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Update: Prevention Marketing Initiative, 1993

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UPDATE

Prevention Marketing Initiative

MEETING OF THE PREVENTION MARKETING INITIATIVE PLANNING PARTNERS

**December 21, 1993
9:30 a.m. - 2:30 p.m.
Washington Renaissance Hotel
Washington, D.C.**

Meeting Objectives:

1. Focus on crisis of HIV and STDs among young people
2. Demonstrate widespread support and commitment by national organizations and the media to address this problem
3. Begin a planning process to create action plans for the Prevention Marketing Initiative
4. Promote understanding of and strengthen support for effective prevention strategies targeting young people



Prevention Marketing Initiative

December 7, 1993

PRE-BRIEFING MEETING OF PREVENTION PARTNERS

Washington Renaissance Hotel

December 21, 1993

DRAFT AGENDA

Purpose: To discuss the objectives, agenda, and logistics of the day's event.

- | | |
|-------------------|--|
| 9:30 - 9:40 a.m. | Mr. Fred Kroger, Director, National AIDS Information and Education Program, CDC: <i>Welcome, The Planning Process</i> |
| 9:40 - 10:00 a.m. | Ms. Melissa Shepherd, Chief, Social Marketing and Media, Health Communications Services, NAIEP, CDC: <i>Logistics, Press Briefing and Luncheon Meeting</i> |

PREVENTION MARKETING INITIATIVE PRESS BRIEFING

Washington Renaissance Hotel

December 21, 1993

DRAFT AGENDA

Press Briefing **Hosted by Victor Zonana, Deputy Assistant Secretary for Public Affairs, DHHS**

10:30 - 10:35 a.m.	Opening slide presentation: <i>Why We're Here</i>
10:35 - 10:40 a.m.	Mr. Peter Zamora, Young person living with HIV: <i>Why We're Here</i>
10:40 - 10:45 a.m.	Ms. Shawniqua Jenkins, Peer Educator: <i>Listening to Young People</i>
10:45 - 10:50 a.m.	Ms. Kristine Gebbie, National AIDS Policy Coordinator: <i>The Reality of HIV and Young People</i> <i>Communities</i>
10:50 - 10:55 a.m.	Dr. Donna Shalala, Secretary, DHHS: <i>A Call to Action</i>
10:55 - 11:05 a.m.	Dr. Philip Lee, Assistant Secretary for Health: <i>The Importance of Communities</i>
11:05 - 11:15 a.m.	Dr. Joycelyn Elders, U.S. Surgeon General: <i>Public Health's Commitment to the Next Generation</i>
11:15 - 11:30 a.m.	PSAs > Dr. David Satcher, Director, CDC: <i>Reaching a Generation at Risk</i>
11:30 - 11:35 a.m.	Mr. Phil Beuth, Vice President of Early Morning News, ABC: <i>Ros Wyman, NBC</i> <i>The Response of Broadcasters</i>
11:35 - 11:45 a.m.	Dr. James Curran, Associate Director for HIV, CDC: <i>The Challenge Ahead</i>
11:45 a.m. - 12:00 p.m.	Mr. Victor Zonana, Deputy Assistant Secretary for Public Affairs, DHHS: <i>Questions and Answers</i>

WRC-TV

PREVENTION MARKETING INITIATIVE : LUNCHEON AND PLANNING MEETING

Washington Renaissance Hotel

December 21, 1993

DRAFT AGENDA

KMG
Lunch with the Surgeon General

- | | |
|-------------------|---|
| 12:30 - 1:00 p.m. | Buffet luncheon begins |
| 1:00 - 1:20 p.m. | Dr. Joycelyn Elders, U.S. Surgeon General |
| 1:20 - 2:30 p.m. | Moderator: Dr. Ronald Valdiserri, Director of HIV/AIDS, National
Center for Prevention Services, CDC
Panel and Facilitated Discussion: Next Steps |

Paula Van Ness?

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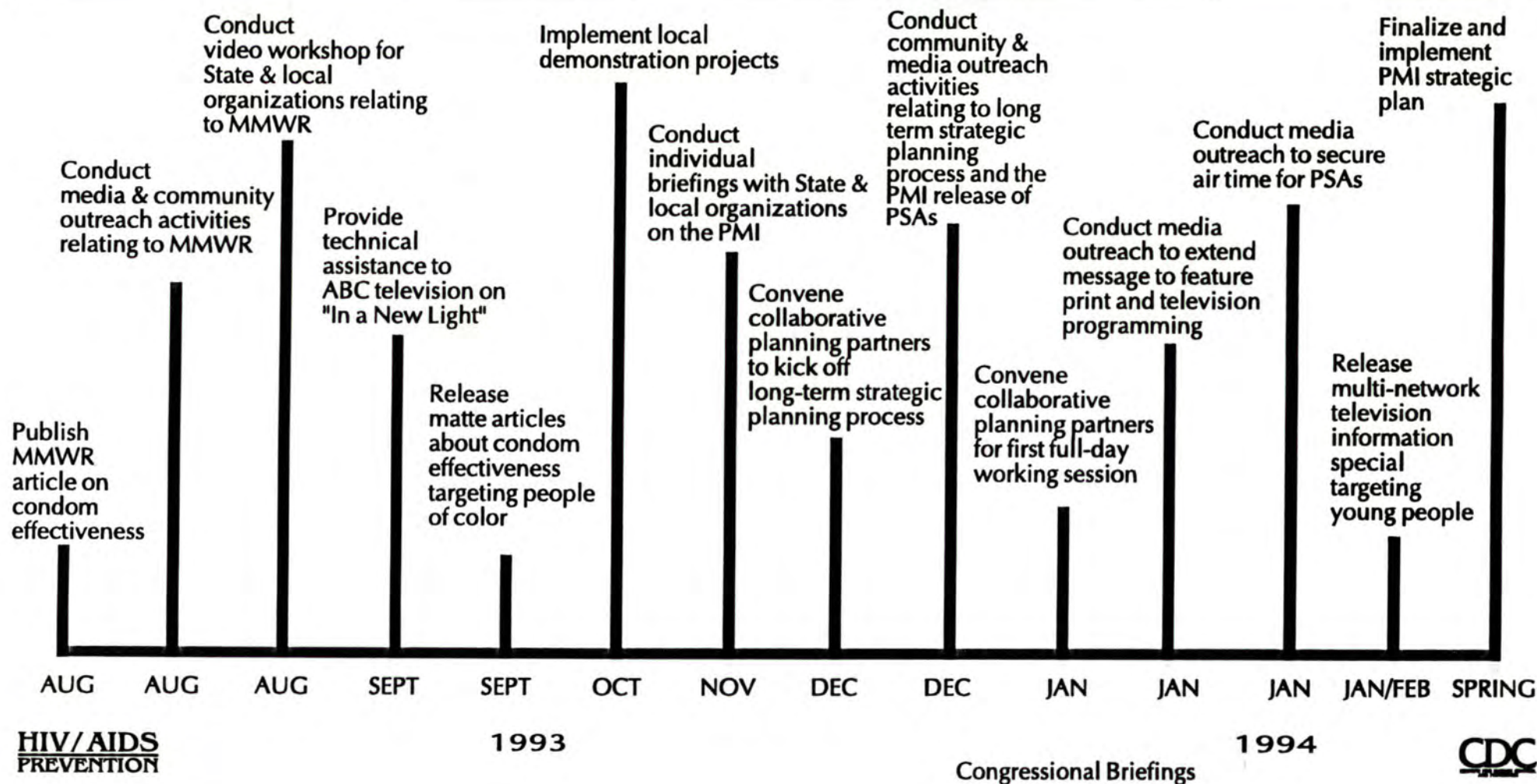
Prevention Marketing Initiative

December 7, 1993

Centers for Disease Control and Prevention

Prevention Marketing Initiative (PMI)

Major Milestones





Prevention Marketing Initiative

December 7, 1993

December 21st Meeting

Task Name	Resrc	1993					
		Nov			Dec		
		15	22	29	6	13	20
AGENDA							
Development							
Approval							
EXTEND INVITATIONS							
CONFIRMATION OF SPEAKERS							
AUDIO-VISUAL ELEMENTS							
Creative Concept Development							
Identification of Photography							
Creation of Slides							
Dry Run/Approval							
BRIEFING BOOKS							
Talking Points							
Development							
Clearance							
Q&As							
Development							
Clearance							
Q&A Strategy							
Development							
Clearance							
Delivery to Participants							

December 21st Meeting

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Collaborative Partners Outreach

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Media Outreach

Task Name	Resrc	1993					
		Nov			Dec		
		15	22	29	6	13	20
PRESS RELEASE							
Development							
Clearance							
PRESS KITS							
Development							
Clearance							
VIDEO NEWS RELEASE							
Concept Development							
Concept Clearance							
AUDIO NEWS RELEASE							
Concept Development							
Concept Clearance							
B ROLL							
Concept Development							
Concept Clearance							
MEETINGS/INTERVIEWS/SNIs							
Message Training							
Development							
Training							
Schedule Interviews							
Arrange Satellites							

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Television Information Special

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TV INFORMATION SPECIAL: THE STARTING POINT

Why This Program? The premise that led to the CDC's decision to produce a TV special targeting 18-25 year-olds is as follows:

Most young people know the facts about HIV and AIDS. They are generally aware that HIV transmission is occurring within the heterosexual community. They know many of the facts about what you need to do to protect yourself. Unfortunately, the vast majority of people at risk are not practicing risk reduction behaviors.

Purpose of the Show. It is to encourage people to take the vital steps necessary to protect themselves from infection with HIV and other STDs. This means practicing assertiveness and communication skills, such as discussing condom use; such skills can be practical tools for avoiding potentially risky sexual situations. This also means demonstrating social norms promoting condom use and reinforcing the positive attributes associated with all risk reduction behaviors. People will likely adopt new behaviors if they think:

The new behavior will work. It'll benefit me, personally. It's not that hard -- it's something I can do. My friends are already doing this -- it's a socially acceptable thing to do.

The first step is to help individuals recognize at an emotional level that they are potentially at risk if they practice risky sexual behaviors. Our strategy is to introduce viewers to people with whom they can identify and with situations with which they can relate.

The show must help young adult viewers examine the kinds of behavior choices that real people are making in approaching sex in this age of AIDS and STDs; help viewers understand why people are making certain behavior choices; and, most importantly, provide positive examples of ways that men and women *are* changing their sexual behaviors to reduce the risk of contracting HIV and other STDs.

Key Strategies Guiding Show Design. The program will be designed to:

- *Help individuals become more conscious of their own sexual behavior and thus be prepared to make responsible sexual decisions.*
- *Increase awareness that all sexually active individuals are at risk of contracting HIV and other STDs if they are not practicing risk reduction behaviors.*
- *Clearly communicate the ways you can protect yourself -- correct and consistent use of latex condoms; practicing outercourse (non-penetrative sex); and delaying sexual intercourse.*
- *Model general skills that are predictors to the adoption of safer sex behaviors, like decision-making, assertiveness, and communication.*

- *Enhance specific skills relating to safer sex behaviors (e.g. initiating condom use; buying condoms; practicing outercourse; delaying sex.)*
- *Demonstrate the potential benefits for men and women in adopting risk reduction behaviors.*

The Bottom Line. The purpose of this show cannot simply be to add further to the knowledge base. Yes, information needs to be provided. Viewers need to understand that anyone is at risk of contracting HIV if he or she is not practicing safer sex behaviors. Viewers need to believe that latex condoms are highly effective barriers to the sexual transmission of HIV when used correctly and consistently. The central purpose of the program, however, is to encourage risk reduction behaviors, which the diffusion of information alone cannot accomplish.

OVERALL CREATIVE APPROACH

Overall Creative Approach. The show looks at the real experiences of actual people -- at a variety of sexual behaviors and their consequences. We do not preach or judge. The lives of a variety of real people unfold in front of the camera; ideally, the viewer will connect with one of the people and will see him or herself in at least one of the stories portrayed. Since these people are real, their stories should ring true, striking a responsive chord with the viewer. By watching the characters of each story work their way through their problems, the viewer should get the message of what is clearly right and wrong without hearing it preached by an authority figure. In addition, throughout the program, the hosts and experts woven through the stories will present accurate information about HIV transmission and prevalence, latex condom use, and other valid risk reduction strategies, such as delaying sex.

The program will be shot in a cinema verite style of a gritty newsmagazine like a *48 Hours* or *Street Stories*. The show will have a highly stylized, contemporary look all its own.

Use of Celebrity Hosts. Selecting the right host is critical to attracting viewership among young adults. One or two hosts will be used to anchor the stories and provide transitions between them. It is essential that the show hosts have high credibility and youth appeal with the audience. Since this show is about sexual behavior, the hosts should be people whom viewers trust and believe when they talk about these issues. The hosts should cut across the sexes and the races. Qualitative research was conducted among young people in order to determine who possesses these qualities. Janet Jackson and Jason Priestly were both mentioned repeatedly; both have been contacted and are interested in participating in this project, schedules permitting.

STORY RUNDOWN AND KEY MESSAGES

Opening Segment. We will string together brief segments of a variety of 18-25 year-olds' comments and attitudes about sexual behavior, HIV and AIDS, and safer sex practices. This segment will help draw viewers into the program by showing them that this show features a variety of people who look, act, think, and speak like them.

A "Bridging" Segment -- He Said/She Said. These characters will recur throughout the show. At this time these are prototypical characters. We will cast this segment shortly before beginning production. The segment will feature two people about to start a relationship, and we will follow their story. The first date goes well, and others are sure to follow. By the third or fourth date, the man wonders if he should bring a condom and what that would mean. The woman is also concerned about how to deal with sex.

These individuals will demonstrate that: men and women have different perceptions of relationships and how to negotiate safer sex behaviors; there are ways to protect yourself from HIV and other STDs through risk reduction behaviors; everyone has sexual rights and should be treated with respect; relationships should not be coercive or exploitive, and partners should be honest, considerate, and reliable; and each person needs to decide in advance what is right for him or her and communicate that to partners.

We will follow this relationship over a number of months. These individuals will be interviewed separately so they will be more candid and less inhibited. In the final editing we will present them in a point/counter point fashion. The first, introductory segment will be the longest -- possibly three minutes -- and the rest will probably be no longer than two minutes.

Individual Segments. The rest of the show will be composed of individual stories -- the real life accounts of real people. We have interviewed these people. What viewers will see are the stories of six people; some are HIV-positive, and some are not infected. Whether they are HIV-positive or not, these stories will focus on advice from these individuals on risk reduction strategies and practical skills.

In this document we describe six potential characters that have been interviewed. Our interview process for story candidates continues, and while the characters might change, the messages will remain the same. In the final program, the stories will include at least one of the following: a gay man, a heterosexual couple, a woman, an African American, a Latino, a heterosexual man, an HIV-positive individual, and an HIV-negative individual. Relevant messages and possible characters are summarized below.

Character #1

Craig Ugoretz is a 25 year-old white male from LaJolla, California. While a student at Northwestern University, Craig contracted chlamydia twice. It struck him that if he could contract an STD he could also contract HIV. He changed his behavior, using condoms every time he has been sexually active. Craig says that most women appreciate and are relieved that he is up front about practicing safer sex.

Key Messages:

- Having an STD increases the risk of contracting HIV by creating skin lesions that make it easier to acquire the virus and by weakening a person's immune system, among other factors.
- If you start talking about safer sex and condoms with your partner, his or her response is likely to be relief, not rejection.
- Using latex condoms will show that you are in control, in charge, responsible, smart, and looking out for yourself and others. These are attractive qualities.

Character #2

Laurie Floyd is a 23 year-old white female. Laurie met an engineer -- a clean cut, great looking guy. They began dating, and each time they had sex they used condoms. They sat down one day to talk openly about their sexual pasts. Laurie was sure that she was HIV-negative because her past sex partners reportedly used condoms consistently. Even though he was an inconsistent condom user, her boyfriend also claimed that he was HIV-negative. Laurie went on the pill, thinking she was being very responsible. Both eventually became ill, and they both tested positive for HIV. Laurie's family has been incredibly supportive.

Key Messages:

- Sex carries risk.
- There is no way to tell by looking at someone whether or not he or she is HIV-positive. HIV-positive people look like the rest of us, and they themselves might not even know that they are infected. Being tested for the HIV antibody is the only way to know for sure whether you are infected.
- If you are having sex, safer sex is crucial, every time.
- Those who think HIV/AIDS is only a homosexual, inner city, or IV drug users' problem are wrong. This epidemic affects all of us.

- A latex condom is the only contraceptive proven to prevent the sexual transmission of HIV; oral contraceptives do not protect against HIV.

Character #3

Brad Menoche is a 23 year-old white gay male from Alboro, Massachusetts. At 17, Brad had unprotected sex. He was not aware of AIDS; growing up in a rural community, he did not hear the subject discussed. When he began to hear about the disease, he got tested. He was HIV-positive. Since then he has done a lot of outreach work and work with his youth group around issues relating to HIV and AIDS.

Key Messages:

- Gay young adults who think HIV and AIDS is only an older generation's problem are wrong. This epidemic affects them, too.
- Skills building is an important tool to help young adults practice safer sex behaviors. Such skills include: assertiveness; setting limits; decision making; communication; purchasing condoms; and initiating condom use.
- You can refuse to have sex if your partner refuses to wear a latex condom.

Character #4

Kay Brown is a 20 year-old African American woman from Houston. Kay contracted gonorrhea when she first became sexually active, but she never considered herself at risk for HIV. When she learned that she was HIV-positive, while being tested for entry into the military, the army recruiter and her family helped her through the crisis. Kay is open about her HIV status with the men she dates. She had protected sex consistently with her last boyfriend, who has tested negative for HIV. She is now a peer educator who teaches young people about risk reduction techniques.

Key Messages:

- You can protect yourself by delaying sex; through alternatives to intercourse (outercourse); and through protected intercourse using latex condoms.

- Latex condoms are highly effective in protecting against the sexual transmission of HIV and many other STDs if used correctly and consistently. But latex condoms must be used every time and must be used correctly. There must be: no oil-based lubricants, which can dissolve the latex; no re-use; no use past the expiration date; storage of condoms in a cool, dry place.
- There are people who will accept and support you if you are open with them about being HIV-positive.

Character #5

Tammy Daniels is a 24 year-old white female who had many sexual partners and had numerous STDs. She realized that if she could contract these STDs, she was also at risk of contracting HIV, so one year ago she decided to delay sexual intercourse until a future time. She has found her decision empowering and feels that others respect her for her decision.

Key Messages:

- People are practicing risky behaviors because they do not see themselves at risk.
- Even if you have been sexually active, you can still choose to delay future sexual intercourse until you feel emotionally ready for sex and confident that you can practice safer sex behaviors consistently.

Character #6

Lakita Garth and her boyfriend are 24 year-old African Americans who decided not to have sex until marriage because they saw too many of their friends contracting STDs, including HIV, or becoming pregnant. Lakita has four older brothers who often role-play with her, telling her lines that men use to pressure women into sex while Lakita practices assertive responses.

Key Messages:

- There are people who will respect your decision to delay sexual intercourse.
- Practice setting limits in advance, practice what you will say to a partner, and plan ahead.