

YEARS

1987 — 2012

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**GIB AIDS
KEINE
CHANCE**

BZgA Bundeszentrale
für
gesundheitliche
Aufklärung



Keine faulen Ausreden!



mach's mit

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liebepoll.**

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vermeidest das Risiko einer Schwangerschaft mit
HIV-sicherer Empfängnisverhütung (3x).

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Poppt sicher!



DOCUMENTATION

of the AIDS prevention campaign in Germany

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).

Idea & Concept: Allround Team GmbH, Photo: Achim Hehn

"AIDS is and will continue to be one of the key challenges for the BZgA."

Prof. Dr. Elisabeth Pott,
Director of the Federal Centre for Health Education (BZgA)

**GIB AIDS
KEINE
CHANCE**

Bundeszentrale
für
gesundheitliche
Aufklärung
BZgA

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Eine Aktion der Bundeszentrale für gesundheitliche Aufklärung (BZgA), mit Unterstützung des Fachverbandes Aussenwerbung e.V. und des Verbandes der privaten Krankenversicherung e.V., gefördert durch die Bundesrepublik Deutschland.

STI Sexuell
übertragbare
Infektionen
Informier' Dich!

1987 to 2012: 25 years of "GIB AIDS KEINE CHANCE".



Prof. Dr. Elisabeth Pott

While many countries are still struggling to contain their dramatic infection rates, Germany is in the comparatively favourable position of being able to look back on many years of effective prevention work. The Federal Government already initiated its "Sofortprogramm Aids" ("Immediate Programme to Fight AIDS") 25 years ago. It was in the same year that the "GIB AIDS KEINE CHANCE" ("DON'T GIVE AIDS A CHANCE") campaign of the Federal Centre for Health Education (BZgA) was launched. With a budget of just under DM 50 million (roughly €25 million), it was financially well-equipped. The biggest health campaign in Germany to date was successfully communicated through all the available channels, and "GIB AIDS KEINE CHANCE" became one of the best-known logos in Germany.

The effort has paid off: with its low HIV infection rates, Germany today fares best in a comparison of Western European countries. Germans are using more condoms than ever before, and the number of new HIV infections has been declining again since 2007 (following an increase from 2001 to 2007). All the relevant target groups have the knowledge they need to be able to effectively protect themselves against infection with HIV.

The campaign targeted the prevention of HIV infections and the encouragement of solidarity with affected persons from the outset. It was also the roof under which the target group-specific work of the *Deutsche AIDS-Hilfe* (DAH – German AIDS Service Organisation) for groups particularly affected and threatened by HIV and AIDS was decisively promoted and expanded. This AIDS prevention strategy marked a fundamental paradigm shift in the prevention of infectious diseases. Ever since its launch, the reach and overall impact of the campaign have been scientifically reviewed in the annual representative survey entitled "Aids im öffentlichen Bewusstsein" ("Public Awareness of AIDS").

However, these obvious successes must not be allowed to tempt us to rest on our laurels. In the future, too, the most important goal of the BZgA will continue to be to keep HIV infections in Germany at a low level and to reduce them permanently. The framework conditions

and the resultant challenges for successful HIV/AIDS prevention have, however, changed significantly in recent years. For instance, the improved medical treatability of HIV/AIDS has led to a situation where the threat posed by an HIV infection or AIDS is perceived to have become smaller, especially in the groups at risk. For many people, an HIV infection has become a kind of chronic illness that can be lived with for decades with only slight impairment of the quality of life. Moreover, other sexually transmitted infections (STIs), such as gonorrhoea or syphilis, greatly increase the probability of infection with HIV.

If the "GIB AIDS KEINE CHANCE" campaign and HIV/AIDS prevention in Germany are to continue to be effective in the future, they have to face up to these challenges. In this respect, it is important to address people at risk time after time and, above all, to adapt the form of address to their changing communication and leisure-time habits. The keywords in this context are the Internet and mobile communication channels.

So, there is a need for innovative offerings. That is why the BZgA constantly improves and adapts its prevention campaign – and also involves its target groups in order to find new ideas. One key question in connection with all prevention measures is how the available resources can be put to the most effective possible use.

We will continue to do our utmost to ensure that as few people as possible in Germany become infected with the HI virus and other sexually transmitted infections (STIs).

This documentation contains a variety of information relating to our fight against HIV and AIDS and the "GIB AIDS KEINE CHANCE" campaign, i.e. its history, its comprehensive mix of measures and media, and its quality assurance. We would be delighted if your interest also makes a contribution to maintaining public awareness of this important work for society.

Prof. Dr. Elisabeth Pott,
Director of the Federal Centre for Health
Education (BZgA)

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1 The history of HIV/AIDS and AIDS prevention in Germany

HIV/AIDS was always more than just a disease. That is why protection against HIV and the encouragement of solidarity with people with HIV are the focus of prevention.



HIV/AIDS

It is estimated that 34 million people around the world were living with HIV in 2011, including more than 3.4 million children.

2 HIV/AIDS

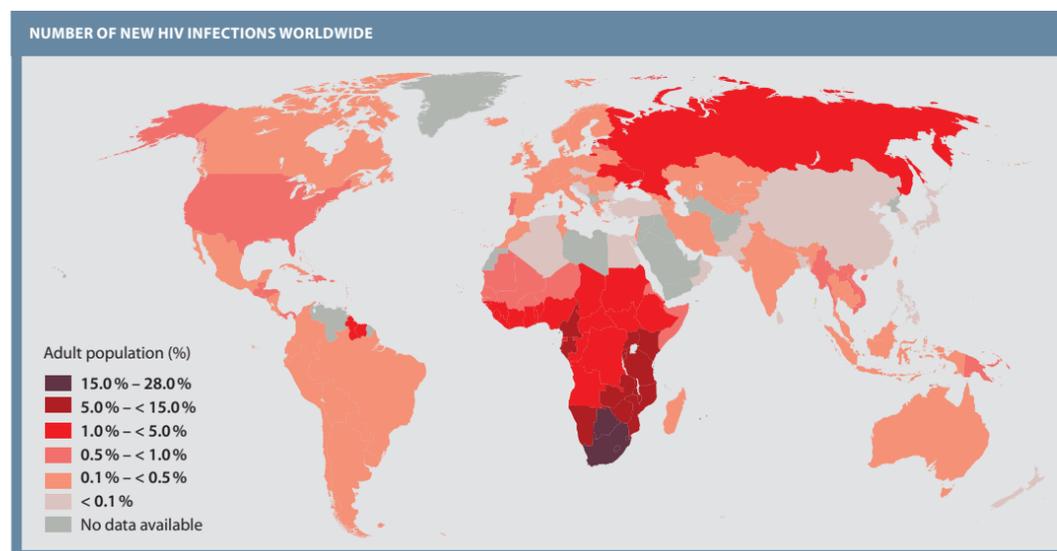
Since its discovery in the early 1980s, HIV/AIDS has been one of the best-known, but also the most threatening, infectious diseases, particularly because neither a cure for, nor a vaccination against the virus is in sight. Several decades of intensive research have led to the availability of therapies that enable affected persons to live for a long time and largely without symptoms, even after the infection breaks out. However, a cure will not be possible in the foreseeable future, not even with the most effective medication. That is why prevention, i.e. the communication of knowledge, risk awareness and correct behaviour as regards the virus and the disease AIDS, is the most important key for containing the spread of HIV/AIDS.

2.1 HIV and AIDS worldwide

According to an estimate by the United Nations (UNAIDS), roughly 81 million people became infected with the HI virus between the early 1980s and the end of 2011. The number of people living with HIV is estimated at 34 million, including more than 3.4 million children. There are roughly 2.5 million new HIV infections per year, including about 330,000 cases in children under the age of 15. So, around the globe, roughly five people per minute become newly infected with HIV! And 1.7 million AIDS-related deaths per year are a threat to the sustainability of social structures and economic development in many countries.

HIV/AIDS has become a widespread disease in some countries, where it leads to a marked decline in the average life expectancy. Developing countries are particularly hard-hit by the HIV/AIDS epidemic. AIDS is today the most common cause of death in some African countries, especially in the sub-Saharan area. In some regions, more than 25 percent of the population between the ages of 15 and 49 are infected with HIV or suffering from AIDS. In contrast to Africa, the average prevalence among adults, i.e. the frequency of the disease, in Western Europe is comparatively low, at roughly 0.3 percent. The figure for Germany is below 0.1 percent. However, there are major differences within Europe: for example, the number of new HIV diagnoses per million inhabitants in some Mediterranean countries is many times higher than in Germany or the Scandinavian countries.

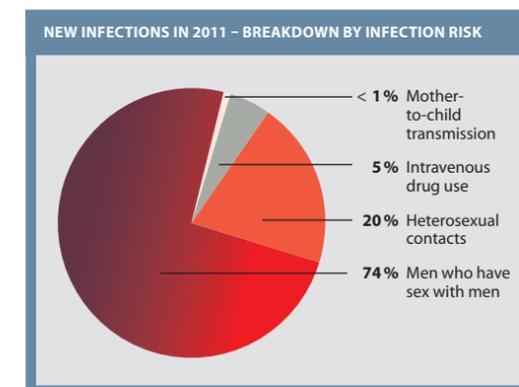
Not only the HIV figures, but also those for other sexually transmitted infections are currently displaying very dynamic increases in some countries. Particularly affected in this respect are several of the successor states to the former Soviet Union. Other major hot-spots are South and East Asia with their populations of billions. Special efforts of the community of states – particularly also through the Global Fund to Fight AIDS, Tuberculosis and Malaria – have in recent years succeeded in initiating diverse prevention measures in particularly hard-hit countries and in substantially increasing the number of HIV tests and HIV treatments. Just the number of HIV-positive people receiving antiretroviral therapy in countries with a low or medium income has risen from approx. 300,000 (2002) to approx. 8 million (2011).



2.2 HIV and AIDS in Germany

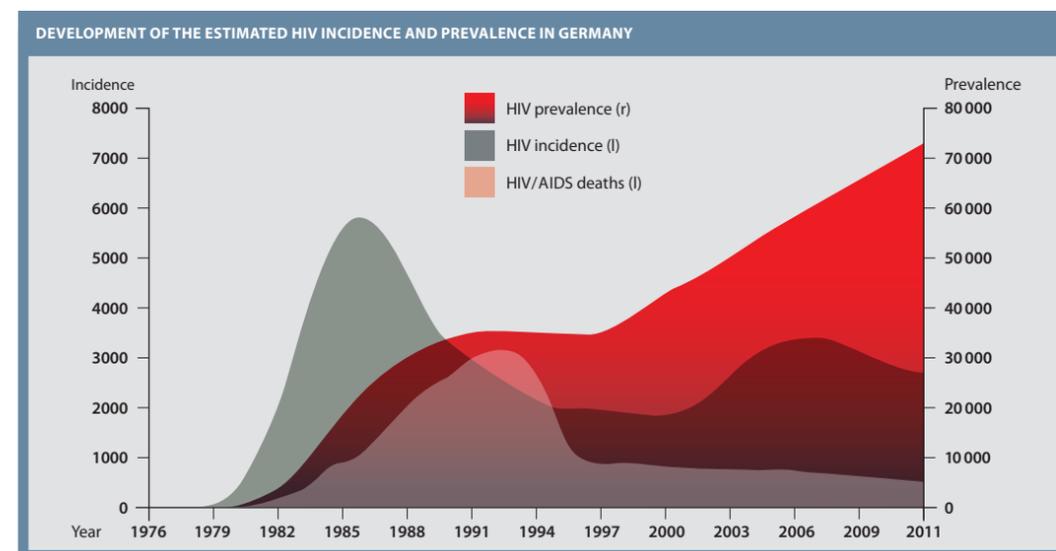
In view of the development of the global HIV/AIDS epidemic, the threat of AIDS in Germany is often overlooked. After all, the country's figures are relatively low, not only by worldwide comparison, but also within Western Europe: according to data from the Robert Koch Institute (RKI), roughly 73,000 people with an HIV infection were living in Germany at the end of 2011. This corresponds to a rate of 0.9 per 1,000 inhabitants. The prevalence in Germany is thus one of the lowest in Western Europe. In a comparison of new HIV infections in Western Europe in 2009, Germany recorded the lowest level, along with Finland. Experts are of the opinion that this success of prevention is essentially attributable to the fact that comprehensive prevention efforts began at an early stage, and to the existence of the necessary, efficient structures at the national, regional and municipal levels.

The Federal Government and the Federal Ministry of Health (BMG) already attached great political importance to HIV/AIDS prevention in the 1980s, providing correspondingly high funding for prevention. However, despite the great success achieved, the HIV problem has not been solved in Germany either. This is indicated by the increase in the number of new infections in the early 2000s: the lowest level was recorded in 2001, when roughly 1,500 new diagnoses were reported and confirmed, after which the number of new HIV infections rose to roughly 3,000 per year by 2007, since when it has only declined again slowly. The estimated number of new infections in 2011 was 2,700. The goal of prevention work continues to be the further, and preferably permanent, reduction of this figure.



Source: Calculation based on the estimates of the Robert Koch Institute, Epidemiologisches Bulletin 46/2011, key data of 25.11.2011

Generally speaking, all groups of the population are affected by HIV and AIDS, but some groups are exposed to a greater threat. Almost three-quarters of all new infections in Germany are today recorded in the group of men who have sex with men (MSM). Second place, with a figure of roughly 20 percent, is taken by people who have heterosexual contacts. Roughly 5 percent of all cases involve injecting drug users (IDUs), while fewer than 1 percent are attributable to mother-to-child transmission. According to estimates by the RKI, roughly 52,000 of the 73,000 affected persons were receiving antiretroviral treatment at the end of 2011. 500 people died of the consequences of HIV and AIDS in 2011.



2.3 Causes of the increase in new HIV infections between 2001 and 2007

Protective behaviour among the German population has reached a record level today, as have condom sales. So, the clear focus of prevention on condom use as the best protection against an HIV infection has achieved a lot. It is therefore hardly surprising that the infection figures for Germany are low in a comparison of Western European countries. Nonetheless, the number of new HIV infections rose significantly from 2001 to 2007. How come? This – seeming – contradiction is easily explained. The following factors contributed to the increase in new infections, either singly or in combination:

Increase in other sexually transmitted infections (STIs)

The figures for other STIs have been rising in Germany since about 2000. For instance, the number of syphilis diagnoses has doubled since then. These diseases not only have transmission routes similar to those of HIV, but can, above all, greatly increase the virulence of the HI virus and susceptibility to it. Consequently, the prevention of sexually transmitted infections is becoming an increasingly important part of HIV prevention, both for the BZgA and for the Deutsche AIDS-Hilfe.

More people are having an HIV test

Increasing use has been made of the HIV test in recent years, particularly by men who have sex with men. This could lead to a “wave of diagnoses” that increasingly also reveals older infections. Moreover, the Robert Koch Institute is continuously improving the quality of the data on HIV and AIDS collected by the test laboratories and in doctors’ surgeries and test counselling centres. This permits more accurate allocation to confirmed first-time diagnoses. This statistical effect likewise contributes to the increase in the reported figures.

The life expectancy of people with HIV is increasing significantly

This is a highly positive development in itself, but it leads to a situation, also in Germany, where more and more people are living with HIV/AIDS and – thanks to effective HIV therapies – enjoy a higher quality of life, which also includes sexual activity. This increases the chances of their sex partners being infected

Declining protective behaviour in some groups

Most new HIV infections are recorded in the groups at particular risk. As a result of the improved treatment options, AIDS has lost its former terror; many people no longer see AIDS as a deadly threat, but often just as a serious, but effectively manageable threat to their health. The invisibility of the danger and faith in the effectiveness of the new medications have contributed to people underestimating the real threat and thus, in some quarters, to increasingly risky behaviour, especially in the epidemiologically most important groups, such as men who have sex with men.

More infections in and from other countries

The rising number of infections, mainly in Africa, Central and East Asia, but also – on our own doorstep – in Eastern Europe, and people’s increasing mobility entail a growing threat of “imported” infections for Germany. And: with over 40 million journeys abroad per year, the Germans are the “world travel champions”. This also increases their risk of meeting people in other countries who are infected with HIV.

2.4 “Old AIDS” and “New AIDS”

The picture of AIDS in German society has changed markedly since about 1996: in the early days, many people perceived AIDS as being one of the greatest threats to health and a fatal disease that could also be linked to concrete symptoms as a result of the physical changes that were usually clearly visible in affected persons. And it was this visibility that encouraged the willingness of people, particularly in the high-risk groups, to protect themselves against this present danger. Owing to the major improvements in treatment options since that time, which make AIDS appear more like a normal, chronic disease from the medical point of view, AIDS has for many people lost its “visibility” and its former terror.

Today, many people at risk no longer perceive AIDS or an HIV infection as life-threatening. If they receive effective therapy, people with HIV/AIDS now have a far longer life expectancy and usually no externally visible symptoms. So, if HIV prevention is to continue to be successful, it needs new communicative starting points in order to effectively and convincingly convey the necessity and sense of protection against HIV and other sexually transmitted infections to the groups at risk.

HIV/AIDS in Europe

New HIV diagnoses per million inhabitants in Western Europe in 2009





BZgA

**Bundeszentrale
für gesundheitliche
Aufklärung**

The role of the
BZgA in AIDS
prevention in
Germany

The Federal Centre for Health Education (BZgA) is the central agency for the implementation and coordination of AIDS prevention in Germany.

3 The role of the BZgA in AIDS prevention in Germany

The Federal Centre for Health Education (BZgA), acting on behalf of the Federal Ministry of Health (BMG), is the central agency for the implementation and coordination of AIDS prevention at the federal level in Germany. It is a higher federal authority in the portfolio of the BMG. As the central coordination agency for prevention and health promotion, it is responsible not only for AIDS prevention, but for a wide range of prevention topics. In other words: the task of the BZgA is to promote the willingness of the general public to adopt health-oriented and responsible behaviour.

The BZgA develops prevention strategies and communication concepts for each of its topics, implementing them in programmes, campaigns and projects. Its main focuses today are AIDS prevention, sexuality education and family planning, drug and addiction prevention, child and youth health, healthy nutrition and the promotion of organ donation.

The most important goal of the BZgA in the context of HIV/AIDS prevention is to keep the number of HIV infections as low as possible. This means identifying the causes of new infections in Germany and counteracting them by means of effective, modern and target group-oriented prevention offers.

The objective described above results in the following tasks:

- > Maintenance of a high and stable level of information regarding infection risks and protective options in connection with HIV/AIDS and other sexually transmitted infections,
- > Promotion of the motivation and ability to use condoms in risky sexual situations,
- > Promotion of a responsible attitude towards one's own health and that of sexual partners,
- > Creation and strengthening of a social climate that opposes the stigmatisation and isolation of people with HIV/AIDS.

The BZgA regularly carries out specific studies and representative surveys to secure the effectiveness of the campaign as a whole and of its individual measures.

3.1 The Strategy of the Federal Government to Fight HIV/AIDS and its Action Plan

The HIV/AIDS prevention activities of the BZgA are part of the Strategy of the Federal Government to Fight HIV/AIDS. The Federal Ministry of Health is the coordinating agency in this context.

The principal goals of this Strategy are to prevent new HIV infections and other sexually transmitted infections, to secure and optimise the necessary counselling and support offers, and to intensify national and international cooperation.

The Federal Government already adapted its Strategy to Fight HIV/AIDS to the new challenges in July 2005. The extensive experience of the BZgA, particularly with the "GIB AIDS KEINE CHANCE" campaign, was incorporated into this Strategy. In the framework of Germany's EU Council presidency, the "Action Plan for Implementing the Strategy of the Federal Government to Fight HIV/AIDS" was then adopted on this basis in March 2007, defining the key subject areas and fields of research, action concepts and work focuses in the fight against AIDS. The Federal Ministries of Health, for Economic

Cooperation and Development, and of Education and Research play a central role in this context.

The Action Plan defines the key fields of action and the goals on which Germany concentrates in its efforts to fight AIDS: education and prevention, universal access to HIV tests and therapy, solidarity and anti-discrimination, the epidemiology of new infections, biomedical and social-science research, as well as evaluation and quality assurance.

The Strategy of the Federal Government to Fight HIV/AIDS moreover contributes to implementation of the objectives of the United Nations, the G8 Summits and the European Union, which are also supported by Germany. In the 2000 Millennium Declaration, the international community committed itself to stopping the spread of HIV/AIDS and reversing the current trend by the year 2015.

HIV prevention pays off

The AIDS prevention approach adopted early on in Germany has been scientifically proven to be particularly effective. In 2005, a US study compared different ubiquitous prevention approaches and the effects to be expected with the resources expended. The results confirmed that the most effective of them is a combination comprising target-oriented measures for groups at risk and high-reach measures aimed at the general public.

HIV prevention is also a success in economic terms: according to the latest estimates, the life-long medical support and therapy needed by a person with HIV costs well over half a million Euros. AIDS prevention in Germany has probably avoided tens of thousands of infections since 1985 – thus greatly relieving the health system of substantial costs.

3.2 Cooperation with the Deutsche AIDS-Hilfe (DAH)

The BZgA has been successfully cooperating with the Deutsche AIDS-Hilfe, the umbrella organisation of roughly 130 local AIDS-Hilfe groups and initiatives, for more than 25 years. This long-standing, constructive partnership has contributed the two organisations being able to jointly find a successful response to the changing conditions and new challenges in prevention time after time. The close cooperation between the governmental and the non-governmental institution is thus

one of the key success factors of HIV/STI prevention in Germany, and this model of a strategic division of labour has also set an international example.

The BZgA bears responsibility in Germany for the nationwide "GIB AIDS KEINE CHANCE" AIDS prevention campaign and for addressing the entire population and key target groups. The activities of the DAH primarily target the principal groups affected by HIV and exposed to a particularly high risk. Since the DAH emerged from its target groups and cooperates closely with them, it is a particularly credible provider of effective prevention. Consequently, the BZgA puts a major share of its government funds for AIDS prevention at the disposal of the DAH for its prevention work in these groups. The BZgA gives the DAH professional support in the development and conception of its measures, and provides assistance with comprehensive quality assurance. Funds with a total volume of €5.2 million were provided by the BZgA for the implementation of roughly 400 projects in 2011.

One of the essential tasks of the DAH is to provide extensive continuing education and qualification measures for the staff of the regional member organisations, as well as for multipliers from the self-help sector. This ensures the high quality of counselling offers and other projects at all levels, right down to local groups. In addition, the DAH develops a wide media offering for informing the different target groups and supporting local, target group-specific work.

2008 saw the launch of the innovative "ICH WEISS WAS ICH TU" ("I KNOW WHAT I DO") DAH prevention campaign for men who have sex with men (www.iwwit.de). This target group-specific campaign works with authentic, very different "role models" and is of participatory design. It was developed in cooperation with the BZgA and is the subject of intensive scientific support. Based on the available evaluation results for the first phase, this target group-specific campaign is now being continuously improved and expanded.



Source: BZgA

GIB AIDS

KEINE

CHANCE

The "GIB AIDS
KEINE CHANCE"
prevention
campaign

"GIB AIDS KEINE CHANCE" is one of the best-known trademarks in Germany. Over 90 percent of Germans are familiar with the logo.

4 The "GIB AIDS KEINE CHANCE" prevention campaign

The BZgA already published its first information materials on HIV/AIDS in 1985: at that time, all 27 million households in Germany received a brochure summarising the available facts for the first time. In 1987, the Federal Ministry of Health commissioned the BZgA with devising and realising a national AIDS prevention campaign. This marked the birth of the "GIB AIDS KEINE CHANCE" campaign.

Since then, "GIB AIDS KEINE CHANCE" has been the largest and most comprehensive health prevention campaign ever implemented in Germany. Today, well over 90 percent of Germans are familiar with its logo.

One of its recipes for success is that it addresses the entire population, while at the same time also addressing different target groups, each in different ways. That is why – much like an iceberg – the full scope of the communication mix is hardly visible to the general public.

Since 1987, "GIB AIDS KEINE CHANCE" has thus combined mass-media, high-reach measures, such as posters, advertisements, Internet portals, postcards, TV and cinema spots, with offers of direct, personal communication – including online and telephone counselling, actions in and with schools or a wide variety of offers for multipliers, for example – to create an effective, complex prevention system. The campaign has become an international model as a result of the success and great public impact of its prevention strategy.

The "GIB AIDS KEINE CHANCE" campaign makes an essential contribution to attaining the principal goals of the Strategy of the Federal Government to Fight HIV/AIDS: first, the prevention of the further spread of HIV infections and other sexually transmitted infections, and second, the creation and strengthening of a social climate of solidarity with persons at risk of, or infected with, HIV and those suffering from AIDS.

4.1 The fight against AIDS in the 1980s

In the early 1980s, the world was confronted with a new, previously unknown epidemic – the immune deficiency disease AIDS. The subject of AIDS caused a wave of panic and hysteria at the start. Consequently, a fundamental decision had to be reached in Germany as to how to deal with this unfamiliar challenge. There were not yet any scientific studies on HIV/AIDS

prevention in the 1980s. Therefore, the BZgA initially organised national and international expert meetings, in order to elaborate a reliable basis for campaign planning. It additionally created a separate unit that was in future to serve as a centre of competence and coordination centre for nationwide AIDS prevention. The most urgent question at this time was that of the basic strategy to be pursued in the fight against the disease. Two different approaches were open to consideration:

The "epidemic control strategy";

meaning the identification of "sources of infection" and the interruption of "infection chains". Among other things, strict implementation of an epidemic control strategy involves mass screening and the isolation of infected persons from the rest of the population.

The "social learning strategy";

which is based on modern concepts of the health and social sciences. This strategy centres on the organisation of a sustainable learning process in the population as a whole and in the relevant target groups. The strategy builds on education, motivation for self-protection, solidarity with affected people, and local, personal counselling and care offers.

It took little time to arrive at a health policy decision in favour of the social learning strategy as the basis for prevention in Germany. This includes the consensus that affected persons and those at risk need to be socially integrated: only if success is achieved in avoiding discrimination against, and stigmatisation of, affected persons, can prevention get through to all segments of the population and have a lasting impact. This fundamental conviction has been the decisive basis for the development of all campaign measures to this day.

A further key element of the strategy from the outset was to create and strengthen effective, local structures



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

and competencies for anonymous counselling on HIV and other sexually transmitted infections. Apart from the local AIDS-Hilfe organisations, this primarily also meant the public health offices. As a result, the BZgA and the public health service began to cooperate closely at an early stage.

4.2 The target groups

At the start of the 1980s, the aim of AIDS prevention was primarily to reach the entire population, in order to equip everyone with the necessary basic knowledge regarding the immune deficiency disease. This called for action on several levels at once: the national AIDS prevention campaign had to address every individual, to make sure that everyone could reach and maintain a high level of knowledge. Moreover, there was a particular need to communicate the message to – and encourage protective behaviour in – those groups of the population that run a higher risk of infection or whose lifestyle means that they encounter risky situations more frequently.

According to the epidemiological data, this mainly means the following groups in Germany today:

- > Men who have sex with men (MSM),
- > People from regions where HIV is highly endemic,
- > Injecting drug users (IDUs),
- > Sexual partners of these groups.

Owing to their non-monogamous lifestyle, the following are other important target groups:

- > Sex workers and their customers,
- > Persons travelling to and from regions where HIV is highly endemic in search of sexual contacts, and
- > Other people having spontaneous sexual contacts with strangers

Beyond this, being the up-and-coming generation, adolescents need to be specifically addressed, because they are at the start of their sexual activities and therefore have special educational needs as regards protective measures, such as condom use and safe sex.

4.3 Strategy and architecture of the central BZgA campaign

The concept of "GIB AIDS KEINE CHANCE" ("Don't give AIDS a chance") is based on a scientifically proven mix of media and measures. All measures are closely interwoven under the roof of the campaign – they all pursue the same objective and thus mutually reinforce each other.

The mass-media measures with high reach, such as posters, advertisements, radio, TV and cinema spots, together with the increasingly important Internet, supply the population with basic information. They make it possible to communicate the key facts relating to risks and options for protection, and also information on situations involving no risk of infection. They additionally promote a climate of solidarity with people affected by HIV/AIDS.

Offers of direct, personal communication address people more intensively and individually. Examples include personal online and telephone counselling, the Youth Film Days or the Join-In Circuit. Interactive offerings of this kind are integrated in local prevention structures and sustainably promote learning processes: people intensively compare the information communicated there with their own, personal situation, making it particularly effective. At the same time, the offerings of the BZgA promote and strengthen the networking of local prevention structures.

The BZgA tests and evaluates all measures extensively, in order to constantly improve the campaign. An annual representative survey entitled "Public Awareness of AIDS" has been conducted since 1987 to review the reach and overall impact of the campaign.

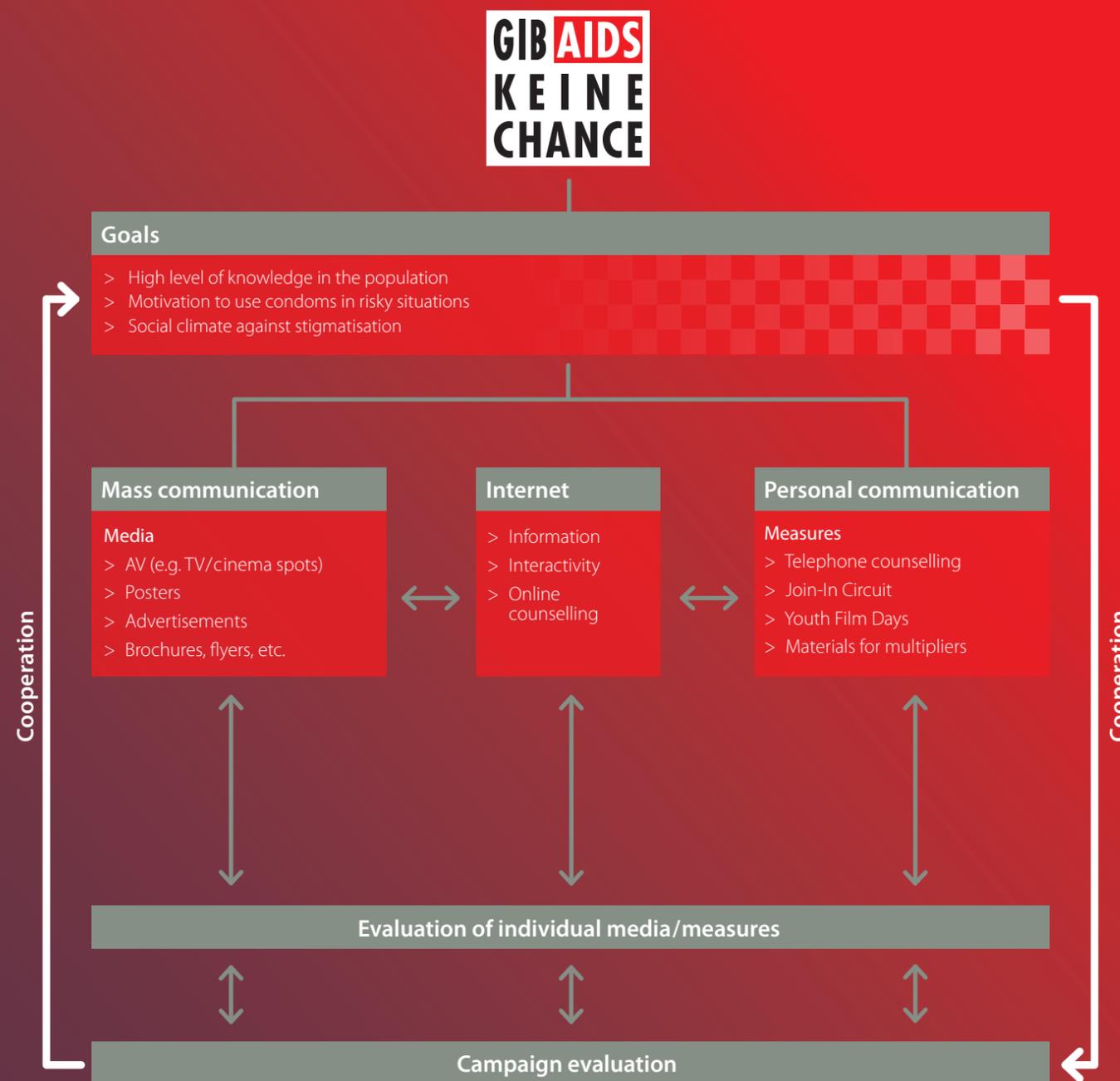
4.4 Basic educational principles

Despite the real threat posed by AIDS as a fatal disease, the campaign's media and measures have never used excessively drastic images. The reason for this is the communicative and educational approach chosen for the campaign, which principally relies on the concrete presentation of options for action to avert dangers, rather than on shock effects.

The scientific evaluation of campaigns using shock motifs has shown that the target groups avoid motifs and messages that trigger excessive fear, meaning that they are counterproductive. Images of this kind can discourage viewers – for instance, by giving them the feeling that there is nothing they can do to change the situation described. As a result, the call to do something about the threat is not only rejected, but even induces the opposite result in the long term. In addition, shocking images can lead to the stigmatisation of people who are affected or at risk, especially in the case of HIV/AIDS.

Consequently, the measures of the "GIB AIDS KEINE CHANCE" campaign show people concrete ways to act in order to prevent an HIV infection. There is today proof that this way of communicating the protective message is more effective than appeals to fears.

"GIB AIDS KEINE CHANCE" campaign



4.5 Media and measures of "GIB AIDS KEINE CHANCE"

All the AIDS prevention measures of the BZgA bear the "GIB AIDS KEINE CHANCE" logo. It is the campaign's key message and its trademark. The other elements of the campaign are constantly changing: most of them are regularly updated, while others were designed for only a limited period from the outset, new offerings were tailored to new developments in society or replace their predecessors. Consequently, many campaign elements from the early years are no longer in use today. Other items were created as completely new developments, such as the major Internet platforms or the radio spots. Some of the education materials achieved the status of classics, such as the "red-and-green poster" that has been on offer and in demand since the very beginning of the campaign.

The strengthening and qualification of local networks and local education work was a special focus in the early years, and still is today. Particularly intensive use was and is made of the personal-communication elements of the campaign in this context.

Mass-media offerings, such as posters, advertisements, brochures, the Internet and spots, are constantly provided by the BZgA in new forms in order to achieve a continuous presence above the perception threshold. However, that is not nearly enough in view of the massive competition for people's attention from the omnipresent advertising of other originators. To attract the necessary public attention for the important subject of HIV/AIDS, special occasions, for example, have to be used for actions in order to generate peak attention levels. Today, the most important occasion is the annual *World AIDS Day* on 1 December, for which the BZgA develops an extensive package of measures each year in cooperation with the Federal Ministry of Health, the *Deutsche AIDS-Hilfe* and the *Deutsche AIDS-Stiftung* (DAS – German AIDS Foundation).

Other examples of the utilisation of special occasions for AIDS education have included Valentine's Day campaigns and the "Go for Gold" campaigns for the Olympic Games.

To be able to reach the population as extensively as possible with its mass-media offerings, despite the limited financial resources available, the BZgA sought to collaborate with cooperation partners at an early

stage, also in the form of public-private partnerships. The partners provide substantial additional resources in the form of free air time, advertisements or poster space, and nowadays even financial resources. This has made it possible to maintain the reach of AIDS education in recent years, and even to increase it in core areas.



Example: Information poster on infection risks, since 1987



Example: "GIB AIDS KEINE CHANCE" Internet portal



Example: mach's mit poster series, 2006 – 2008



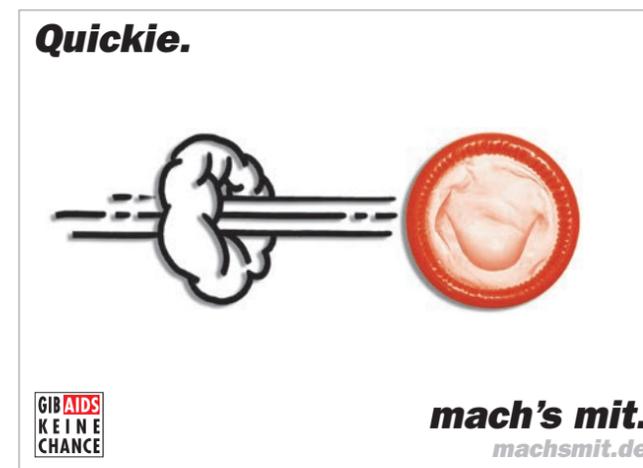
Example: Poster for World AIDS Day 2010

4.6 mach's mit – much more than just posters

mach's mit is the most visible element of the central "GIB AIDS KEINE CHANCE" campaign. Starting as a series of posters in 1993, it has since become an integrated, multimedia prevention campaign.

In the early 1990s, the annual representative survey "Public Awareness of AIDS" revealed that 16 to 45 year-old singles were perceiving the offers of information

(FAW – Outdoor Advertising Association), the organisation of out-of-home media providers, supported the campaign from the outset by its member companies putting some 100,000 billboards per year at the disposal of the BZgA free of charge to this day. The enormous condoms on the classical *mach's mit* posters were initially a sensation and have, in the course of the years, contributed greatly to making condoms an everyday item – both in private life and in the public's perception. To ensure that public attention continued to be attracted after the first few years, *mach's mit* has



Examples from the first series of the *mach's mit* campaign

on HIV/AIDS less and less. A new strategy was necessary in order to raise people's awareness of AIDS education again. The aim was to open up new communication channels and generate new attention on an unchanged budget. It was in 1993 that the first giant *mach's mit* posters emerged from a term paper of a group of students of Communication Design, focusing on the condom as a central motif that no-one could possibly overlook. The *Fachverband Aussenwerbung e.V.*

constantly developed and changed. Join-in and creative competitions were used to integrate ideas from the target groups into the campaign, and the poster campaign was expanded into a multimedia campaign in the course of time. The *mach's mit* "Wissen & Kondom" (join in "Knowledge & Condom") series has been advertising condoms as protection against AIDS since early 2012 and also integrates other sexually transmitted infections (STIs) in its communication.

Development of the mach's mit motifs

The systematic stimulation of creative processes in the target groups is a permanent element of the mach's mit campaign. These processes serve not only to generate ideas for the campaign, but also to encourage people to intensively tackle the subject of AIDS themselves.

A large-scale, nationwide creative competition was held for the first time in 1999, in cooperation with the CinemaxX cinema chain. It resulted in over 40,000 entries in just three months. At the same time, a creative competition was launched on the Internet at www.machsmit.de, attracting many people of all ages and so far leading to the submission of roughly 150,000 ideas for the classical mach's mit campaign. The BZgA has used some of these ideas as billboard motifs, and the response to current online creative competitions demonstrates that this opportunity to join in continues to be highly attractive.

Even successful campaigns – and particularly those – need to be further developed time after time. It was for this reason that, in 2005, the BZgA held a creative competition at Colleges of Art and Colleges of Communication Design to generate new ideas for the mach's mit campaign. One of the two ideas that the jury awarded 1st Prize showed, for the first time, motifs featuring phallic-looking fruits and vegetables over which a condom had been rolled. The "Obst & Gemüse" ("Fruit & Veg") campaign was to be seen throughout Germany on roughly 70,000 billboards per year in the period from 2006 to 2008.

From 2009 to 2011, the "Liebesorte" ("Places for Love") campaign continued the mach's mit concept in a manner that attracted the attention of the general public and was target group-specific at the same time. The motifs portrayed authentic locations where sex can be had, or could have been had: from a bed in a brothel to a quiet spot by a lake, from a hotel



The two winners of 1st Prize in the 2005/2006 creative competition



Further development of the campaign into the "Fruit & Veg" series of 2006 – 2008



Four of a total of fifteen motifs from the "Places for Love" series launched in early 2009



room or a park, all the way to the kitchen table at home. The basic idea for this campaign was likewise developed in the framework of the 2005 competition for ideas and was again awarded one of the two 1st Prizes by the jury. The "Places for Love" campaign used not only billboards nationwide, but also other media, such as advertisements, postcards, indoor posters, TV and cinema spots, ambient advertising media and its own exhibition stand, as

well as expanding the www.machsmit.de website into a campaign portal.

This cross-media approach was also further pursued and expanded when developing "mach's mit – Wissen & Kondom". The campaign was launched in early 2012 and integrates sensitisation towards other sexually transmitted infections (STIs) in the established mach's mit HIV prevention campaign.

mach's mit – Wissen & Kondom

For the first time in the history of *mach's mit*, the current campaign shows people and their individual notions of sexuality. The campaign uses self-confident statements, such as "I want it to be romantic" or "I want it to be spontaneous", to illustrate different characters. From young to old, they represent people from the everyday worlds of the various target groups.

The apparent contradiction between text and image makes the observer curious, immediately directing his or her attention to the subject of HIV/STI prevention.

The new campaign is intended to give people the necessary knowledge regarding the protective options, transmission routes and symptoms of HIV and other STIs. It moreover

provides information on corresponding offers of counselling and treatment. The frank approach of the campaign characters and the diversity of the motifs are additionally intended to counteract taboos regarding HIV and STIs and promote an open-minded attitude towards these topics in society.

The cross-media prevention campaign is scheduled to run for three years and has been using billboards, City-Lights, advertisements and ambient media, such as postcards, since April 2012.

A new feature is the direct linking of these offline media to the upgraded website at www.machsmit.de. QR codes can be scanned

with a smartphone to get directly to the matching page of the mobile version of the website. Accompanying social-media activities supplement this high-reach and target group-specific form of address. An exhibition stand consistently reflects the campaign look and mechanisms to round off the communication mix. Like the predecessor campaigns, "mach's mit – Wissen & Kondom" is likewise

supported by the provision of free billboard space by the *Fachverband Aussenwerbung e.V.* (FAW). The *Verband der Privaten Krankenversicherung e.V.* (PKV – Association of German Private Healthcare Insurers) has been promoting the HIV prevention work of the BZgA since 2005 – and thus also the *mach's mit* campaign in its current form.



Four campaign motifs from the new "Wissen & Kondom" mach's mit series launched in early 2012



Giant poster from the current "Wissen & Kondom" mach's mit series



The Internet portal for the campaign: www.machsmit.de



Federal Minister of Health Daniel Bahr at the campaign launch of the new "Wissen & Kondom" mach's mit series

mach's mit – international

"GIB AIDS KEINE CHANCE" serves as a model for numerous AIDS campaigns in other countries – in terms of both the strategy and specific measures. The *mach's mit* campaign, in particular, is attractive for many countries, since it permits local adaptation to suit the prevailing requirements.

Since 1998, "Advocates for Youth", a non-governmental organisation that campaigns for sexual and reproductive health in the USA, has regularly been visiting the BZgA on its "European Study Tour" in order to be able to exploit the concepts that have proven successful and effective in Germany for prevention in the USA. The organisation succeeded in adopting the *mach's mit* concept in 2005, complete with the design competition for postcards and posters, the Internet presentation and for on-the-spot work – based on a modified version using the slogan "Respect yourself. Protect yourself."

During the 2008 World AIDS Conference in Mexico City, motifs from the *mach's mit* campaign were not only presented to the 25,000 experts attending the Conference on the stand of the Federal Republic of Germany, but also displayed on an adapted Spanish version of the posters in the city's biggest underground railway station.

The current "Places for Love" were the key design element of Germany's exhibition stand at the 18th World AIDS Conference in Vienna in 2010, which was attended by some 20,000 participants from all over the world. Three "Places for Love" ("By the Fire", "Park Bench", "Brothel") were each implemented in the form of separate stand areas that could be used in parallel. The participants from around the globe found this design highly attractive: in this way, interested visitors and delegations from other countries were able to get an even closer insight into the successful approach adopted by Germany in HIV prevention.



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



Photos of the joint German exhibition stand at the World AIDS Conference in Vienna

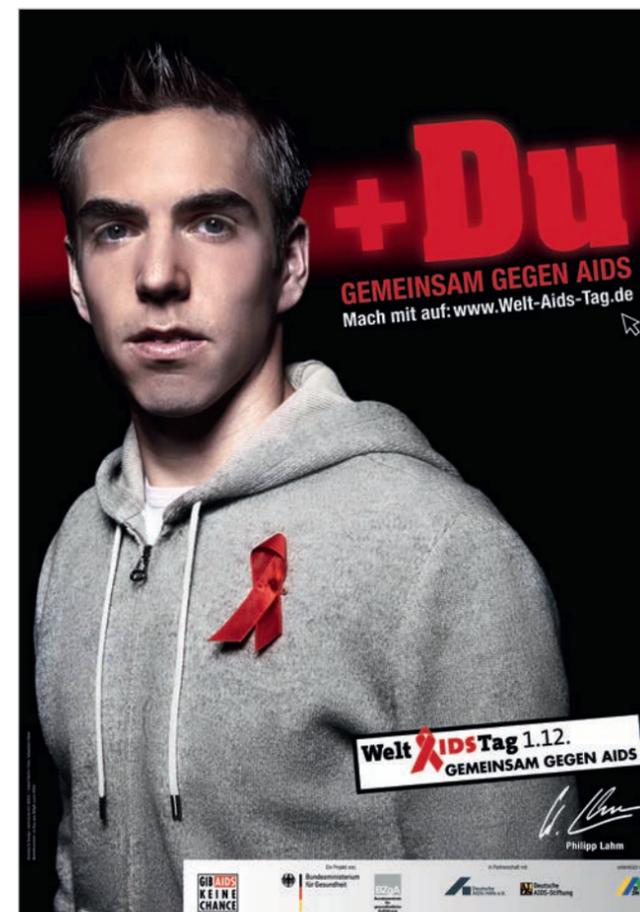
4.7 World AIDS Day



Motifs of the 2005 and 2006 World AIDS Day campaigns

World AIDS Day, proclaimed by the United Nations in 1988 and held annually on 1 December ever since, is the most important day of commemoration and actions concerning every aspect of HIV and AIDS. Experience has shown that media interest in the subject of AIDS culminates on this day. So, it is a good opportunity for drawing public attention to "Living with HIV" – and particularly for addressing the discrimination and stigmatisation of those affected and at risk, which is still not uncommon, even in Germany. To eliminate fear of contact with people with HIV to the greatest possible extent, and also feared or actual discrimination against them, the Federal Centre for Health Education (BZgA) has for many years cooperated with The Federal Ministry of Health, the *Deutsche AIDS-Hilfe* and the *Deutsche AIDS-Stiftung* to organise a campaign and activities in connection with *World*

AIDS Day. While it was initially celebrities like Boris Becker, Hannelore Elsner, Thomas Hermanns, Verona Pooth and many others who agreed to take the public stage free of charge to communicate their message of solidarity on attention-getting media, such as posters, or in TV and cinema spots, many other people from all walks of life have in the meantime demonstrated their solidarity. For instance, the campaign portal at www.welt-aids-tag.de today contains personal statements by more than 13,000 "ambassadors" on topics relating to *World AIDS Day*, often including their photo and name.



Motifs of the 2008 and 2010 World AIDS Day campaigns





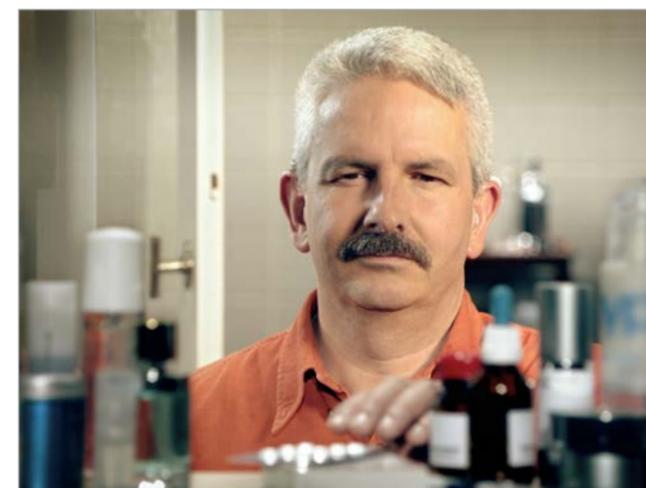
Campaign motifs for World AIDS Day 2011

Also integrated in the portal are a wide range of activities and different offers of interaction and discussion on "Living with HIV", and a key role is also played by networking with social networks, such as Facebook, Twitter or Schüler-VZ and Studi-VZ.

Based on the good experience in previous years, the BZgA and its partners jointly launched the "Positiv zusammen leben – aber sicher!" ("Living together positively. Be safe!") anti-discrimination campaign in 2010. This was the first large-scale, nationwide campaign in Europe where authentic, courageous people with HIV appeared in personally

recognisable form, reporting about their lives and using all the campaign's communication channels to this end: from 25,000 giant billboards throughout Germany, postcards, indoor posters and videos on the campaign portal, all the way to personal interviews and appearances in the media, as well as on-the-spot activities (public readings, galas or events in schools).

The campaign is scheduled to run for several years and will in future be able to call even more on the services of campaign ambassadors with HIV. The new concept, which focuses on very different people with HIV,



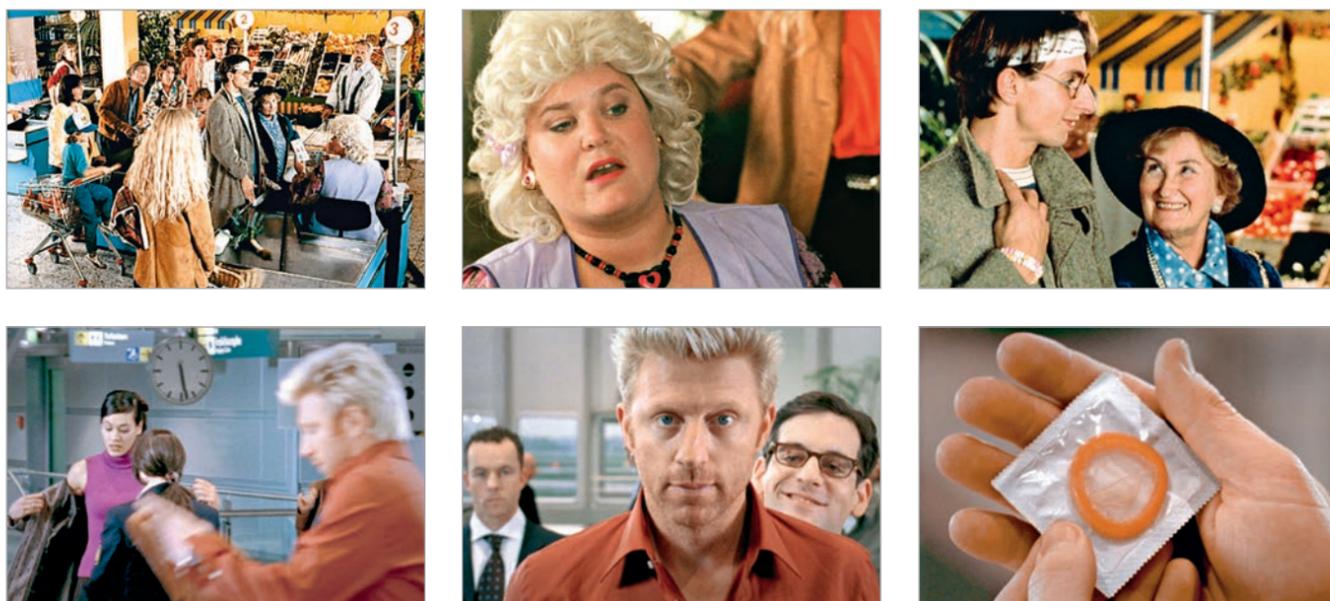
TV spot for World AIDS Day 2011



Internet portal for World AIDS Day: www.welt-aids-tag.de

proved to be an instant success in 2010. Only positive comments and feedback were received, and the campaign triggered a whole host of reports in the media. This great potential can be exploited even more extensively in future in order to further reduce real or feared discrimination and stigmatisation and to support people with HIV in boosting their self-confidence.

4.8 Further measures for addressing the entire population



"Tina! What do the condoms cost?" (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 spot for free and it achieved a phenomenal reach of 90%.

The "Airport" spot, starring Boris Becker (2006), is another classic AIDS prevention spot.

TV and cinema spots

To supplement the print and Internet offerings, the BZgA develops educational TV and cinema spots. These audiovisual formats make it possible to convey the protective message to the entire population in a compact, readily accessible manner.

The spots with a length of between 30 and 60 seconds are communication tools that can be used at short notice and are tailored specifically to particular aspects of prevention or target groups. Since the core protective message "Condoms Protect" has remained essentially unchanged, it is all the more important to repeatedly present it in a new and contemporary look.

In the first few years of the campaign, which was launched in 1987, information about infection risks and safe forms of everyday contact was provided in serious, factual spots. The comic "Supermarket" spot about condoms (1989) marked the transition of AIDS education into a permanent task, since an entertaining form was, in the medium term, the only way in which the message could be constantly repeated. When the number of new HIV infections began to rise again at the start of the new millennium, the BZgA reverted to a serious reminder of the message in a number of spots ("You can't rewind your life", 2001).

From the very beginning, parts in the TV and cinema spots for HIV/AIDS education have been played by numerous committed celebrities, including Hanns Joachim Friedrichs, anchorman of the *Tagesthemen* late evening

news ("Workplace", 1987), Hella von Sinnen and Ingolf Lück ("Supermarket", featuring the famous question "Tina! What do the condoms cost?", 1990) and Boris Becker ("Airport", 2006).

In recent years, spots reflecting the locations of the "Places for Love" poster series were filmed as part of the integrated campaign planning of the *mach's mit* campaign. Starting with the "By the Fire" motif in 2009, no less than three further motifs ("On the Beach", "Car" and "Kids Room") were realised in the form of short, 15-second spots in the following year, where the players portray different sexual constellations and situations. In a "tandem showing" in German cinemas in 2010, these short spots were shown in twos in a commercial break: one featuring a heterosexual couple and one a homosexual couple. In this way, the prevention message was communicated equally to people of different sexual orientation, thereby achieving particularly great attention and a strong impact. The thoroughly positive reactions of the public confirm that this is the right approach.



Cinema spot from the "mach's mit" campaign ("Places for Love")

For the launch of the new *mach's mit* "Wissen & Kondom" HIV/STI campaign series in 2012, the new campaign website also includes video clips featuring the protagonists from the posters. They address various target groups with a message encouraging them to talk about their own sexuality. Dynamically designed closing credits present the new slogan "*mach's. Aber mach's mit – Wissen und Kondom. Schütz dich vor HIV und STI*" ("Do it. But join in – Knowledge and Condom. Protect yourself against HIV and STIs").

There are additionally plans for a TV and cinema spot that is intended to introduce the general public to the new concept of "STIs".

All spots can be found in the BZgA media archive at www.bzga-avmedien.de.

A TV and cinema spot for *World AIDS Day* on 1 December was produced for the first time in 2011 in the framework of the joint "*Positiv zusammen leben. Aber sicher!*" campaign of the BZgA, DAH, DAS and the Federal Ministry of Health. The HIV-positive campaign ambassadors are the focus here, calling on people to form their own opinion and take an active stand against isolation and discrimination. This spot is available on the campaign website at www.welt-aids-tag.de.

Radio spots

The radio spots have been an important element of the BZgA's campaign since 1998 and continue to be an integral part of HIV/AIDS education today. Many celebrities were successfully brought to the microphone as the campaign was constantly improved: numerous well-known and highly committed artists – including Hella von Sinnen, Hugo Egon Balder, Atze Schröder, Rüdiger Hoffmann, Guido Horn, Anette Frier, the Missfits and many others – have taken part in the radio campaign for free. In this way, it has been possible to offer all radio stations more than a dozen radio spots on the subject of AIDS every year.

All radio spots can be found in the BZgA media archive at www.bzga-avmedien.de, where the files are also available for downloading.

4.9 Personal communication

Personal communication measures are an important element of the prevention strategy. In contrast to posters and TV spots, they address people directly and personally. The field of personal-communication measures includes personal telephone and online counselling, the former *Mitmach-Parcours* "Aids, Liebe & Sexualität" (Join-In Circuit "AIDS, Love & Sexuality"), the future "GROSSE FREIHEIT – liebe, lust, leben" ("FREEDOM – love, lust, life") exhibition on HIV/STI prevention and other offerings.

The common feature of all these measures is that they are interactive and thus promote particularly intensive learning processes and insights. That is why the BZgA integrated an extensive range of measures of this kind into its "GIB AIDS KEINE CHANCE" campaign from the outset.

The BZgA's Mitmach-Parcours (Join-In Circuit)



The Mitmach-Parcours (Join-In Circuit)

The BZgA's former Mitmach-Parcours "Aids, Liebe & Sexualität" was first implemented in 1992 under the name "Aids-Rallye" and subsequently used continuously and nationwide for 19 years until the end of 2011. It reached roughly 20,000 adolescents and young adults in some 55 towns and cities per year. The key target groups were school classes and trainees, but also older target groups, such as members of the armed forces and nursing staff.

The method of the BZgA Join-In Circuits is based on the principle of action-oriented learning at stations. The BZgA applies this methodological approach not only in HIV/STI prevention, but also in connection with the subjects of strengthening life skills and sexuality education ("Komm auf Tour" ("Get going") Join-In Circuit, www.komm-auf-tour.de) and in tobacco and alcohol prevention for young people ("Klar-Sicht" ("Clear View") Join-In Circuit, www.klarsicht.bzga.de).

Every appearance of the Join-In Circuit was and is a cooperation project. In other words: local partners and staff are needed, who actively supervise the Circuit and present the individual stations together with trained prevention professionals on behalf of the BZgA. The necessary expertise is communicated by the prevention professionals in local, practice-oriented introductory events for the partners before the Circuit is opened.

And the teaching staff of the participating schools are given a wealth of suggestions and practical assistance regarding how they can better integrate the subject in their classroom work and achieve a lasting effect.

The Join-In Circuit abroad

The successful concept of the Join-In Circuit was and is also in demand in other countries. Working in the field of development aid on behalf of the Federal Government, the *Gesellschaft für Internationale Zusammenarbeit* (GIZ) has since 2003 been initiating the adaptation of the BZgA Join-In Circuit on AIDS, Love and Sexuality to the special conditions prevailing in other countries.

In 2003 and 2004, the BZgA held intensive qualification seminars for "Master Trainers" on behalf of the GIZ, initially for participants from five countries (Ethiopia, El Salvador, Mongolia, Mozambique, Russian Federation). The "Country Circuits", developed on this basis and adapted to suit the specific cultures and languages, have been in use since 2004. Adaptations of the BZgA Join-In Circuit have since been implemented in more than 25 countries.

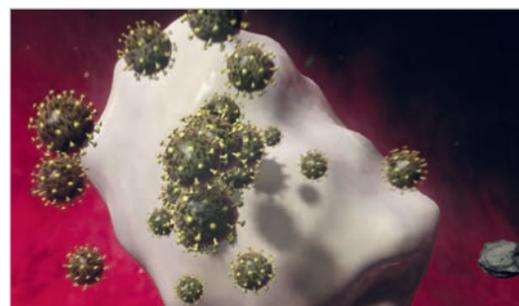
AIDS education in schools

AIDS education in schools is a key element of the prevention work of the BZgA. Comprehensive sexuality and AIDS education is today firmly established as part of school-based health education and promotion. Surveys show that almost all school pupils today receive information on the subject of AIDS in school. The materials produced by the BZgA for use in the classroom play an important role in this context. They are constantly updated and supplemented by new offerings.

Above and beyond these offerings for teaching in different types of school, which were agreed on with the Ministers and Senators for Education of the 16 Federal Länder, there is a wealth of additional offerings relating to the prevention of HIV and other sexually transmitted diseases that are intended for educators working in schools or outside of schools:

- > The Join-In Circuit until 2011, and in future the new, mobile HIV/STI prevention exhibition "GROSSE FREIHEIT – liebe, lust, leben",
- > The Youth Film Days about sexuality, friendship, love, HIV/AIDS,
- > An extensive range of action-oriented ideas for education work with different age and target groups.

A newly designed medium for education work, published in 2009, is the DVD "Sexuell übertragbare Krankheiten inkl. HIV/Aids" ("Sexually Transmitted Infections, including HIV/AIDS"). In addition to a feature film, the DVD contains didactically oriented animated films. They explain complex issues in a clear and easily understandable form, e.g. regarding immune defence and the most common sexually transmitted infections. Interactive test modules for young people and extensive accompanying material complete the offering. The combination of animated films and a feature film resulted in a hybrid medium, whose diversity arouses young people's interest and that can also be integrated in classroom work on the natural and social sciences.



The DVD combines feature-film sequences with interactive test modules



JugendFilmTage (Youth Film Days)

The Youth Film Days concept was developed in Hamburg in the year 2000 and expanded by the BZgA for nationwide use. The Youth Film Days offer school classes and their teachers the opportunity to tackle the subjects of friendship, love, sexuality and HIV/AIDS on the basis of emotionally touching films and events in large cinemas. The BZgA cinema spots are also shown as part of the programme. The central pillars of the concept are the integration of teaching staff and supporting their follow-up activities in the classroom, as well as close cooperation with local providers of prevention services for young people.

Municipal and regional cooperation partners can use the Internet to find planning-related information and everything else they need to know about the Youth Film Days "Sexualität, Liebe, Freundschaft, HIV/Aids" ("Sexuality, Love, Friendship, HIV/AIDS"). There, the BZgA provides materials and the tried-and-tested Internet Guidelines for the organisation, independent implementation and realisation of join-in events.

The Youth Film Days are one of the most successful personal-communication projects in the fields of sexuality education and HIV/AIDS prevention in Germany. The event was held in over 270 towns and cities nationwide between 2001 and 2011. This made it possible to reach more than 285,000 school pupils and their teachers in this period.

The Youth Film Days are today a regular event in many towns and cities. And Youth Film Days based on the BZgA model are now also being held in neighbouring countries, such as Poland.

Information on the Youth Film Days can be found at www.jugend-film-tage.de



01805 – 555 444

Personal, anonymous counselling by telephone and online

Anonymous, personal telephone counselling on HIV/AIDS and other sexually transmitted infections has been part of the "GIB AIDS KEINE CHANCE" campaign

since 1987 and is an important addition to mass-media AIDS education.

The low-threshold offer makes it easier for people seeking advice to openly address individual questions and problems. An interdisciplinary team of specialists with psychosocial and medical expertise advises callers on transmission routes, safe sex, epidemiological issues, HIV tests and the reliability of the test. The repertoire of the counsellors also includes more recent topics, such as post-exposure prophylaxis (PEP) and potential immediate measures following risky contacts.

The counselling offered also covers psychosocial aspects, such as helping people to deal with their own HIV infection or with persons with HIV in their social environment, or also the development of unrealistic fears of HIV. The purpose of telephone counselling is to clarify what are often complicated situations in life, assisting callers in finding their own self-responsible and self-determined solutions.

If necessary, the addresses of local offers of help are provided. Where possible, this also applies to counselling offers in other languages, if the callers have little or no command of German. The telephone counselling service additionally offers information and advice for multipliers.

Since 2006, the counselling team has also been available online via the specially protected website at www.aidsberatung.de. The site also provides answers to frequently asked questions, as well as an up-to-date list of local counselling centres. This offer of personal and anonymous counselling continues to be in great demand: roughly 20,000 callers are counselled each year, sometimes in very great depth.

Personal counselling by the BZgA: Tel. +49 (0)221 892031 or +49 (0)1805 555444 (special rate) or on the Internet at www.aidsberatung.de

4.10 National AIDS Prevention Competition

The *Bundeswettbewerb Aidsprävention (National AIDS Prevention Competition)* was held for the first time by the BZgA and the *Verband der Privaten Krankenversicherung e. V. (PKV)* in 2008 (www.wettbewerb-aids.de). The motto of this nationwide competition for innovative prevention projects is "*Neue Wege sehen – neue Wege gehen*" ("*Seeing new approaches – Taking new approaches*"). The aim is to identify and assess projects with new approaches and to support them by awarding a substantial monetary prize. Preference is given to promoting projects that apply sustainable prevention approaches, address hard-to-reach target groups, or also deal with aspects of prevention going beyond HIV, such as prevention of other sexually transmitted infections.

The competition primarily focuses on projects involving unusual methods, new forms of cooperation between different providers, or particularly creative use of new media. Of fundamental importance when it comes to assessment by the independent, multi-professional jury is whether the projects are evaluated, whether they are accurately tailored to the target group, work effectively and – not least – whether they appear suitable as model examples for other projects.



The "Sirius" is the award of the National AIDS Prevention Competition, which honours innovative, unusual and exemplary projects in HIV/AIDS prevention.

Following the success of the first round in 2008, the second national competition was launched in 2010. More than 60 projects were submitted, of which six were awarded a prize of € 7,500 each and two a prize of € 2,500 each, while a further six projects received nominations.

The projects are characterised by the fact that they focus on target groups that are especially exposed to, or affected by, HIV/AIDS or other sexually transmitted infections (STIs). The common feature of all the successful projects is that they are developed and implemented in cooperation with people from the target groups themselves, making them particularly credible.

At the request and suggestion of the prize-winners, the award ceremony in 2010 was for the first time combined with an expert meeting, where the project developers had the opportunity to exchange their experiences, their problems and the solutions they had found.

4.11 Quality assurance and effect monitoring



Representative survey "Public Awareness of AIDS"

One of the central issues in HIV/AIDS prevention is the quality and effect of the individual measures and interventions, as well as of the campaign as a whole. How can their quality be assured and improved, and how can the prevention strategies be optimally designed so as to make the most effective possible use of the available resources?

Since effective AIDS prevention is only possible on a scientifically sound basis, all the BZgA's activities, as well as the individual media and measures, have been the subject of intensive scientific monitoring ever since the launch of the "GIB AIDS KEINE CHANCE" campaign.

On the one hand, individual measures, such as poster motifs or the TV and cinema spots, are subjected to detailed tests in the target groups before they are used. These tests examine whether and how the messages are perceived, understood and accepted. After all, only if these conditions are met can a measure have the desired effect.

On the other hand, the extent to which the public can be reached with the HIV/AIDS education measures is examined, as is the effectiveness of the measures in terms of knowledge, attitudes and behaviour. This is done by means of a representative survey entitled "Public Awareness of AIDS", which has been conducted annually by the BZgA since 1987 and examines the following individual aspects:

- > How the public's perception of HIV and AIDS is developing,
- > Whether HIV and AIDS are still perceived as a health threat,
- > The extent to which the public is reached by the campaign's various education measures and makes use of the information offered,
- > The existing level of knowledge necessary for HIV/AIDS prevention,
- > The extent to which people protect themselves against the HI virus by using condoms, especially including population groups displaying relatively risky sexual conduct, such as singles and people looking for a partner,

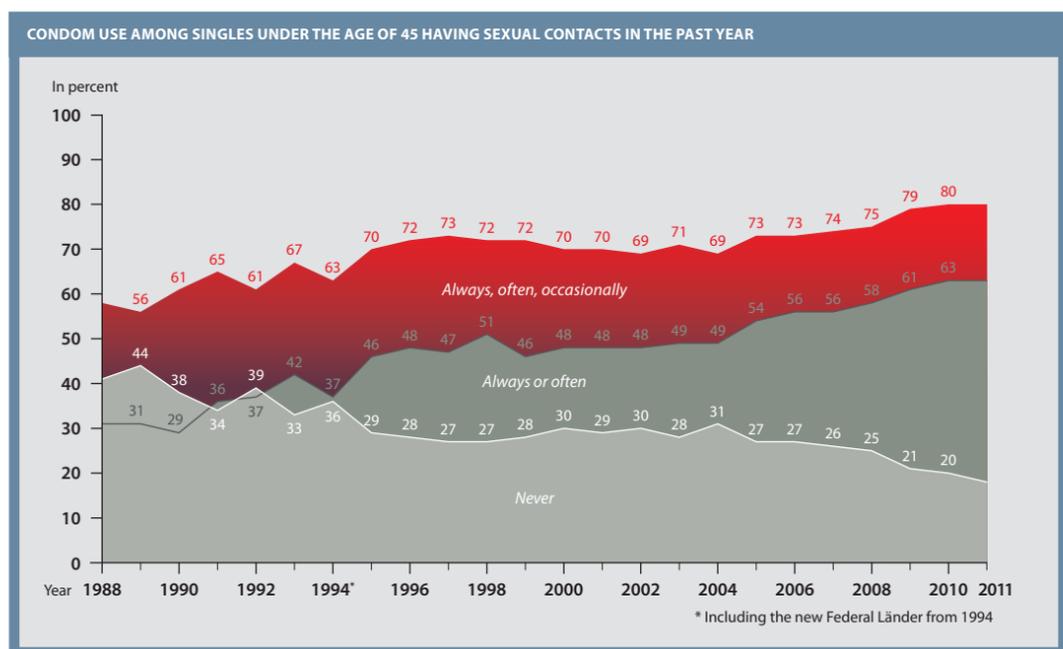
- > Whether people with HIV and AIDS are isolated by society or rather seen as being people in need of solidarity and help.

The data are presented in the form of medium- and long-term trends, some relating to the general public and some to groups of special importance for HIV/AIDS prevention, such as young people, 16 to 44 year-old singles, persons having several sexual partners, and men who have sex with men.

The annual monitoring study interviews 7,000 respondents and is a key element in the evaluation of HIV/AIDS prevention in Germany in general, and of the BZgA campaign in particular. It is also a decisive instrument for steering and optimising the campaign. The results of evaluation since the start of the campaign show that

- > A high level of information among the public was reached just a short time after the launch of the AIDS education campaign, and subsequently maintained,
- > A climate of positive opinion regarding people with HIV and AIDS developed very rapidly, accompanied by a significant decline in tendencies to stigmatise,
- > The use of condoms as protection against HIV transmission increased slowly, but steadily, especially in population groups exposed to a higher risk of infection.

The key requirements for using condoms as protection in risky sexual situations are: experience with condoms and their acceptance, knowledge regarding the correct, reliable use of condoms, and their availability. The extent to which these requirements are met by the public has improved continuously since the start of the "GIB AIDS KEINE CHANCE" campaign. Protective behaviour itself has likewise developed positively since the start of AIDS education and is still improving today, as illustrated by the results of the annual representative survey.



Source: BZgA
Representative survey:
"Public Awareness of AIDS" 2011

There has been a particularly substantial increase in condom use in the sexually more active group of singles between the ages of 16 and 44. Condom use in this group rose continuously in the first ten years of AIDS education – from 1988 to 1997 – from 58 percent in 1988 to 73 percent in 1997. However, condom use then declined again slightly, remaining roughly constant until 2004. Since then, the percentage of people who at least occasionally use condoms has risen from 69 percent to a figure of 80 percent in 2010 and 2011. Regular condom use (always or often), in particular, has seen a substantial further increase since 2004: from 49 percent to 63 percent in 2010 and 2011. This is the highest value recorded in the entire observation period. In 2011, 18 percent of singles between the ages of 16 and 44 stated that they had never used condoms during sexual intercourse in the recent past. This is the lowest figure to date.

An increasingly important aim of education in the context of the "GIB AIDS KEINE CHANCE" campaign is to create and maintain a high level of knowledge among the public regarding infection risks and options for protection, not only in connection with HIV and AIDS, but also as regards other STIs. Since 1996, the repeat surveys have also included questions that reveal the public's level of knowledge about STIs, its information needs and information wishes. Being informed on the subject of STIs presupposes that people are aware of them.

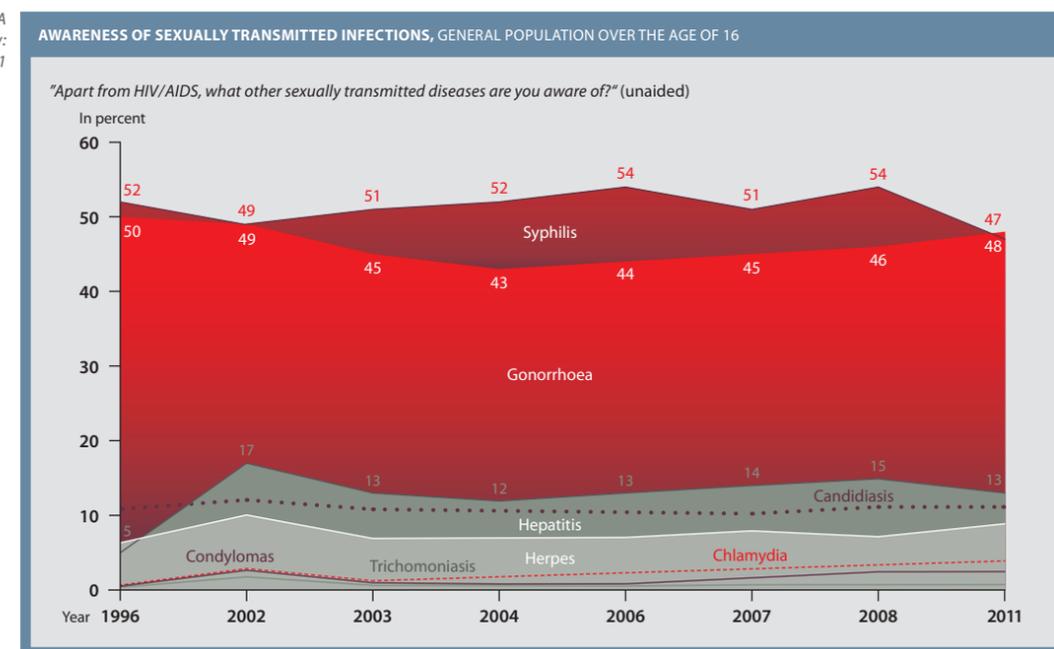
In 2011, when asked about sexually transmitted infections without being given possible answers, just less than half of the population over the age of 16 named syphilis (48 percent) and gonorrhoea (47 percent). Much more seldom mentioned were: hepatitis (13 percent), candidiasis/mycotic diseases (11 percent), herpes (9 percent), chlamydia (5 percent), condylomas (3 percent) and trichomoniasis (1 percent). It is clear that the general public's awareness of individual STIs has not increased in the last 15 years.

Based on the questions on STI-related knowledge in the "Public Awareness of AIDS" study, it is possible to describe whether the campaign increases the public's familiarity with sexually transmitted infections in the course of the years.

The results of all studies and evaluations are not only used within the BZgA to constantly review and improve the prevention campaign, but also promptly published by the BZgA and made available to cooperation partners and multipliers.

The BZgA developed a quality development method known as QIP ("Quality in Prevention") in cooperation with the University Medical Center Hamburg-Eppendorf (UKE). The method was tested for its scientific quality in a comprehensive field test and then tried out and applied in different fields. QIP can be used to improve

Source: BZgA
Representative survey:
"Public Awareness of AIDS" 2011



the effectiveness of all prevention and health promotion measures – for setting-based projects, health training programmes, campaigns and individual projects. Interest in using QIP was also shown by the WHO Regional Office for Europe, as well as by individual national stakeholders from the field of HIV/AIDS prevention. QIP was adapted to the specific needs of HIV/AIDS prevention in the framework of the international initiative IQhiv ("Improving Quality in HIV prevention in Europe"), which also controls preparation of the international dissemination of QIP (and other methods) in the field of HIV/AIDS prevention. The method will also be used to develop the quality of existing measures and is intended to contribute – in combination with the use of GOPP (goal-oriented programme planning) – to providing additional pointers for improving the measures.

The spectrum of comprehensive quality assurance is supplemented by further studies examining individual special aspects.

Ich will's romantisch.

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).



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



Public-private
partnerships
and cooperation
projects

Numerous businesses and business associations support the BZgA's campaign.

5 Public-private partnerships and cooperation projects

Much of the success of AIDS prevention in Germany is the result of close cooperation between the BZgA and a wide variety of partners, from professional organisations to private businesses. These cooperation projects have been continuously expanded over the last twenty years and have established themselves as an essential foundation of HIV prevention. Important partners for prevention work include counselling professionals in public health offices, *AIDS-Hilfe* groups and other local counselling centres, teaching staff in schools and, increasingly, also the medical community. The BZgA additionally cooperates with leading organisations, such as the *Deutsche AIDS-Stiftung*, the *Deutsche Sportjugend* youth sports organisation and the *Deutsches Jugendherbergswerk* (German Youth Hostel Association).

To be able to continue its mass-communication prevention programme as effectively as possible, despite the limited financial resources available, the BZgA has for a long time also been relying on cooperation projects in the form of public-private partnerships (PPPs), i.e. partnerships with business enterprises.

5.1 Public-private partnerships

The great familiarity of the “GIB AIDS KEINE CHANCE” campaign and its ability to achieve its goals are also partly attributable to the commitment of its many partners from business, who give the campaign both financial and logistical support.

The BZgA has in recent years been able to recruit numerous new supporters, large and small, for its AIDS prevention work. The most important partnerships at the moment are with:

- > The Fachverband Aussenwerbung (FAW), whose member companies have provided more than 1.5 million free billboard spaces since 1993,
- > A host of private and public-law TV and radio stations, who give the BZgA air time free of charge,
- > Numerous cinemas in connection with the Youth Film Days,

- > The united ambient media and novum! agencies, who, between 2007 and 2010 alone, enabled the nationwide, free distribution of a total of more than 15 million postcards showing *mach's mit* motifs and the campaign motifs for World AIDS Day,
- > And many more.

Cooperation with the Verband der Privaten Krankenversicherung e.V. (PKV)

A wholly new dimension in support for the BZgA's campaign was opened up in mid-2005 by the *Verband der Privaten Krankenversicherung e.V.* (PKV), which provides substantial funds for the AIDS prevention work of the BZgA, thereby enabling a host of additional measures. After expiry of the first agreement, which ran from mid-2005 to the end of 2010, the *PKV-Verband* decided to prolong its successful support of the BZgA's AIDS prevention campaign for a further five years up to 2015. As a result, the BZgA has an additional €3.2 million per year at its disposal for expanding and differentiating its campaign.

The funds made available by the PKV supplement the financial resources provided by the Federal Government and are predominantly invested in strengthening high-reach mass communication, i.e. in advertisements, posters and cinema spots. The new *mach's mit* campaign that began in 2009 thus now increasingly also addresses target groups that are at particular risk, such as men who have sex with men, clients of sex workers, and travellers.

Cooperation with the Fachverband Aussenwerbung e.V. (FAW)

As the central organisation of Germany's outdoor advertising companies (“out-of-home media”), the *Fachverband Aussenwerbung e.V.* has played an especially great role in enabling the *mach's mit* campaign and the giant posters for the “*Gemeinsam gegen Aids*” campaign for World AIDS Day. Every year since 1993, the FAW has been putting roughly 100,000 billboards across the nation at the disposal of the BZgA free of charge – reaching a total of more than 1.6 million by 2010. This has made an invaluable contribution towards maintaining and strengthening public awareness of the disease AIDS and its dangers.

5.2 Cooperation with associations and organisations

Strong partnerships with sustainable structures are the best starting point for getting prevention messages to those places where people regularly meet. Which is why the BZgA's partners also include sports clubs and associations, for example. They not only have many members, but also national, regional and local organisations – ideal conditions for becoming active for the common goal of health promotion and AIDS prevention. Partners have also committed themselves to the BZgA's joint campaign for World AIDS Day in order to get the messages and concerns across to as many people as possible.

Important partners of the BZgA



Verband der Privaten Krankenversicherung

The funds made available by the PKV supplement the financial resources provided by the Federal Government and are predominantly invested in strengthening high-reach mass communication.



Fachverband Aussenwerbung e. V.

Every year since 1993, the FAW has been putting roughly 100,000 billboards across Germany at the disposal of the BZgA free of charge.

International collaboration and knowledge transfer



The prevention measures developed by the BZgA serve as a model for numerous campaigns in other countries.

6 International collaboration and knowledge transfer

The HIV epidemic doesn't stop at national borders. Consequently, international collaboration is becoming more and more important for the effective, global and sustainable fight against HIV and AIDS. Alongside UNAIDS and the World Health Organization (WHO), the European Union (EU) is also becoming increasingly interested in overarching concepts and measures and promotes their implementation. Transferable BZgA prevention projects and concepts that have proven successful in Germany have already been used in other countries on several occasions, e.g. adaptations of the personal-communication Join-In Circuit, the Youth Film Days, various information brochures and also the *mach's mit* campaign.

Ever since the campaign began, the BZgA has been promoting and maintaining international contacts in order to make skills and experience accessible to other countries, and also to learn from others. This purpose is served by congresses, professional conferences, expert meetings, articles in professional journals and other forums for scientific exchange, in which the BZgA is involved as the organiser, an initiator or a participant.

Based on the international conference "How do we know what works? Strengthening quality assurance in HIV/AIDS prevention in Europe", which the BZgA held in cooperation with the WHO in October 2008, the BZgA initiated the international expert group "IQhiv – Improving Quality in HIV prevention in Europe" together with the WHO/Regional Office for Europe and Aids Action Europe.

IQhiv is a joint initiative of civil-society and governmental organisations, scientific institutions and international organisations that examines, further develops and implements quality assurance and quality improvement approaches for European HIV prevention programmes and projects in the 53 Member States of the WHO/EURO region. The network received funds from the Federal Ministry of Health in 2011 and 2012. IQhiv held the second international conference on this subject in Berlin in April 2012. The content of the event followed on from the recommendations elaborated in the context of the first conference in 2008. 60 HIV

prevention experts from 20 European countries had the opportunity to intensively examine the various aspects of quality improvement in HIV prevention in discussions and work in small groups. Among other things, practical experience could be gained with four quality improvement instruments developed for HIV prevention.

The conference showed that the networks created, the instruments offered and the continuing education events provided by IQhiv had succeeded in greatly improving the conditions for effective and sustainable quality improvement. Based on this international work, the BZgA applied for an EU-wide Joint Action project on quality improvement in HIV prevention. The Joint Action will be funded by the Directorate-General for Health and Consumers of the European Commission (DG SANCO). 25 partners from 21 Member States of the EU are involved in the application for the Joint Action. The three-year project has been granted EU approval and funding, and will start in 2013 with the BZgA as the coordinating agency.

6.1 AIDS congresses in Germany, Austria and Switzerland

Following several solely German AIDS congresses, the German-Austrian AIDS Congress (DÖAK) was launched in 2003 as a bi-national event (Switzerland also took part at times), subsequently being alternately held in Germany and Austria every two years.

The 2011 Congress was held in Hanover under the motto "DÖAK: WISSEN schafft Dir Perspektiven" ("KNOWLEDGE gives you prospects"). At this most important forum in the German-speaking region, the BZgA presented its work in the form of presentations and on its information stand, as well as offering an interactive workshop on the subject of quality improvement in HIV prevention.

The high percentage of medical professionals in the expert audience is additionally exploited by the BZgA in order to further intensify cooperation with the medical sector: doctors in private practice are important partners in treatment and prevention – not only of HIV infections, but also of other sexually transmitted infections.



If possible, the BZgA also takes the *Münchner Aids-Tage* (Munich AIDS Conference) as an opportunity to present its new concepts and offerings for the prevention of sexually transmitted infections. The participants from Germany and its neighbouring German-speaking countries are multipliers active in local HIV/STI prevention work, many of whom collaborate with the BZgA.

"HIV im Dialog" (HIV in Dialogue) in Berlin and "HIV-Kontroversen" (HIV Controversial) in North Rhine-Westphalia are events that likewise see themselves as forums for discussions and discourses on every aspect of HIV/AIDS. The BZgA takes part by giving presentations, participating in panel discussions and suggesting topics for workshops.

6.2 International AIDS Conferences

The exchange of experience, and particularly the exchange of scientific study results, at international conferences provides an important opportunity for the BZgA to also review its own work in an international comparison and to put its own experience and research results at the disposal of the international community.

At these major forums with up to 30,000 participants from all over the world, the BZgA presents key results of its prevention work and engages in an international discourse. It additionally evaluates the conferences themselves, making the results available to its cooperation partners in Germany in the form of summaries.

It once again became clear at the 19th International AIDS Conference in Washington in 2012 that HIV prevention is either hardly established or hardly effective in many countries. As a result, HIV still displays a worryingly dynamic trend in Eastern Europe and Central Asia, in particular. Germany's experience with effective HIV prevention is of great interest to these countries.



Germany's information stand at the 19th International AIDS Conference in Washington in 2012

6.3 Cooperation with the GIZ

The partnership with the Gesellschaft für Internationale Zusammenarbeit (GIZ, Germany's organisation for technical cooperation abroad) is of special importance in the context of the BZgA's international collaboration with the WHO and the EU. The GIZ implements projects in developing and emerging countries around the globe. HIV prevention and other measures for promoting sexual health have high priority in this context: roughly 90 percent of all people infected with HIV currently live in developing and emerging countries.

In the framework of its development activities, the GIZ uses the specific expertise of the BZgA in planning, realising and evaluating AIDS education strategies and campaigns, implementing concepts and projects specifically tailored to individual countries. Particularly worthy of mention in this context is the adaptation of the personal-communication Join-In Circuit measure, originally developed by the BZgA, in over 25 countries in different regions of the world to date.

6.4 International delegations at the BZgA

Delegations from all over the world – from Argentina to Vietnam – regularly visit the BZgA to gather information regarding the AIDS prevention concepts and measures developed and applied in Germany. However, the BZgA does more than just inform its foreign guests – it also provides them with its media (or the right to use them) for adaptation in the interested countries.



AIDS prevention brochure of the National AIDS Centre, Poland, the BZgA's partner in EUROPA

6.5 Intensification of the fight against HIV/AIDS in the EU and neighbouring countries



Germany's Chancellor Angela Merkel at the EU Ministerial Conference in Bremen

Although the number of new infections in Germany is slowly declining at the moment, other countries in Europe are battling with a significant rise in HIV figures. Consequently, many countries are trying to intensify their prevention work, developing national action plans to this end.

The EU initiatives for the successful, international transfer of expertise are therefore of decisive importance for the quality and success of the prevention measures in these countries.

In February 2004, representatives from European and Central Asian states and governments met in Dublin, along with invited observers, at the Ministerial Conference "Breaking the Barriers – Partnership to fight HIV/AIDS in Europe and Central Asia". A joint declaration (the "Dublin Declaration") was drawn up on the occasion of this conference: 33 measures were adopted in order to accelerate implementation of the formal obligations.

The EU Commission's Working Paper of 8 September 2004, "Coordinated and Integrated Approach to Combat HIV/AIDS within the European Union and in its Neighbourhood", made concrete proposals for effective measures and defined productive framework conditions for them. The BZgA also puts its diverse experience and its prevention expertise at the disposal of this initiative.

To this end, the European Commission created the "Extended Think Tank on HIV/AIDS", in which roughly 30 countries from the EU and its neighbourhood are currently represented. In this way, the European Commission has given high priority to the subject of AIDS – not only in health policy, but also in the fields of research, development and foreign affairs.

Some of the countries represented, such as Poland, have already been cooperating with the BZgA on a bilateral basis for many years and have thus been able to integrate projects from Germany in their national education activities. Such support from outside is rated

very positively, particularly in countries where communication regarding condoms and condom use cannot yet be as explicit as it is in Germany for reasons of social acceptance.

In the context of its Presidency of the EU Council in 2007, Germany gave the subject of AIDS very high priority by organising the EU Ministerial Conference in Bremen. After all, the most important lesson to be learned from the past is: prevention can only be successful in a country if HIV/AIDS prevention has clearly declared and visible priority at the highest political level, i.e. in government. Germany is a globally acknowledged example in this respect. Consequently, Germany is particularly credible as a provider of impulses for Europe and beyond.

The German-Ukrainian Partnership Initiative to Combat HIV/AIDS was implemented from 2008 to 2011. According to UNAIDS, the Ukraine is currently the country with the highest rate of new HIV infections in Europe. More than one percent of the population of just under 50 million is infected with HIV. Particularly affected in this context are 15 to 49 year-olds. In view of this dramatic background, the GIZ was commissioned with improving the networking of the existing HIV/AIDS projects in the Ukraine, as well as looking for and supporting new partnerships. The collaboration focused on prevention, the monitoring of infection developments (surveillance), treatment and care. One of the central projects was the development of the country's own national prevention campaign, which was launched on World AIDS Day in 2009. Its name translates as "DON'T GIVE AIDS A CHANCE".

In this context, the Ukraine was also supported by the BZgA, which offered the Ukrainian cooperation partners and the government its expertise regarding the development and management of the national prevention campaign. Further projects relate to prevention concepts for men who have sex with men, as well as to the establishment of hospital partnerships to improve the treatment and care of people with AIDS.



International cooperation



UNAIDS

The "United Nations Programme on HIV/AIDS" is a project of the United Nations with the aim of coordinating the different HIV/AIDS pandemic activities of individual countries in the fight against AIDS. It emerged in 1996 from the World Health Organization's "Global Programme on HIV/AIDS".



WHO

The World Health Organization was founded in 1948 and has 193 Member States. It is the United Nations' coordinating agency on international, public health.



GIZ

The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH was established in 1974 and is a globally active enterprise. It supports reforms and processes of change in developing countries. All its activities are aimed at sustainably improving the living conditions and prospects of the people in these countries.



ECDC

The ECDC (European Centre for Disease Prevention and Control) publishes reports on the epidemiological situation in the countries of Europe. This was done by EuroHIV until 2006.

Outlook

Successful HIV/AIDS prevention responds flexibly to the changing social, epidemiological and communicative demands of the disease.

7 Outlook: AIDS prevention is necessary and worth while – today and tomorrow!

The “GIB AIDS KEINE CHANCE” campaign is a globally acknowledged example of the effectiveness of HIV/AIDS prevention. The HIV and AIDS figures in Germany are low by international comparison. However, recent developments, such as the improved treatability and resultant increased life expectancy of people with HIV, are leading many people to see the real threat of an HIV infection as being less serious, and this could give rise to a decline in protective behaviour. There was a marked increase in HIV infection figures in Germany up to 2007, since when they have declined slightly, being in the region of 2,700 new infections in 2011. However, the growing numbers of other sexually transmitted infections (STIs) show that there is a permanent need for new communicative impulses and improved concepts for preventive measures in order to also maintain the success of HIV/AIDS prevention in Germany in the future.

In cooperation with partners and other supporters, new, attention-getting prevention impulses need to be given time and again to ensure that HIV/AIDS and the necessary protection against them are not forgotten. The media and measures of the BZgA’s “GIB AIDS KEINE CHANCE” campaign are constantly adapted and improved to meet these new challenges. New evaluation results and new developments in society, especially in the target groups of particular importance as regards the epidemic, are constantly being incorporated into the campaign.

To this end, the BZgA holds workshops and invites experts from different disciplines and occupations to engage in “creative thinking”. The people invited come from very different fields, such as radio and television, the print media, marketing, theology, Internet communication, advisors from work at the local level and people responsible for AIDS campaigns in other countries. The members of the discussion groups are deliberately chosen in such a way that new concepts and ideas can emerge from the unaccustomed points of view represented.

The results of the expert seminars, future workshops and, not least, prevention-oriented research today lead the BZgA to draw the following conclusions for the future of HIV/AIDS prevention:

- > The most important messages regarding protection against HIV still apply unconditionally: condoms protect!
- > Other sexually transmitted infections (STIs) greatly favour the transmission of HIV and are a subject for prevention work.
- > Above and beyond the message focusing on condom use and HIV protection, a wealth of additional information needs to be provided to avoid STIs, as well as decision-making aids to help people avoid risks for themselves and their partners. Condoms afford good protection against HIV, but reduce the risk of contracting other STIs to different degrees. Therefore, the key aspect is effective, personal risk assessment, e.g. as regards sexual practices involving a high risk of infection, or other STIs that are occasionally hard to recognise.
- > In this context, great importance is attached to timely HIV testing and tests for other STIs, as well as effective counselling for high-risk target groups and, above all, the diagnosis and treatment of other STIs, but also preventive vaccination.
- > Timely treatment of an HIV infection has a major, individual benefit for people with HIV. Successful antiretroviral therapy also contributes to preventing the sexual transmission of HIV.



- > New, interactive approaches that trigger and network local initiatives are to be systematically strengthened. A new, mobile exhibition on HIV and STIs will give strong impulses for communication and cooperation, as will the constantly improved and increasingly differentiated offerings of the BZgA for multipliers in school and outside school, in sports clubs and other groups.
- > This necessitates close collaboration with the BZgA’s key multipliers. The medical community deserves particular mention in this context. Strengthening their role in prevention requires the development and implementation of practice-oriented offers and curricula.
- > Cooperation with time-proven and new partners (public-private partnerships) and with international partners is to be continued.
- > The limited resources available make it necessary to maximise synergistic effects through networking, cooperation and partnerships in both the national and international context.

All these measures are intended to contribute to stabilising and, if possible, further increasing the high level of protective behaviour in the German population. And it remains an important goal to also continue to provide international impulses in order to improve the scope and quality of prevention work and maintain it at the highest possible level.

There is no single formula for effective HIV/AIDS prevention. A wide range of coordinated instruments and a major effort on the part of society are necessary in order to contain the spread of HIV and other STIs. Consequently, the BZgA will continue to do its utmost in the future to ensure that the German population remains aware of this important task.

Important facts



> Around the world, five people become infected with HIV every minute.

> Around the world, 34 million people are currently living with HIV, including 3.4 million children under the age of 15.

Sources and bibliography

Studies and investigations of the BZgA

Since 1987, the BZgA has been conducting an annual representative survey of the population regarding knowledge, attitudes and behaviour in relation to HIV and AIDS. The latest study *"Aids im öffentlichen Bewusstsein der Bundesrepublik Deutschland"* ("Public Awareness of AIDS in the Federal Republic of Germany") can be downloaded as a PDF file from www.bzga.de/studien (Forschung, Studien/Untersuchungen).

Action Plan for Implementing the Strategy of the Federal Government to fight HIV/AIDS

(published by the BMG/BMZ/BMBF, 2007). This publication can be requested under Order No. V 07005 from the Publikationsversand der Bundesregierung, Postfach 481009, D-18132 Rostock, Germany, or downloaded from the website at www.bmg.bund.de

Studies and investigations of the Robert Koch Institute

The Robert Koch Institute (RKI) regularly provides data on the development of HIV infections and AIDS cases in Germany. The biannual reports on the epidemiological situation in Germany are published as special issues of the *"Epidemiologisches Bulletin"* and can be downloaded as PDF files from the RKI website at www.rki.de (Infektionsschutz, Epidemiologisches Bulletin).

ECDC (European Centre for Disease Prevention and Control)

The ECDC regularly presents reports on the epidemiological situation in the countries of Europe. This was previously done by the predecessor organisation, EuroHIV, until 2006. The reports are available for downloading at www.ecdc.eu

UNAIDS

The United Nations' coordinating programme regularly compiles reports on the global situation of the HIV/AIDS epidemic. The reports can be downloaded at www.unaids.org (Publications).

Study: *Wie leben schwule Männer heute?* (How do Gay Men Live Today?)

Bochow, M. / Schmidt, A.J. / Grote, S.: *Schwule Männer und HIV/AIDS: Lebensstile, Szene, Sex* (Gay Men and HIV/AIDS: Lifestyles, Scene, Sex) 2007. Can be ordered from Deutsche AIDS-Hilfe (www.aidshilfe.de).

Internet and telephone offerings of the BZgA

Personal telephone and online counselling

- > +49 (0)221 892031
- > www.aid्सberatung.de

"GIB AIDS KEINE CHANCE", the largest and most comprehensive prevention campaign in Germany since 1987

- > www.gib-aids-keine-chance.de or www.gakc.de

The *mach's mit* campaign, focusing on motivating people to use condoms in risky situations

- > www.machsmit.de

Joint campaign of the BZgA, BMG, DAH and DAS for World AIDS Day

- > www.welt-aids-tag.de

JugendFilmTage (Youth Film Days)

- > www.jugend-film-tage.de

Bundeswettbewerb Aidsprävention (National AIDS Prevention Competition)

- > www.wettbewerb-aids.de

Website of the Federal Centre for Health Education (BZgA)

- > www.bzga.de

Other organisations

Deutsche AIDS-Hilfe (DAH – German AIDS Service Organisation)

- > www.aidshilfe.de

Deutsche AIDS-Stiftung (DAS – German AIDS Foundation)

- > www.aidsstiftung.de

Robert Koch Institute

- > www.rki.de

UNAIDS: The United Nations' HIV/AIDS programme

- > www.unaids.org

Passt auf jede Gurke!



**GIB AIDS
KEINE
CHANCE**

Ein Kondom ist so elastisch, dass es fast immer perfekt passt. Und falls das Standard-Gummi nicht optimal sitzt: Selbst für Ausnahmegrößen gibt es passende Modelle. Das macht Sex für jeden sicher und entspannt. Auch für Sie!

mach's mit

www.gib-aids-keine-chance.de
Telefonberatung: 01805-555444 (12 Ct./Min. aus dem Festnetz)

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Publishing information

Concept and content

Bundeszentrale für gesundheitliche Aufklärung (BZgA)
Deadline: August 2012

Managing Editor

Dirk Meyer

Translation

Andrew Davis, Schwelm

Design

kakoi Berlin

Picture credits

Motifs of the *mach's mit* "Fruit & Veg" campaign – Idea and concept: Heiko Winter, Joel Ferreira Carneiro, Jan Simmerl; Seminar Professor Christian K. Pfestorf, Hochschule Darmstadt

Motifs of the *mach's mit* "Places for Love" campaign – Idea: Dörte Matzke; photo: Jan von Holleben; creative agency: kakoi Berlin

Motifs of the *mach's mit* "Knowledge & Condom" campaign – Idea and concept: Allround Team GmbH; photo: Achim Hehn

Page 57 © Cienpies Design, shutterstock.com

Printing

Silber Druck, Niestetal

Edition

1.10.09.12

This brochure is distributed by the BZgA free of charge. It is not intended for resale by the recipient or third parties.

The documentation is available under Order No. 70910000
Address for orders: BZgA, D-51101 Köln, Germany, or order@BZgA.de

Publisher

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