



Discussion on an European wide umbrella information campaign on HIV/AIDS

HIV/AIDS Think Tank
19 Jan 2005


« Coordinated and integrated approach to combat HIV/AIDS within the EU and in its Neighbourhood »

- To host an open debate on an EU wide umbrella information campaign;
- To develop on the basis of the open debate the scope and framework for the campaign.

Aims

- Direct awareness raising.
- To inform citizens;
- To support other interventions.



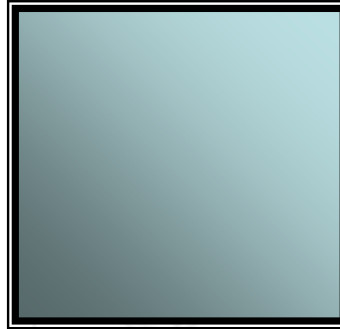
 Health & Consumer Protection
Directorate-General

GLOBAL MEDIA AIDS INITIATIVE





Richard Gere



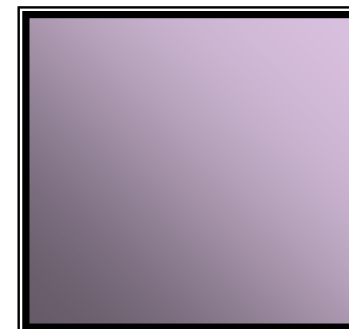
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Idea and its architecture

- To commit **European** mass media
- To network **national** broadcasting companies
- To combine **national campaigns** into the umbrella campaign

Implementation

- High level visibility

- Commission and the Member States
- Other partners
- HIV/AIDS Think Tank



Discussion

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- Comments?
 - National level activities?
 - Role of the Think Tank?