risk of HIV -- sexually active young people between 18 and 25 years of age.

Q: Why is the government assuming parents' and others' roles in teaching young people about HIV and AIDS?

- ▶ This initiative supports, not replaces, parents' efforts to keep their children free of HIV infection and other sexually transmitted diseases.

Q: Do these new PSAs encourage people to have sex?

- ▶ CDC's new PSAs do not encourage people to have sex.
- ▶ Studies have shown that having information about condoms does not increase sexual activity -- in fact, AIDS education and sex education often result in having fewer sex partners and less sexual activity. Education programs do increase more consistent condom use among those already having sex.

Q: Who are these PSAs designed for?

- ▶ These PSAs are designed to reach young people 18-25 years of age.
- ▶ For sexually active young people ages 18-25, three important prevention strategies are promoted with the PSAs. First, if you are sexually active, a highly effective strategy for preventing infection with HIV and other STDs is the correct and consistent use of latex condoms. The use of latex condoms should be automatic.

- ▶ Second, if your partner refuses to use a condom, you may be endangering your health or your life in having unprotected sex, and should refrain from intercourse with that partner.
- ▶ Equally important, even if you are sexually active, you can still choose to refrain from future sexual intercourse until you feel confident that you can practice safer behaviors consistently.

Q: Do most people approve of these messages?

- ▶ Most Americans do want information about HIV and how to prevent its spread. They want it for themselves and for their children.

Q: Some people say condoms don't work. So why is the government promoting them as effective when consistently and correctly used?

- ▶ Studies of couples in which one person is infected with HIV and the other is not (known as "discordant couples") show that latex condoms are highly effective at preventing transmission of HIV when they are used consistently and correctly.

Q: Aren't people already using condoms?

- ▶ No. Most sexually active people are not using condoms every time they have sex. For example, a national survey of heterosexual adults with multiple partners found that only 17% used condoms all the time.

Q: Why do you need to tell people that condoms work?

- ▶ There is some confusion among the public about whether latex condoms are effective in preventing the transmission of HIV. People are not likely to use condoms if they don't believe that they are effective.

Q: Some people believe that condom promotion doesn't work. Why then is CDC attempting it?

- ▶ While condom use and other risk reduction behaviors are nowhere near ideal levels, it must be recognized that every day more and more people are using latex condoms successfully to protect themselves.
- ▶ However, even when people report that they use condoms, they may not be using them consistently and correctly. The real challenge we face is communicating to young people that they need to use condoms each and every time they have sex.

Q: Is this the first administration to promote condom use?

- ▶ Condom use as an HIV prevention strategy has been supported by both Democratic and Republican administrations. Previous Surgeon Generals C. Everett Koop and Antonia Novello have both supported and endorsed the use of condoms as an HIV prevention strategy.
- ▶ Compelling new data released this past summer, indicating that latex condoms are highly effective against the sexual transmission of HIV and other STDs, supports a more aggressive approach at this point.

Q: How do we know these PSA messages are effective?

- ▶ The PSAs have been tested with people 18-25 years of age.

Q: Are the PSAs the sole element of the Prevention Marketing Initiative?

- ▶ The PSAs are only one programmatic element. Other components include the Prevention Collaborative, local demonstration projects in communities across the country, and information and technology transfer.

Q: Where are the demonstration projects?

- ▶ Richmond, Virginia; Nashville, Tennessee; State of New Jersey; Sacramento, California; and Phoenix, Arizona.

Q: Are people being misled into a false sense of security by the promise that condoms are fail-safe?

- ▶ The initiative will reinforce the message that the only 100% effective way to prevent HIV transmission is to abstain from sex. However, it will also emphasize that if a person is sexually active, using latex condoms is a highly effective prevention strategy to significantly reduce the risk of HIV infection.
- ▶ It should be noted that we promote many behaviors that significantly reduce health risk but do not entirely eliminate it. For example, we promote wearing bicycle helmets, which are 85% effective at reducing injury or death, and we promote wearing seat belts, which are 40-55% effective.

Q: Why were the PSAs delayed?

- ▶ Scheduling conflicts and the proximity to the Christmas holiday made it impossible for all those who wanted to

participate to attend the media briefing and partners meeting.

Q: What kind of cooperation have you received from the networks regarding airing of the PSAs?

- ▶ All major television networks have agreed to air the new PSAs, including the ones on condom effectiveness. We also anticipate that local affiliates throughout the country will offer similar support. While we are pleased with the networks' cooperation, we encourage them to air the PSAs during prime time, without restrictions.

Q: Why has it taken so long to get the media to broadcast prevention messages about condoms?

- ▶ Many local areas have had success getting condom PSAs aired on their local affiliates.
- ▶ In addition, America Responds to AIDS has included condom messages in the PSA materials since 1987, and these have aired on all four major networks. However, they are usually aired during late night/early morning hours.

Q: How were the PSAs tested?

- ▶ The testing was designed to answer these questions: Do the PSAs communicate CDC's message on condom effectiveness (they work)? What effects does this message have on short-term knowledge, attitudes, beliefs, and intended behavior (they work and I'll use them)? Do the PSAs have any unintended negative messages or effects (for example, the actor wasn't cool, so only uncool people use condoms)?

Q: How reliable are condoms as a product?

- ▶ Recognizing that latex condoms are highly effective, in April 1993 the FDA announced that labeling for latex condoms should inform the public that, "if used properly, latex condoms will help to reduce the risk of transmission of HIV infection and many other STDs." Other contraceptives are required to carry a statement that they do not protect against HIV infection and other STDs.
- ▶ Every condom manufactured in the United States is tested by manufacturers for defects, including holes or areas of thinning, before it is packaged.

- ▶ The FDA randomly tests condoms produced domestically or imported into the United States to ensure that they meet quality assurance requirements.

Q: During Dr. Elders' tenure as Director of the Arkansas Department of Health, defective condoms were distributed in high school and public health clinics. Why were students and patients not notified that they might be using defective products when it became evident there were problems with the condoms?

- ▶ The Arkansas health department did not publicize reports of condom breakage among those distributed through schools and local health units because of the small number of complaints (3 reports during a 3-year period) and the lack of clear evidence of product defectiveness. The reports of breakage did not provide sufficient basis for alarming the population and possibly leading to the decreased use of condoms for pregnancy and disease prevention.

CHRONOLOGY OF EVENTS

JUNE 1993

Conducted an American Red Cross teleconference on condom effectiveness

Audience: American Red Cross chapters, State Departments of Health, Community-based organizations

Purpose: To increase understanding among health educators about condom effectiveness

AUGUST 1993

Conducted a video workshop on the Prevention Marketing Initiative

Audience: State Departments of Health and Education

Purpose: To increase understanding about condom effectiveness and to highlight successful condom promotion programs conducted at State and local levels

AUGUST 1993

Released the *Morbidity and Mortality Weekly Report* on condom effectiveness

Audience: Public health professionals, public policy experts

Purpose: To promote HIV prevention through disclosure of scientific information providing compelling evidence about condom effectiveness when used consistently and correctly

SEPTEMBER 1993

Provided technical support to ABC television network on the production and marketing of "In a New Light '93," a television entertainment special focusing on HIV prevention

Audience: Young people and their parents

Purpose: To increase understanding about effective HIV prevention strategies, including the correct and consistent use of latex condoms

SEPTEMBER 1993

Established community demonstration projects to plan and implement community-based prevention programs using social marketing principles in (1) Nashville, Tennessee; (2) Maricopa County, Arizona; (3) New Jersey; (4) Sacramento, California; and (5) Northern Virginia

Audience: Young people

Purpose: To test various strategies for influencing health promoting behaviors in young people

SEPTEMBER-DECEMBER 1993

Conducted outreach to national organizations and community-based organizations about the Prevention Marketing Initiative

Audience: National and grass-roots organizations who focus on health, HIV prevention and/or youth

Purpose: To establish widespread support for the Prevention Marketing Initiative and to solicit participation in a planning process designed to create a comprehensive plan for this initiative

JANUARY 1994

Release initial public service announcements and launch a comprehensive planning process

Audience: Prevention partners; State and local public health authorities and community-based organizations via satellite telecast as well as the general public

Purpose: To focus media attention on the HIV and STD epidemics among young people; to demonstrate widespread support and commitment by national organizations for HIV prevention efforts, including condom use among sexually active young people; and to emphasize the need for a comprehensive plan to reduce sexual transmission of HIV and other STDs among young people

JANUARY 1994

Host meeting of State and local health department grantees of HIV Prevention Cooperative Agreement funds

Audience: AIDS directors

Purpose: To review technical assistance needs and resources for the successful implementation of the HIV Prevention community planning process

FEBRUARY 1994

First meeting of the prevention partners

Audience: Prevention partners

Purpose: To establish a consensus on the initial framework for a comprehensive plan to address the sexual transmission of HIV and other STDs among young people

MARCH 1994

Establish a mechanism for delivering technical assistance on social marketing

Audience: State and local health departments and community planning groups

Purpose: To build capacity for developing and implementing social marketing strategies

APRIL 1994

Release television information special targeting young people

Audience: Young people 18-25 years of age

Purpose: To promote widespread understanding of effective HIV prevention strategies, to "role model" prevention behaviors, and to promote consistent and correct condom use

MARCH - OCTOBER 1994

Conduct regular meetings of prevention partners

Purpose: To develop components, including strategies and action steps, of the comprehensive plan to address the sexual transmission of HIV and other STDs among young people

JUNE 1994

Sponsor national conference for prevention of HIV among youth

Audience: Education and health professionals throughout the United States

Purpose: To build capacity and consensus on emerging strategies to effectively reach youth

NOVEMBER 1994

Develop and review guidance document for funding availability to integrate strategies identified under the Prevention Marketing Initiative within the HIV Prevention Community Planning process

Audience: State and local health departments and their respective community planning groups

Purpose: To develop a guidance document delineating steps required for distribution of FY 1995 funds for Prevention Marketing Initiative

DECEMBER 1994 TO APRIL 1995

Distribution of guidance document and preparation of applications for special funds by state and local health departments based on plans proposed by community planning groups

Audience: State and local health departments and their respective community planning groups

Purpose: To encourage community planning groups to incorporate strategies identified in national comprehensive plan

MARCH 1995

Program Implementation

PREVENTION MARKETING INITIATIVE
LUNCHEON AND PLANNING MEETING

Washington Renaissance Hotel

January 4, 1994

AGENDA

Lunch with the Surgeon General

12:30 p.m.	Buffet luncheon begins
1:00	Speaker: Dr. Joycelyn Elders, U.S. Surgeon General
1:20	Moderator: Dr. Ronald Valdiserri, Director of HIV/AIDS, National Center for Prevention Services, CDC
	Panel and Facilitated Discussion: Next Steps
2:25	Closing Remarks: Fred Kroger, Director of National AIDS Information and Education Program, CDC
2:30	Luncheon ends



HIV/AIDS PREVENTION

Centers for Disease Control and Prevention
National AIDS Information and Education Program
1600 Clifton Road, N.E.
Building 26, Executive Park
Atlanta, Georgia 30333

FACSIMILE TRANSMISSION

TO: John Gurrola

Address: _____

Telephone No.: 202/632-1090

Facsimile No.: 202/632-1096

FROM: LYDIA OGDEN

Address: 1600 Clifton Rd NE (E25)
Atlanta, GA 30333

Telephone No.: 404/639-0979

✓ Facsimile No.: 404/639-0973
24-HR MESSAGE SVC-1-800-447-
4784; then 329-1659

Date: 12/28/93

Number of Pages: 4
(Excluding cover sheet)

Subject: Talking points for 1/4 press briefing

Comments: John - There are going concurrently to
Dr. Satcher and the Secretary for review.
Please call me with any comments. Thanks.

Lydia

Secretary Shalala

First

- ▶ The face of AIDS is changing. Across the globe and within the United States, it is becoming the face of young people. Unchecked, it could rob us of the best and brightest of the current generation. (Cite statistics with references.)
- ▶ Many of our young people, adhering to centuries of tradition, are convinced of their invulnerability, their immortality. Others, sadly, are all-too convinced that death is real and immediate, and so may take too little care to protect themselves. All young people need to hear this message: To protect yourself and others, refrain from sexual activity. If you are sexually active, use latex condoms consistently and correctly.
- ▶ Gathered together today -- here and in locations across the nation -- are people seeking to protect our young people. People from all walks of life ... ministers and rabbis, teachers, health care workers, community and social service workers, government employees, young people themselves. You are bound together by a common bond: The dedication you share to save lives. This is a powerful tie, a tie that binds. It is a tie this administration shares with you. And I assure you we at the federal level are committed to fighting HIV and AIDS and to saving lives. (Share examples of administration's efforts.)
- ▶ We are bound together by our commitment to preventing HIV. The Prevention Marketing Initiative, one part of CDC's transformed and reinvigorated HIV and AIDS prevention programs, is a bold and important step forward in that effort. This new initiative, targeting young people 18 to 25, will include national media -- like the PSAs being released today. And it includes technical assistance to local prevention efforts and partnership at all levels -- local, state and federal -- to most effectively create, share and put into practice prevention programs that work.

Dr. David Satcher

Second

- ▶ The Prevention Marketing Initiative will deliver two key messages to young people To protect yourself and others, refrain from sexual activity. If you are sexually active, use latex condoms consistently and correctly.
- ▶ CDC has pledged to Americans that all our public health decisions will be based on the highest quality scientific data available, openly and objectively derived. The Prevention Marketing Initiative is an example of that pledge in action.
- ▶ The Initiative is based on compelling scientific evidence that latex condoms are highly effective at preventing the spread of HIV -- but only when they are used consistently and correctly. This information was reported this past June in Berlin, at the World AIDS Conference, when scientists released the most compelling data ever -- gained from studies specific to HIV transmission, not contraception.
- ▶ The Initiative gains strength from this science base. It is also immeasurably strengthened by its partnerships with people across the nation, engaged in tireless efforts to prevent the spread of HIV. Some of those people are here today, with us in this room and linked to us via satellite. With countless others, they form one of the three key supports for the Initiative -- what we're calling the Prevention Collaborative, a confederation of national, state and local groups that will develop a plan to implement the Initiative in communities all across the country.
- ▶ Together with the other two supports, our national media strategy and the local demonstration projects, they form three strands of a braid much stronger than any strand alone. And bound together with others -- ministers and rabbis, teachers, health care workers, community and social service workers, government employees, young people themselves -- they are a powerful force to stop the spread of HIV and AIDS.
- ▶ We all know there are a variety of influences on young people -- parents, teachers, religious leaders, their peers. We know that people closest to them most directly affect their behavior, for good or ill. And we know that another powerful influence is the media, which has the power to reflect and reinforce the behaviors they've learned at home, at school, at church or temple, from their friends. These public service announcements use that vital link to our young people to deliver messages that can save their lives.
- ▶ Introduce Dr. Jim Curran, who will show the PSAs.

Dr. Jim Curran

Third

- ▶ CDC is seeking to capitalize on the sway radio and television hold over our young people, seeking to make protecting yourself acceptable ... normal ... even -- and this is tough for a scientist to say -- cool. The message is simple: To protect yourself and others, refrain from sexual activity. If you are sexually active, use latex condoms consistently and correctly.
- ▶ In a moment, you'll see that these are not typical messages for the government. Because this isn't a typical problem we're facing. It's life and death.
- ▶ And because the stakes are so high, we didn't leave anything to chance. These messages and the strategies to implement them were tested with young adults. Decisions were made on data.
- ▶ The PSAs use humor to capture and hold young people's attention. They use "cutting-edge" production techniques. They use messengers our young people find credible ... people like Martin Lawrence from Fox's Martin show and Anthony Kiedis from the Red Hot Chili Peppers.
- ▶ Show PSAs.
- ▶ I'm proud to tell you that all the major television networks and cable systems have accepted the PSAs, including NBC, ABC, CBS, Fox and MTV, who are joining us in the audience today. It is the government's intention to market these PSAs very aggressively ... to ensure that they get as much airtime as possible, without restrictions, during times when young people are watching and listening. We salute the broadcasters for working with us to save countless lives ... and we are relying on their continued support and dedication.
- ▶ These PSAs are only one part of CDC's HIV and AIDS prevention efforts. (Cite other efforts: prevention services for those who are already infected with HIV ... substance abusers ... community-based, peer-led education programs.)

Kristine Gebbie

Fourth

- ▶ Nobody here today is saying that PSAs by themselves are the solution to preventing HIV and AIDS in this country. But they are part of the solution.

- ▶ Cite other government programs, administration efforts.

- ▶ Today we have taken a bold step to ensuring that our young people reach the age of 25 free of HIV infection. We have demonstrated leadership at the highest levels. We have spoken clearly, and we can only hope and pray our words resound with young people ...

You cannot ignore HIV and AIDS.

The problem won't go away simply by pretending it doesn't exist.

Your life is worth protecting. You're worth it.

Protecting yourself from sexual transmission is very simple. Refrain from sexual activity. If you are sexually active, use one of these [hold up condom packet], a latex condom, consistently and correctly. If you want to know more about using condoms, call 1-800-342-AIDS for a free, step-by-step brochure.

Insert
in 3
on back

1) Prevention is
One ~~part~~ of our national strategy to
~~regard~~ stop AIDS.

This prevention marketing campaign is strengthened
by its reliance on ~~second prong~~ part - research ~~another~~

The presence of ^{representatives of} so many ~~people~~ partners
reflects yet another critical strategy -
whether research, services or prevention!
That we reach out across all levels
of government & into the private sector
to strengthen our efforts.

(over)

2) one can "sell" a "product" as complex as ^{wise} ~~sexual~~ choices
no company ~~sells products~~ only by
radio or television - many other
forms of outreach and communication
are necessary, ~~and most of those~~
^{messages} must be designed & developed at the
b) ~~neighborhood~~ community level to
complement the national campaign.

3) These PSA's target a critical
age group (18-24 year olds) with
a clear message:

Insert from front

4) On behalf of the President I invite all
of ~~those concerned~~ you to expand
our circle of partners & reinforce
these messages so that we truly
can stop AIDS.

Latex Condoms Are Highly Effective In Preventing the Transmission of HIV and Other Sexually Transmitted Diseases

Latex condoms can greatly reduce a person's risk of acquiring or transmitting sexually transmitted diseases (STDs), including HIV infection. HIV is the virus that causes AIDS.

But for condoms to provide maximum protection, they must be used *consistently* and *correctly*.

Consistent use means using a condom from start to finish every time you have sex.

Here's all you need to do

Correct use means to:

- 1** Use a new latex condom for each act of intercourse--whether vaginal, anal, or oral.
- 2** Be careful when opening the condom. Do not use your teeth, fingernails, or other sharp object to open the condom wrapper because you might tear the condom inside.
- 3** Put the condom on after the penis is erect and before any sexual contact.
- 4** Hold the tip of the condom and unroll the condom all the way down the erect penis--the

rolled rim should be on the outside. Leave space at the tip of the condom for semen, but make sure that no air is trapped in the condom's tip.

- 5** If additional lubrication is needed, lubricate the outside of the condom if it is not pre-lubricated. Use *only* water-based lubricants. You can purchase a lubricant at any pharmacy. Your pharmacist can tell you which lubricants are water-based.

Oil-based lubricants, such as petroleum jelly, cold cream, hand lotion, cooking oil, or baby oil, weaken the condom.

6 Withdraw from your partner while the penis is still erect. Hold the condom firmly to keep it from slipping off.

7 Throw the used condom away in the trash. Never re-use a condom.

8 If the condom breaks during sex, withdraw from your partner and put on a new condom.

Always keep condoms handy, but store them in a cool, dry place that is out of direct sunlight. Do not use a condom after its expiration date or if it has been damaged in any way.

Latex condoms are available in different sizes, colors, and textures. Find the one that is right for *you*.

Novelty products are not effective in preventing STDs.

Not having sex is the best way to avoid getting HIV infection or other STDs. However, if you do have sex, remember, condoms are highly effective, if used correctly from start to finish each time you have intercourse.

For more information on condoms or preventing HIV infection, contact:

CDC National AIDS Hotline: 1-800-342-AIDS
 Spanish Service: 1-800-344-7432
 TDD Service for the Deaf: 1-800-243-7889

Using Condoms to Prevent HIV Infection and Other STDs

U.S. Department of Health and Human Services
 Public Health Services



AMERICA
RESPONDS
TO AIDS

CDC
DEPARTMENT FOR CHANGING BEHAVIOR
 AND PREVENTION

HIV/NAIEP/10-93/035

Kris
This is the
project that cdc
wants to meet w/
ABC about
~~the~~ Since you
are out next
week they
are trying
Elders.
Cauler

TV INFORMATION SPECIAL: TREATMENT

DRAFT #2

OCTOBER 8, 1993

Steve
Did this get
taken care of?

THE WHITE HOUSE
WASHINGTON

January 11, 1993

Rev. Steve Pieters
Field Director
UFMCC AIDS Ministry
5300 Santa Monica, Suite 304
Los Angeles, California 90029

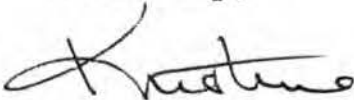
Dear Rev. Pieters:

Thank you for your comments on the recently-released CDC Prevention Marketing Initiative. As you know, this campaign is intended to stop HIV infection among young adults 18-25 by encouraging the delay of sexual activity and by encouraging consistent and correct latex condom usage among those who are sexually active.

I am very encouraged to hear your positive comments about this Initiative, especially since we understand that community level organizations, in particular religious organizations, will play a pivotal role in encouraging behavior change among young people at risk. Because the Metropolitan Community Churches are an integral part of the Gay/Lesbian community, your participation in prevention efforts at the local level will be instrumental in impacting behavior among young gay men and lesbians.

Again, thank you for your comments.

Sincerely,



Kristine M. Gebbie, RN, MN
National AIDS Policy Coordinator

cc: Rev. Elder Don Eastman

THE WHITE HOUSE
WASHINGTON

January 7, 1993

Ms. Joyce Bove
Chair
Funders Concerned About AIDS
310 Madison Avenue, Suite 1630
New York, New York 10017

Dear Ms. Bove:

Thank you for your comments on the recently-released CDC Prevention Marketing Initiative. As you know, this campaign is intended to stop HIV infection among young adults 18-25 by encouraging the delay of sexual activity and by encouraging consistent and correct latex condom usage among those who are sexually active.

I am very encouraged by your positive comments about this Initiative, especially since we expect to work with organizations at the national and local, many of which receive funding from members of your group. These national and community-based organizations will play a pivotal role in encouraging behavior change among young people at risk. Please communicate to your members our heartfelt thanks for their continued support of prevention and other programs throughout the country.

Again, thank you for your comments. An identical letter is being mailed to Michael Seltzer, Nick Bollman and R.A. Radley.

Sincerely,



Kristine M. Gebbie, RN, MN
National AIDS Policy Coordinator

THE WHITE HOUSE
WASHINGTON

January 7, 1993

Mr. Michael S. Seltzer
Executive Director
Funders Concerned About AIDS
310 Madison Avenue, Suite 1630
New York, New York 10017

Dear Mr. Seltzer:

Thank you for your comments on the recently-released CDC Prevention Marketing Initiative. As you know, this campaign is intended to stop HIV infection among young adults 18-25 by encouraging the delay of sexual activity and by encouraging consistent and correct latex condom usage among those who are sexually active.

I am very encouraged by your positive comments about this Initiative, especially since we expect to work with organizations at the national and local, many of which receive funding from members of your group. These national and community-based organizations will play a pivotal role in encouraging behavior change among young people at risk. Please communicate to your members our heartfelt thanks for their continued support of prevention and other programs throughout the country.

Again, thank you for your comments. An identical letter is being mailed to Joyce Bove, Nick Bollman and R.A. Radley.

Sincerely,



Kristine M. Gebbie, RN, MN
National AIDS Policy Coordinator

THE WHITE HOUSE
WASHINGTON

January 7, 1993

Mr. Alan J. Gallant
510 East 85th Street
New York, New York 10028

Dear Mr. Gallant:

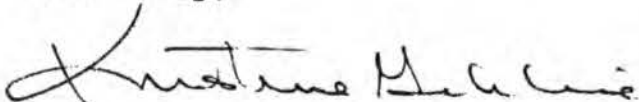
Thank you for your comments on the recently-released CDC Prevention Marketing Initiative. As you know, this campaign is intended to stop HIV infection among young adults 18-25 by encouraging the delay of sexual activity and by encouraging consistent and correct latex condom usage among those who are sexually active.

Your comments relate to the need to stress the consequences of not acting responsibly in the face of HIV. The information that we have obtained on the effectiveness of prevention messages has indicated that the messages must be specific and direct, but must not give rise to fear. The focus groups that were held to examine the public service announcements were very positive in their response to the content and context of the PSAs.

The Prevention Marketing Initiative is intended to deliver a clear and concise message to young adults on the need to change behavior to protect themselves. The Initiative will be combined with other programs that will work with local communities to encourage behavior change. It is in this work with local communities that individual behavior will be impacted in the long run. As you well know, we will need a multi-faceted approach to induce the type of behavior that will ultimately stop HIV.

Again, thank you for your comments.

Sincerely,



Kristine M. Gebbie, RN, MN
National AIDS Policy Coordinator

January 6, 1994

ACTION MEMORANDUM

TO: Carlos Velez

FROM: W. Steve Lee

DATE REQUIRED: January 13, 1994

The following items need your attention:

Letter from Alan Gallant (January 4, 1994) on CDC prevention initiative. Draft response for KG's signature.

Letter from Revs. Elder Eastman and Steve Pieters (January 5, 1994) on CDC prevention initiative. Draft response for KG's signature.

Attachments



1968-1993
Celebrating 25 Years of Ministry

*Carlos -
draft reply*

Ms. Kristine Gebbie
National AIDS Policy Coordinator
750 17th St., N.W., Suite 1060
Washington, D.C. 20500

January 5, 1994

Dear Ms. Gebbie:

We applaud the leadership of the Clinton Administration in the recently introduced HIV/AIDS prevention marketing program of the Centers for Disease Control. We support the approach of the program, which honors both the ideal of personal responsibility and the reality that the majority of young people in America are sexually active.

We support the recommendation that young people remain abstinent until entering into responsible relationships; we support equally the dissemination of life-saving information on the correct and consistent use of latex condoms to young people who are sexually active.

We are greatly encouraged by your leadership and initiative in this vital prevention campaign.

Sincerely,

Rev. Elder Don Eastman
Second Vice-Moderator, UFMCC

Rev. Steve Pieters
Field Director, UFMCC AIDS
Ministry

cc: Rev. Ken South, AIDS National Interfaith Network

UFMCC
5300 Santa Monica
Suite 304
Los Angeles
CA 90029 USA
Tel (213) 464 5100
Fax (213) 464 2123



1968-1993
Celebrating 25 Years of Ministry

December 17, 1993

Jennifer Wayman
Ogilvy Adams & Rinehart
1901 L Street, N.W.
Suite 300
Washington, D.C. 20036

UFMCC

5300 Santa Monica
Suite 304
Los Angeles
CA 90029 USA

Tel (213) 464-5100
Fax (213) 464-2123

The Office of AIDS Ministry for the Universal Fellowship of Metropolitan Community Churches (UFMCC) wholeheartedly supports the CDC's Prevention Marketing Initiative. We believe that the new America Responds to AIDS campaign is vital to the education of sexually active young people. We applaud the CDC's continuing leadership in HIV/AIDS education efforts, particularly their emphasis on the correct and consistent use of latex condoms in preventing transmission of HIV.

With a primary ministry in the Gay Community, the UFMCC has already suffered the deaths from AIDS of almost a quarter of our membership. We estimate that another quarter are living with HIV/AIDS. With our long history of AIDS Ministry, we understand the importance of prevention education based on facts, not fears. The CDC is to be commended for this necessary effort to save the lives of young people throughout the United States.

Sincerely,

The Rev. A. Stephen Pieters
Field Director of UFMCC AIDS Ministry

Universal Fellowship of Metropolitan Community Churches
The Reverend Troy D. Perry, Founder

ALAN J. GALLANT
510 East 85th Street
New York, N.Y. 10028
(212) 772-6152

Carlos
draft reply

January 4, 1994

Ms. Kristine Gebbie
Executive Office of the President
National Aids Policy
750 17th Street N.W.
Washington D.C. 20503

Dear Madam:

I am terribly disappointed! I am 53 years old! I have two children. A sixteen year old son, and a fourteen year old daughter. I also have full blown aids.

This "avant garde" educational advertising campaign that you and Donna Shalala have just unveiled is so pathetically inadequate that it breaks my heart! That Federal Funds were spent to produce these is a sin. If you looked at the clever, courageous, ads that were produced in Europe five years ago, you would have saved a fortune.

What you have unveiled is "candy-coated fluff." Is this what you have to do to get the networks to live up to their responsibility?

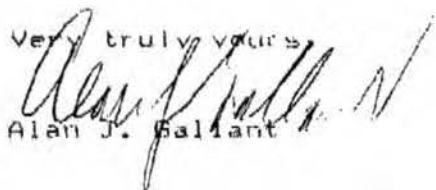
You, when you were appointed, said that your thrust would be on education. These ads are based on slowing transmission-a noble, and necessary goal, however, they are not educational.

Yes, today young people know that you die from AIDS; however, they don't know what it means to live with AIDS. They are completely unaware of opportunistic infections, weakness, diarrhea, wasting. They need to have the dickens scared out of them!

It's great that they know "AIDS = DEATH," but they don't have a clue over what "thrush" is, and the day to day deterioration of their young lives. If you want to make a point, then make it hard and strong. This sanitized "crap" isn't going to stop the young people, or make them think twice.

I find the whole thing, and these commercials, a very small band-aid. Where is the courage of your department, and Ms. Shalala's?

Very truly yours


Alan J. Gallant

By Fax: 202-632-1096

cc: Dr. Zeda Rosenberu

National Institutes of Health



Advancing the Philanthropic
Response to AIDS

310 Madison Avenue
Suite 1630
New York, NY 10017
212-573-5533
fax 212-949-1672

Michael Seltzer
Executive Director

Joyce Bove, Chair
New York Community Trust

Steering Committee: Thomas F. Beech, Anne Burnett & Charles Tandy Foundation • Vivian Beelle, Hoffmann La Roche • Nick Bollman, William & Flora Hewlett Foundation • Joyce Bove, New York Community Trust • Stuart Burden, John T. & Catherine D. MacArthur Foundation • Jacqui Burton, Lilly Endowment • Robert Collier, Rotary Charities of Traverse City • tin Conte, New Haven Foundation • Irene Crowe, Pettus Crowe Foundation • Christina Cuevas, The Ford Foundation • Dr. Robert Eckardt, The Cleveland Foundation • Stephen Foster, Charles A. Dana Foundation • David Gould, United Hospital Fund • Robert Gudger, Xerox Foundation • Tullia Hamilton, St. Louis Community Foundation • Jane Hughes, The Rockefeller Foundation • Paul Jelinek, Robert Wood Johnson Foundation • Dr. Mathilde Krim, American Foundation for AIDS Research • Len McCandless, The Sierra Health Foundation • Rodger McFarlane, Broadway Cares/Equity Fights AIDS • Vincent McGee, Aaron Diamond Foundation • Karen Menichelli, Benton Foundation • Alicia Philipp, Metropolitan Atlanta Community Foundation • Dana M. Phillips, Jewish Healthcare Foundation of Pittsburgh • R.A. Radley, Design Industries Foundation for AIDS • Rev. Margaret Reinfeld, American Foundation for AIDS Research • Dr. Ethel Rios de Belancourt, Puerto Rico Community Foundation • Rev. Peter Sabune, Cathedral of Trinity & St. Philip's • Fred Silverman, Apple Computer • Judith Simpson, George Gund Foundation • Dr. Mark Smith, Henry J. Kaiser Family Foundation • Lynn Stekas, Mutual Of New York • Richard Turner, The Chicago Community Trust

Tuesday, January 4, 1994

Dr. David Satcher
Executive Director
Center For Disease Control & Prevention
1600 Clifton Road E-25
Atlanta, Georgia 30333

John Carlos

Dear Dr. Satcher:

We are writing to express our support for the AIDS prevention commercials sponsored by the Center for Disease Control and Prevention. AIDS is an epidemic that we can no longer ignore. Clearly, silence and misinformation has been responsible for many deaths among Americans.

AIDS is a threat to our national health and welfare. Without a cure, we must encourage prevention and responsible behavior. **Encouraging sexually active people to use condoms is imperative.**

We commend the Center for Disease Control & Prevention's forthright efforts to educate our community on the facts about the transmission and prevention of AIDS. Your organization's willingness to address the importance of using condoms will hopefully save lives and the future.

Sincerely,

Michael Seltzer Joyce Bove Nick Bollman R.A. Radley

Michael S. Seltzer Joyce Bove Nick Bollman R.A. Radley
Executive Director Chair Co-Chair* Co-Chair*

MS/bu

* FCAA's Public Policy and Leadership Committee.

cc: Kristine Gebbie
National AIDS Policy Coordinator

Post-It™ brand fax transmittal memo 7671		# of pages ▶ 1
To KRISTINE GEBBIE	From Michael Seltzer	
Co.	Co. FCAA	
Dept.	Phone #	
Fax # 202/632-1096	Fax #	

Retina -

I think they have you mis-
identified as "Kittie" !!

Anyway - they will be calling
you to schedule & briefing for
me on prevention marketing -

- K.

CDC HIV/AIDS PREVENTION

Centers for Disease Control
National AIDS Information and Education Program
1600 Clifton Road, N.E.
Building 26, Executive Park
Atlanta, Georgia 30333

FACSIMILE TRANSMISSION

To: Ms. Kristine Gebbie
Kitina

Address: _____

Telephone No.: 202-690-5471

Facsimile No.: 202-690-7054

From: Barbara Wilson
NAIEP/CDC

Address: 1600 Clifton Rd, NE
MSB MS E-25
Atlanta, GA, 30333

Telephone No.: (404) 639-0956

Facsimile No.: (404) 639-0973

Date: 7/26/93

No. of Pages: 1

(excludes cover sheet)

Subject: CDC/HIV/Aids briefing Prevention Mktg Program

Notes/Comments: Kitina,

Enclosed is the letter from Philip Lee.
We will contact you ASAP for
final decision on date and
time of briefing.

Thank-you, Barbara Wilson



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Office of the Assistant Secretary
for Health
Washington DC 20201

JUL 20 1993

NOTE TO DR. DOWDLESUBJECT: CDC HIV/AIDS Prevention Marketing Program -- ACTION

I would like to express my appreciation for the June 22 briefing by CDC staff on the HIV/AIDS Prevention Marketing Program. I believe this program represents a formidable opportunity to strengthen our HIV prevention efforts for our vulnerable young people 25 years of age and under.

As I mentioned at the June meeting, the HIV/AIDS Prevention Marketing Program should be considered a major HIV prevention priority. For that reason I wish to be personally involved in this effort. Accordingly, I ask that you schedule periodic meetings with me to discuss the substantive elements of the program and the implementation actions planned. Key staff from my office and the Office of the Secretary should be included in these sessions.

Additionally, since Ms. Kristine Gebbie has been named as the National AIDS Policy Coordinator, I think it is appropriate for CDC to schedule a meeting as soon as possible to fully brief Ms. Gebbie and her staff on the program.

I look forward to our continuing discussions on this important prevention effort.

Phil
Philip R. Lee, M.D.
Assistant Secretary for Health

cc: Ms. Gebbie

H0478824

PREVENTION MARKETING INITIATIVE

**JANUARY 4, 1994
SCHEDULE**

**WASHINGTON RENAISSANCE HOTEL
999 9TH STREET, N.W.**

MEETINGS

9:30 a.m.

**Partners meeting
(Grand Ballroom/North Salon--
Ballroom Level-2 levels down)**

10:00

**Presenters gather for pre-briefing
(VIP - A)**

PRESS BRIEFING

10:30 a.m.

**(Auditorium)
Ms. Avis LaVelle: Introductions**

10:35

Secretary Donna Shalala: Call to action

10:40

**Dr. David Satcher: CDC's commitment
to health**

10:45

**Ms. Denise Stokes: Reaching a
generation at risk**

10:50

**Dr. James Curran: CDC's prevention
programs and preview of public service
announcements**

11:00

Ms. Kristine Gebbie: Summary

11:05

Q and A, moderated by Ms. Avis LaVelle

11:30

Press Briefing ends

PREVENTION MARKETING INITIATIVE
LUNCHEON AND KICK-OFF MEETING

LUNCHEON

**(Renaissance Ballroom -
West Salon A)**

11:45

Luncheon begins

12:25

Video - Faces of HIV and AIDS

12:30

**Mr. Jesse Milan, National Episcopal
AIDS Coalition**

12:35

**Dr. Joycelyn Elders, U.S. Surgeon
General**

12:55

Panel Discussion
Dr. Ronald Valdiserri, CDC
**Ms. Pat Matthews, National Community
AIDS Partnership**
Ms. Sandra McDonald, Outreach
**Mr. Ernesto Hinojos, Gay Men's Health
Crisis**
**Mr. Randy Pope, Michigan Department
of Public Health**
**Mr. Paul Kawata, National Minority
AIDS Council**
Mr. Dan Bross, AIDS Action Council

1:30

**Partnership input facilitated by Dr.
Ronald Valdiserri**

2:25

Mr. Fred Kroger, CDC

**PREVENTION MARKETING INITIATIVE
PRESS BRIEFING**

Washington Renaissance Hotel

January 4, 1994

AGENDA

10:00 a.m.	Participants gather for pre-briefing
10:30	Avis LaVelle: Introductions
10:35	Secretary Donna Shalala: Call to action
10:40	Dr. David Satcher: Reaching a generation at risk
10:45	Denise Stokes: Talking to young people about HIV
10:50	Dr. James Curran: Introduction and narration of the ads
11:00	Kristine Gebbie: Summary
11:05	Q & A, moderated by Avis LaVelle
11:30	Press Briefing ends

THE WHITE HOUSE

WASHINGTON

February 9, 1994

Mr. John Berandt
807 Milwaukee Avenue
South Milwaukee, Wisconsin 53172

Dear Mr. Berandt:

Thank you for your comments on the Prevention Marketing Initiative sponsored by the Centers for Disease Control and Prevention (CDC). This Administration is committed to stopping the spread of HIV, especially among our youth. The age group with the greatest increase of new cases of AIDS is the 18-24 year old group; the majority of these infections occurred during adolescence. Best information indicates that 72 percent of all high school seniors have engaged in sexual activity and 19 percent of those have had 4 or more sexual partners.

Although abstinence is the most effective way of preventing transmission, the campaign is also aimed at those who, because of personal decisions or circumstances, have chosen to be sexually active. The decision to promote safer sexual practices through the use of condoms is supported by research released in 1993 showing that when condoms are used correctly and consistently, they are extremely effective in preventing transmission. The research showed that transmission occurred primarily in those instances where the condoms were used incorrectly or were not used for every sexual act. To obtain more information on this research, please contact the CDC National AIDS Clearinghouse at (800) 458-5231.

The CDC initiative is intended to reinforce young people who have not become sexually active to postpone sexual activity as long as possible. It will encourage young people who engage in sex but have not tried condoms to try them and it will encourage those who use condoms to do so correctly. A national task force will analyze the effectiveness of the various components of the initiative, including the public service announcements.

As a parent, I understand the concerns you may have about our young people being at risk for HIV/AIDS. I am concerned that our young people are not receiving the information about changing behaviors that may place them at risk. For those who have chosen to be sexually active, it is our responsibility as adults to provide the means necessary for young men and women to protect their lives. I believe this Prevention Marketing Initiative is a necessary step in our endeavor to end the HIV/AIDS epidemic.

Again, thank you for your input. I hope that you will continue to communicate your concerns with me.

Sincerely,



Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator

hello



WEDNESDAY, JANUARY 5TH, 1994

Dear Ms. Ciebbie,

Hello, my name is Troy Luke. I am a 23 year-old senior at Western Michigan University. I am writing regarding an advertisement that I have just seen on C-SPAN 2, the cable channel. I am not writing so much about the commercial as I am the issue of AIDS prevention.

To be open with you, as most AIDS commercials are, I am a 23 year-old male who has never had sex. I do not intend to until the day that I marry my wife. Sadly, I realize that I am somewhat of a rarity today. I thank God and my family for a wonderful upbringing. I realize that many people are not as fortunate as I have been, having such great parents. I want to express my feelings on this issue as I believe it is having a profound affect on today's society and will continue moreso as time continues.

I feel that condoms are being presented as a "cure-all" for AIDS. I see it as very unfair that people are not being told about the failure rate of condoms. I believe that every advertisement that promotes condom use should also make people aware of the failures and dangers possible with condom use.

Condom promotion also seems to condone sex as acceptable for all people of all ages.

Sex is a very emotional and personal thing that is shared by two people. ~~And~~ Careless sex, even

with the use of a condom, can leave a person with emotional scars that last much longer than a relationship with someone who they thought they were in love with.

Abstinence is a much safer means of preventing AIDS. I think that Abstinence should be talked about more than condoms and condoms should be looked on as only a last resort.

The idea of abstaining until marriage and loving only one woman is a much safer way to protect society from AIDS.

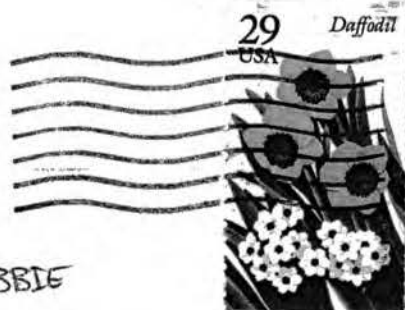
When you abstain, you don't have to worry about who you slept with and if you had, or have a condom available in the heat of the moment. Abstaining can also prevent people from forming intimate relationships with numerous people which can lead to problem marriages (that is intimate relationships outside of marriage can cause problem marriages). Abstinence also helps in teaching self-control and helps to make sex so much more special as it is meant to be.

My main request is to please tell the truth about condoms and please present the safest alternative first, which is Abstinence. I am studying to be a teacher, if there are any resources that you can direct me to regarding teaching abstinence, I would really appreciate it.

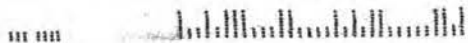
Thank You for Your Time,

Troy Luke
Western Michigan University 220 French Hall
Kalamazoo, MI 49008

Troy Lile
Western Michigan University
220 French Hall
Kalamazoo, MI 49008



Ms. KRISTINE M. GEBBIE
OFFICE OF AIDS POLICY
750 17TH ST. NW.
WASHINGTON D.C. 20050





JAN 12 1994

1 Elm Ct
Waterville Maine
04901

Jan 7-1994

Krestine Gebbie
Aids Policy officer
Natl Aids Policy Coord.
750 17th NW #1060
Washington DC 20503

Dear Ms Gebbie:

I watched you this week on Crossfire & C-Span
and I was appalled & saddened to hear your views
on the current Condom ads.

Please do not link "most" Americans with your
Philosophy. There are still many Americans left who
believe in morality.

You are certainly trying to promote promiscuity
whether you agree or not -

I cannot understand why you do not use
your energy & our gov't dollars to teach more
homosexuals about the danger of aids in
their behaviour instead of encouraging them
to continue to behave irresponsibly with the
help of condoms. As long as we have leaders
with your closed philosophy, we will never cure
the violence & promiscuity in our country.

Yours Truly

—
Marguerite Began

David A. and Vicky L. Dvorak
7131 Stirrup Ct.
Weddington, NC 28105-8618

January 5, 1994



JAN 10 1994

Miss. Kristine Gebbie
Office of AID's Policy
750 17th Street NW
Washington, DC 20500

Dear Miss Gebbie:

We are extremely disappointed with the highly irresponsible showing of the condom commercials broadcasted on public TV recently and are requesting you to have this stopped immediately. These types of highly irresponsible acts have no place on prime television nor other public advertising particularly being paid by the tax-payer.

Sincerely,

David A. Dvorak

Vicky L. Dvorak

Steve
reply



5N180 Canvasback
Bartlett, IL 60103
January 7, 1994

JAN 12 1994

Office of Aids Policy
750 17th Street NW
Washington, DC 20050

Dear Sirs:

Please be aware that I feel it is WRONG for the United States Government to be promoting condoms on television commercials. In fact, the whole emphasis on condoms is wrong since condoms are not sufficient to protect one from the HIV virus. The government is lying to the American people by promoting "Safe Sex" when in fact the only safe sex is a monogamous relationship with an uninfected partner. Would you kindly change your emphasis to reflect this fact?

Sincerely,

Ellen Koehn

ek

Harold and Ellen Koehn
5N180 Canvasback
Bartlett, IL 60103



Office of AIDs Policy
750 17th Street NW
Washington, D.C. 20050



Teen chastity program finds a following

NEW YORK — A national campaign to encourage teenagers to practice chastity is gaining momentum, with a goal of reaching half a billion teenagers, officials said.

The True Love Wait campaign, started by a Southern Baptist group, has spread rapidly to

other churches and its leaders hope to reach 10 million teenagers by the end of the year.

The church plans to send 100 churches literature discussing adolescent sexuality, teaching mod-

ified chastity pledge cards for young Catholics.

Church officials say the gathering together of some of the nation's largest denominations for the program may herald a new sexual revolution among teens, and help convince government policymakers of the value of

teaching abstinence to prevent disease and teen-age pregnancy.

"Sexual purity prior to marriage is a viable option for teenagers, and one they are willing to stand behind," said Jimmy Hester, Southern Baptist coordinator of the campaign. —AP

AL SOUSA
PRESIDENT

MESSAGE CENTER
508-230-0022

AMSCO
WE ARE
ABOUT MANAGEMENT
WE'RE DIFFERENT

251 POQUANTICUT AVENUE
N. EASTON, MA 02356

PHOTOCOPY
PRESERVATION



LATEX
CONDOM

CAUSING A STIR: Above ad is one of a series unveiled yesterday by Health and Human Services Secretary Donna Shalala, touting condoms as a way to help prevent the spread of the AIDS virus. YOU HAVE TO STRESS ABSTINENCE AP photo

Explicit ads spark condom debate FIRST !!!

WASHINGTON — The scene: A packaged condom jumps out of a dresser drawer and makes its way across the floor, past the sleeping cat, and onto the bed where a disrobed couple is passionately engaged.

The message: Latex condoms help prevent the spread of the virus that causes AIDS.

A far cry from the government's subtle AIDS prevention ads of past years, this advertisement is one of a series of new, more explicit, radio and television spots unveiled yesterday by the federal government.

The ads target sexually active men and women age 18 to 25, the group with the highest risk of infection with the virus.

"Our duty as public health officials is to save lives," said Health and Human Services Secretary Donna Shalala.

While the ads mention abstinence, the clear message is to use a condom during sexual intercourse.

But the conservative Family Research Council said the Centers for Disease Control and Prevention is encouraging false confidence in condoms and challenged government evidence that

condoms prevent the spread of the AIDS virus.

"This will likely lead to more unwanted pregnancies and sexually transmitted diseases, especially the deadly HIV," said the council's Robert Maginnis.

Kristine Gebbie, chief of President Clinton's team to fight AIDS, defended the ads, saying "if you choose to be sexually active you have got to make wise choices and that includes use of a condom every time you have sex."

In Boston, the ads sparked sharp criticism from conservatives but praise from AIDS activists.

C.J. Doyle, a spokesman for the Boston chapter of the Catholic League for Religious and Civil Rights, said the ads would only promote promiscuity among the young.

"It is not the government's business to be instructing Catholic children to engage in behavior that is contrary to their religious values," Doyle said.

But Larry Kessler, executive director of the Boston-based AIDS Action Committee, Inc. said "even if these ads cause just a few kids to use a condom then we are going to win because that will slow this epidemic down."

Stained
RECEIVED

JAN 26 1994

SUZANNE FIELDS

Hand 1/3/94

Sex today is lacking something

In the ritual examination of last year's most important stories of print and television news, the all-encompassing theme on the domestic front is s-c-x.

Not sex as in lurid tales of the rich and powerful (because there are always plenty of exotic and perverse tales about them), but sex as it's experienced by ordinary people in everyday (and night) life that inevitably leads to love-babies.

Sex, the sacred act that's gloriously accountable for our children, is somehow subsumed in discussions of sex performed for immediate gratification. We talk of the technology of condoms rather than the romance of commitment, protection against disease rather than affection for another, titillation rather than tenderness.

College women, deprived of the protections forged from the accumulated wisdom of the ages, with its strictures against sex without love, now strive to develop codes of behavior for men rather than take responsibility for themselves in a morality drawn by every major faith from the Bible. They must start with the premise that all men are potential rapists; to protect themselves they must develop elaborate rituals to replace the lost moral certitude.

The extreme example is the code at Antioch College in Ohio, where the sexual initiator must obtain consent, step by step, as in the children's game Mother, May I? May I kiss the back of your neck? May I unbutton your blouse? May I touch your breast? Is it any wonder that au-

diences are thrilled by a scene in the movie "Age of Innocence" where a man dares to unbutton a lady's glove without asking permission?

If the elite and privileged college men and women are trying to rediscover the moral underpinnings of what used to be called "bourgeois values," the less advantaged, who once aspired to those values because it was a sign of progress up the ladder of opportunity, now show disdain for sexual etiquette.

Hence the astronomical rise of illegitimacy in the underclass. Teenage girls compete for maternity chic and pregnant teenagers become "role models" for younger girls.

"When I was in high school, girls got pregnant and they disappeared," Richard Schuldt, a father of six in Eau Claire, Wis., tells the New York Times. "Now, my pregnant daughter goes on the 'The Montel Williams Show.'" His daughter April was elected homecoming queen when she was five months pregnant.

When pregnant cheerleaders were barred from the cheerleading squad in a high school in Hempstead, Tex., the National Organization for Women threatened to sue the school district for imposing sanctions.

Sen. Daniel Patrick Moynihan (D-N.Y.) wrote an essay 25 years ago noting the signs of danger in the single-parent black family in the black community. He was told to mind his own business. Today more than two-thirds of the children born to black parents are illegitimate; one-fifth of all white babies are.

These figures, and their cost to society, finally set off alarms when Charles Murray brought them to the nation's attention in the Wall Street Journal in what may have been the most copied and faxed newspaper clipping of the year. He did it by the numbers. Pocketbook issues nearly always get more play than ethical ones, but the ethical lapses are responsible for a social poverty as deadly as the poverty of the spirit.

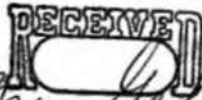
It's commonplace to observe that generations of fatherless families create cycles of welfare families and endless cycles of criminals. This costs us all big sums of money, reducing the quality of life for everybody. Large numbers of fatherless sons join violent gangs for male support; fatherless daughters bear babies without fathers.

In his radio address during the holidays, President Clinton quoted from the pastoral letter of the National Conference of Catholic Bishops, which could have been written by a rabbi or preacher or even an unbeliever: "No government can love a child, no policy can substitute for a family's care."

The president added: "The undeniable fact is that our children's future is shaped both by the values of their parents and the policies of our nation."

Unless we turn around attitudes toward the rights and wrongs of sexual behavior, the future will be bleak for another generation of illegitimate children. That's nothing for pregnant cheerleaders or the National Organization for Women to cheer about.

PHOTOCOPY
PRESERVATION



JAN 26 1994

1/5/94

Mrs. Gebbie:

Re: PSA ads about latex /
condoms

Why don't you tell your
targeted audience that the failure
rate of latex condoms is 20-
30 %

At yesterday's press conf. one
speaker said they are 100% effective
and Dr. Satcher said they are 99.9%
effective. That's dishonest. Mary K. Hebert



Ms. Mary K. Hebert
2242 Guy St.
San Diego, CA. 92103-1103



Mrs. Kristine Gebbie
White House Policy Advisor
White House
Washington, D.C.

© USPS 1978



PHOTOCOPY
PRESERVATION

Stadler



1-15-94

Dear Ms. Belbin,

I feel violated by the decision of our government to air the condom commercials that are now being televised.

I believe that you know the condom message is a deadly one. The normal hole in a latex condom is larger than the AIDS virus. Why are you choosing to tell the children of this country a lie: that sex is safe with a condom. The pregnancy rate, as I'm sure you are aware is 20% w/a condom. Would you ride a plane w/ 20% chance of crashing. Just tell the kids of this country the truth. They have a right to make up their own minds based on the facts. It's not fair that you want to use your position to further your own agenda. You were "elected" to your position to give out the truth - every public official has that responsibility because they impact more than their own life. I have cried more than once for the little ones - mine is 3 - PLEASE - maybe we still have a chance if you decide we need to isolate the carriers of AIDS before we will ever have a chance at stopping this disease which I think you know has a chance of making other epidemics look like a birthday party. Let's give our children more credit - they can say NO to sex if we encourage them. Sincerely, Joyce Restefano



Sheld

JAN 26 1994

Dear Ms Gebbie,

I recently saw some of the advertising on TV regarding condoms. I have a few suggestions:

- 1) Stop the ads on TV
- 2) The ads are incompetent
- 3) The ads are irresponsible use of public tax dollars.
- 4) They should talk more about abstaining from sexual relations
- 5) The whole country should not have to watch this garbage on TV.
- 6) Address the drug + homosexual cultures, but not our 275 million Americans.
- 7) The correct moral decision abstain!

I'm ashamed of the govt, your office & the CDC for this generalized garbage. Your program is incompetent, stop it!

Regards,
Gary Huntington
US Citizen

114 Sunset Road
Whiting, NJ 08759
Jan. 6, 1994

Standard Rep.

Aids Policy Office
750 17th St. NW #1060
Washington, DC 20005



JAN 24 1994

Att: Kristine Gebbie
National Aids Policy Coordinator

Your TV ads regarding Aids actually promote sex, and therefore the spread of aids. I feel you are putting the United States and all its taxpayers at great risk for legal suits. These ads are typical of the Clinton administration, wrong and dumb. I hope my grandchildren don't see them.

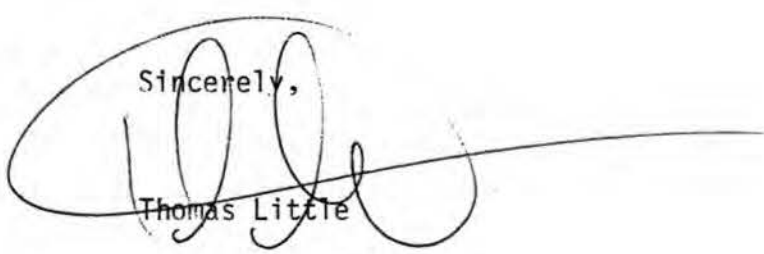
If you want to put an ad on TV, say this:

BY HAVING OPEN SEX YOU ARE ASSUMING A GREAT RISK TO YOUR LIFE.

YOU MAY DIE.

IT IS YOUR CHOICE.

Sincerely,


Thomas Little

cc: B. Bradley
F. Lautenberg
D. Shalala
Family Research Center
Janet Reno

McPherson, KS 67460
Jan 6, 1994

Attention:

Christine Gebbie

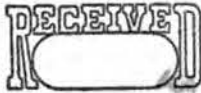
student reg

I want to say that I am
against government
intervention for the control
of ~~bad~~ aids. There is a
moral issue involved.
And I don't see the need of
teaching our children to wear
condoms. It's a shame and a
disgrace to our nation.

Respectfully,

Grace L. Gustafson
112 Lakeside Dr.
Apt 3A.

McPherson, Kan.
67460



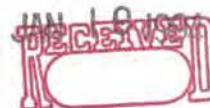
JAN 24 1994

Grace L. Gustafson
112 Lakeside Drive Apt. 3A
McPherson, KS 67460



Christine Gebbie
Dir. Office of Aids Policy
750-17th St. N.W.
Washington, D.C. 20501
~~20005~~

January 10, 1994



Ms. Christine Gebbie, Director
Office of Aids Policy
750 17th St. NW
Washington, DC 20050

Dear Ms. Gebbie,

My letter to you registers my complete disapproval of government control of morals: sex, condoning and informing the public of "safe sex." The extoling of total abstinence has virtue and complete safety, yet this is given NO attention.

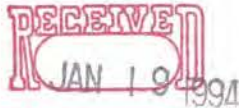
Let us know about decency and how to maintain it rather than fostering and promoting "safe sex" without marital relationship. Morals are forgotten even in our government.

Because "every body" is doing it does not give government priviledge of extoling "how to" methods. Besides the waste of funds the citizens must forfeit for 800-line use.

Promote role models for the citizans of the United States - even top officials have forsaken moral values.

Pray for America,

Marie S. Schmidt
RT 3 Bx 26
McPherson, KS 67460



January 6, 1994

Kristine Gebbie
National Aids Policy Coordinator
750 17th St. NW Suite 1060
Executive Office of the President
Washington, DC 20503

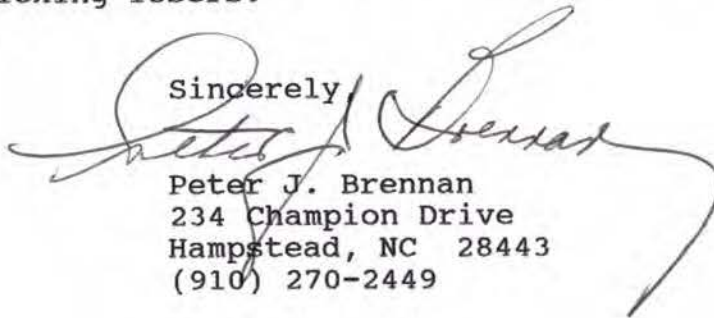
Very Impressive Job Title

Watched your performance last night on "Crossfire" in trying to defend the Clinton Condom Television ads. You could have played the female lead in "One Flew Over the Cuckoo's Nest." You and your liberal friends will never get it.

Condoms will not Stop the spread of Aids. ABSTINENCE WILL! That word frightens you- Remember Dallas in early October when you said teaching sexual abstinence is criminal.

I feel sorry for you, but especially for our nation that a pathetic feminist has been chosen as the Aids czar. However, it really doesn't surprise me. Mr. Clinton has a knack for picking losers.

Sincerely,



Peter J. Brennan
234 Champion Drive
Hampstead, NC 28443
(910) 270-2449

Student

RECEIVED
JAN 14 1994

C. Gebbie

10 JAN 94

AFTER READING CDC'S: HIV INFECTION AND AIDS:

ARE YOU AT RISK Brochure, I HAVE A REAL problem.

Follow This: (CDC'S OWN WRITTEN WORDS)

"HIV MAY BE IN AN INFECTED PERSON'S BLOOD... HIV CAN enter the body through cuts or sores... or even the mouth." "IN the past some people become infected w/HIV FROM BLOOD TRANS."

"You CAN be infected w/HIV & have NO symptoms at all. You might feel healthy, but if you're INFECTED, you CAN PASS the VIRUS TO ANYONE..."

"You CAN infect others even if you DO NOT know you are INFECTED." Again, you get HIV by receiving infected BLOOD... FROM ANOTHER PERSON."

"YOU CANNOT GET HIV FROM EATING FOOD PREPARED by an INFECTED PERSON"- TRUE BUT you CAN get HIV FROM AN INFECTED PERSON IF THAT PERSON CUTS THEMSELF AND YOUR FOOD THAT YOU EAT IS Tainted by HIV Tainted ^{by their blood}

"HIV DOES NOT LIVE IN A MOSQUITO"- PROVE IT.

"You WON'T GET HIV FROM SWEAT OR TEARS - PROVE IT."

"NOT ALL OF THE ANSWERS ARE IN"- There is A PENALTY FOR LYING - NO MATTER WHO YOU ARE - WHEN YOU MISLEAD TAXPAYERS AND THREATEN THEIR SAFETY.

(over)

Challenge

Meet me in Tallahassee, FL in Feb/94
(confirm in writing) - Bring some CDC people.
Perhaps Reno/Clinton also. Have blood
from a HIV+ placed in the Capitol's
soup. Partake of the soup. Then let
the testing begin.

G.T. Chisholm
POB 1086
Niceville, FL 32508



RECEIVED
JAN 19 1994

2403. 8th St. S. W.
Miyot, N. Dak
Jan. 5, 1994

Mrs. Kristine M. Gebbie
Office of Aids Policy
750- 17th St. N W
Washington, D. C. 20050

Dear Mrs. Gebbie,

I am writing to you about the Condom ads
airing on prime-time TV. I find them very
offensive, I resent my taxes being used for such
"garbage," and, if you are going to put on an ad
to keep from getting aids, then it should be one
of complete abstinence until a monogamous marriage.
That is the only sure safe sex message.

I surely hope and pray your office will
re-evaluate your policy and suspend those Condom
ads, which are false and misleading, and air
ads of abstinence and of family values.
Thank you.

Sincerely,
Ruthanne Bieri

RECEIVED
JAN 19 1994

Richard A. Groenendyke, Sr.
2416 Scepter Lane
Birmingham, Alabama 35226
January 8, 1994

Dr. James Curran
Centers For Disease Control
5600 Fisher Lane
Rockville, MD 20857

Dear Dr. Curran,

If the Federal government believes that an advertising program will increase the responsible use of condoms and thereby reduce the spread of the HIV virus and Aids why then are the manufacturers of condoms not involved in such ads?

The manufacturers certainly would be interested in more ads if it meant more use of their product and certainly for so popular a reason as reducing the spread of the HIV virus and Aids. Additional profits would more than pay for the cost of such advertising.

The Federal government has passed laws which require the manufacturers of tobacco products to identify on the packaging of the product that it is injurious to health. They have no advertising program for this responsibility to its citizens. Why the ads for condoms?

It is noted that the ads may not have considered all that should have been considered. Many citizens find the ads ineffective and note per the attached newspaper article that Dr. Donna E. Shalala said she was "outraged" to learn about the back ground of Kiedis the lead singer of one of the ads.

We are all concerned about the crisis we face with the spread of the HIV virus and Aids. We believe there is a role for the Federal government to play. Is it an ad that encourages our young people to be more sexually active? To give our young people yet another reason to do so? Or should the Federal government be setting a higher standard for our young people and especially our young women, future homemakers and mothers to consider virginity a worthy virtue and not be sexually active until after marriage. This approach to the problem would perhaps also help in resolving another serious social problem the deterioration of the family.

Respectfully,

Richard A. Groenendyke, Sr.
Richard A. Groenendyke, Sr.

CC: Dr. Donna E. Shalala
Dr. David Satcher
Ms. Kristine Gebbie
Mr. James E. Jacobson, Editor
The Birmingham News

P.S. Is there anything to the claim that the manufacturers of condoms will not advertise as the government is for fear of law suits?

January 8, 1994

Singer's record is wrong kind; radio ad axed

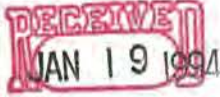
WASHINGTON (AP) — The Clinton administration on Friday pulled a raunchy radio spot by singer Anthony Kiedis promoting condoms to prevent AIDS after learning belatedly the rock star was once convicted of sexual battery and indecent exposure.

Health and Human Services Secretary Donna E. Shalala said she was "outraged" to learn about the background of Kiedis, the lead singer of the Red Hot Chili Peppers.

"We do not feel he is an appropriate spokesperson," said Dr. David Satcher, director of the Centers for Disease Control and Prevention, which launched the bold new AIDS prevention advertising campaign on Tuesday.

In Los Angeles, Randy Goetz, the band's manager, said Kiedis did the ad without pay as a public service.

Kiedis was convicted in 1990 of misdemeanor charges of sexual battery and indecent exposure in Fairfax County, Va., for a backstage incident outside the band's dressing room after a 1989 concert at George Mason University.



January 11, 1994

Donna E. Shalala
Sec. of Health & Human Services
200 Independence Ave S.W.
Washington, D.C. 20201

Dear Ms. Shalala:

I wish to express strong opposition and outrage at your using the public media to promote condom usage as a means of preventing H.I.V. infections. Most of America consists of families, most having children in the household. Parents do not want to have to explain condoms and other sexual matters to their young children. Believe it or not, most parents are still trying to preserve the precious innocence of their children despite increasing assaults on them by people like yourself. It is that innocence and goodness that can later be guided into responsible adulthood and chastity, not the distorted and ugly glimpse of sexual matters that you force on them. Further, adults know about condoms, but many refuse to use them anyway. I object to you using my tax dollars to pay for such trash. As long as you continue to promote this filth on the airways, I will boycott the involved stations and will encourage everyone else to do the same.

Sincerely,

CARYL H. HYLAND
521 Deerpoint Cir
Gulf Breeze, FL 32561

CHHdr

cc: Dr. David Satcher, Director
Center for Disease Control and Prevention

Kristine Gebbi, Nat'l AIDS Policy Coordinator

Station Directors, WKRG-5, WALA TV-10, and WEAR TV-3

Cable Vision, Gulf Breeze

January 7, 1994

Ms Kristine Gerbie
National AIDS Policy Coordinator
750 17th Street NW, #1060
Washington DC 20006



Dear Ms Gerbie:

I have watched in interest the building furor over the AIDS PSAs which your office sponsored (with OUR money). My basic assessment of the TV spots is well described in the attached editorial from today's paper; a paper which is, by the way, considered quite liberal and Democratic. These TV spots do present the WRONG message!

Might I suggest that the true purpose of the PSAs is NOT AIDS prevention, but rather, part of a continuing attempt by liberals in-and-out of the gay community and government to try convince straight America that AIDS is their problem. It is NOT! If your office were honest, they would have produced PSAs using these scenarios:

- A burned-out female crack addict trading sex for drugs in a rodent/roach infested crack house.
- A young man being homosexually raped in prison, or a jail, by fellow inmates.
- A mixed sex group of human debris mainlining with a shared needle.
- Two gays bugging each other in a toilet stall at an interstate rest stop.
- The check-in area for Latex Condom Airlines where a flight to HIV is announced, followed by a WARNING: "This aircraft holds 100 people and is generally safe; however, we must warn you that statistics show that 30-40% of you will die of AIDS should you board the aircraft. Have a nice flight."

These are the people, and environments, which you should be targeting out of your office. Of course, no TV station would run the recommended PSAs. Unfortunately, your PSAs look more like the series of Tasters Choice coffee commercials ... slick, upper middle class, and featuring "beautiful people". Back to the drawing board Ms Gerbie, and try being honest next time. Lives depend on it!

Sincerely,

Jerry Raveling
115 Eagle Drive
Kill Devil Hills, NC 27948

The Virginian-Pilot AND THE LEDGER-STAR

Frank Batten Jr.
President and Publisher

Bruce Bradley
Vice President and General Manager

Cole C. Campbell
Editor

ADVERTISEMENTS (I)

Sending bad message

Will the morals of the nation crumble because the federal government is sponsoring a pretty explicit public-service TV ad campaign warning couples either to use condoms or abstain from sex?

We doubt it. And we doubt most adults will be outraged by the commercials' content. A walking condom is more laughable than reprehensible.

What does bother us about this government-sponsored ad campaign? For starters, its messages.

First, it implies that condoms are as effective a preventative of sexual disease, particularly AIDS, as abstinence. They are not.

Second, it is spurred by concern for the spread of AIDS as though AIDS is the only reason to avoid promiscuous sex. There are other reasons as well — psychological, physiological, financial, sociological — to abstain from casual sex. In-

travenous drug use is another primary risk factor for AIDS, although it is not mentioned in the ads.

That brings us to Objection Three: Responsible parents already find it hard enough to counteract not just the media barrage of anything-goes anywhere, anytime with anybody (with a condom) but its insistence that everybody else be as non-judgmental as media, and now government, about it.

That is our final grievance: the underlying assumption in airing this campaign nation-

wide, rather than targeting it to particularly vulnerable populations, that promiscuous/casual/careless sex must be treated not as risky conduct for any number of reasons but as this nation's norm.

Contrary to what people who are doing it would like the world to think, everybody isn't doing it, with condom or without.

Why can't government get *that* message out?

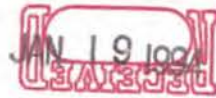
*Contrary to what people who are
doing it would like the world to
think, everybody isn't doing it.*

ROBERT Y. VALENTINE
2660 PARK AVENUE
LINCOLN, NEBRASKA 68502-4022
(402) 476-7450

Kristine Gebbie
National Aids Coordinator

Jan 6 '93

Dear Ms. Gebbie:



Your AIDs ads are disgusting and wrong —
your ads should say:

1. If you have sex with anyone except your spouse, your risks are high.
2. If you engage in homosexual sex you are running a very high risk.
3. You should postpone sex until marriage

Ms. Gebbie: we are not animals.
We can control our sexual proclivities.

Sincerely,

Robert Valentine

P.S. Isolate HIV+ individuals now.

RECEIVED

FEB - 1 1991

1-26-94
Student

Dear ms Lebbie

I am writing about the
steazy condom ads on TV —
enough. These are terrible and
will not be effective. What
a waste of our money.

These ads are telling
our young people that
it's safe to have sex with
someone with Aids, what
a lie. There are too
many unknowns in this
disease to be presenting
such a message.

When a room full of Doctors
treating ^{patients} Aids were asked if they
would have sex with a condom
with someone with Aids — They
all said no.

Please stop these ads
immediately.

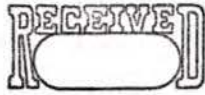
Thank you.

Jim & Jeana Lady

J. CLARDY
6723 BEAUFORD DRIVE
AUSTIN, TX 78750



Ms Kristine M. Lebbie
Director, Office of Aids Policy
750 17th St. NW
Washington, D.C. 20050



FEB - 1 1994

1-25-94

standard

Its way past time to get to
the parents & churches of the
young folks. You must
start to stress sexual
restraint & abstinence

Ask Clinton to get to the
T.V. networks & get it done

Best Wishes

John Beranek
South
Milwaukee.
Wi

Journal promotes condom use as 'safe sex,' although it's not

A JOURNAL editorial states that condom ads "represent the first real attempt to deal squarely with the role of condoms in preventing transmission of HIV, the virus that causes AIDS" (Jan. 9).

No, these ads duck the major means of transmission of HIV: homosexual sex. If they were *real* portrayals, they would have shown two homosexuals.

In your editorial you state, "But here's a question for the naysayers: Are condoms, imperfect as they may be, better than unprotected sex?" Your answer is not an answer to the actual problem, which is *prevention* of the disease. You give only two imperfect possible answers.

This would be similar to asking the question: "Which would be better, kids in Milwaukee



IN MY OPINION

William L. Beckman

shooting at each other with .22 pistols or automatic weapons?" The answer is neither.

Your editorial misreads the true choice: "Unfortunately, though, the choice isn't always between a condom and abstinence; it's between a condom and unprotected sex. In that case, condoms are the more prudent alternative. . . ."

People in Milwaukee are being shot at an alarming rate. Using your logic, the more prudent alternative to being shot with an assault weapon is being shot with the .22 caliber.

Condoms have a documented failure rate of at least 17%. And when you consider the number of sexual encounters where condoms are used improperly, and the number of encounters that occur even though the condoms are forgotten. . . .

Would you fly an airline that has an 83% safe arrival record? Would you trust your child to an airline with that kind of record?

It seems that you are suggesting that your child and my child be subjected to a similar "prudent alternative." To ignore the failure rate is to abandon sound mathematical and moral judgment.

If your child comes home one day and says, "Daddy, I'm pregnant and have AIDS. I don't understand it. I read your editorial that the use of condoms is a prudent choice. It said that if we had sex and used a condom, everything would be OK."

Whether you would accept a moral debt for such a situation is, of course, a personal decision. However, there is no choice on your part as to whether you would be financially responsible. You and I would be — if not through President Clinton's proposed socialized health programs, then through increased local and state taxes as AIDS patients turned to the public trough.

The financial burden of supporting the medical costs of those who willingly contract AIDS or any other sexually transmitted disease will soon be crushing. What is the latest dollar total per AIDS patient?

If AIDS and other sexually transmitted diseases were preventable, the situation would be understandable. However, these diseases are preventable.

When they are willingly contracted, they should become the financial burden of the patient

"Would you fly an airline that has an 83% safe arrival record? Would you trust your child to an airline with that kind of record?"

and those who support the lifestyle generating the disease.

Planned Parenthood, one of the most infamous promoters of "safe sex," has been most effective in getting out its message. The organization hands out condoms as the prudent alternative. Then it performs the abortions at a considerable price.

Discussing sex is not the same as promoting it. Limiting the choices and portraying the least satisfactory options as reality is the same as promoting sex. You prove this by the qualifying headline: "Condom ads better than careless sex." This is promotion, not discussion.

ARE YOU certain you feel comfortable promoting condoms as the prudent alternative? Would you bet your life on it?

William L. Beckman lives in Lake Mills.

John Berendt
807 Milwaukee Ave
South Milwaukee,
Wi 53172



Kristine Gebbie
40 White House
1600 Pennsylvania Ave
Washington, D.C.
20500

Sherry Cole
2002 Glenwood Dr.
Opelika, AL 36801
January 20, 1994

RECEIVED

FEB - 1 1994

Standard

Ms. Christine Gebbie
Director of Aids Policy
950 - 17th St. NW
Washington, DC 20050

Ms. Gebbie:

I am appalled at the new condom "advertisements" that will be funded with our tax dollars.

Knowing that this will:

- ① Encourage sexual activity among teens
- ② convey an erroneous message that condoms are "reliable"

how can you in clear conscience endorse them??

You are contributing to the downturn of our society and its ultimate moral crisis.

Please consider promoting ABSTINENCE. It is the only logical suggestion to make to our youth.

Sherry Cole



FEB -4 1994

Handwritten

1-4-94

Ms. Gebbie;

How dare you spend our precious dollars on a 7 Million dollar Condom Campaign?? I am outraged! Could it this money been better spent on a cure for AIDS. You are ignorant and have a bad temper to match.
I.E. ~~Edwards~~ ~~Frank~~ ~~How~~.

The FDA will not endorse the condom as a contraceptive - How dare you make the claims you did?

Is this your message to the world? Use a condom! God, save your soul. You and Clinton need to put the emphasis on condoms as it is obvious you both are skilled in the art of prostitution!

(See Theaters) -

Speed sickness in the government as this ~~is~~ ^{is} totally unacceptable to most decent people.

How much did you get paid by the Condom producers? Did Clinton get free condoms for life? He needs them.

Sincerely

Virginia S. Prendergast

P.O. Box 505

Sanford, Fla. 32772



Stankers

FEB -4 1994

10363 North 950 East
Brownsburg, IN 46112

Mz Kristine Gebbie.

Director of AIDS Policies,

Thank-you for taking the time to read this letter.

This letter is addressing the new condom TV and radio ads which now plague the American air-waves.

I want you to know up-front that I am opposed to these ads for a number of reasons.

First, for the life of me I don't understand why you apparently haven't done your homework on condom failure rates. For if you have, your agency is committing criminal negligence. It is well known here in real Americaland that the AIDS virus is five to ten times smaller then the smallest opening in a laytex condom.

Surely, with the money and power you have - including my tax money - you have the knowledge and forethought to determine that your ads will in fact cause many, many people to contract the virulent AIDS virus and spread the awful thing. The ads will undoubtedly encourage the young and uninformed to feel completely protected when, in fact, they are not.

I have been paying taxes for some 25 years. With each passing year I see this irresponsible government spending increasing with high intensity, and, honestly, it gets harder and harder to pay for these senceless and damaging programs.

I am a computer systems analyst employed by a large multinational corporation. The company is involved in the creation of multiple global computing systems on a massive scale. In this line of work one must observe all the facts and how those facts impact the universe in terms of truth.

Simply stated, the bottomline will not permit us to operate on a carefully orchestrated system of ad hoc half-truths created expressly to coerce the American ethos into a pre-defined, correct, political persuasion which is currently operating on artificial flim-flam. These irresponsible condom ads demonstrate that your agency is also operating on artificial film-flam.

If your agency so aspires to the purity of political correctness, I suggest you move the agency to the original holy ground of the movement - communist China under Chairman Mao. Ideas presented to this monster were correct or incorrect based solely upon his subjectivity. And don't take my tax money with you!

You, in the unapproachable city - Washington D.C., think my objections to be of no significance, but I tell you our number is increasing with incredible speed. We are sick of this revolting flim-flam invading our lives only to unravel the valuable threads with which humanity is bound together. If you in the unapproachable city don't understand this truth, you are bound for the political trash heaps of history. True, your unraveling of humanity may bring America down, but you'll nonetheless be on that trash heap too!

With these ads, in effect you tell our children to sex, and be sexed by any one, to anyone, for anyone, for any purpose, at any time with complete safety. You are stepping on my toes. You - by the mere appearance - are destroying my children's values, and many like them.

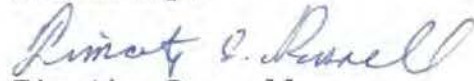
Or, perhaps, you actually think your flim-flam is real - in which case turns my stomach.

I am formally requesting that you put a stop to these senceless condom ads which accomplish little but the increse of the AIDS virus.

Further, if these senceless condom ads continue, assure yourself that I will do everything in my power to seek legal redress for this irresponsible and criminal act.

These words are written with the utmost sincerety. It is my hope that you can find the courage and foresight to see thourgh the flim-flam to protect my children and the kids in my neighborhood.

Sincerely,


Timothy Russell

RECEIVED

JAN 26 1994

Standard letter

Jan. 19. 94

Dear Kristine Gehlke,

We have become very, very concerned as we hear and read about the recent advertising campaign to encourage young Americans to protect themselves against AIDS by having safe sex. There is no such thing as "safe" sex. Condoms may reduce the risk of getting Aids, but condoms do not prevent infecting one's partner with Aids even when used properly. Do "safe sex" commercials teach our youth that it is alright to take a chance?

Instead of falsely teaching the youth that they can have "safe sex", we need to teach them that the only way to protect themselves from getting Aids is by abstinence. It seems that this is the only way to get to the root of the problem. Instead of weakening our already weak nation (as far as morals are concerned) with immorality and lower values by encouraging "safe sex", we need to teach them about high morals, chastity, love and marriage. It has already been proven by educators that teaching "sex education" in the schools has only increased promiscuity.

It's not teaching "safe sex" on the TV or "sex education" in the schools that's going to prevent Aids, unwanted pregnancies, promiscuity or whatever, it's the nation, working together as families, being a good example, caring about one another and letting our selfish desires be controlled.

Would you please help us? We need to keep our great nation GREAT!!!

Sincerely,

Marvin Golightly

Kaylene Golightly

Marvin and Kaylene Golightly
and Family

Audrey Golightly 12
Amber Golightly 15

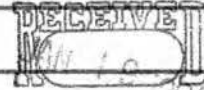
1/10/94

Ms. Kristen Debbie

Dir. Aids Policy

750 17th St. N.W.

Washington, D.C. 20030



Dear Ms. Debbie;

I have recently seen your advertisements promoting condoms as a way to prevent the spread of AIDS. I could waste my time writing you about how condoms do nothing to prevent the spread of this virus, but I am sure with all the information you have available you already know this.

How many more people will be infected with this horrible disease because of your unwillingness to speak the truth is the question I have for you.

You are in a position to honestly help a great many people. Please reconsider your current position on running these advertisements & instead be bold, speak the truth & truly save many lives.

Respectfully,

Ann M. Baxter



DEPARTMENT OF HEALTH & HUMAN SERVICES

Kristine Gebbie
Public Health Service

Office of the Assistant Secretary
for Health
Washington DC 20201

JAN 18 1994

NOTE TO: PHS Executive Secretariat
Through: Acting Director, NAPO *[Signature]*

Subject: Review and Clear
Response from Dr. Shalala to Congressmen objecting to CDC
Prevention Marketing Initiative

I have reviewed closely the attached CDC-drafted response and attachments and I recommend approval/clearance without comment. The language contained in the attachments can be used for other correspondence related to the Prevention Marketing Initiative. If you have any questions, please feel free to contact me at 690-5560.

[Signature]
Carlos Velez, J.D.
HIV/AIDS Prevention Cluster Lead

Attachment

PHS CORRESPONDENCE

T65205

REFERRAL DATE: *2-14* DUE DATE: *2-15 COB*

TO:

- ☐ ASH
- ☐ DEPUTY ASH
- ☐ SG
- ☐ DASH-MO
- ☐ DASH-SE
- ☐ DASH-C
- ☐ DASH-DPHP
- ☐ DASH-IGA / RHA
- ☐ DAS-IH
- ☐ DAS-MH
- ☐ DASH-PA
- ☐ DAS-PHP

- ☐ ADAMHA
- ☐ AHCPR
- ☐ ATSDR
- ☐ CDC
- ☐ FDA
- ☐ HRSA
- ☐ IHS
- ☐ NIH
- ☒ *1-2* *2/14/97* **NAPO**
- ☐ NVP
- ☐ PCPFS

- ☐ OEEO
- ☐ OEP
- ☐ OGC / H
- ☐ OHL
- ☐ OHPE
- ☐ OM
- ☐ OSIR
- ☐ OWH

☐ ES / PHS

2-10 OTHER *DASH-Corr*

ACTION:

- ☐ SECRETARY'S SIGNATURE
- ☐ ASH SIGNATURE
- ☐ DIRECT REPLY
- ☐ _____ SIGNATURE
- ☐ DRAFT FOR OS SIGNATURE
(WHITE HOUSE REFERRAL)

- ☒ *1-2* REVIEW / CLEARANCE
- ☐ NECESSARY ACTION
- ☐ FOR YOUR INFORMATION

SPECIAL INSTRUCTIONS

CONGRESSIONAL

PHS-5175C
Rev. 4/92

PHS / ES
Rm. 710H

Phone: *6908566*

Routed by: *Patterson for East*

SUMMARY STATEMENT

SUBJECT: Letter from 10 members of Congress regarding new HIV prevention public service announcements (PSAs).

PURPOSE: To respond to the letter from the 10 members of Congress.

SUMMARY: The 10 members of Congress request that the Secretary discontinue the public service announcements to encourage condom use because (1) they send the message that casual sex is normal; this increases the risk for HIV and is not consistent with Americans' values; (2) every spot should advocate abstinence; (3) the PSAs do not include a disclaimer that condoms fail; and (4) the PSAs are not cost effective.

The response addresses these issues: (1) The vast majority of young adults are engaging in sexual activity; (2) the PSAs promote both abstinence and safer sex practices; (3) condoms are exceptionally effective, used consistently and correctly; and (4) the PSAs are very cost-effective, they are not "paid-for" advertising, and CDC has already benefitted from free airtime exceeding production costs.

CONCERNS: None.

RECOMMENDATION: That the Secretary sign these letters.

CONTACT PERSON: Elvin Hilyer, CDC, (404) 639-3528.

1

The Honorable Cliff Stearns
House of Representatives
Washington, D.C. 20515

Dear Mr. Stearns:

Thank you for your letter concerning the Centers for Disease Control and Prevention's (CDC) public service announcements, (PSAs) targeting young adults ages 18 to 25 that provide information about preventing sexual transmission of HIV, the virus that causes AIDS.

This campaign, as well as other CDC prevention efforts, stress the importance and health benefits of abstaining from sexual activity. They also provide information on the effectiveness of condoms when they are used consistently and correctly. In doing so, the PSAs provide the public with the scientific facts to make an informed, individual decision and convey a respect for people's fundamental right to make personal decisions without government interference or withholding of information.

As I stated at the press conference announcing the PSAs and have stated in various communications since then, I believe that every public health official's duty is to communicate life-saving information to the public. This duty takes on a particular urgency when society faces a public health emergency such as AIDS. Therefore, I continue to support these PSAs as a component of our overall HIV prevention efforts.

I hope the enclosed information addresses the concerns you stated in your correspondence and is helpful for you to understand better the scientific basis, intent, and rationale of these new PSAs.

Sincerely,

Donna E. Shalala

Enclosure

Addressees:

Rep. Cliff Stearns
Rep. Tom DeLay
Rep. Christopher Smith
Rep. Phil Crane
Rep. Robert Dornan
Rep. Charles Canady
Rep. Spencer Bacchus
Rep. Bob Inglis
Rep. Sam Johnson
Rep. Joe Barton

RESPONSES TO ISSUES RAISED BY TEN CONGRESSMEN
CONCERNING HHS PSAs IN HOW YOUNG ADULTS
CAN PROTECT THEMSELVES FROM
TRANSMITTING AND ACQUIRING HIV/AIDS

1. The PSAs are designed for young adults--a group in which sexual activity is, according to surveys, "normal." By the age of 20, 86 percent of young men and 77 percent of young women report having had sexual intercourse. Thus, these messages relate directly to the values of the majority of young Americans. Young people who choose to be sexually active need information about how to protect themselves and others from HIV and other potential consequences of sexual activity.

When the PSAs were copytested, researchers specifically assessed whether they encouraged sexual activity. The results were clear that they do not. There is no evidence that providing young people information about safer sex practices encourages sexual activity of any kind. Conversely, most studies show that (1) levels of sexual activity among young adults decrease or remain the same after education programs that include information about condoms, and (2) condom use increases among those who are already sexually active. As researcher Douglas Kirby noted last month at the American Enterprise Institute, the most effective programs combine information about abstinence and more traditional "sex education," including information about condom use.

Surveys and polls consistently indicate that most Americans want information about HIV and how to prevent its spread. In a recent CDC-sponsored study, over 60 percent of adults said they support condom advertising on television. In a 1991 poll by the Roper Organization, 94 percent of adults said education is an effective way to help people avoid AIDS. In that same poll, 82 percent said information for young people needs to be "pretty sexually explicit."

2. We believe, as you do, that young adults need to know they can say "no" to sex. These PSAs relay that message. However, the PSAs also need to contain information that can save their lives if they choose not to say "no." These PSAs give them that information. Testing shows us that these messages are not as effective combined into one PSA as they are when aired separately as part of a package that includes both.
3. A large body of evidence clearly demonstrates that latex condoms are highly effective in preventing HIV transmission when used consistently and correctly. This scientific evidence provides a solid basis for the PSAs and other CDC prevention efforts.

Two major new studies add compelling evidence to the existing body of knowledge that latex condoms are highly effective when used consistently and correctly. Both studies evaluated condom effectiveness in "discordant couples," in which one partner was infected with HIV and the other uninfected. Both also assessed the consistency of the couples' condom use and measured the impact of consistent versus inconsistent condom use. These two comprehensive investigations of latex condom effectiveness reinforce two important points. First, using latex condoms each and every time is highly effective in preventing HIV infection. Second, when people use condoms inconsistently or do not use them at all, they put themselves at far greater risk for HIV infection. The bottom line is user reliability, not product reliability.

Refraining from sexual activity is clearly the most effective way to prevent HIV transmission. For those who are sexually active, latex condoms are highly effective when they are used consistently and correctly. We believe that this potentially life-saving information must be provided to the American public.

4. Because these are public service announcements, they are very cost effective. In the first month alone the PSAs have benefited from free airtime, the value of which exceeds the government's initial production costs. As a national media strategy, the PSAs were designed to appeal to the broadest possible audience. Testing results have shown that they clearly do. This is vital to stopping the spread of this virus.

Targeted messages should be part of any comprehensive HIV prevention program, as they are with these programs.

In addition to targeted messages, targeted interventions are also need; however, they are best developed and delivered at the community level with assistance as needed from the Federal Government. Thus, CDC implemented the HIV Community Planning Process in FY 1994, providing communities with maximum flexibility to determine how best to focus HIV prevention efforts at the local level.

Congress of the United States
House of Representatives
Washington, DC 20515
January 26, 1994

The Honorable Donna Shalala
Secretary
Department of Health and Human Services
200 Independence Avenue, SW
Washington, DC 20201

Dear Secretary Shalala:

We would like to request that the Department of Health and Human Services, through the Centers for Disease Control (CDC), ~~discontinue~~ its current public service announcement campaign to encourage condom usage.

- 1). Certain of the ads (most specifically "Turned Down" and "Automatic") send the implicit message that casual sex is normal and value-neutral. This is clearly not consistent with the most accurate message that casual sex greatly increases the likelihood of contracting HIV and other sexually-transmitted diseases, as well as unplanned pregnancy. It is also not consistent with the values of the majority of Americans.
- 2). While we applaud the inclusion of some advertisements promoting abstinence, we find it inconceivable that EVERY spot does not contain the simple, direct message that abstinence is the only one hundred percent effective means of preventing HIV infection.
- 3). They fail to include any disclaimer that condoms are at best partially effective in preventing HIV infection. As any family planning brochure clearly indicates, used perfectly, condoms have an approximately five percent failure rate and improper use eliminates any significant protection against deadly disease.
- 4). These ads surely are not a cost-effective way to fight the spread of AIDS. "Anyone can get AIDS" might be an appealing bumper sticker slogan, but targeted education campaigns aimed at high-risk groups would provide far greater cost-effectiveness for American taxpayers than buying advertising time during expensive, prime time television programs.

We ask that you immediately pull these PSA's from the air, and submit to the appropriate congressional committees plans for future AIDS awareness advertising campaigns. Everyone agrees that AIDS is a public health concern of great importance. We should base our education and prevention efforts on factual, cost-effective efforts that reflect good science and the values of America's families.

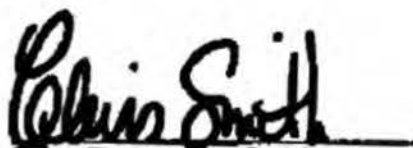
Sincerely,


Rep. Cliff Stearns


Rep. Tom DeLay

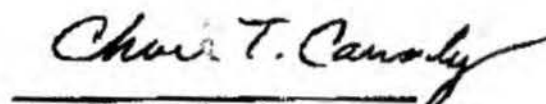
TL65205

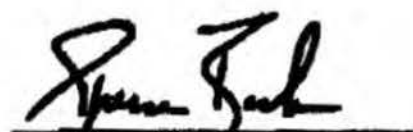
PAGE TWO
LETTER TO SECRETARY SHALALA

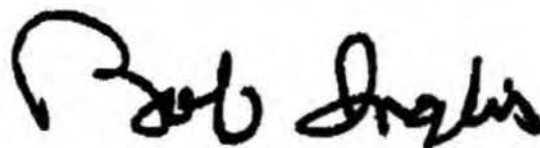

Rep. Christopher Smith

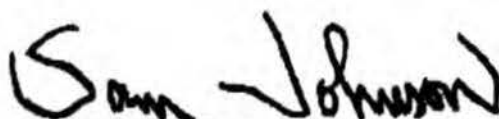

Rep. Phil Crane

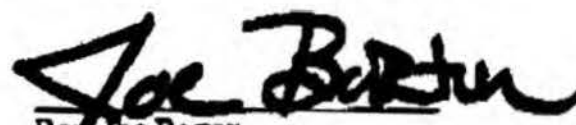

Rep. Robert Dornan


Rep. Charles Canady


Rep. Spencer Bachus


Rep. Bob Inglis


Rep. Sam Johnson


Rep. Joe Barton

DEPARTMENT OF HEALTH AND HUMAN SERVICES
OFFICE OF THE SECRETARY
EXECUTIVE SECRETARIAT

SECRETARY'S CORRESPONDENCE

From: CLIFF STEARNS

OS#: 9401310044

On Behalf Of:

DOL: 01/26/94

Type: Congressional

Dt Inc Rec'd: 01/31/94

Code: 1

Org: REPRESENTATIVE
Add: WASHINGTON, DC

Due in OS/ES: 02/15/94

Subject:

LTR CO-SIGNED BY REPRESENTATIVES DELAY, SMITH, BACCHUS, SAM JOHNSON, CRANE, CANADY, INGLIS AND BARTON REQUESTING THE DEPARTMENT, THROUGH THE CENTERS FOR DISEASE CONTROL, DISCONTINUE ITS CURRENT PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN TO ENCOURAGE CONDOM USAGE.

Assigned to: ASH

On: 01/31/94

Action: SEC SIG

ES Dep: White

PC: Harelson

Info Copies: CCC(2) ASL ESS WHITE HARELSON

Interim (Y/N):
Reply Rec'd in OS/ES:

Interim Signed:

Final Signed:

OPDIV/STAFFDIV ROUTING SECTION
(Recipient should sign & date when received)

SENT TO	DATE	TIME	RECEIVED BY	DATE	TIME
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____	_____

Comment:

File Index: PO-4-17

CCC: GPE

765205