

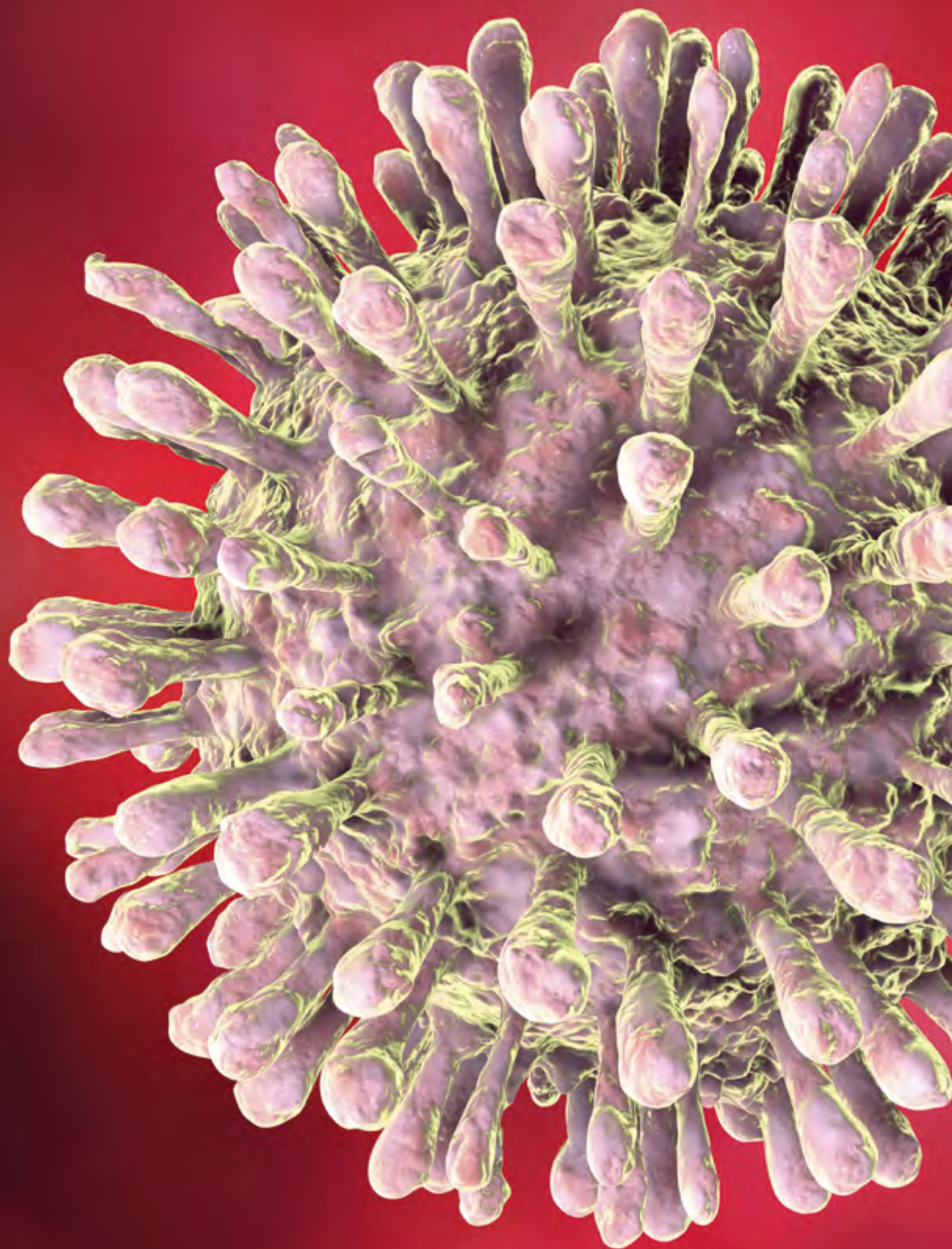


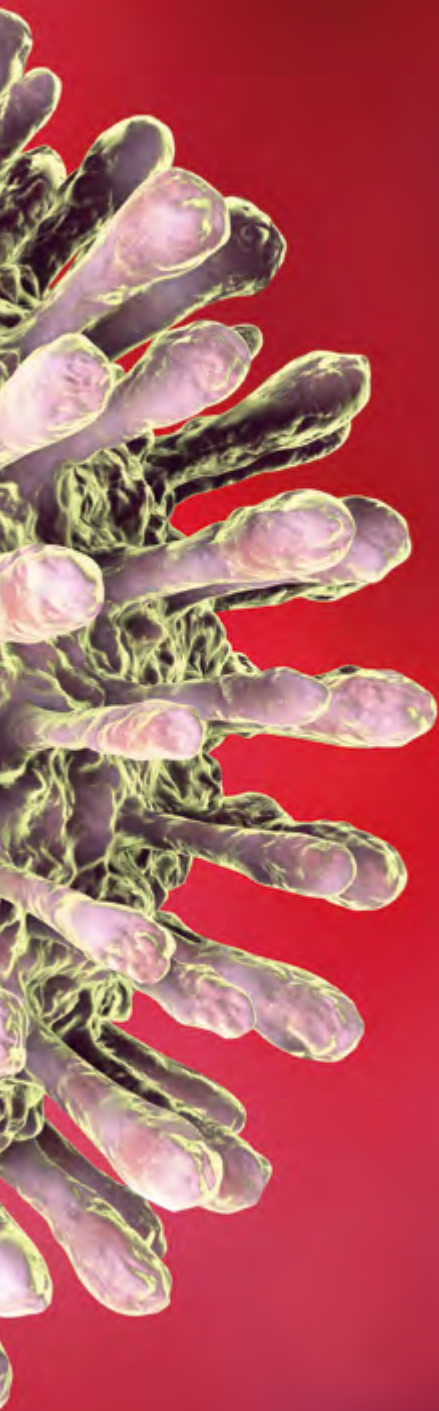
LIEBES
LEBEN

Es ist deins.
Schütze es.

HIV and STIs Prevention in Germany.

An overview.





An unknown virus changes the world

It was in the early 1980s that four letters gave rise to great concern among large sections of the population: AIDS rapidly became a talking point that moved everyone. A short while later the first prevention measures were implemented.

The emergency response becomes a brand

In 1987 a number of different measures merged in the »GIB AIDS KEINE CHANCE« (»DON'T GIVE AIDS A CHANCE«) campaign, one of the biggest prevention campaigns in Germany to achieve lasting success. Around 90% of the German population are familiar with the campaign - along with the associated message about condom use. Right from the start the campaign focused on preventing HIV infections and on a climate of solidarity with those affected. As a result »GIB AIDS KEINE CHANCE« significantly supported and built on the target-group-specific work by the Deutsche AIDS-Hilfe (DAH) for individuals particularly affected by and at risk of HIV and AIDS.

Für Verliebte.



**GIB AIDS
KEINE
CHANCE**



mach's mit.
machsmit.de

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KEINE
CHANCE



Es ist deins.
Schütze es.

»GIB AIDS KEINE CHANCE« becomes »LIEBESLEBEN« - a successful model is developed further

Over the years the focus has increasingly shifted from just HIV/AIDS to include other sexually transmitted infections (STIs). This brought about a big change in 2016: »GIB AIDS KEINE CHANCE« became »LIEBESLEBEN« (»LOVELIFE«).

»LIEBESLEBEN« marked the creation of a new programme for the comprehensive, integrated prevention of HIV and STIs. »LIEBESLEBEN« is the umbrella brand that contains a large number of measures addressing the target groups in a contemporary way using a wide variety of different communication channels.

This document provides a multifaceted overview of the development of the campaign and illustrates what measures the new »LIEBESLEBEN« information campaign contains. Chapter 1 provides important background information on the transmission of HIV and other STIs and also takes a look at the current state of medical research. Next we take a look at the development of HIV and STI prevention in Germany - from its early days to the development of an integrated HIV and STI prevention approach. Chapter 3 illuminates the work the BZgA does in HIV and STI prevention in more detail, moving on to the BZgA's communication strategy in Chapter 4. It traces the developments that have taken place over the past three decades: How did »GIB AIDS KEINE CHANCE« become »LIEBESLEBEN«? Since successful HIV and STI prevention can only be achieved with strong partners, Chapter 5 is dedicated to the collaboration at national and international levels, before Chapter 6 takes a look ahead and outlines the main challenges of prevention work today and in the future.

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1

HIV and STIs today

Around 30 years after the discovery of HIV the world is moving in a good direction: HIV infection rates are dropping in many regions, access to treatment has improved in many regions and fewer and fewer people are dying of the consequences of the infection. In Germany, successful HIV prevention work has led to one of the lowest infection rates in the world. Nevertheless, HIV and AIDS remain a challenge for German society. Meanwhile, the case numbers of other sexually transmitted infections (STIs) are going up. Chlamydia, syphilis, etc., are becoming more widespread again - in Germany too. That means prevention work in this country is thus facing new challenges.

1.1 HIV and STIs around the world

HIV will remain a global challenge in the future

HIV/AIDS remains one of the biggest public-health challenges in the world, particularly in countries with a low or moderate level of affluence. According to the Joint United Nations Programme on HIV and AIDS (UNAIDS), there were around 37.9 million people living with an HIV infection at the end of 2018; 1.7 million of those were children under the age of 15.

Nevertheless, there have been many positive developments in recent years. Although the number of new infections remains high overall, it has come down over the years. UNAIDS figures state that there were around 1.7 million new HIV infections in 2018 – the lowest-recorded value in the twenty-first century. To compare: in 2000 the number of new infections was 2.8 million.

There was a particularly clear drop in the figures in eastern and southern Africa – the most affected region in the world. However, with 20.6 million infected individuals and a share of 54% of the global new infections, it remains a focal area for future HIV prevention work.

The number of deaths from AIDS is also declining steadily. According to UNAIDS, 770,000 people died from the consequences of the infection in 2018; that marks a drop of more than half compared to 2005, the year with the most recorded deaths to date.

These positive results are also a consequence of great progress made in medical treatment using antiretroviral therapy (ART). Even though the ultimate goal of giving all affected individuals around the world access to these drugs is still far off, the number of people who could be given access to these drugs has been increased substantially –

from 7.7 million in 2010 to 23.3 million in June 2018. This means that in 2018 around 62% of the global HIV-infected population received antiretroviral therapy. The figures are even more positive for pregnant women infected with HIV. In this group 82% received antiretroviral therapy in 2018. Thanks to this treatment, transmissions during pregnancy, delivery and through breast milk while nursing have been still further reduced.

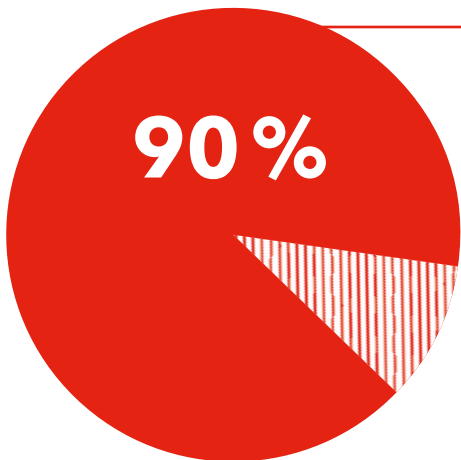
Notwithstanding all the positive developments, the figures also show, however, that there is still a great need for action. Around 21% of all the people infected with HIV are unaware of their infection and the potential consequences. And just under two fifths of those infected with HIV still do not have access to drugs. Only around half (54%) of the children and young people under the age of 15 have been given access to the life-saving drugs to date.

Eastern Europe and Central Asia have also seen a continuing negative trend for many years: the number of new infections in this region has grown by 29% since 2010 to 150,000 in 2018. 82% of new infections are attributable to Russia and Ukraine, the two most populous countries in the region.

► Up-to-date figures on HIV and AIDS are published regularly by UNAIDS: www.unaids.org.

UNAIDS-Strategy 90-90-90 by 2020

By 2020...



- of all people living with HIV will know their HIV status
- of all people with diagnosed HIV infection will receive sustained antiretroviral therapy
- of all people receiving antiretroviral therapy will have viral suppression

Source: UNAIDS, 2014. Slides (PPT) - Fast Track: Ending the AIDS epidemic by 2030/UNAIDS, 2016, AIDS by the numbers/UNAIDS, 2016, Factsheet 2016/UNAIDS, 2016, Global AIDS Update

STIs - an underestimated risk

According to World Health Organization (WHO) calculations, more than one million people around the world contract a sexually transmitted infection (STI) every day. For just the four most widespread STIs the annual new infection rate is estimated at 376 million: chlamydia (127 million cases), trichomoniasis (156 million cases), gonorrhoea (87 million cases) and syphilis (6.3 million cases). In addition there are more than 500 million people in the world who are estimated to be infected with genital herpes (HSV) and more than 290 million women with a human papillomavirus infection (HPV).

Most of the individuals affected have no or only mild symptoms, so the STI is not noticed or only noticed quite late. Nevertheless - or maybe

because of this - the consequences of an infection are very far-reaching: syphilis, for example, causes 350,000 stillbirths around the world every year, according to WHO estimates. HPV infections result in 570,000 cases of cervical cancer every year and 300,000 deaths as a result of this cancer. Gonorrhoea and chlamydia infections are the main cause of inflammation (e.g. cervix/urethra) and infertility in women. In order to counter these problems, fighting STIs all around the world is becoming an increasingly important task.

- ▶ The WHO regularly publishes up-to-date figures on STIs: www.who.int. The European Centre for Disease Prevention and Control (ECDC) also provides figures for Europe: www.ecdc.eu.

1.2 HIV and STIs in Germany

HIV - stable figures, no reason to give the all-clear

The situation in Germany is very good compared to other countries around the world and also compared to other Western European countries. According to the Robert Koch Institute there were around 86,000 individuals living with an HIV infection in Germany at the end of 2017.

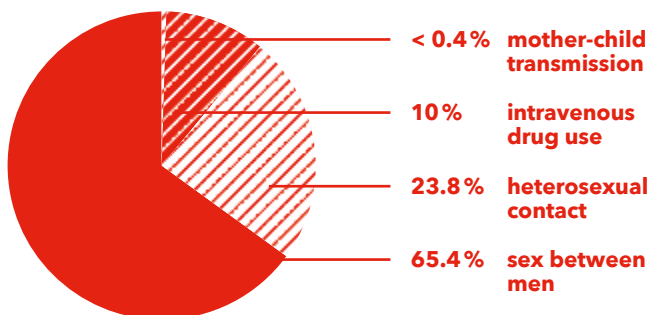
The estimated number of new HIV infections fell substantially in all age groups from the peak figures in the mid-1980s to the end of the 1990s. After a temporary rise the number of new HIV infections in Germany has remained relatively stable since 2006 and there were around 2,600 new infections in 2017.

Around 90% of the new infections in Germany are the result of sexual transmission. Those particularly affected by HIV are men who (also) have sex with men, people who come from countries with a high incidence of HIV infections and - to a lesser extent - people who use drugs and do not have access to clean needles. Estimates suggest that just over 20% of affected individuals become infected through heterosexual encounters - i.e. sex between a man and a woman. Passing on an HIV infection from mother to child is now an isolated occurrence in Germany.

450 people died of the consequences of HIV and AIDS in 2017; in 2013 that figure was still 550. A major factor in this development is certainly the percentage of affected individuals who are receiving antiretroviral therapy, which was around 92% in Germany in 2017.

Despite the undeniable successes, HIV remains an important topic in preventive work, especially with a view towards younger generations. It is only when prevention work and education are performed rigorously that the number of new infections can be kept down and reduced further long-term. The greatly improved ways in which HIV/AIDS can be treated have caused a shift in public perception from it being a life-threatening condition to it being a chronic, controllable illness. A well-tailored therapy allows people with HIV to enjoy a similarly high life expectancy to people without the virus. However, in order to avoid endangering the successes achieved to date and to keep HIV/AIDS in check long-term, continued efforts are necessary. Early detection of HIV infections and their treatment have to be increased; preventive measures have to be implemented continuously. Scientific insights, for example concerning an increased risk of infection, as well as epidemiological clues bolster the approach that HIV should not be viewed in isolation anymore but in conjunction with other sexually transmitted infections (STIs), and with measures planned accordingly.

New infections 2017 - distribution by risk of infection



Source: RKI 2018, Epidemiologisches Bulletin 47/2018; new HIV infections that were acquired abroad and only diagnosed in Germany later on are not included

HIV and AIDS

The »human immunodeficiency virus« (HIV) attacks certain cells (CD4+ T cells) in the body's immune system whose job it is to recognise potential pathogens. In addition these cells trigger processes through which bacteria and viruses in the body are destroyed.

An untreated HIV infection damages the human immune system increasingly over time. This allows other pathogens to spread to an increasing degree, which can cause serious illnesses. This process often takes years. However, the progression of an HIV infection can be halted with drugs. That being said, it is still not possible to cure an HIV infection yet.

AIDS stands for »acquired immunodeficiency syndrome«. This label is only used once illnesses typical of AIDS appear after an HIV infection. They could include a certain type of pneumonia and other serious infectious diseases.

Generally speaking several years pass before HIV has weakened the immune system to such an extent that the defining criteria for AIDS are met. However, by taking medication this process can in most cases be stopped or even reversed. The drugs deployed in antiretroviral therapy suppress the multiplication of the human immunodeficiency viruses in the body in a variety of ways so that the infection does not advance and the virus in most cases cannot be detected in the blood anymore either. These drugs have to be taken for the rest of a person's life, because they do not cure an HIV infection completely.

STIs - more relevant than ever

The infection rates for other sexually transmitted infections (STIs) have greatly increased in recent years. Illnesses that were thought to be basically a thing of the past are returning to Europe. For example, the number of syphilis cases more than tripled in Germany between 2000 and 2018. It amounted to 7,332 reported cases in 2018.

STIs - what are they?

There are infections other than HIV that can be contracted through sex. They are collectively known as sexually transmitted infections (STIs). In the past they were less accurately labelled »venereal diseases«. They include syphilis, hepatitis and chlamydia.

STIs are infectious diseases like any other. Just as anyone can catch a cold or the flu, anyone can also become infected with bacteria, viruses and parasites that cause an STI. These pathogens are sometimes very easy to transmit during sex.

There are more than 30 different STIs globally. Some of them are unpleasant, but otherwise largely harmless. Others, however, can even be life-threatening. If an STI is detected early, it can generally be treated well, even though not all STIs can be fully cured (yet).

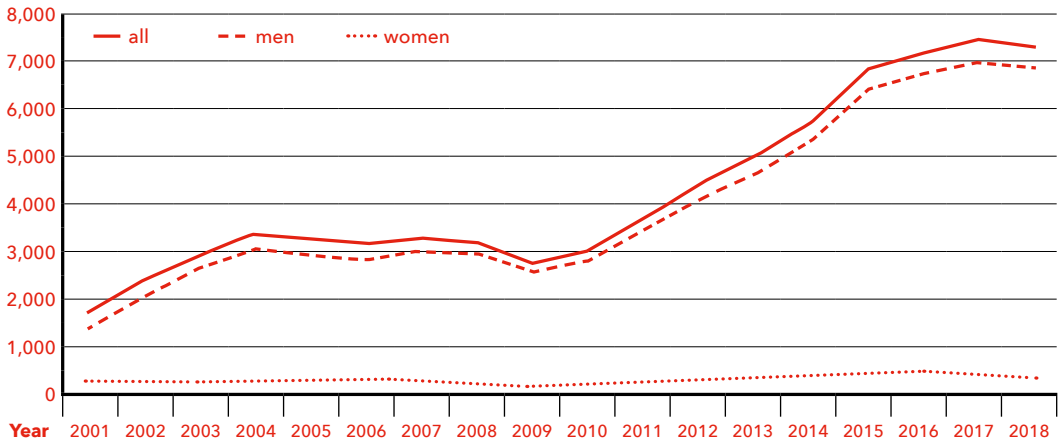
The development of the spread of STIs for which there is a legal notification requirement in Germany can be traced well. The nature of the notification requirement depends on the pathogen:

- Individuals infected with hepatitis A, hepatitis B and hepatitis C must be reported by name. The local medical authority registers the names and addresses of infected individuals.
- There is a legal obligation to report cases of HIV and syphilis anonymously. Any laboratory that makes a positive diagnosis of HIV or syphilis must report the test result to the Robert Koch Institute.

In addition, epidemiological studies are conducted that record the distribution of STIs that are not subject to the notification requirement. Go to **www.rki.de** for an overview.

Marked rise in syphilis cases since 2010

Cases



Source: Syphilis in Germany: number of reported cases, by sex and year of diagnosis, IfSG figures 2001–2018

Level of knowledge about STIs

While the public are well informed about HIV, there is not much knowledge about other STIs. Only 14% of those surveyed were aware of frequently occurring STIs such as chlamydia.

Syphilis



Gonorrhoea



Chlamydia



Hepatitis



Herpes



Genital warts



Trichomoniasis



Source: Responses by people aged 16 and older to the question: »Apart from HIV/AIDS what other sexually transmitted infections are you aware of?« (unsupported; status: 2017); figures from the BZgA survey on »Public Awareness of AIDS in the Federal Republic of Germany« from the year 2016

STIs and HIV - a dangerous relationship

Many sexually transmitted infections (STIs) are not just unpleasant and painful, they also often increase the risk of contracting HIV during unprotected sex. This infection »piggybacking« unfortunately also works in the opposite direction: if an individual is HIV-positive and has also contracted another STI, then this could increase the risk of passing on HIV during unprotected sex. There are two main reasons behind this relationship:

Firstly, many STIs cause inflammation, irritation and injuries, particularly to mucous membranes. Although these often go unnoticed they provide an avenue through which HIV can enter the body more easily. Furthermore, because of the irritation a greater number of immune cells can be found in the affected mucous membranes. This makes it more likely that the virus is successful because it attacks the body's immune cells. According to WHO estimates, having an STI triples the probability of contracting HIV during unprotected sex.

Secondly, STIs can also increase the risk of transmitting HIV. If an individual is HIV-positive and is not yet receiving antiretroviral therapy (ART), then such stressors to the immune system can also lead to an increase in the number of human immunodeficiency viruses in the body. This increases the risk of passing on HIV. This is particularly true for systemic STIs such as syphilis since these cause the HIV concentration in the blood, sperm and vaginal fluid to rise significantly.

1.3 The state of medical research

Searching for a drug to cure HIV

In the 1980s people were certain that a vaccine and cures for HIV would be developed within a few years. Despite extensive research in this area and some progress, this hope has not yet come true. It also remains unlikely that all human immunodeficiency viruses will be able to be removed from the body - i.e. that the infection will be able to be cured - in the foreseeable future.

However, there have been major successes in developing drugs that suppress the multiplication of HIV in the body. There are currently more than twenty drugs available that, when used in combination, reduce the viral load in the body and thus make a long life possible despite the HIV infection. Many new substances are undergoing clinical test-

ing. The aims include reducing the side-effects and costs of the treatment, further simplifying the taking of the drugs and preventing the development of resistance.

Taking antiretroviral drugs to prevent the contraction of HIV is an approach that has attracted increased attention in recent years in the context of »treatment as prevention« or »pre-exposure prophylaxis« (PrEP). Structural and behaviour-changing measures, such as educational work in schools and safe sex, continue to remain hugely significant however. It is only the combination of the different preventive approaches - biomedical, structural and behavioural approaches - that can be the key to success (UNAIDS 2010: Combination HIV Prevention).

Treatment as Prevention

Stable and successful HIV treatment - also known as antiretroviral therapy (ART) - effectively suppresses the multiplication of the HI virus in the body and reduces the number of infected cells in bodily fluids and mucous membranes. After a period of time, HIV cannot even be detected in the blood. This also reduces the risk of infection for other people: as long as the viral load has been under the detectable threshold for at least half a year and the HIV drugs are taken regularly, it is extremely unlikely that another person will become infected with HIV during unprotected sex with someone who is HIV-positive.



PrEP - a further component of HIV prevention

Since September 2019, the costs for drugs to prevent infection with the HI virus, so-called pre-exposure prophylaxis (PrEP), have been covered by the statutory health insurance companies in Germany for individuals with an increased risk of infection.

PrEP involves individuals who are HIV-negative taking a drug that prevents HIV from multiplying and invading cells. If taken correctly, PrEP offers a high degree of protection against HIV infection. PrEP is generally well tolerated. However, it can sometimes cause serious side effects that are often not immediately noticeable. For that reason, taking the drugs under medical supervision is an important part of the health insurance cover for PrEP. Since PrEP protects against HIV but not against other STIs, regular tests for syphilis, chlamydia and gonorrhoea also make sense as part of PrEP treatment and are covered by health insurance.

The Federal Ministry of Health will continue to monitor the effects of PrEP until the end of 2020. Data from countries where PrEP has been used for several years as a complementary component have already proven that the number of new infections were significantly reduced. In these countries PrEP is integrated into a consulting and medical care system with extended testing offers, self-tests, early treatment, etc., similarly to in Germany.

While PrEP is recommended for people with an increased risk of infection, condoms still offer the best protection against HIV and STIs for large parts of the population. The differentiated communication on the various protection options is available from the BZgA, the Deutsche AIDS-Hilfe, medical professional associations and other stakeholders in prevention in Germany.



Improvements in diagnosis of STIs

While HIV remains incurable, other sexually transmitted infections (STIs) pose a problem less in their treatment and more in their diagnosis. Even though syphilis can be treated with penicillin, significant advances have been made in treating hepatitis C, and gonorrhoea remains eminently treatable in Germany, despite repeated cases of drug resistance, this all requires one thing: the correct diagnosis. And that is a challenge.

Many STIs initially cause no or only mild symptoms so there seems to be no need for a doctor's appointment; sometimes the initial symptoms recede before a medical consultation even takes place. However, even if a person has a doctor's appointment because of a suspected STI, it does not automatically mean that the »right« questions are asked and that the medical diagnostic process considers STIs. This means that awareness should be raised among the public and, in addition, awareness should be raised among doctors so that they can do preventive work in their practices.

In light of this tension, medical progress in diagnostics is making a significant contribution. Early treatment of STIs is promoted as a result of increasingly precise diagnostic methods as well as through an improvement in preventive measures, such as free chlamydia screening for sexually active young women under the age of 25, so that secondary consequences occur more rarely. However, these advances require continuous communication that supports medical professionals in implementing such diagnostic procedures and also fosters people's willingness to take up such services.



HIV and STI prevention in Germany

Measures to prevent HIV and AIDS have been implemented in Germany for more than 30 years. The original emergency plan to manage an unknown disease in the mid-1980s has grown into a differentiated comprehensive strategy that takes the needs of very different target groups into account. The strategy put in place by the federal government in 2016 combines efforts to prevent HIV and other sexually transmitted infections for the first time, thereby staying abreast of current challenges.

2.1 The origins of HIV/AIDS prevention in Germany

The first cases of AIDS were identified in the early 1980s. Only little was known about the origin and spread of this deadly acquired immune deficiency syndrome at the time. Although scientists were already researching HIV and AIDS, there were no reliable scientific studies in those days. As a result the subject created panic and hysteria – including in Germany. This was the context in which a clear strategy was required in order to prevent the spread of the infection.

In light of the initially uncertain facts of the situation the BZgA worked with national and international experts to develop reliable foundations for a nationwide AIDS-prevention campaign. Two different fundamental concepts were being discussed at the time: the strategy of combating the epidemic on the one hand and the strategy of societal learning on the other.

At its core the principle of disease control is based on identifying »sources of infection« and on interrupting »chains of infection«. This involves, among other things, mass screening and isolating infected individuals.

The societal learning strategy banks on a fundamentally different route: it trusts in a long-term learning process that the public at large and the

relevant target groups are involved in. Everyone is educated and motivated to protect themselves; at the same time there is a call for solidarity with those affected. Personal advice and care are a further important component of this approach.

After a broad debate in society, which was quite controversial at first, the proponents of the »societal learning« approach were able to assert themselves. The commitment of Professor Rita Süßmuth must be mentioned here; she was the federal health minister at the time. It was on this health and social-science basis that Germany's HIV/AIDS prevention strategy was built. One clear principle stood at the heart of all measures right from the start: prevention is only possible if the people who are affected by HIV or particularly at risk of contracting HIV are integrated into society and are part of the prevention movement. For this reason close collaboration between governmental and non-governmental stakeholders is an important element of the German prevention strategy.



One of the first advertisements from the «GIB AIDS KEINE CHANCE» campaign, 1987

With the immediate action programme to combat AIDS in the 1980s, the strategy to combat HIV/AIDS from 2005 and the action plan to implement the strategy to combat HIV/AIDS from 2007, the German government created important foundations to keep HIV infections in Germany at a relatively low level. It is now possible to view HIV infections as chronic illnesses thanks to progress made in drug treatments. If treatment is started in time, an HIV infection has almost no negative impact on a person's life expectancy or their ability to participate in work and society.

Investing in effective prevention work makes sense: by preventing new infections the healthcare system is relieved of the burden of having to pay out huge sums of money.

2.2 The development into an integrated HIV and STI prevention strategy

Medical progress, the shift in the public perception of HIV and AIDS, and the rise in other sexually transmitted infections (STIs) have meant that the national prevention strategy has gradually been refocused in recent years. The long-term experiences of the BZgA in the field of HIV/AIDS prevention have been included in the further development of the strategy.

The new strategy to stem the spread of HIV, hepatitis B and C and other sexually transmitted infections more closely aligns with the global goal presented by the United Nations' 2030 Agenda for Sustainable Development. Curbing the spread of AIDS is to be achieved by 2030 by preventing people from getting sick with and dying from AIDS following an HIV infection. The various forms of hepatitis and other sexually transmitted infections are also to be combated in effective ways.



Brochure »Integrated Strategy for HIV, Hepatitis B and C and Other Sexually Transmitted Infections« by the Federal Ministry of Health, 2016

The current strategy was jointly published in April 2016 by the Federal Ministry of Health and the Federal Ministry for Economic Cooperation and Development. It stands out for being needs-focused, integrated and cross-sectoral. The firmly integrated approach in particular is groundbreaking: On the one hand the common features of HIV, hepatitis B and C and other sexually transmitted infections are exploited in order to curb their spread effectively and lastingly. On the other hand the specific demands of individual infectious diseases are acknowledged.

By preventing serious secondary illnesses, the health of the population can be improved and a contribution can be made to reducing healthcare expenditure.

The strategy aims at:

- **Promoting communication about sexuality and sexually transmitted infection by creating a social climate characterised by acceptance of sexual orientations and different lifestyles, where different sexual practices are not taboo, and affected individuals are not excluded.**
- **Further developing services tailored to people's needs in order to take different life circumstances into account and at the same time to do justice to the particularly affected groups and the very varied regional realities.**
- **Developing integrated services that take the different pathogens into account and making closely coordinated prevention, testing and care services available in order to prevent transmissions and co-infections, and make the early treatment of infections possible.**
- **Linking up professionals from all the different sectors in order to foster a coordinated collaboration so that all people in their various environments can be reached.**
- **Obtaining current data as the foundation for planning and implementing preventive measures, testing and treatment and further developing the knowledge base.**

2.3 From the population as a whole to addressing individuals: the target groups

Since as far back as the 1980s the approach of addressing the population as a whole and therefore very different target groups has shaped the special character of HIV/AIDS prevention in Germany. With the aim of effectively curbing infection rates the strategy is to achieve the broadest distribution of knowledge at the superordinate level while at the same time trying to address individual groups with particular risks in a manner which is as targeted and individual as possible. The expansion of the HIV/AIDS prevention programme into an HIV and STI prevention programme has also increased the number of specific target groups.

In order to take the different target groups and goals into account, HIV and STI prevention in Germany has pursued a modular overall strategy. Depending on the target group and the complexity of the message at hand the appropriate communication channel is used - from the major nationwide BZgA poster campaigns to personal consultations with a doctor. One central factor for success here is the division of labour between governmental and non-governmental organisations, which makes it possible to access all target groups, including those that are difficult to reach.

Since the start of HIV prevention in Germany, the public health service and Deutsche AIDS-Hilfe (DAH) have been crucial partners for the BZgA. The DAH acts as an umbrella organisation for local AIDS and drug-addiction support organisations, prevention projects, gay and lesbian centres, housing and care projects. The course was set early on to divide labour between the two organisations. In this division of labour the BZgA is responsible for addressing the population as a whole as well as key target groups. The activities of the DAH are largely focused on those affected by HIV and on particularly vulnerable groups. Since the DAH grew out of its target groups and works closely with them it is a particularly trustworthy provider of prevention services for these groups. The work of the DAH is funded by the state via grants; the BZgA and the DAH collaborate closely in developing and designing measures and assuring their quality.

The division of labour regarding who addresses which target group in HIV prevention is continued in the integrated HIV and STI prevention too. By expanding to other sexually transmitted infections, there are further co-operative partners beyond the German AIDS Society (DAIG) and dagnä (a German acronym for an organisation representing non-hospital doctors working with those infected by HIV), namely the Deutsche STI-Gesellschaft (DSTIG) and other specialist medical bodies.

Addressing the general population

The core element of prevention work in Germany is addressing the general public nationwide, a task that the BZgA oversees and is responsible for. This comprehensive approach ensures that the public's level of knowledge about HIV and how one can protect oneself is at a high level. This educational work is also important in order to prevent the public from being scared of individuals with HIV and from excluding them. Another important focus is building up basic knowledge about other sexually transmitted infections.

Focus on specific groups

On the basis of the national »strategy to curb the spread of HIV, hepatitis B and C and other sexually transmitted infections« more targeted prevention measures mainly focus on particularly vulnerable sections of the population and those who require being addressed directly. These groups include:

Young people

New generations constantly have to be supplied with up-to-date information in order to ensure that their level of knowledge of HIV and other STIs is built up long-term. Our aim is for young people to be encouraged towards a responsible attitude to sexuality by providing them with freely accessible educational materials, targeted services within the sphere of social media and high-quality sexuality education in schools. These measures are about being informed about HIV and other STIs but also about protective measures, such as using condoms. Information about specific screening options, such as chlamydia screening, plays a role here. When an infection is discovered early on, it can be treated and long-term consequences can be avoided. The development of materials and projects to reach out to young people is a significant focus of the BZgA's work. Young people are addressed personally through specific BZgA projects and through regional advice centres, local AIDS support centres and other multipliers that frequently use BZgA materials for their work.

Addressing young girls and boys takes place indirectly: it is essential for them that they are protected from cervical cancer or other types of cancer by getting an HPV vaccine early. The task at hand now is to raise the awareness of parents and doctors on the subject in order to raise the vaccination rate. These target groups are addressed by services that the BZgA develops together with expert medical bodies.

Gay men and other men who (also) have sex with men

In Germany men who have sex with men (MSM) are among the group most epidemiologically affected by HIV and several other STIs. Reaching out to this target group is achieved via fundamental informative measures conducted by the BZgA and by specific preventive measures by the Deutsche AIDS-Hilfe (DAH).

The DAH and the regional AIDS-Hilfe bodies and advice centres for gay individuals respond to the needs of this target group by providing specific information and knowledge platforms, advice and testing services. Aspects such as the increased significance of dating sites/apps and the consumption of recreational drugs are also taken into account. The goal is to increase the willingness of men who (also) have sex with men to have themselves tested, to increase the percentage of them who are vaccinated against hepatitis B and to encourage them to take more personal responsibility for their own protection.

Individuals who inject drugs

The main goal for people who inject drugs is to increase their knowledge about hepatitis B and C. This would reduce the risk of infections contracted through the consumption of drugs, but also through sexual transmission. Another goal is to increase the number of individuals with hepatitis B and C and HIV who receive treatment and to increase the hepatitis B vaccination rate in this target group. To achieve this, the hepatitis B vaccination and hepatitis C test are to be better integrated into the service portfolio of health professionals working in the field of addiction. In addition there will be region-specific, low-threshold prevention, testing and treatment services in the future, for example in drug support centres. The BZgA and the DAH are working closely together in this field, incorporating their respective expertise in developing various information materials for medical practices, for example. Materials are being developed for both doctors and patients.



Sex workers

The main access routes sex workers have to specific low-threshold, anonymous advice, STI testing and medical care and treatment is through the public health service and through unaffiliated providers.

These services contribute to a good level of knowledge about STIs and protective measures. Young sex workers in precarious social situations and with little experience, however, still have a need for preventive measures. In addition to the needs-focused expansion of low-threshold advice, testing and treatment services, the main need here is the provision of measures that provide social support (especially access to medical care, overcoming language barriers).

Migrants

People come to Germany for different reasons. The motivations range from economic, social and personal considerations to fleeing from war and political or religious persecution.

Since access to information about HIV/AIDS and other sexually transmitted infections is limited in many of the countries that migrants come from, many new arrivals to Germany have a particular need for information, advice and treatment.

Migrants differ in many ways, for example by their origin, level of education, social status and their personal values, such as their ties to religion and traditions. The communicative requirements in order to reach them are equally varied. On the one hand well-integrated individuals with a migrant background who speak German have a specific desire not to be addressed in a special way; on the other hand new arrivals and people with poor language skills and knowledge of the country will find initial low-threshold information in their native language or a familiar language other than German very helpful.

The HIV and STI strategy aims at building more low-threshold prevention, advice, testing and treatment services here. Multilingual information platforms, advice and treatment services and translation services are intended to reduce the existing barriers further. One of these services is the multilingual advice platform www.zanzu.de, which was developed by the BZgA in co-operation with the Belgian organisation Sensoa and aims to support professionals in advice situations and to address migrants directly.

The BZgA, the public-health service, the Deutsche AIDS-Hilfe (DAH) and local advice centres all work in this field.

The role of the BZgA in HIV and STI prevention

In Germany the Bundeszentrale für gesundheitliche Aufklärung (BZgA - Federal Centre for Health Education), acting on behalf of the Federal Ministry of Health (BMG), is the central implementation and co-ordination body for HIV and STI prevention at national level. As the highest-level federal body it implements the federal government's strategies in co-operation with many other parties - from the emergency response on AIDS prevention in the 1980s to today's integrated holistic campaign to prevent HIV and STIs. The BZgA is responsible for a large number of other prevention issues in addition to HIV and STI prevention.

3.1 From initial information to a prevention campaign



The BZgA published some initial information materials about HIV/AIDS in 1985. All 27 million households in Germany were sent a brochure that contained all of the facts that were known at the time. In 1987 the BZgA received the brief from the Federal Ministry of Health to design and implement a national campaign for the prevention of AIDS. This was the birth of the »GIB AIDS KEINE CHANCE« campaign (»DON'T GIVE AIDS A CHANCE«).

Over the years the »GIB AIDS KEINE CHANCE« campaign became one of the biggest and most comprehensive prevention campaigns in Germany to date. The logo does not just contain the central message, it also became one of the best-known logos. The German campaign has been incredibly successful in its preventive efforts. The rate of new HIV infections is now among the lowest in the Western industrialised world.

The rise of other sexually transmitted infections (STIs) was one reason why the BZgA's remit was expanded to include this subject area in 2010. Over time this topic has been integrated into the BZgA's media and measures. The communication architecture was expanded in an extensive strategy process. A new, sustainable umbrella brand was developed on this basis: »GIB AIDS KEINE CHANCE« became »LIEBESLEBEN« (»LOVELIFE«) in spring 2016.



**Es ist deins.
Schütze es.**

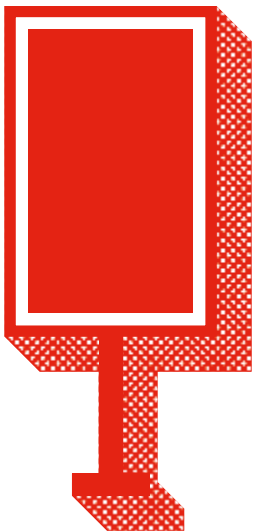
3.2 A complex intervention on several levels

The scientific foundations that led to the decision to run a campaign like »GIB AIDS KEINE CHANCE« in the 1980s are still relevant. The fundamental concept of HIV and STI prevention in Germany has been confirmed time and again by more research results in recent years.

The fundamental pillars include the principles of »new public health« from the Ottawa Charter of the WHO Conference of 1986, the »community-based interventions« and Rosenbrock's »social theory of learning« (1987, 1994). This strategy builds on concepts from the fields of health and social science, such as approaches to creating behavioural change, health education, empowerment and social and political change in order to encourage a sustainable learning process for the population as a whole and for relevant target groups.

Both »GIB AIDS KEINE CHANCE« and »LIEBESLEBEN« are multi-level campaigns, whose media and measures, strategies and methods supplement and reinforce each other. This communication strategy can basically be divided into two areas: mass communication measures with a large reach to address the general public on the one hand, and personal communication measures to provide information and advice for individuals and specific target groups on the other.

The integrated mass-media campaign disseminates the fundamental messages via a variety of communication channels. These channels include posters, print adverts, radio, television and cinema ads, and ambient media such as free postcards, internet platforms and brochures. In addition to providing information about infection risks and protective measures these media perform a further important socio-political function, thanks to their great visibility: they promote open debate about sexuality and they promote solidarity with people with HIV or AIDS.





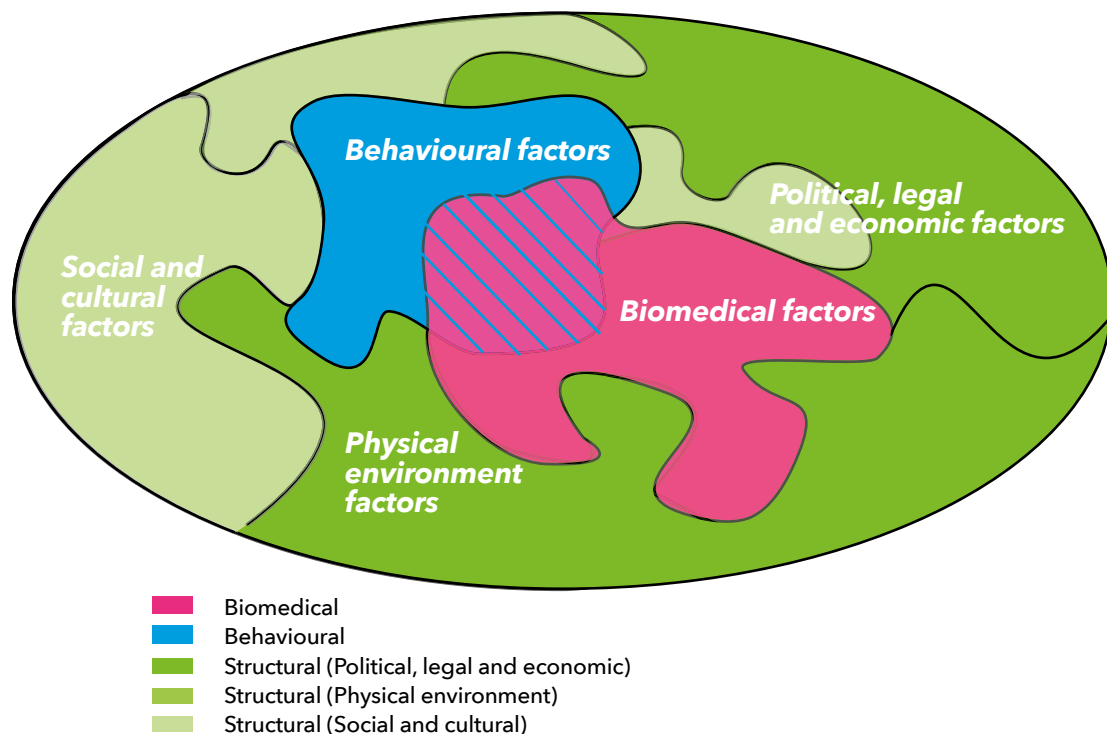
To supplement this campaign there are a number of target-group-specific media and measures. They include specially designed internet tools and brochures. Since direct, personal communication services address the relevant target groups and their living environments more individually and intensively, they are of special significance in the communication strategy for the BZgA's prevention services. The BZgA's personal online and telephone advice service, the former JugendFilmTage (Youth Film Days) and the educational, interactive »LIEBESLEBEN« intervention are examples of such central personal communication avenues. However, materials to support multipliers such as teachers and doctors are also part of this group. Many of the services can be incorporated into the local prevention structures and settings and thereby contribute to linking up the relevant professionals and topics locally. Addressing individuals personally is also particularly effective: all information is applied specifically to the individual's personal situation and can therefore be conveyed and used individually.

The combination of mass and personal communication approaches for prevention work - part of the BZgA's multi-level campaign strategy - is based on various models of »behaviour change communication«. They include the »health belief model« (Becker 1974), the »theory of reasoned action« (Ajzen & Fishbein 1980) and the »theory of planned behaviour« (Ajzen 1991, 2006) as well as the »stages of change model« (Prochaska & Diclemente 1984, 1986, 1992) and »social norms theory« (Pekins & Berkowitz). The study »maximising the benefit« (Cohen 2005) concludes that the optimal prevention campaign combines intensive intervention in high-prevalence groups with interventions that have a broad reach for low-prevalence sections of the population.



UNAIDS also assumes that prevention is particularly effective when different measures are combined (UNAIDS 2010: Combination HIV Prevention). Alongside biomedical approaches, tried-and-tested measures include programmes promoting condom use and behavioural changes as well as working with the main groups affected. Measures of all kinds are demonstrably amplified in their effect when they are supported by structural and social approaches.

Interacting causes of HIV risk and vulnerability



Source: UNAIDS 2010: Combination HIV Prevention

Bonfadelli (2010) provides a systematic overview of the most important theories and approaches from the fields of communication science and health psychology for the development and implementation of communication campaigns in the areas of health education and prevention.

3.3 Basic principles and phases of communication

All measures of the campaign show the concrete actions people can take to protect themselves and prevent infections. In the sense of education and health promotion, it is an important concern of the campaign that individuals are motivated in a positive way and that they are given the skills to protect themselves and others from sexually transmitted infections.

»GIB AIDS KEINE CHANCE« never made use of dramatic or shocking depictions. That was also true for the 1980s, when AIDS was a deadly threat and the social climate was characterised by panic. The scientific evaluation of campaigns using shock images has revealed that motifs and messages that trigger powerful fears produce a defensive reaction in the target group and can therefore be counter-productive. Negative images intended to scare can cause a feeling of discouragement and a rejection of the messages. With regard to the topic of HIV/AIDS, they can also contribute to stigmatising both the individuals affected as well as particularly vulnerable groups.

In order to promote rational behaviour with regards to HIV and reduce panic, »GIB AIDS KEINE CHANCE« focused, in the early years, on building up knowledge of the risks and non-risks of an HIV infection. During the 1990s the public's level of knowledge about HIV and motivation to use condoms as a protective measure were gradually improved. Today HIV is treatable thanks to medical progress. As a result the perception of HIV and AIDS in society has also changed over the years. From the start of the new millennium, the communication has focused on keeping the subject in the public eye, keeping the public's motivation to protect themselves at a high level, and promoting a climate of solidarity with people affected by HIV.

The rise in other sexually transmitted infections has increased the amount of basic facts conveyed about these STIs and put this subject more centre stage. »LIEBESLEBEN« has adopted the basic principle of positive recommendations for action. The campaign sensitises the population in order to promote communication about STIs. It educates about protective measures and symptoms, risks and non-risks. It encourages individuals to use condoms. And it motivates people to see a doctor if they suspect they have an STI. In addition, it communicates other aspects, e.g. that people should take responsibility for themselves and their partners and it emphasises self-determination and freedom.

3.4 Continuous improvement: quality control and evaluation of effectiveness

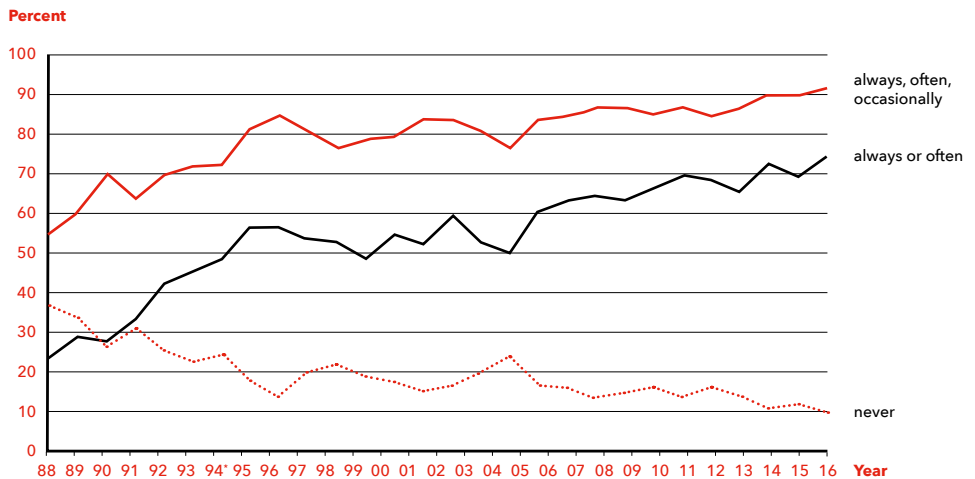
A communication concept is only as good as the effect it has. In order to test the efficacy of all the measures and media in their entirety and in detail, all of the activities have undergone intensive scientific evaluation since the start of the campaign.

In order to test the efficacy of individual media such as posters and television adverts with the various target groups before they are published, pre-tests are conducted that look at how well the messages are understood and accepted and how attention-grabbing the media are. This can be done using standardised methods developed by the BZgA. The target group's feedback is then used to improve the look and the texts.

Representative surveys have been conducted regularly since 1987 in order to plan, control and evaluate the campaign. The study »AIDS im öffentlichen Bewusstsein« (Public Awareness of AIDS) examines the scope, knowledge, attitudes and behaviours of the population with regard to HIV and STIs and changes in these factors throughout the campaign. To obtain data on sexual health in Germany and therefore also appropriately and purposefully further develop the »LIEBESLEBEN« preventive measures, the BZgA also supports a comprehensive study on adult sexuality, »Gesundheit und Sexualität in Deutschland« (Health and Sexuality in Germany). About 5,000 people are surveyed about relationships, experiences and sexual attitudes.

The results of HIV and STI prevention are measurable

Condom use in casual relationships



Source: BZgA, Representative survey, 'Public Awareness of AIDS', 2016

*from 1994 including former GDR states

The parameters of the representative survey »Public Awareness of AIDS«:

- How is the public perception of HIV and STIs developing?
- Are HIV/AIDS still seen as a threat to health?
- Is the public being reached by the various educational measures? Are information services being used?
- What is the population's general knowledge about HIV and STIs?
- Do people engaging in riskier sexual behaviour in particular protect themselves with condoms?
- What is the level of solidarity with or exclusion towards individuals affected by HIV/AIDS?

4

The BZgA's communication strategy

Between 1987 and 2015 a wide range of communicative elements were brought together under the umbrella of »GIB AIDS KEINE CHANCE« (»DON'T GIVE AIDS A CHANCE«) in order to launch a large-scale HIV-prevention campaign. Since 2016 the BZgA's HIV-prevention work has been continued and expanded to include sexually transmitted infections (STIs) under the new umbrella »LIEBESLEBEN« (»LOVELIFE«). It is not just the change in the umbrella brand that demonstrates that the BZgA regularly reacts to current social developments.

HIV and STI prevention over the years

1959

First human AIDS case in the Congo (diagnosed after the fact).

1982

The first time the disease is called »AIDS«

The AIDS case register is set up for (West) Germany by the Robert Koch Institute in Berlin.

1984

Presentation of the first HIV antibody test.

1981

First cases in the United States of mysterious disease patterns with massive disruptions to the immune system.

1983

The first AIDS-Hilfe groups are set up.

The Deutsche AIDS-Hilfe (DAH) is established as the umbrella organisation for the local AIDS-Hilfe groups that exist in many towns.

First cover story about the »deadly plague« in the June issue of DER SPIEGEL magazine.

Discovery of the HI virus (called HTLV-III at the time) as the cause of AIDS by the French virologist Luc Montagnier and his American counterpart Robert Charles Gallo.

 **Deutsche AIDS-Hilfe**



1987

The »GIB AIDS KEINE CHANCE« logo is introduced for the BZgA's umbrella campaign on AIDS prevention.



Launch of the federal government's immediate action programme to combat AIDS with a budget of around 50 million marks for 1987 and 1988.

Establishment of the Deutsche AIDS-Stiftung »Positiv leben« thanks to the initiative of Rainer Jarchow. A short while later the Nationale AIDS-Stiftung is established.

Establishment of the Nationaler AIDS-Beirat as the federal government's advisory body.

The BZgA's AIDS telephone advice service provides daily, anonymous, personal, free advice.



The BZgA launches its television information adverts with a series of ten ads that attract a great deal of attention.

1985

First International AIDS Conference in Atlanta.

All blood products in (West) Germany must now be tested for HIV antibodies.

The first prominent AIDS victim: the actor Rock Hudson.



The BZgA sends out its first information brochure as direct mail from the federal government to all 27 million households in (West) Germany.

1987

The BZgA's first large-scale information campaign on AIDS prevention in collaboration with e.g. pharmacies.



The BZgA launches its personal communication campaign; AIDS action days and AIDS action weeks follow in subsequent years, with local co-operative partners in towns nationwide.

The first International AIDS Consultation at the invitation of the BZgA in collaboration with WHO. Representatives from 15 European countries come to Cologne (continues until 1993).

1988

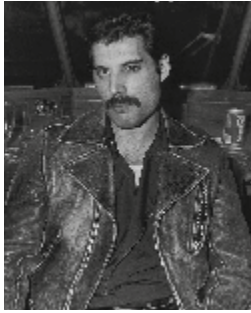
The UN makes 1 December World AIDS Day.

1990

The television advert »Supermarkt« (»supermarket«) with Hella von Sinn and Ingolf Lück becomes a classic.



Singer Freddy Mercury dies of AIDS.



1992

The remaining members of Queen organise the Freddy Mercury Tribute Concert for AIDS Awareness to remember their deceased lead singer. The concert in London's Wembley Stadium has an audience of one billion worldwide.

1993

The American movie Philadelphia with Tom Hanks and Denzel Washington highlights how individuals with AIDS are excluded.



The first »mach's mit« posters by the BZgA - placed for free by the Fachverband für Aussenwerbung (FAW). It is the first time condoms are prominently displayed in the public sphere, attracting a great deal of attention.



FACHVERBAND
AUSSENWERBUNG E.V.

1991

The »red ribbon« becomes the international symbol of solidarity with those affected.



1996

The International AIDS Conference in Vancouver celebrates the medical breakthrough of the highly effective antiretroviral combination therapies.

Merger of the Deutsche AIDS-Stiftung »Positiv leben« and the Nationale AIDS-Stiftung to become the Deutsche AIDS-Stiftung.



UNAIDS is established by the United Nations as its AIDS organisation.



1999

The first BZgA radio spots with famous comedians.





2000

The BZgA convenes the first meeting of the EURO PAC initiative as a forum for a practice-focused exchange of experiences for European countries.

2005

The BZgA's creative competition for design academies: participants are asked to submit new design ideas for the »mach's mit« campaign. The two winning campaigns »fruit and veg« and »love spots« are implemented in the following years.

2006

The BZgA's telephone advice team extends its service to an online advice platform.

2001

An increase in new HIV diagnoses and other sexually transmitted infections in Germany and other industrialised countries.

The new infection protection law (IfSG) replaces the existing legislation relating to epidemic disease and sexually transmitted infections - prevention is put on a modern foundation.

Establishment of the Global Fund To Fight AIDS, Tuberculosis and Malaria by the UN, to fund worldwide programmes combating HIV/AIDS.



The Verband der Privaten Krankenversicherung e.V. supports the BZgA's AIDS prevention work with 3.4 million euros per year.



Verband der Privaten Krankenversicherung

A dramatic rise in the number of HIV cases in eastern Europe; in light of increased migration and mobility as a result of EU expansion it is feared that there will be consequences for the whole of Europe.

The federal government's strategy to combat HIV/AIDS cites education and prevention as its most important components.

2010

The Federal Ministry of Health expands the BZgA's remit from a campaign on AIDS prevention to »educational measures for sexually transmitted diseases«.

2015

The diagnostic window for HIV lab tests in Germany is reduced from 12 weeks to 6.

The PKV extends its support by another five years - 3.2 million euros will be invested in HIV and STI prevention every year until the end of 2020.

18 EU Member States come together under the auspices of the BZgA to participate in the EU-sponsored project Improving Quality in HIV Prevention.

2007

Ministerial conference »Partnership & Responsibility - Together against HIV/AIDS« in Bremen as part of the German presidency of the Council of the European Union. Fighting AIDS becomes an important topic for the EU and becomes rooted at the government level.

The Standing Vaccination Commission (STIKO) advises in favour of the vaccination against the human papilloma virus (HPV), which can cause cervical cancer.

The Federal Joint Committee launches annual chlamydia screening for young women aged up to 25, which is covered by health insurance as standard.

The BZgA launches a new focus campaign »Gemeinsam gegen AIDS« (fighting AIDS together) with hundreds of local events on World AIDS Day, supported by thousands of ambassadors and many celebrities.

2013

The interactive exhibition »GROSSE FREIHEIT - liebe.lust. leben.« goes on tour for the first time.



2016

The umbrella brand »GIB AIDS KEINE CHANCE« becomes the new brand »LIEBESLEBEN«.



2017

Start of the social media campaign »The infectastic STIs« along with an associated mail-out of posters to local organisations.
www.die-infektastischen-sti.de



The Federal Ministry of Health publishes its new strategy to combat the spread of HIV, hepatitis B and C and other sexually transmitted infections.

The multilingual online platform www.zanzu.de goes live, offering high-quality information about sexual health topics, supporting both multipliers and people with a migrant background.



Mein Körper
in Wort
und Bild

October 2016:
pre-exposure prophylaxis (PrEP) is approved in Germany.

A new HPV vaccine has been available in Germany since the end of April 2016. This offers protection against nine different HPV types that may be responsible for cervical cancer and genital warts.



Launch of the new »LIEBESLEBEN« online platform
www.liebesleben.de.

2019

**Launch of the
»Kopfkino« campaign
by »LIEBESLEBEN«.**



PrEP is covered by health insurance in Germany for people with an increased risk of infection.

2018

The HIV self-test for testing at home is released on the over-the-counter market. It can be purchased at chemists, drugstores or online.

The Standing Vaccination Commission extends its recommendation for the HPV vaccination to boys aged 9 to 14 too.

2020

The BZgA launches its new prevention project for use in schools: »LIEBESLEBEN - the hands-on project«.



Together with the Medical Center Hamburg-Eppendorf, the BZgA presents the results of the first study on adult sexuality, »Gesundheit und Sexualität in Deutschland (GeSiD)«.

Always up to the minute: the BZgA's prevention work

All the campaign's media and materials are constantly changing. They are regularly updated, expanded and developed further. Many components of the campaign that existed in the early years are no longer involved. Others became classics, such as the brochure »HIV-Übertragung« (»HIV Transmission«), which has been a firm component of the educational materials for many years and which provides information about the risks and non-risks of an HIV transmission using simple pictograms and a colour scheme based on a traffic light. Thanks to technological progress new avenues have been added to the mix over the years, such as websites and social media.

All the experiences that have been gained in more than thirty years of prevention work flow into the development of new measures, thereby combining best-practice examples from the past with new concepts and increasing the efficacy of all the current measures.

The BZgA's campaign work has attracted a lot of attention beyond Germany's borders too: it has become a model for prevention campaigns in other countries - both with regards to strategy and concrete measures. The BZgA is a popular destination for fact-finding missions among delegations from all around the world and it is a sought-after contact for professional exchange on the various aspects of prevention work. Collaboration is not just about exchanging information and strategies: the BZgA also makes its media available to interested countries so they can adapt them to their own needs - be they online tools, informative brochures or poster campaigns.



Examples from the first series of the »mach's mit.« campaign

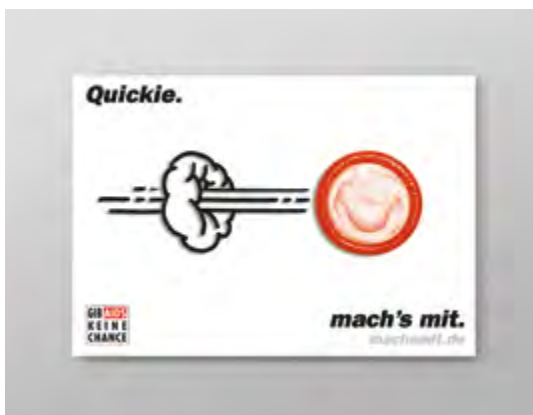
4.1 1987 - 2015: The best of »GIB AIDS KEINE CHANCE«

»GIB AIDS KEINE CHANCE« grew from one of the first educational measures of the 1980s into a comprehensive campaign with many different elements, all under one umbrella brand. The following pages provide you with a selection of the most successful measures.

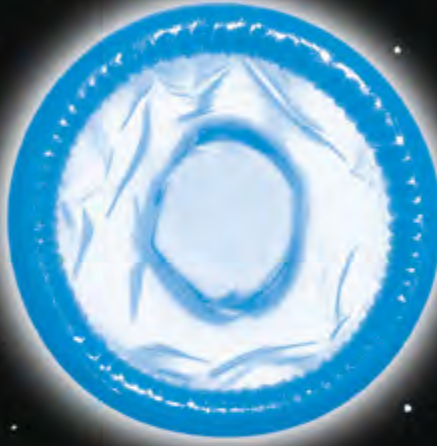
A clear message to all: »mach's mit« (a pun meaning both 'join in' and 'do it with [a condom]')

One of the most visible elements of HIV prevention in Germany to date has surely been the »mach's mit« poster campaign. Between 1993 and 2015 different motifs spread the key message that condoms provide protection in a humorous manner that attracted public attention.

When the series began in 1993, conspicuously placing condoms centre stage and making them the leading motif, it was a sensation. The large-scale posters that displayed condoms prominently have made a significant contribution to making condoms an everyday commodity - both privately and in the public perception.



Weltsprache.



**GIB AIDS
KEINE
CHANCE**

mach's mit.
machsmit.de

Examples from the first series of the »mach's mit« campaign

The trigger for this striking strategy was a representative survey in the early 90s: the results from the BZgA's annual representative survey »Public Awareness of AIDS« revealed that 16-45-year-olds who were living alone no longer took in the information materials about HIV/AIDS to a sufficient degree. New communication channels were found with the support of the Fachverband für Außenwerbung e.V. (FAW), the association of those providing advertising space in public locations, which has made around 100,000 billboards available to the BZgA for free every year.

One campaign - 150,000 ideas

The first »*mach's mit*« posters were created by budding communication designers as part of a semester paper. They presented condoms very strikingly and with a lot of humour. The approach was well-received and effective. As a result the series was rigorously developed further and gradually transformed into a multimedia campaign to maintain the level of attention it attracted. The target groups were included in developing new motifs. More than 150,000 ideas for motifs for the classic »*mach's mit*« campaign were submitted to competitions and creative contests - countless submissions were then printed on large-format posters.

From bananas to brothels

The ideas for the »Obst und Gemüse« (»fruit and veg«) and »Liebesorte« (»places for love«) motif series also came from a competition. The BZgA had advertised it at art colleges and advanced technical colleges for communication design in 2005 in order to generate new ideas for the »*mach's mit*« campaign. The two winning ideas were implemented in the following years in such a way as to attract maximum attention.

Between 2006 and 2008 »*mach's mit*« depicted motifs featuring various types of fruit and vegetables that in every case were wearing a condom. Corn-cobs and strawberries wearing condoms were also presented internationally in 2008: the campaign was exported to Mexico City for the International AIDS Conference, where the 25,000 delegates were able to view the motifs not just at the conference centre but also in the city's central underground stations.



Ist nicht Feige!



GIB AIDS KEINE CHANCE

Es ist nicht immer möglich, die richtigen überzeuften Kondome zu finden. Die richtigen Bedingungen zeigen jedoch, dass die meisten Menschen es gut finden, wenn die Partner die Kondomnutzung angeht. Deshalb: Feiere für dich und schütze dich und deine Partner vor einer HIV-Infektion.

mach's mit
www.gib-aids-keine-chance.de
 Hotline: 0800 111444

© 2006 Bundeszentrale für gesundheitliche Aufklärung

The further development of the »fruit and veg« campaign - series, 2006 - 2008

Gegen Kurzsichtigkeit!



GIB AIDS KEINE CHANCE

Ein gesunder Körper führt den Spaß am Sex. Denn wer immer und überall Kondome benutzt, ist immer und überall vor 100% übertragener Krankheiten geschützt. So bleiben Partner anhaltig lustig und gesund - und die Condo auf lange Sicht erhalten!

mach's mit
www.gib-aids-keine-chance.de
 Hotline: 0800 111444

© 2006 Bundeszentrale für gesundheitliche Aufklärung

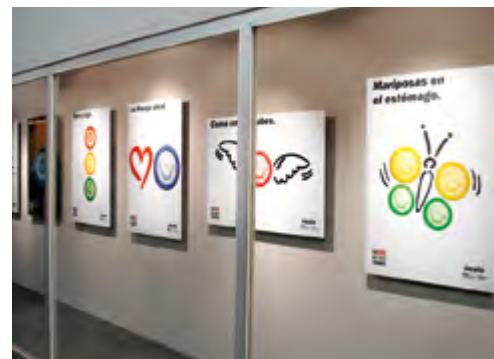
Use at international level



Example of the adaptation of the »mach's mit« motifs in the USA



Example of the adaptation of the »mach's mit« motifs in Mexico



»Liebesorte« (»places for love«)

The »Liebesorte« series - authentic places where sex might take place or might have taken place - ran between 2009 and 2011: from brothels to cosy spots by a lake, from hotel rooms to parks, to the kitchen table. »Liebesorte« increasingly transformed »mach's mit« from a poster campaign into a cross-platform campaign and the mass communication approach to address the general public is still pursued today.



Campaign motifs from the »Liebesorte« series, 2009-2011





Fantasien ausleben



Aids riskieren

**GIB AIDS
KEINE
CHANCE**



Campaign motifs from the »Liebesorte« series, 2009-2011

Expanded tasks: with »knowledge and condoms«

Between 2012 and 2015 the prevention message was expanded under the »*mach's mit*« brand. In addition to HIV, other sexually transmitted infections (STIs) were increasingly shifted into focus. »Condoms protect« became »*mach's mit - Wissen und Kondom*« (»*with knowledge and condoms*«). The established campaign raised the population's awareness beyond the simple message of condom use to other sexually transmitted infections. It provided information about how people could protect themselves against HIV, about routes of transmission, about the symptoms of HIV and other STIs and about the advice and treatment options.

It was the first time the campaign had depicted young and older people from the everyday lives of all target groups. The self-confident statements made by the different characters revealed clear ideas about their personal sexuality. The open attitude displayed by the campaign characters and the diversity of motifs were used deliberately to prevent HIV and STIs from becoming a taboo subject and to foster an open attitude towards these subjects in society.



Campaign motifs from the »mach's mit - Wissen und Kondom« series, 2012-2015

Ich will's liebevoll.



mach's! aber mach's mit.

Mit Wissen & Kondom schützt Du Dich vor HIV und verringerst das Risiko einer Ansteckung mit anderen sexuell übertragbaren Infektionen (STI).

GIB AIDS KEINE CHANCE
 Infos unter www.machsmit.de
 Telefonberatung unter 0221 - 89 20 31

STI Sexuell übertragbare Infektionen Informier Dich!

Ich will's andersrum.



mach's! aber mach's mit.

Mit Wissen & Kondom schützt Du Dich vor HIV und verringerst das Risiko einer Ansteckung mit anderen sexuell übertragbaren Infektionen (STI).

GIB AIDS KEINE CHANCE
 Infos unter www.machsmit.de
 Telefonberatung unter 0221 - 89 20 31

STI Sexuell übertragbare Infektionen Informier Dich!



***Ich will's
zärtlich.***

mach's! aber mach's mit.

Mit Wissen & Kondom schützt Du Dich vor HIV und verringerst das Risiko einer Ansteckung mit anderen sexuell übertragbaren Infektionen (STI).

**GIB AIDS
KEINE
CHANCE**

Bundeszentrale
für
gesundheitliche
Aufklärung
BZgA

Infos unter www.machsmit.de
Telefonberatung unter 0221 - 89 20 31



STI Sexuell
übertragbare
Infektionen
Informier' Dich!

Broschüre Nr. 707/2003 (BZgA, 11/10) (648)
Eine Aktion der Bundeszentrale für gesundheitliche Aufklärung (BZgA), gefördert durch die Bundesrepublik Deutschland.



***Ich will's
lustvoll.***

mach's! aber mach's mit.

***Mit Wissen & Kondom schützt Du Dich vor HIV und
verringerst das Risiko einer Ansteckung mit anderen
sexuell übertragbaren Infektionen (STI).***

**GIB AIDS
KEINE
CHANCE**

820h Bundeszentrale
für gesundheitliche
Aufklärung

Infos unter www.machsmit.de
Telefonberatung unter 0221 - 89 20 31



STI

Sexuell
übertragbare
Infektionen
Informier' Dich!

»Tina, how much are the condoms?«: television and cinema adverts

What Hella von Sinnen, in the role of the shop assistant, bellowed loudly through the shop shocked the customer, played by Ingolf Lück. This advert from 1990 achieved cult status for an entire generation and still shapes the positive image the BZgA's prevention work enjoys. Many television channels showed the advert for free; at 90% its reach was fantastically high.

Educational adverts for television and cinema screens like this one have supplemented the BZgA's print and online activities since it started its HIV prevention campaign. Celebrities got involved right from the start. In the adverts the protective messages are compacted down to between thirty and sixty seconds so they are easily accessible. They are specifically aimed at certain preventive aspects or target groups.

In the early years of »GIB AIDS KEINE CHANCE«, serious, factual adverts provided information about the risks of infection and also about everyday contact that was entirely harmless. Since the »supermarket« advert the message that »condoms protect« has been picked up regularly in amusing ways. When the number of new HIV infections rose again in the 2000s, the BZgA used its commercials to remind viewers once again very seriously about its message - such as in the advert »You can't rewind your life« (orig. English title) from 2001.



Hella von Sinnen



Ingolf Lück



»Tina, how much are the condoms?« (1990) became a catch phrase for an entire generation and still makes its mark on the campaign's positive image to this day. Because it was hard to interest professional actors in the subject in those days, some of the extras were members of the BZgA staff. The television companies broadcast the advert for free and it achieved a phenomenal reach of 90%.

A wide variety of messages in moving images

Throughout the integrated »*mach's mit*« campaign the posters were regularly supplemented or brought to life by short adverts. For example, the locations chosen in the »Liebesorte« poster series were also featured in the adverts in which the actors portrayed different sexual constellations and situations. This aspect also included the nationwide showing of two adverts in a cinema advertising block - one with a homosexual couple, another with a heterosexual couple.

Another example is the HIV and STI campaign series »*mach's mit - knowledge and condoms*« from 2012. The new campaign website showed video clips of the protagonists on the posters. They were aimed directly at different target groups and encouraged them to talk about their own sexuality. The 2012 television and cinema advert »Three Letters« also made a big audience familiar with the abbreviation »STI«. This expanded preventive messages was picked up again in 2014: the »Something's different« advert exists in two versions and raises viewers' awareness to the symptoms of sexually transmitted infections, once from the female perspective, once from the male.

All adverts can be viewed in the BZgA media archive: www.bzga-avmedien.de.



Views of the interactive experience exhibition »GROSSE FREIHEIT - liebe.lust.leben.«

Personal work on the ground is crucial

The most intensive kind of sexuality education takes place through qualified networks and by addressing the target groups personally and directly. For that reason the BZgA included an extensive range of personal communication measures in its »GIB AIDS KEINE CHANCE« campaign right from the start.

These measures include personal telephone advice and online advice, the earlier »Mitmach-Parcours zu Aids, Liebe und Sexualität« (public participation course on AIDS, love and sexuality) as well as the exhibition »GROSSE FREIHEIT - liebe.lust.leben«, and all aimed at preventing HIV and STIs.



On tour: Mitmach-Parcours and »GROSSE FREIHEIT«

The »Mitmach-Parcours zu Aids, Liebe und Sexualität« was developed by the BZgA in 1992 and implemented nationwide in Germany until 2011. The most important target groups were school students and apprentices, but also older target groups from different occupational backgrounds. The course was run every year in around fifty towns, during which it would reach around 20,000 young people and adults. The method is based on the principle of learning by doing at the different stations.

The concept of the public participation course remains very popular to this day. More than 25 countries around the world, including El Salvador, Ethiopia, Ukraine and Mongolia have adopted and adapted the format. This international co-operation was supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

The BZgA's mobile exhibition »GROSSE FREIHEIT - liebe.lust.leben« took over from the public participation course from June 2013 to June 2018. It featured more than fifty interactive stations where visitors could learn about the prevention of HIV and other sexually transmitted infections in a playful, true-to-life manner.

The successful concept and the experiences of the public participation course were incorporated into the development of the mobile exhibition. The »GROSSE FREIHEIT - liebe.lust.leben« exhibition travelled to eight towns in different federal states every year. The exhibition was always put on in close collaboration with the local professional and advice centres.



Supporting professionals on the ground

The BZgA has been supporting local professionals in their prevention work for many years. It develops materials that can be used in advice centres and in schools for HIV and STI prevention.

The teaching methods are prepared for work with young people and are made available as a collection of methods. Appropriate and proven methods can be quickly and easily selected for the respective target group and the required subject focus using both the print and online version of the method finder.





The »YouthFilmDays«

The »YouthFilmDays« on sexuality, love, friendship and HIV and AIDS were developed in 2000 by a number of institutions in Hamburg in collaboration with the BZgA.

They are one of the most successful personal communication projects addressing sexuality education and HIV prevention in Germany. They were staged in more than 270 towns throughout Germany between 2001 and 2011. During this period more than 285,000 students were reached.

Between 2001 and 2003 the BZgA successfully implemented the concept of the »YouthFilmDays«, initially advertised as a »complete service«, around 30 times in Germany, while closely collaborating with the regional co-operative networks. As a result of its huge success there was a steady increase in demand nationwide and smaller municipalities also registered increased interest. In order to meet the demand the scope of the package was reduced; as a result the number of »YouthFilmDays« projects could be increased by around ten to more than 40.

The participating networks were increasingly trained in organising and implementing the project and were thereby enabled to implement the »YouthFilmDays« independently. Promoted by coaching events conducted by the BZgA's prevention advisers the municipalities and states throughout Germany developed a strong buy-in to the project and they still produce »YouthFilmDays« with different focuses quite regularly today.

Since 2012 the »YouthFilmDays« have been overseen by local health-promotion networks. The BZgA supports them with materials, film recommendations and an online guide that provides detailed information about the concept and design ideas.

**More detailed information about
the »YouthFilmDays« is available
at www.jugend-film-tage.de.**

Personal and anonymous: advice services

One important addition to the mass-media HIV education campaign is the personal telephone advice service for HIV/AIDS and other sexually transmitted infections. It has been an integral part of the »GIB AIDS KEINE CHANCE« campaign right from the start. Demand has remained continuously high: around 20,000 advice sessions are conducted every year and some of them are very in-depth.

The low-threshold service makes it easier for those seeking advice to ask individual questions and address problems openly. The advisors consist of an interdisciplinary team with psychosocial and medical expertise covering the topics of transmission routes, safe sex, epidemiological questions, HIV testing and test accuracy. »Newer« topics such as pre-exposure prophylaxis (PrEP) and possible immediate measures after risky contacts are also in the advisers' repertoire.

Psychosocial aspects also form part of the advice service; for example, how can someone deal with their own HIV infection? How should someone engage with HIV-positive individuals in their environment? What about the development of unfounded fears about HIV? The telephone advice session provides some initial clarifying answers for situations that are often more complex. If the desire is there, the advisers will issue addresses for local support services. This is also true, as far as possible, for advice services in other languages if the callers have a poor understanding of German or none at all. The telephone advisers also provide information and advice to multipliers.

The BZgA's advice team has also been available online since 2006. The platform was available for many years at www.aidsberatung.de and is now an integral part of »LIEBESLEBEN«.



**Personal advice from the BZgA:
tel. 0221 892031 or online at:
www.liebesleben.de/beratung**



4.2 2016: »GIB AIDS KEINE CHANCE« becomes »LIEBESLEBEN«



**Es ist deins.
Schütze es.**

You do not change one of Germany's best-known brands for no reason. Ever since 2010 STI prevention has been closely linked to HIV prevention in Germany. The established umbrella brand »GIB AIDS KEINE CHANCE« was not suitable as a messenger for integrated communication about HIV and STIs. In order to make synergies more usable while at the same time ensuring that the broad range of topics and the large variety of goals pursued can be achieved with the same means, the new umbrella brand »LIEBESLEBEN« was developed.

»LIEBESLEBEN« gives HIV and STI prevention a new home - one that is much more oriented towards a wide range of topics. Regardless of how the focuses will shift in the coming years or even decades, this brand will be suitable as an umbrella for the campaign. The brand name »LIEBESLEBEN« (»LOVELIFE«) makes it clear very quickly what subject matter is the intended object of communication. It evokes positive associations and stands for the complete breadth of sexuality - from romantic love to lust and passion. As such it is well suited to addressing the whole population and individual target groups on an emotional level.

The core messages

Throughout its HIV prevention work to date the campaign was able, for a long time, to focus on one clear message: condom use. Incorporating other STIs makes the situation somewhat more complex because condoms on their own do not always provide sufficient protection. The breadth of possible preventive measures that can be taken against sexually transmitted infections is considerable. It ranges from safe sex to talking to your partner all the way to screening services and vaccinations. This wide range is fully reflected in the personal communication services and the supporting media such as brochures and internet platforms. However, in order to reach as much of the population as possible using mass-media communication the messages need to be simplified.

The »LIEBESLEBEN« posters, adverts and all other mass-media appearances are focused on addressing the population as a whole with two messages, which are equally valid for all sexually active people and have a high protection factor with regard to HIV and other STIs at the same time.

Core message number one is and will remain »condom use during sex«. In this regard the new campaign can follow on seamlessly from the successes of the campaign to date. The general public are very familiar with the condom message and the implementation rate is very high; the goal here is preserving that level of knowledge and extending it further.

Condoms protect against HIV and reduce the risk of catching other sexually transmitted infections (STIs). Not only are they safe, but also cheap and easy to use. Both men and women can use condoms, without any side effects, to protect themselves against infections, or at least to considerably reduce their risk of infection. There are other possibilities to protect themselves too. These include pre-exposure prophylaxis (PrEP) to protect against HIV or the vaccinations against human papillomavirus (HPV) and hepatitis A and B. »LIEBESLEBEN« provides information about these other options in other services specific to the target groups.

Core message number two is: »If something's not right, see a doctor«. This message places awareness and medical advice at its core. It sensitises individuals to potential symptoms and lowers their inhibition threshold about going to a doctor. This latter aspect is particularly crucial for those STIs that do not have many obvious symptoms. Even when there are only small uncertainties and physical irritations, it could be advisable to get a check up and »LIEBESLEBEN« wants to encourage individuals to do just that.

In order to ensure the successful implementation of the second core message, two things are necessary: early diagnosis and professional treatment. For that reason an important part of planning the campaign was to increase co-operation with medical professionals and the healthcare system as a whole.

Rebranding - the right mix of the old and new

The new »LIEBESLEBEN« brand is associated with changes in the communicative appearance at all levels. HIV and STIs are presented in a uniform and coordinated communication concept, in which both tried-and-tested and new measures were integrated.

The rebranding was publicised by the cartoon campaign and a tribute to the BZgA's well-known and popular »supermarket« advert and at a kick-off event attended by the press and long-standing cooperation partners.



Motif for »LIEBESLEBEN« cartoon campaign, 2016



From left to right: Dr Volker Leienbach (Association Director PKV), Dr Heidrun M. Thaiss (Head of the BZgA), Federal Minister of Health Hermann Gröhe and presenter Ingolf Lück at the joint press event in 2016



Surprising repeat encounter in the supermarket

This television and cinema advert was a cult clip in the nineties. It featured Ingolf Lück as a shy bachelor who wanted to buy condoms inconspicuously in the supermarket, and Hella von Sinnen who, as the shop assistant, shouted loudly through the shop: »Tina, how much are the condoms?«

For the launch of »LIEBESLEBEN«, Ingolf Lück returns to the supermarket. At the checkout he is again involved in a strange story that brings up condoms. In doing so the old clip transitions into the new campaign and emphasises that time-tested elements will be continued under the »LIEBESLEBEN« umbrella too.

The advert openly communicates the rebranding. »GIB AIDS KEINE CHANCE« is now »LIEBESLEBEN« – one of Germany's most successful health-education campaigns is getting a new name. At the same time it presents the condom message in a humorous way.



Impressions from the 2016 »Supermarket« commercial

4.3 2016 to date: »LIEBESLEBEN. Es ist deins. Schütze es.«

The cartoon campaign

The new »LIEBESLEBEN« brand was supported by the cartoon campaign between 2016 and 2018: the two new core messages were brought to life for the first time on more than 65,000 poster spaces all over Germany. The illustrations and humorous approach are to encourage the public to be open about the subjects of HIV and STIs.



The »LIEBESLEBEN« cartoon campaign motif, 2016

WENN'S IM SCHRITT BRENNT.

AB ZUM ARZT.

www.liebesleben.de

EGAL WORAUF IHR STEHT.

BENUTZT KONDOME.

www.liebesleben.de

DAS VOLLE PROGRAMM?

BENUTZT KONDOME.

www.liebesleben.de

Es ist deins. Schütze es.

Cartoon campaign motifs from 2016 and 2017

Humour is particularly well suited for addressing taboo topics.

- It builds a bridge in order to confront unpleasant and/or serious topics.
- By deviating from the expected, humour increases attentiveness.
- Increased attentiveness encourages the public's willingness to confront a message, to process and understand the message.
- At the same time the more intense processing of the message also improves recall of the content.
- Humour elicits positive feelings that can be transferred to the message and its content as well as to the advertised brand.





Animated clips from the cartoon campaign, 2018

Zeit für Zärtlichkeit? Benutzt Kondome.



LIEBES
LEBEN

Es ist deins.
Schütze es.



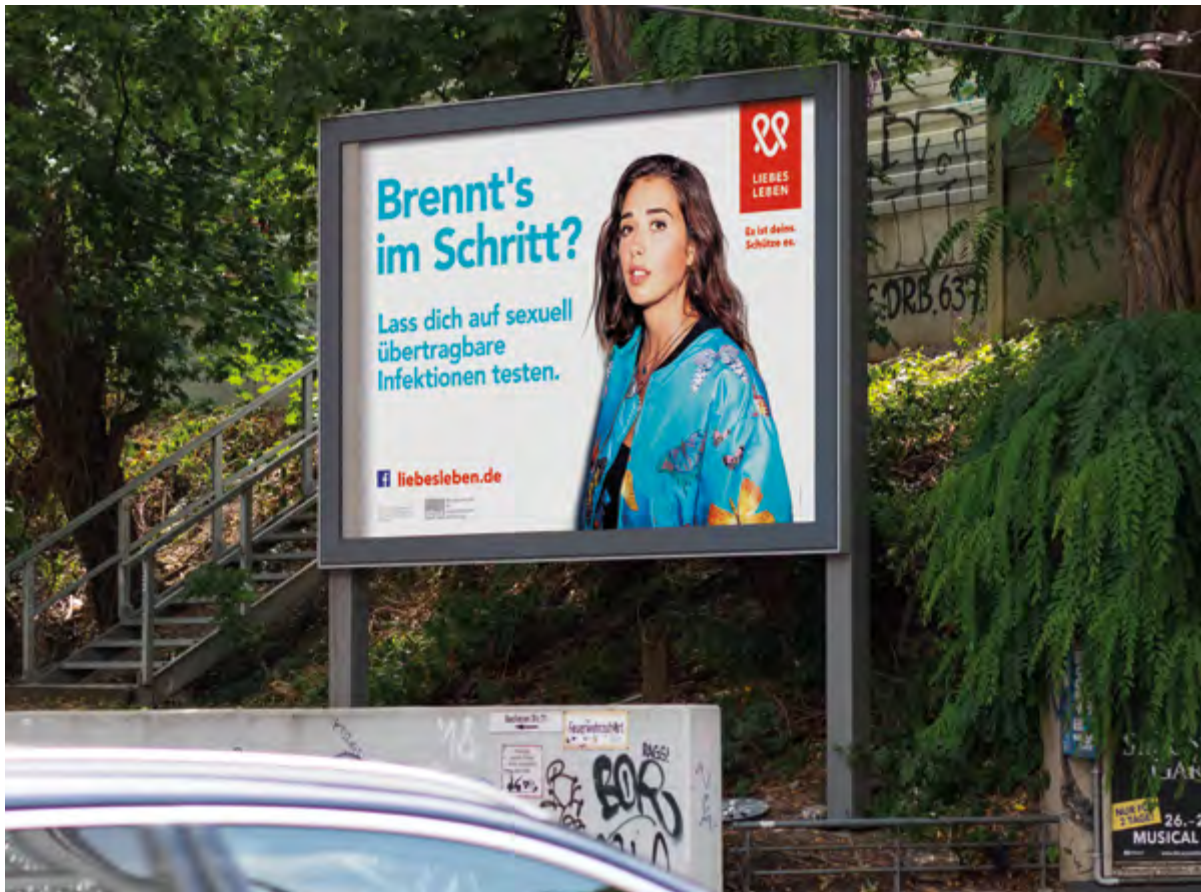
 [liebesleben.de](https://www.facebook.com/liebesleben.de)

Ein Aushang der Bundeszentrale für gesundheitliche Aufklärung (BZgA) im Auftrag des Bundesministeriums für Gesundheit. © 2014 BZgA

BZgA

Bundeszentrale für gesundheitliche Aufklärung

FACHVERBAND ADVERTISING E.V.



Brennt's im Schritt?

Lass dich auf sexuell
übertragbare
Infektionen testen.

 [liebesleben.de](https://www.facebook.com/liebesleben.de)



LIEBES
LEBEN

Es ist deins.
Schütze es.

Brennt's im Schritt?



Es ist dein.
Schätze es.

Lass dich
auf sexuell
übertragbare
Infektionen
testen.



 [liebesleben.de](https://www.facebook.com/liebesleben.de)



Heiß. Heiß. Baby.

Lass uns
Bettgeschichte
schreiben ...

Wenn man nur das
Eine im Kopf hat...

Mind movie campaign ambient postcards, 2019



Mind movie campaign Snapchat story ad from 2019, STIs message.

»Die Infektastischen STI« (»The Infectastic STIs«)

The prevention of HIV and other sexually transmitted infections is closely related. Which is why the BZgA developed »The Infectastic STIs« format as part of »LIEBESLEBEN« in 2018: »Trippo Tripper«, »Feig Feigwarze«, »Chlam Chlamydie«, »Hepp Hepatitis« and »Phylis Syphilis« explain what is behind the names of the diseases, how you can get infected and how best to protect yourself in a way that suits the target group.

»The Infectastic STIs« provide information in social media clips and raise the awareness of a young target group to the importance of this subject. With their short stories about infection and protection, failed dates and selfies they are not only easy for the target group to relate to but also a helpful support for prevention work on the ground.



Phylis Syphilis, Feig Feigwarze, Chlam Chlamydie, Trippo Tripper, Hepp Hepatitis

FEIG
FEIGWARZE

PHILIS
SYPHILIS

TRIPPO
TRIPPER

HEPP
HEPATITIS

CHLAM
CHLAMYDIE

SIE SIND HIER. MITTEN UNTER UNS.



EIN MEISTERWERK,
DAS NICHT NUR
UNTER DIE HAUT GEHT,
SONDERN AUCH
IN DER HOSE BRENNT.

Vielleicht
auch bald in
deiner Nähe?

DIE-INFECTASTISCHEN-STI.DE  /liebesleben.de

»The Infectastic STIs« movie poster





»The Infectastic STIs« stills from the clip production

Training curriculum for doctors

Doctors play an important role in the primary and secondary prevention of sexually transmitted infections since they are one of the first ports of call when people are worried they might have become infected. Since many infections often have no obvious symptoms a conversation between a doctor and a patient during a regular check up is a good time to discuss potential risk situations for contracting an STI and to forestall subsequent harm by promoting early diagnostics and treatment.

In order to support doctors, the BZgA and the Deutsche STI-Gesellschaft, in co-operation with medical bodies, the Robert Koch Institute, sexologists and communication scientists, have developed a curriculum consisting of e-learning and in-person segments, and concludes with certification. This curriculum was implemented for the first time as a pilot project at the end of 2016 in collaboration with the Westfalen-Lippe medical association.



»LIEBESLEBEN« brochures
for medical practitioners



Information materials for medical practitioners

Another way in which the BZgA has collaborated with medical bodies and the Robert Koch Institute to support medical practitioners in their task of advising patients was by developing new information materials about the subject of sexually transmitted infections (STIs). They are intended to provide information about the prevention and treatment of chlamydia infections and motivate patients to get the human papillomavirus (HPV) vaccination.

A comprehensive information package on hepatitis infections was also developed together with the Robert Koch Institute, the Deutsche AIDS-Hilfe, the Deutsche Leberstiftung, medical societies, patient representatives and associations.

The materials addressing chlamydia infections contain a factsheet that lists the most important aspects of how the infection is spread and transmitted, about how it is diagnosed and treated, and how an infection can be prevented. A poster and a flyer attract the patients' attention in the waiting room, informing them about this infection.

An information sheet gives doctors the most important information in brief about the subject of the HPV vaccine. In addition an advice pamphlet aimed at parents/legal guardians is to increase their willingness for girls aged 9-14 to get the vaccination. It provides information about the HPV infection, the vaccines available and recommendations about the age at which young people should be vaccinated.

The information package on hepatitis-viral infections addresses doctors and patients in different practice environments. The BZgA led the development of materials for general practice and other specialist disciplines; it is supplemented by materials for addiction centres, which the DAH is responsible for creating.

As part of a nationwide mail-out event, doctors' surgeries focusing on gynaecology and obstetrics, paediatrics and general medicine received the new BZgA materials in 2016. Like many other materials they can be obtained from the BZgA free of charge by interested doctors working in different fields.

The tried-and-tested and the new: »LIEBESLEBEN« information services

In addition to the many new developments in HIV and STI communication there are constants. Many elements of the »GIB AIDS KEINE CHANCE« campaign have stood the test of time over the years they have been in place and are therefore being continued under the new »LIEBESLEBEN« brand as long as they fit into the concept of integrated HIV and STI prevention.

One of these factors is an extensive selection of brochures and methods that have been transferred to the new look of the »LIEBESLEBEN« platform. A uniform, very bold frame with signal colours, large writing and striking elements work cohesively to bring the different elements and levels of the campaign together at first glance. The clarity of the materials makes it easier for their information to be absorbed; the entire concept feels modern and at the same time timeless.



»LIEBESLEBEN« brochures

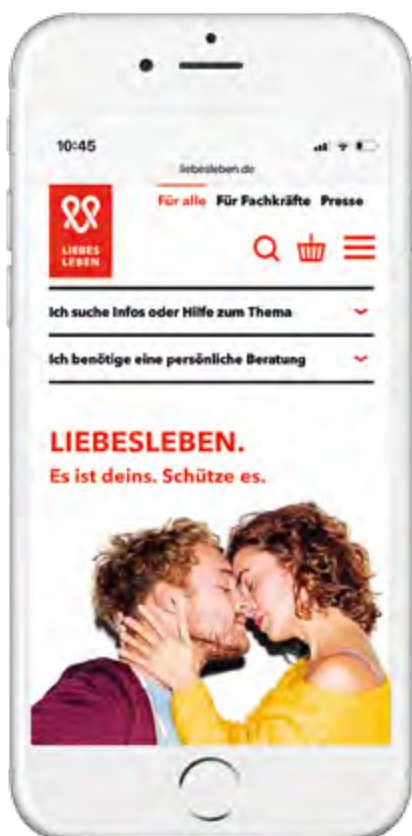


Brochures from »LIEBESLEBEN«

»LIEBESLEBEN« digital

»LIEBESLEBEN« presents comprehensive information on HIV and other sexually transmitted infections (STIs), safer sex and other protection options, on sexuality, sexual orientation and gender identity on its online platform. In addition, the BZgA's telephone and online counselling service advises on issues related to these topics. An advice centre finder for counselling services in various towns is also integrated into the platform. The portal also contains the current campaign motifs, adverts and offers for journalists and professionals.

»LIEBESLEBEN« is also on Facebook, Twitter and YouTube.



liebesleben.de
liebesleben.de/beratung

»LIEBESLEBEN - Das Mitmach-Projekt«

The Bundeszentrale für gesundheitliche Aufklärung (BZgA - Federal Centre for Health Education), together with parents' and teachers' associations, federal states and local health authorities developed an interactive and personal communication measure for HIV and STI prevention and to promote sexual health in schools: »LIEBESLEBEN - Das Mitmach-Projekt«. The free project offer is aimed at all secondary schools nationwide. The Verband der Privaten Krankenversicherung (PKV - association of private health insurers) is funding the project.

The focus is on six thematic modules using attractive methods and materials. They provide pupils at all secondary schools with information on and coping skills for how to personally deal with the topics of protection and safe sex, friendships and relationships, their body and feelings, HIV and other STIs, diversity and respect as well as sexuality and the media.

The remit of »LIEBESLEBEN - Das Mitmach-Projekt« is to make these topics accessible to the target groups in schools and to establish them as part of the curriculum in the long term. The BZgA involves, qualifies and supports the educational and non-educational professionals (e.g. specialist units and advice centres) participating in the project over four events and with a case of materials handed over at the end of the event, with which the school can independently organise events.

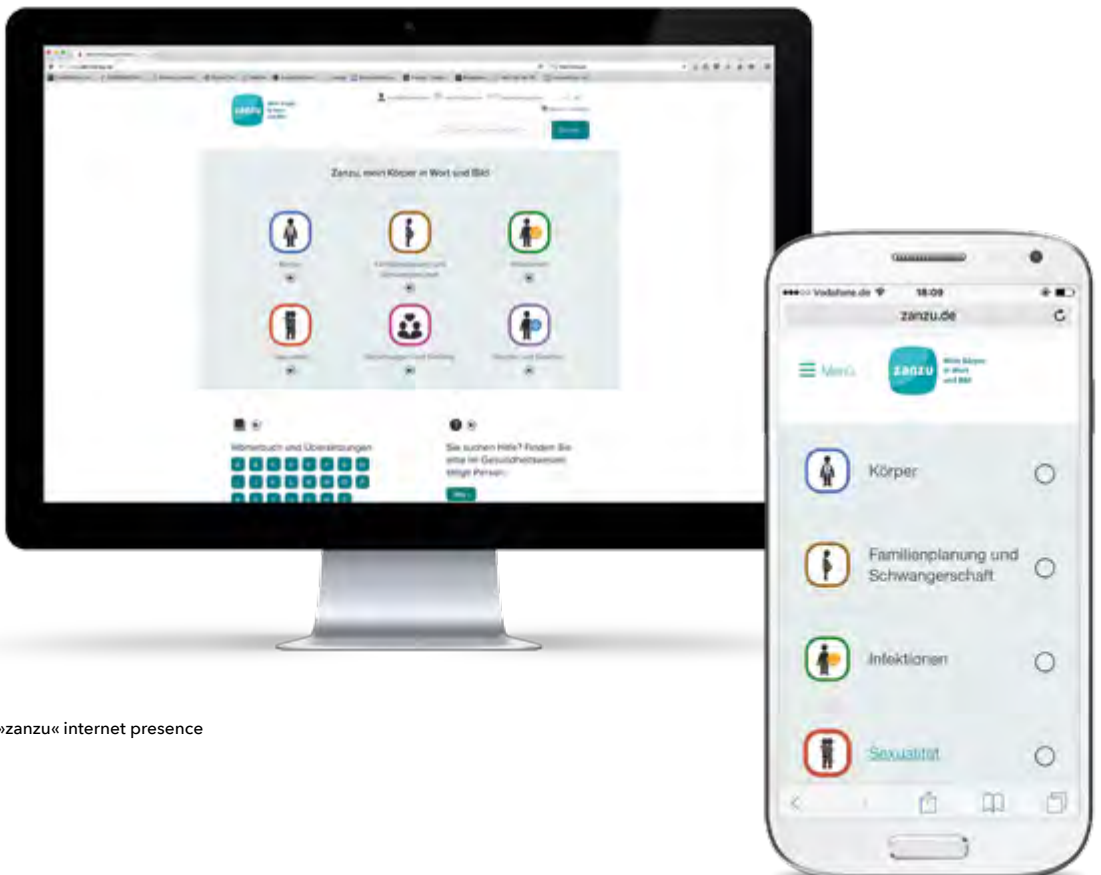




»Zanzu« - a multilingual online platform

It was also in 2016 that the multilingual online platform **www.zanzu.de** was introduced to the public and made available for use. The platform was developed with the BZgA in co-operation with the Belgian non-governmental organisation Sensoa. A national and international consultation panel, at which the World Health Organization (WHO) is also represented, accompanied the project.

Simple explanations are available in thirteen languages about subjects such as the body, pregnancy and childbirth, contraception, HIV and other sexually transmitted infections, sexuality and relationships, rights and laws in Germany and support and advice structures. With **www.zanzu.de**, advice centres and doctors are given a concrete tool for their daily advisory work. Adults who have not been in Germany for long will have a discreet option they can use to get scientifically informed information about sexual and reproductive health.



»zanzu« internet presence

4.4 World AIDS Day

Ever since 1988, governments, NGOs and many other organisations have wanted to raise awareness for HIV and AIDS on one particular day each year - all around the world. The increased media attention on World AIDS Day is used in Germany by the Federal Ministry of Health, the BZgA, the Deutsche AIDS-Hilfe (DAH) and the Deutsche AIDS-Stiftung to promote their joint campaign. A wide variety of events and measures online and on the ground address the discrimination and stigmatisation of those affected and those at risk, a problem that is unfortunately still widespread in Germany.





Motifs for the 2005 and 2006 World AIDS Day campaigns



From celebrities to real life

Over the years the campaign to coincide with World AIDS Day has shifted and developed. It has become increasingly bold and true-to-life. At first the focus was on celebrity support. Boris Becker, Hannelore Elsner, Thomas Hermanns, Verona Pooth and many others acted as volunteer ambassadors to express their solidarity on posters and in television and cinema adverts. 2010 was the first year that HIV-positive people stepped into the limelight, talking about their everyday experience while living with HIV. The campaign »living together positively - but safely too!« was intended to motivate the public to confront HIV and AIDS and to reduce the amount of stigmatisation and discrimination. The first focal topics included »HIV and friendship« but also »HIV and work«.

The new concept was successful right from the start: the comments and feedback were positive throughout; many media outlets reported on the campaign and its message. There has not been a campaign of this kind in any other country in Europe to date. The following year, as part of the joint campaign for World AIDS Day, a television and cinema advert was first produced with the HIV-positive ambassadors taking centre stage.



Motifs for the 2008 World AIDS Day campaigns

HIV POSITIV & FREUND SEIN?

Marcel, 22 Jahre
Angestellter
HIV-positiv

Sag uns deine Meinung auf:
WELT-AIDS-TAG.DE

POSITIV ZUSAMMEN LEBEN
WELT-AIDS-TAG AM 1.12. *Aber sicher!*

EINE KAMPAGNE VON:



Bundesministerium
für Gesundheit

BZgA

Bundeszentrale
für gesundheitliche
Aufklärung

IN PARTNERSCHAFT MIT:

Deutsche
AIDS-Hilfe

Deutsche
AIDS-Stiftung

HIV POSITIV & MUTTER SEIN?

Zübeyde, 43 Jahre
Alleinerziehende Mutter
Pflegelachkraft
HIV-positiv

Sag uns deine Meinung auf:
WELT-AIDS-TAG.DE

POSITIV ZUSAMMEN LEBEN
WELT-AIDS-TAG AM 1.12. *Aber sicher!*

EINE KAMPAGNE VON: Bundesministerium für Gesundheit

BZgA Bundeszentrale für gesundheitliche Aufklärung

IN PARTNERSCHAFT MIT: Deutsche AIDS-Hilfe Deutsche AIDS-Stiftung

Campaign motifs for World AIDS Day 2011

HIV POSITIV & ARBEITEN?

Thomas, 38 Jahre
Maler und Lacksierer
HIV-positiv

Sag uns deine Meinung auf:
WELT-AIDS-TAG.DE

POSITIV ZUSAMMEN LEBEN
WELT-AIDS-TAG AM 1.12. *Aber sicher!*

EINE KAMPAGNE VON: Bundesministerium für Gesundheit

BZgA Bundeszentrale für gesundheitliche Aufklärung

IN PARTNERSCHAFT MIT: Deutsche AIDS-Hilfe Deutsche AIDS-Stiftung



Ongoing: living together positively

Breaking down the discrimination and exclusion experienced by individuals infected with HIV remains an important concern for »LIEBESLEBEN«. For this reason the joint campaign of the BZgA, the Federal Ministry of Health, the Deutsche AIDS-Hilfe and the Deutsche AIDS-Stiftung will continue to use World AIDS Day - an important day to communicate messages about HIV - in order to talk about HIV and contribute to a reduction in prejudices and fears.

More information on living with HIV and the campaign is available at www.welt-aids-tag.de.



Campaign motifs for World AIDS Day, 2016



Du hast
HIV?
Damit
komme ich
~~nicht~~ klar.

Streich
die Vorurteile!



AM 01.12. IST
WELT-AIDS-TAG.DE



5

A strong network

One of the keys to success in HIV and STI prevention in Germany lies in the close collaboration between the BZgA and its partners in which the respective organisations' strengths complement each other perfectly. The BZgA also co-operates with organisations and experts at international level.

5.1 Collaboration at national level: the federal states, the Robert Koch Institute and the GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit)

Both the states and the federal government's specialised agencies have a firm place in the spectrum of the BZgA's co-operative partners. Wherever there is overlap between the various areas there has been close collaboration for more than thirty years.

The states

Professional exchange between the central government and the states as well as between the different states is ensured by the »federal and state board to prevent HIV/AIDS, STIs and hepatitis infections« (Bund-Länder-Gremium zur Prävention von HIV/AIDS, STI und Hepatitiden). This board convenes twice a year under the aegis of the BZgA. In these joint meetings, current prevention measures are discussed, epidemiological changes are analysed and the potential need for action is voted on.

Robert Koch Institute (RKI)

The Robert Koch Institute is the federal government's central body in the field of disease monitoring, epidemiology and the application- and action-oriented biomedical research. The core tasks lie in recognising, preventing and fighting diseases, especially infectious diseases for whose spread epidemiological overviews for Germany are created. They include HIV/AIDS and other sexually transmitted infections. The BZgA does not just work with the RKI when it comes to the underlying data for prevention work; they also collaborate when it comes to implementing prevention measures, such as creating materials for medical professionals.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

As a service provider the GIZ supports the federal government in implementing and achieving goals set in international co-operation.

The BZgA, together with the GIZ, turned the public participation course that taught individuals about AIDS, love and sexuality and that ran between 1992 and 2011 into a very sought-after export item. The focus today is on the joint organisation of trips for delegates and of conferences for professional exchange. The professional exchange in recent years has been particularly close with Ukraine and South Africa; both parties were able to gain new insights from this exchange.



**You can find more in-depth information
online at: www.rki.de and www.giz.de**

5.2 Close to the target groups: Deutsche AIDS-Hilfe and Deutsche AIDS-Stiftung

It is very deliberate that the responsibility for HIV and STI prevention does not lie solely in the hands of the BZgA and the Federal Ministry of Health. The deliberate division of labour between governmental and non-governmental organisations plays a central role in HIV and STI prevention and means that the different target groups can be reached in better ways. Partner organisations that have direct access to key populations who are particularly affected by HIV/AIDS and STIs reach out to these groups. The close co-operation at national and state level as well as the collaboration with the expert advisers working in the regional health authorities, the AIDS-Hilfe organisations and other advice centres on the ground promote the nationwide efficacy of the HIV and STI prevention measures at all levels.

Deutsche AIDS-Hilfe e. V. (DAH)

Since the Deutsche AIDS-Hilfe was established in 1983, the BZgA has worked closely with this umbrella organisation that embraces around 130 local AIDS-Hilfe organisations and initiatives. Co-operation plays a particularly important role. HIV and STI prevention and education are implemented through and with the target groups. The DAH receives funding from the federal budget for the work it does on a number of measures and activities that take place in agreement with the BZgA.

The conditions for an effective division of labour between the two organisations were set early on. The BZgA covers the population as a whole and younger generations in particular. The activities of the DAH focus primarily on population groups particularly affected by or at risk of HIV and STIs. These groups include gay men and other men who have sex with men (MSM) as well as individuals who use drugs. Without their authentic insight into the lifestyles and communication methods of the affected groups it would be impossible to reach them. In this instance it is the non-governmental source of the message that promotes credibility.

By putting in place extensive training and qualification measures for regional member organisations and self-help groups, the DAH ensures that the quality of the advice given is high. It also develops and produces a broad range of information for the various target groups. The DAH's annual programme is developed in close agreement with the BZgA in order to ensure that individual prevention measures complement each other optimally.

Furthermore the BZgA and the DAH also implement projects together - for example the joint campaign with other organisations on World AIDS Day, in which solidarity and the breaking down of stigmas and discrimination are the central topics.

Deutsche AIDS-Stiftung (DAS)

The charitable Deutsche AIDS-Stiftung has been working towards improving the living situations of individuals affected since 1987. It provides support in particularly severe social emergencies and it supports projects for and by people with HIV/AIDS, especially in Germany but also internationally. The DAS has been at pains to ensure and support the autonomy and independence of individuals affected by HIV and AIDS for more than 25 years. The DAS is the largest privately financed HIV assistance organisation in Germany. The focus of its collaboration with the BZgA is the joint campaign for World AIDS Day to encourage more solidarity and to eradicate stigmatisation and discrimination.

**You can find more in-depth information online
at: www.aidshilfe.de and www.aids-stiftung.de**

5.3 First-hand competence: medical bodies

There are a number of medical bodies that play an important role in HIV and STI prevention. They include the specialist medical societies which focus on HIV and other STIs. The BZgA is intensively involved with these societies, working on various projects in order to plan and implement suitable measures to meet the needs of the intended target audience.

Deutsche STI-Gesellschaft e.V. (DSTIG) - Society for the Promotion of Sexual Health

The professional organisation for the promotion of sexual health brings a number of different disciplines together. They include gynaecology, urology, dermatology, psychology, epidemiology, social science, public health and many other medical fields.

The DSTIG provides information about prevention and the research into and treatment of sexually transmitted infections. It promotes scientific exchange and organises training courses as well as the Deutscher STI-Kongress (German STI Congress).

The DSTIG and the BZgA, along with other professional organisations, have developed a training curriculum for doctors that is being piloted with the Westfalen-Lippe and Berlin medical associations. The goals of the training programme are to impart knowledge about HIV and other STIs to doctors and to educate them about communicating about the sensitive area of sexual health.

Deutsche AIDS-Gesellschaft e.V. (DAIG)

The scientific expert body for HIV/AIDS in Germany promotes scientific exchange and is involved in the areas of improving treatment, research and prevention. The top priority goals are the effective avoidance of new infections and achieving the longest lifespan possible while at the same time maximising the quality of life for individuals with HIV and AIDS. Their work encompasses research, policy and international co-operation. For example, the DAIG organises the German-Austrian AIDS Congress and publishes treatment and prophylaxis guidelines.

Deutsche Arbeitsgemeinschaft niedergelassener Ärzte in der Versorgung HIV-Infizierter e.V. (dagnä)

This association, founded in 1990, represents almost all family and specialist doctors (outside hospitals) who focus on treating individuals with HIV as well as a large number of the co-treatment providers.

The central subject areas include preventing an HIV infection as well as diagnosing and treating an HIV infection and its consequences as well as associated co-morbidities - especially hepatitis C. dagnä strives to optimise the quality of the care that individuals with HIV receive in Germany in the long term. That includes linking up the different medical specialisms and associations that are relevant for HIV and STIs.

Collaboration with medical associations, expert bodies and other co-operative partners

The medical community is a very important co-operative partner for the BZgA when it comes to preventing STIs. There is close collaboration when designing and creating materials aimed at preventing STIs in medical practice, e.g. on the HPV vaccine and chlamydia infections.

Participating partners:

- Ärztliche Gesellschaft zur Gesundheitsförderung e.V. (ÄGGF)
- Berufsverband der Frauenärzte e.V.
- Berufsverband der Kinder- und Jugendärzte e.V. (BVKJ)
- Berufsverband Niedergelassener Gastroenterologen Deutschlands e.V.
- Deutsche Aidshilfe e.V. (DAH)
- Deutsche Gesellschaft für Gastroenterologie, Verdauungs- und Stoffwechselkrankheiten e.V.
- Deutsche Gesellschaft für Gynäkologie und Geburtshilfe e.V. (DGGG)
- Deutsche Gesellschaft für psychosomatische Frauenheilkunde und Geburtshilfe (DGPF)
- Deutsche Gesellschaft für Suchtmedizin e.V.
- Deutsche Gesellschaft für Urologie e.V.
- Deutsche Krebsstiftung
- Deutsche Leberhilfe e.V.
- Deutsche Leberstiftung
- Deutsche STI-Gesellschaft e.V. (DSTIG), Gesellschaft zur Förderung der Sexuellen Gesundheit
- Deutscher Hausärzteverband e.V.
- Gesundheitsnetz Rhein-Neckar
- HPV-Frauen-Netzwerk, Deutscher Akademikerinnenbund e.V.
- JES Bundesverband
- pro familia, Deutsche Gesellschaft für Familienplanung, Sexualpädagogik und Sexualberatung e.V.
- Robert Koch-Institut

5.4 Fighting HIV and STIs together around the world: international partners

Viruses and pathogens do not stop at national borders. In an age of global mobility, international co-operation is more important than ever in order to make the HIV and STI prevention campaign a success.

World Health Organization (WHO)

The specialist agency of the United Nations, founded in 1948, deals mainly with questions of public and international health in all the regions of the world.

The WHO regional office for Europe appoints collaborative centres (following approval by the WHO headquarters in Geneva). The centres pursue agreed work plans for a set period in their specialisms. The BZgA has been a collaborative partner of WHO for sexual and reproductive health with a focus on sex education since 2003. It co-operates closely with the WHO regional office for Europe and the WHO headquarters in Geneva, for example in developing the WHO action plan to promote sexual and reproductive health. The BZgA also oversees and co-ordinates the work of the international body of experts for sex education in Europe.

ECDC

The European Centre for Disease Prevention and Control is an important source of reports for the BZgA on the epidemiological situation of HIV and other STIs in Europe.

Within the European Union the ECDC has taken on a pioneering role in developing further the epidemiological and behavioural surveillance of HIV and other STIs. The ECDC regularly incorporates the expertise of the BZgA into this strategic development and is in turn represented in international projects under the co-ordination of the BZgA, such as on the Advisory Board of the Joint Action on Improving Quality in HIV Prevention in Europe.

UNAIDS

UNAIDS was established in 1996 in order to co-ordinate and accompany the international efforts to fight HIV and to improve data collection. UNAIDS is a key player that supports governments around the world in reducing the stigmatisation of and discrimination against individuals who are living with HIV. The current UNAIDS strategy (2016-2021) also focuses on strengthening the prevention and diagnosis of HIV infections and on making access to treatment for all people of all age groups possible all around the world. A further central goal is the expansion of sex education programmes and strengthening the self-determination of girls and young women with regard to contraception and pregnancy. The Federal Ministry of Health's »strategy to contain HIV, hepatitis B and C and other sexually transmitted infections« picks up on central elements of the work done by UNAIDS and is fully aligned with the goals pursued by UNAIDS.

Sensoa

The official NGO partner organisation of the Flemish Ministry for Preventive Care, Health and Family implements the guidelines of the Flemish government on sexual health.

The BZgA developed the multilingual online platform **www.zanzu.de** together with Sensoa; it provides simple and clear information about sexual and reproductive health in thirteen languages. The concept and implementation were also accompanied by a national and an international advisory body in which the WHO was also represented (via its regional office for Europe). The platform is primarily aimed at multipliers who advise and/or treat adult migrants, such as doctors or advisers working in a pregnancy advice centre. The website can also be accessed directly by migrants who have only recently arrived in Germany and who have not yet acquired sufficient German-language skills, allowing them to get good quality information about sexual and reproductive health.

Zanzu currently exists in a German and a Belgian version. The universal content (e.g. information about the female cycle, pregnancy and sexually transmitted infections) are identical in the Belgian and German versions. Information that is country-specific, e.g. the availability of contraceptives, treatment options, rights and laws was written up separately by Sensoa and the BZgA to reflect the situation in the respective countries.



**You can find more in-depth information online at:
www.euro.who.int/de, www.unaids.org,
www.ecdc.europa.eu, www.sensoa.de, www.zanzu.de**



Your body
in words
and images

Information on sexual and reproductive health in 13 languages.



Body



Family planning
and pregnancy



Infections



Sexuality



Relationships
and feelings



Rights and law
in Germany

ZANU is a joint project of the German
Federal Centre for Health Education
(BZgA) and the Belgian non-governmental
organisation SENSIO.

BZgA Bundeszentrale
für
gesundheitliche
Aufklärung

SENSIO



www.zanu.de

5.5 Support that achieves a great deal: public-private partnerships

In addition to charitable and governmental organisations as well as international partners, private companies also make an important contribution to the success of HIV and STI prevention. Their support makes the comprehensive visibility of the prevention messages and the resulting high-profile nature of campaigns such as »GIB AIDS KEINE CHANCE« and »mach's mit« and the »LIEBESLEBEN« brand possible in the first place.

The tasks that need to be done as part of HIV and STI prevention work are manifold. Doing justice to this broad spectrum is a central requirement for successfully reaching out to Germany's entire population and addressing them with prevention messages. Implementing a large-scale, mass-media, multi-level campaign can only be done with financial and logistical support from the outside. Many television and radio stations made airtime for messages available for free, while many cinemas participate in the »YouthFilmDays«. The United Ambient Media and novum! agencies repeatedly made the free distribution of millions of advertising postcards a reality.

Verband der Privaten Krankenversicherung e.V. (PKV)

The PKV (association of private medical insurers) has supported the work of the BZgA in the area of HIV and STIs since 2005 with more than three million euros annually, thereby making a key contribution to preventing HIV and other STIs. Thanks to the support of the PKV, mass-media elements such as the current »weekend shop« cinema clip – a homage to the famous »supermarket« advert with Hella von Sinnen and Ingolf Lück – could be implemented. Measures rooted in the living situations of the individuals affected also benefit from the work done by the PKV. Examples include the BZgA's educational, interactive »LIEBESLEBEN« intervention and two projects supported by the DAH in the area of online advice and training for medical experts.

Fachverband für Aussenwerbung e.V. (FAW)

FAW is the number one address for communication in the public sphere: its member organisations manage 90% of all the advertising space in public places available in Germany – in public spaces, at stations, airports and in public institutions.

German public-space advertisers have supported the BZgA through their umbrella organisation since 1994, making large-format poster spaces available all over the country free of charge. Around 100,000 posters are hung up every year; they make a significant contribution to the population's awareness of the campaign. Without the ongoing support of FAW, the BZgA's prevention measures in the area of HIV and STIs could not have achieved the wide reach they did.



»LIEBESLEBEN« fair stand, German-Austrian AIDS Congress in 2019

5.6 In conversation around the world: conferences and congresses

The most important hubs for discussing ideas with other organisations working in HIV and STI prevention and sexual health are the various international conferences on these subjects. The first ones we should mention here are the International AIDS Conferences, the European conferences of the International Union against Sexually Transmitted Infections (IUSTI) and the conferences hosted by the World Association for Sexual Health (WAS).

Since the start of its HIV prevention work the BZgA has been maintaining and fostering close contacts with comparable national and international organisations to pass on competencies and study results and to benefit from the experiences and studies conducted by other countries. This largely takes place within the context of congresses, professional conferences and expert symposiums that the BZgA is involved in as an organiser, initiator or participant.

The cornerstone for closer international collaboration on the subject of quality assurance was laid at the conference »How do we know what works? Strengthening Quality Assurance in HIV/AIDS Prevention in Europe«, which the BZgA and WHO organised together in 2008. The BZgA, the WHO regional office for Europe and AIDS Action Europe set up the expert panel »iQhiv - Improving Quality in HIV Prevention in Europe«. This work was intensified further thanks to the three-year EU support project »Joint Action for Quality Improvement in HIV Prevention« (2013-2016). Even after the support period has ended, the subject of assuring and improving quality continues to play an important role.

One important forum for sharing knowledge and experiences with Germany's immediate German-speaking neighbours is the German-Austrian AIDS Congress (DÖAK) in which Switzerland was also involved for a while. The congress took place for the first time in 2003 and has run every two years since then. The BZgA presents its work both in lectures and at an information stand. The high percentage of medical experts in the audience is used to expand the level of co-operation, especially with registered doctors.

The Deutsche STI-Gesellschaft (DSTIG) also hosts annual conferences at regular intervals. They are aimed at all experts working on preventing, treating and diagnosing STIs, on sexual health or on epidemiological and socio-scientific subjects in this field. The congress's expert audience is multidisciplinary and the invited speakers are national and international experts from all areas of the healthcare system.

**Prevention is
necessary
and worth-
while - in the
future too**

The »GIB AIDS KEINE CHANCE« campaign has been recognised around the world as being exemplary for effective HIV prevention that banks on the comprehensive education of society as a whole. The figures for HIV and AIDS are very low in Germany when compared to other countries and people's protective behaviour has been at a constant, high level over the years.

The transformation of »GIB AIDS KEINE CHANCE« into the »LIEBESLEBEN« (»LOVELIFE«) umbrella brand allows the BZgA to engage in the integrated prevention of HIV as well as other sexually transmitted infections (STIs), which have increased in Germany in recent years; the new brand also promotes an open interaction with sexuality by society. A social climate characterised by tolerance and openness is a necessary framework condition for the prevention of HIV and other sexually transmitted infections to be successful.

»LIEBESLEBEN« is the messenger for a large number of attention-grabbing, contemporary prevention measures so that the successful work is continued and constantly expanded under this new heading, especially in order to meet new challenges and developments.

These messages become more nuanced in a large variety of media and measures and are conveyed in a manner appropriate for the respective intended target groups. In addition to the different mass media, the outreach programme includes a lot of on-the-ground services that directly address individuals in their respective living environments. Comprehensive information, motivation and joint exchange are the basis for protecting oneself and others from HIV and STIs. This will also be of great significance in the future because only people with access to comprehensive health education have a chance of making an *informed* decision for themselves and their LOVELIFE.

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