HIV/AIDS
SOCIAL MULTIMEDIA CAMPAIGNS
IN POLAND
in the context of HIV tests promotion
Welcome to Poland

The Republic of Poland has a population of 38.2 million people (2004), of whom 66% live in urban areas.

- Life expectancy at birth 78.9 women, 70.5 men
- Approx. 11% over 65 years
- Fertility rate 1.22
- Infant mortality rate 6.76‰
- Adult literacy rate 99% (2000)

A substantial increase in commercial sex work and growing unemployment are factors that have contributed to an increase in sexually transmitted infections, including HIV.
HIV and AIDS in Poland
from the beginning of the epidemics in 1985 until the end of February 2004

- 9298 people living with HIV and AIDS
- Not less than 5203 infected among IDU users (56%)
- 1581 AIDS cases
- 743 cases of deaths due to HIV and AIDS
- 20 - 30 000 estimated number of people living with HIV and AIDS (more than 20% are women)
- 656 HIV infections newly detected in 2004
- 550 – 655 new HIV infections registered every year
Main ways of HIV infections in Poland

- Infections due to IDU
- Other ways of infections
HIV infections in Poland by age in years 1985 - 2003

- <20: 9%
- 20 - 29: 52%
- 30 - 39: 25%
- 40 - 49: 9%
- >50: 3%
- no data: 3%
Division of resources for HIV/AIDS treatment and prevention in Poland

1994:
- Treatment: 98%
- Prevention: 2%

2004:
- Treatment: 92%
- Prevention: 8%
Testing models in Poland

- free of charge
- anonymous
MULTIMEDIA CAMPAIGNS
With the use of social marketing tools, the Centre provides information about HIV, denies false statements about AIDS, initiates activities that are aimed at changing inappropriate attitude and behavior of Polish society in the context of HIV/AIDS. Multimedia social campaigns have a greatest range and impact on people. Therefore, the Centre has decided to use this form of communication in its implementation of objectives relating to prevention of HIV/AIDS. The first a big scale multimedia campaign was organized in the year 2000. Usually the topic of the campaign is chosen according to the epidemiological data collected during the year. There is always a slogan for the campaign and many elements are used: women’s magazines, radio, TV and internet, advertisements on buses and trams, T-shirts, posters, leaflets, pens, carry bags, mugs, red ribbons, etc.
Social, all-Polish multimedia campaign addressed to women (2001)

„Don’t give AIDS any chance! Be responsible”

I CAN ALSO BE unaware that I am HIV-infected
JA TEŻ MOGĘ BYĆ nieświadomie zakażona wirusem HIV

Jestem kobietą TAK JAK TY,
TAK JAK TY chce wiele osiągnąć w życiu osobistym, zawodowym, realizować się jako matka.
TAK JAK TY patrzę na przyszłość pełną szczęścia i poczucia bezpieczeństwa.
Fakty, nie myślałam o koliectach, z którymi moj partner był wcześniej.
Nie myślałam też o swoich partnerach z przeszłości. Były się moimi dotąd u HIV i AIDS.
CZY JA TEŻ MOGĘ BYĆ NIEŚWIADOMIE ZAKAŻONA VIRUSEM HIV?
Czy to wiedziałeś, zdobyć test na HIV. Będę cześć do bezpiecznej. W końcu odpowiadali za wiele i moich bliskich.
Wybacz nam zamiast moich celów ani marzeń. Ale będę wiedzieć jak żyć dalej.

AIDS
DZIAŁ OPOWIESZDZALNA

www.aids.gov.pl
2002 "AIDS doesn’t choose. You can"

Target group: adolescents 15-19 years old
In 2002 the prevention activities were addressed to one of the most demanding social groups – to adolescents in the age 15-19 years old.

This group was chosen because, as seen on one of the previous charts, almost 10% of HIV infections are people younger than 20 years old and 50% of the total of infections are 15-29 years old.

The National AIDS Centre, besides organizing the social multimedia campaign, published a multimedia presentation LOVELINE, about HIV/AIDS problem, addressed to young people. It was possible thanks to a collaboration with BZgA from Germany. Another element, was a contest for the best comic books related to HIV/AIDS problem. Also Polish graphic artists took part in this action and created some comics which were published later in an album of comics about HIV/AIDS.

The latest studies show that risky behaviors in terms of HIV/AIDS are more common for:

• people aged 25-29 years and 30-39 years,
• people with secondary or high education,
• Inhabitants of large cities,
• people remaining in stable relationships (marriage or informal),
• people who have had many sexual partners.

Result of the campaign:

• 9% of the target group decided to do the HIV test,
• 15% decided to do it in the future.
You are with him
You are with her
You are together
TALK ABOUT AIDS
HIV TEST – the only way to be sure
I’m faithful to my partner, that’s why I’m sure I’m not HIV positive - FALSE
I’ve had only one partner, so AIDS is not my problem - FALSE
I choose my sexual partners carefully, therefore AIDS doesn’t worry me - FALSE
HIV TEST – the only way to be sure - TRUE
AIDS problem is not my problem .... ?
### Number of tests done in the testing centres

<table>
<thead>
<tr>
<th>Year</th>
<th>Negative results</th>
<th>Positive results</th>
<th>Total results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>3,388</td>
<td>33</td>
<td>3,421</td>
</tr>
<tr>
<td>2002</td>
<td>5,794</td>
<td>63</td>
<td>5,857</td>
</tr>
<tr>
<td>2003</td>
<td>9,270</td>
<td>96</td>
<td>9,366</td>
</tr>
<tr>
<td>2004</td>
<td>12,751</td>
<td>120</td>
<td>12,871</td>
</tr>
</tbody>
</table>
Thank you for your attention.
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