

THE AIDS PREVENTION CAMPAIGN  
IN GERMANY

**GIB AIDS**  
**KEINE**  
**CHANCE**

# 1985-2009 REPORT







***playing with fire***

Motif of the "Liebesorte"  
("places for love") series  
of the *mach's mit*  
("join in") campaign



***risking Aids***



"AIDS is and  
will remain  
one of the  
BZgA's central  
challenges."

***mach's mit.***

**GIB AIDS  
KEINE  
CHANCE**

**Telefonberatung: 01805 555 444** (0,14 €/min. a. d. Festnetz, andere Mobilfunkpreise möglich)

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.

[www.machsmits.de](http://www.machsmits.de)



Prof. Dr. Elisabeth Pott,  
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Prof. Dr. Elisabeth Pott

*GIB AIDS KEINE CHANCE* (Don't give AIDS a chance) is one of the best-known logos in Germany. Since 1987 it has been the central message and official trademark of the country's biggest health campaign. It focuses on the prevention of HIV infections as well as on solidarity with those affected. Since its inception it has been and continues to be designed and developed by the Bundeszentrale für gesundheitliche Aufklärung (Federal Centre for Health Education, BZgA), commissioned by the Bundesministerium für Gesundheit (Federal Ministry of Health). Its range and overall effect are regularly scientifically tested in the annual repeat survey *Aids im öffentlichen Bewusstsein* (Public Awareness of AIDS in the Federal Republic of Germany) since the beginning.

While many countries are still fighting to curb the dramatic rates of infection, Germany is in the comparatively fortunate position of being able to look back on many years of effective preventive work: after more than 20 years Germany comes out on top, with relatively low rates of HIV infection in comparison with the rest of Europe. Condom use in Germany is greater than ever and in 2008 there was no significant increase in new HIV infections, after a rise of around five percent annually between 2001 and 2007. However, this must in no way lead to inaction.

The BZgA's most important goal for the future will be to continue keeping Germany's HIV infections at a low level and to decrease them on an ongoing basis. The framework conditions and the challenges for successful AIDS prevention ensuing from them have, however, changed massively in recent years. Thus, the improved medical options for treatment of HIV and AIDS have led to the perception of the threat posed by AIDS (still a fatal disease) to be reduced, particularly in the vulnerable groups: for many, AIDS has become a kind of chronic disease that can be lived with for decades with only a small impact on quality of life. At the same time the increased life expectancy and sexual activity of those infected have also increased the danger that their sexual partners will become infected. Furthermore other sexually transmitted infections (STI) such as gonorrhoea and syphilis make the probability of an HIV infection per risk situation very much higher.

The HIV/AIDS prevention in Germany and the campaign *GIB AIDS KEINE CHANCE* have to be effective also in the future. Prevention has to face many old and new challenges. This e.g. means to frequently address vulnerable groups and particularly adapting this dialogue to their changed communication and leisure behaviour. Two key concepts here are the Internet and mobile communication methods.

The BZgA's future prevention services have to do more than just incorporate new channels of communication. They also have to keep re-staging the "old", but still valid prevention messages. This is no easy task, because competition for the attention of various target groups by advertising and the media is greater than ever.

Thus, innovative, highly communicative services are needed. For that reason the BZgA has continued to develop its prevention campaign and to incorporate its target groups in brainstorming ideas. A central question for all preventive measures is how the available resources can be used as effectively as possible.

In this brochure we have compiled information about the *GIB AIDS KEINE CHANCE* campaign, i.e. its history, its extensive mix of measures and media, its quality assurance and also a lot of background information about HIV/AIDS prevention.

We will continue to do everything we can to have as few people as possible in Germany infected with HIV. We would be happy if the readers too could contribute to this important social task remaining in the national consciousness by giving it your interest.

Prof. Dr. Elisabeth Pott,  
Director of the Bundeszentrale für gesundheitliche Aufklärung (BZgA)

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## Aids riskieren





2

HIV/AIDS

The estimated number of people around the world living with HIV in 2008 is 33 million, of which more than two million are children under the age of 15.

Orphans attending  
a School in Rabour Village,  
Kenya



# 2

## 2.0 HIV/AIDS

Since its discovery in the early 1980s HIV/AIDS has been one of the best-known but also one of the most threatening infectious diseases, particularly since there is neither a cure nor an immunization against the virus in sight.

Several decades of intensive research have made therapies available, allowing those affected to live without symptoms for a long time, but even with the most effective medications a cure will not be possible in the foreseeable future.

For this reason prevention, i.e. communicating knowledge, risk awareness and proper protective and social behaviour is the most important key to containing the spread of HIV/AIDS.

## 2.1 AIDS Around the World

Since the first cases of AIDS the HIV epidemic has spread virtually unchecked in many countries and regions despite global efforts. In some parts of the world the spread of the virus has developed a frightening dynamic. According to the estimates of the United Nations (UNAIDS) more than 75 million people became infected with HIV between the early 1980s and the end of 2008. The number of people estimated to be living with HIV is 33 million, of which more than two million are children under the age of 15.

It is estimated that there are around three million new HIV infections each year, of which around 370,000 are children under the age of 15. That means five people become infected with HIV around the world every minute! Furthermore, the more than two million deaths

due to AIDS each year threaten the viability of many countries' social structures and economic development.

HIV/AIDS has become extremely widespread in some countries, causing a clear drop in average life-expectancy. Particularly affected by the HIV/AIDS epidemic are the developing countries. In some African countries, particularly in sub-Saharan Africa, AIDS has now become the main cause of death. In some regions more than 25% of people between 15 and 49 are either infected with HIV or sick with AIDS.

In contrast to Africa the average prevalence of the disease amongst adults in western Europe is comparatively low at approx. 0.3%. In Germany this figure is less than 0.1%.

However, there are great differences within Europe: thus some Mediterranean countries have a very much higher number of new HIV diagnoses per million inhabitants each year than Germany or the Scandinavian countries, for example.

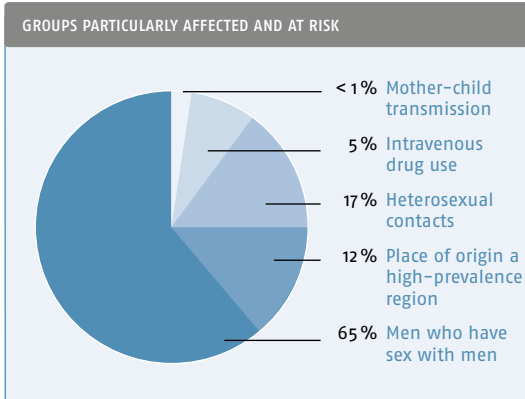
Some countries are currently not just seeing a substantial increase in HIV numbers, but also in other sexually transmitted infections. Particularly affected in this regard are some of the countries that arose from the collapse of the Soviet Union. Other hotspots are south and east Asia with their population going into the billions.

Experts believe it probable that the number of HIV infections in Asia could rise above those currently seen in Africa if comprehensive and lasting prevention programmes are not developed and implemented.

## 2.2 AIDS in Germany

In light of the development of the global HIV/AIDS epidemic the danger AIDS poses in Germany is often overlooked. The numbers in Germany are not just low by worldwide standards, but also relative to the rest of western Europe: at the end of 2008 there were around 63,500 people living with HIV/AIDS in Germany, approximately a quarter of them women. This corresponds to a rate of 0.8 per 1,000 inhabitants. Germany thus had one of the lowest prevalences in western Europe alongside Finland, Sweden, Norway and Malta. As for new HIV infections, Germany actually had the lowest figures in western Europe in 2007. According to expert opinion these preventive successes are due to the comprehensive preventive efforts that were begun early and implemented broadly, together with the necessary effective structures on national, regional and local levels. The Federal Government and the Federal Ministry of Health were already giving HIV prevention a high political priority in the mid-1980s. The financial provision made to the BZgA for this purpose has been increased several times in recent years.

Despite these great successes, the AIDS problem has not yet been solved in Germany: after several years of stable, low-level infection rates the numbers of new HIV infections has risen over the years until 2007. In 2001 a low point had been reached with around 1,500 reported and confirmed new diagnoses, but then the rate of new infections steadily increased until it reached around 3,000 in 2007. But in 2008 there was almost no further increase in the number of new infections.



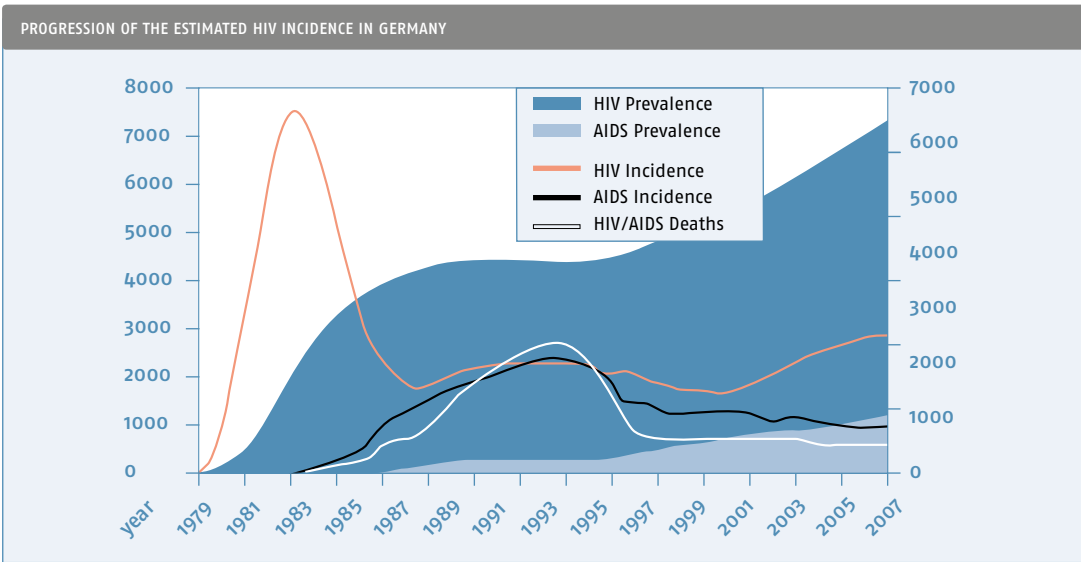
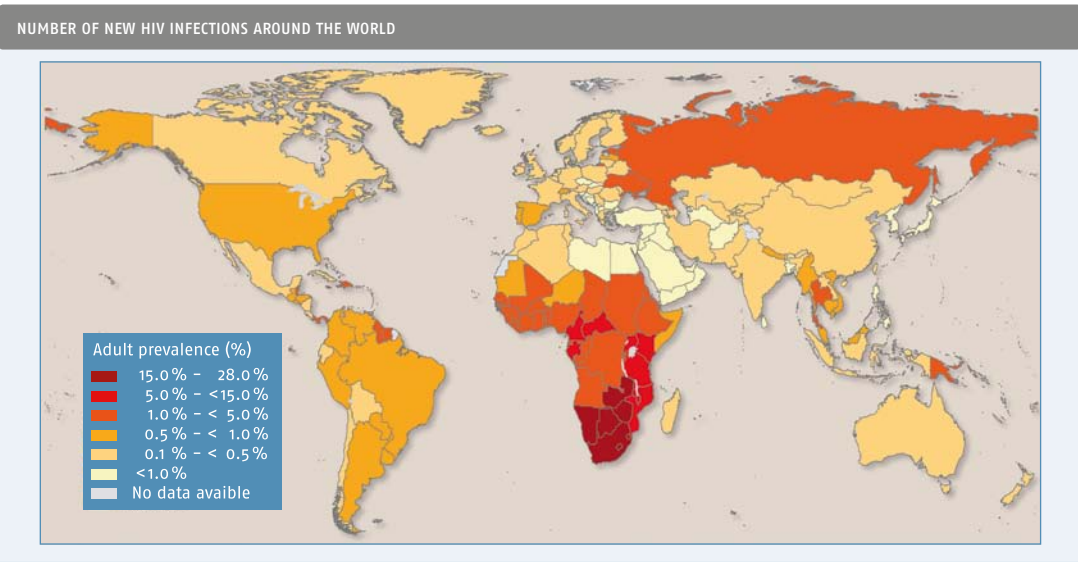
Source: Robert Koch-Institut, epidemiological bulletin 21/2009

Whether this trend is stable cannot yet be predicted.

All groups of the population are affected by HIV and AIDS, but there are areas where the risk is more concentrated. 65% of new infections today are men who have had sex with men (MSM). The next group are people with heterosexual contacts at 17%. Around 5% become infected through intravenous drug use and fewer than 1% of infections occur as a result of transmission from mother to child.

## 2.3 Causes of the Rise in New HIV Infections Between 2001 and 2007

The protective behaviour of the German population has reached a record level, as have condom sales. The clear focus on condom use as the best protection against HIV infection has thus achieved a great deal. It is therefore hardly surprising that the infection cases are



According to figures from the Robert Koch Institut around 86,000 people were infected with HIV from the beginning of the epidemic until the end of 2007 and around 27,500 people have so far died of AIDS, approx. 650 of these in 2008.  
Source: Robert Koch Institut

low compared with the rest of western Europe. Nevertheless the number of new HIV infections rose significantly between 2001 and 2007. How can this be? This apparent contradiction can easily be explained.

The following factors contribute, individually or in conjunction with others, to the increase in new infections:

**An increase in other sexually transmitted infections (STIs)**

The number of other (STIs) has greatly risen in Germany since 2000, especially in MSM. Since that time, for example, the number of syphilis diagnoses has doubled. These infections do not just have similar modes of transmission as HIV, they can also increase the probability of HIV transmission due to biological reasons up to 10 times. The prevention of sexually transmitted infections is thus a crucial component of HIV prevention, today more than ever before, and will continue to be stressed by the BZgA and by the Deutsche AIDS-Hilfe.

**The life-expectancy of people with HIV is noticeably rising**

This in itself very positive development has led to more and more people in Germany living with HIV/AIDS and, thanks to the effective HIV therapies, also with increasing quality of life, which includes sexual activity, too. This increases the chances of their sexual partners becoming infected.

**Decreased protective behaviour in some groups**

Most of the new HIV infections are being recorded in the particularly vulnerable groups. Through improved treatment options AIDS has lost its one-time horror-image. Many people no longer see AIDS as a fatal threat, instead it is only understood as a severe health hazard. The invisibility of the threat and trust in the effect of the new medications have contributed to the real risk being underestimated and thus increased risky behaviour, particularly on the part of the epidemiologically important groups, such as men who have sex with men.

**More people are being tested for HIV**

The HIV test has been taken advantage of more often in recent years, particularly by men who have sex with men. This can lead to a “wave of diagnoses”, which also reveal older infections.

In addition the Robert Koch Institut has continuously optimized the quality of the data regarding HIV and AIDS obtained from test laboratories,

doctor’s surgeries and advice centres. This allows an improved attribution to confirmed first-time diagnoses. This statistical effect also contributes to the increase in the figures reported.

**More infections in and from other countries**

The rise in cases of infection, particularly in Africa, central and east Asia and, closer to Germany, in eastern Europe, coupled with rising mobility has led to a growing risk in Germany of “imported” infections. In addition Germans go on more than 40 million trips to other countries a year, making them “champion travellers”. This also increases their risk of meeting people in other countries who are infected with HIV.

**2.4 “Old AIDS” and “New AIDS”**

Since around 1996 the social image of AIDS has changed significantly: AIDS was initially perceived by many people as one of the biggest health hazards and as a fatal disease, which, as a result of the (as a rule) clearly visible physical changes in those affected, could also be associated with concrete symptoms. This visibility and danger strengthened people’s willingness to protect themselves against this danger, particularly in the most vulnerable groups.

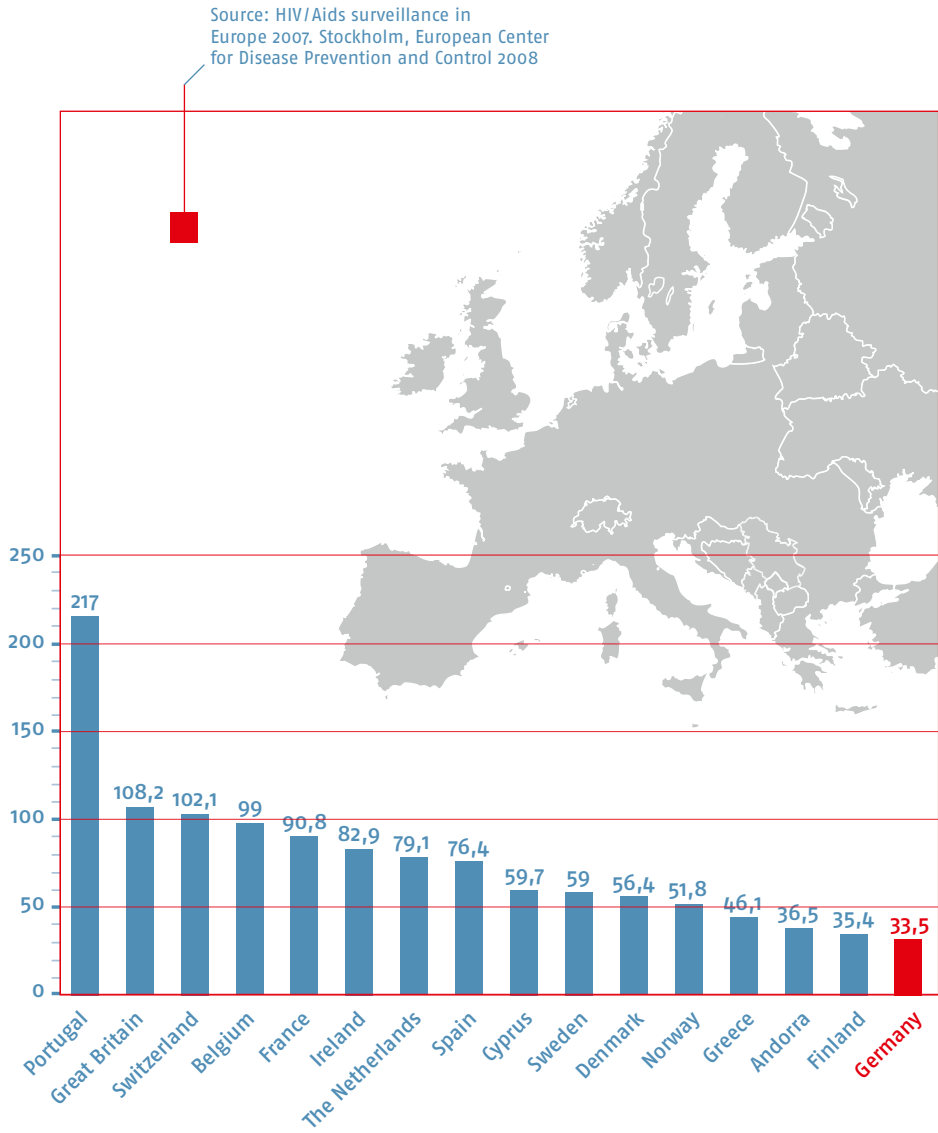
As a result of the vastly improved treatment opportunities that have since become available, which make AIDS from a medical perspective look almost like a chronic disease, AIDS has, for many people, lost its former “visibility” and horror.

Today AIDS and HIV infection are no longer perceived to be life-threatening by many vulnerable individuals. People with HIV/AIDS receiving effective treatment are benefiting from a significantly increased life-expectancy and an absence of visible signs.

Any HIV prevention strategy that wants to continue being successful thus needs new communicative points of contact in order to put across to the vulnerable groups the need and the purpose of protection against HIV and other sexually transmitted infections in an effective and convincing manner.

HIV / AIDS IN WESTERN EUROPE

**NEW HIV DIAGNOSES PER MILLION INHABITANTS IN WESTERN EUROPE IN 2007**





# 3

## The Role of the BZgA in AIDS Prevention in Germany



Bundeszentrale  
für gesundheitliche  
Aufklärung

In Germany the Federal Centre for Health Education (BZgA) is the central implementation and coordination centre for AIDS prevention.



# 3

### 3.0 The Role of the BZgA in AIDS Prevention in Germany

In Germany the Federal Centre for Health Education (BZgA), commissioned by the Federal Ministry of Health, is the central implementation and co-ordination centre for AIDS prevention at national level. Under German administrative law, it is a superior federal authority within the purview of the Ministry of Health. As the central co-ordination centre for prevention and health promotion it is not just responsible for AIDS prevention but also for a large number of prevention topics. In other words: the BZgA has the task of promoting a willingness among the public to behave in a responsible and health-promoting manner.

The BZgA has developed prevention strategies and communication concepts for every one of its topics, implementing programmes, campaigns and projects. Its biggest focal points today are AIDS prevention, sex education and family planning, addiction prevention, children's and young people's health, healthy nutrition and exercise, and promoting organ and blood donation.

The BZgA's most important goal in HIV/AIDS prevention is to keep the number of HIV infections as low as possible. This means identifying the causes of the new infections in Germany and confronting them with effective, modern prevention services appropriate to the relevant target groups.

- Creating and strengthening a social climate against the stigmatization and exclusion of people with HIV/AIDS

In order to guarantee the campaign's overall effect and its individual measures the BZgA regularly conducts targeted surveys and representative studies. These studies are all published promptly.

### 3.1 The Federal Government's Strategy for Combating HIV/AIDS and its Plan of Action

The BZgA's activities regarding HIV/AIDS prevention are part of the Federal Government's strategy to combat HIV/AIDS. The Federal Ministry of Health is supervising this work.

The main goals of this strategy are: preventing new HIV infections and other sexually transmitted infections, securing and optimizing the advice and care services as well as increasing national and international collaboration.

The Federal Government already adapted its strategy to combat HIV/AIDS to the new challenges in July 2005. The BZgA's extensive experiences were incorporated into this strategy, particularly through the campaign *GIB AIDS KEINE CHANCE*. Building on this the "Aktionsplan zur Umsetzung der HIV/Aids-Bekämpfungsstrategie der Bundesregierung" (Action Plan to implement the Strategy of the Federal Government to fight HIV/AIDS) was passed in March 2007 in the context of Germany's presidency of the Council of the European Union. The Federal Ministries of Health, Economic Cooperation and Development as well as of Education and Research have a central role of participation in this context.



and the European Union, which Germany supports. In the "Millennium Declaration" of 2000 the international community pledged to halt the spread of HIV/AIDS and to reverse the current trend by 2015.

### HIV prevention is worth it

The approach of AIDS prevention, which Germany took very early on, has scientifically proved to be particularly effective. In a 2005 US study various nationwide prevention approaches and their likely effects were assessed in relation to the means invested. The result confirmed that the combination of target-oriented measures for vulnerable groups coupled with broad-scale measures for the general population are the most effective. This strategy of communication has shaped the BZgA prevention approach right from the start.

HIV prevention is also an economic success: according to current estimates providing a person suffering from HIV with lifelong medical care and therapy costs around half a million euros, sometimes even significantly more. It is likely that AIDS prevention has resulted in several tens of thousands of infections being avoided in Germany since 1985, thus relieving the health-care system of costs that would have been significant.

### 3.2 Collaboration with the Deutsche AIDS-Hilfe (DAH)

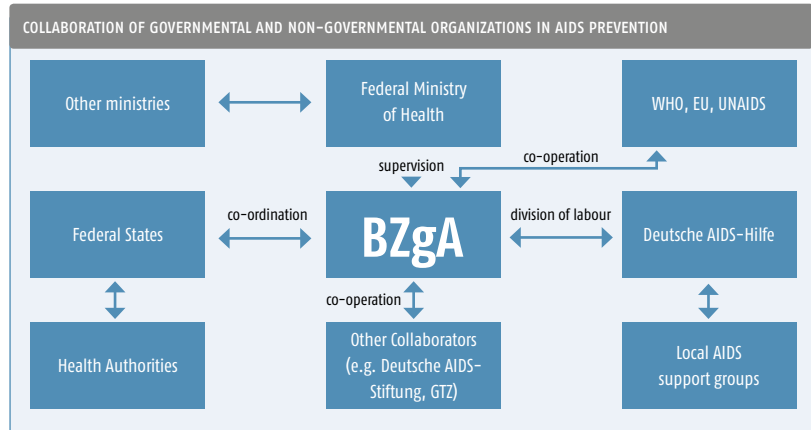
The collaboration with the Deutsche AIDS-Hilfe, the umbrella organization of approximately 130 local AIDS support groups and initiatives, is one of the most important success factors of AIDS prevention in Germany. By as early as the mid-eighties the BZgA and the DAH had agreed to work closely together. This model of strategic division of labour is exemplary on an international scale.

In this division of labour in Germany, the BZgA is responsible for the nationwide AIDS prevention campaign *GIB AIDS KEINE CHANCE* and for addressing the entire population as well as central target groups. The activities of the DAH are primarily aimed at those most affected by HIV and at particularly vulnerable groups. Since the DAH was the product of its target groups and now works intensively with them, it is a particularly credible voice of effective prevention. It is for this reason that the BZgA makes a large proportion of its government funding for AIDS prevention available to the DAH for prevention work in these groups. In addition the BZgA contributes to the development and design of the DAH's measures and supports its

comprehensive quality control. In the year 2008 around 400 projects with a total budget of approximately 5.2 million euros were accompanied and funded by the BZgA.

A significant area of work for the DAH comprises extensive training and qualification measures for the employees and volunteers of the regional member organizations and multipliers from the self-help field. This guarantees a high quality of counselling services and other projects on all levels down to local groups.

This co-ordinated and mutually supportive collaboration of governmental and non-governmental agencies has made the successes of AIDS prevention in Germany possible.



Source: BZgA

The following tasks result from the described goal:

- Maintaining a high and stable level of information about infection risks and protection options regarding HIV/AIDS and other sexually transmitted infections
- Promoting the motivation and ability to use condoms in sexually risky situations
- Promoting people's responsibility for their own health and for that of their sexual partners

The action plan defines the key areas of action and their goals that Germany is concentrating on in its national and international efforts with regard to combating AIDS: education and prevention, universal access to HIV testing and therapy, solidarity and anti-discrimination, epidemiology of new infections, biomedical and socio-scientific research as well as evaluation and quality control.

The Federal Government's strategy to fight HIV/AIDS also contributes to the implementation of the goals of the United Nations, the G8 summits



**GIB AIDS**

**KEINE**

**CHANCE**

4

The Prevention Campaign  
*GIB AIDS KEINE CHANCE*

*GIB AIDS  
KEINE CHANCE*  
is one of the  
best-known  
logos in  
Germany. More  
than 90 percent  
of Germans  
recognize this  
logo.



## 4

#### 4.0 The Prevention Campaign GIB AIDS KEINE CHANCE

The BZgA published the first information material on HIV/AIDS as early as 1985: at that time all of the Federal Republic's 27 million households received a brochure summarizing all of the facts then known. In 1987 the BZgA was commissioned by the Federal Ministry of Health to design and implement a national campaign for the prevention of AIDS. This was when the *GIB AIDS KEINE CHANCE* campaign was conceived.

*GIB AIDS KEINE CHANCE* has been the biggest and most comprehensive prevention campaign in Germany to date. Its logo is now known by more than 90 percent of the population.

One of its recipes for success is the fact that it addresses the entire population while at the same time addressing different target groups in different ways. For that reason, like an iceberg, the general public are hardly aware of the full extent of the communication mix.

Since 1987 *GIB AIDS KEINE CHANCE* has been combining mass-media, broad-range measures such as posters, newspaper advertisements, various Internet portals, postcards, TV and cinema spots with direct, personal communication services, such as online and telephone counselling, events in schools and mobile exhibitions to produce an effective, complex prevention system. The campaign is a model for successful, highly visible prevention strategy and has become an international role model.

Since its inception the campaign *GIB AIDS KEINE CHANCE* has been making a significant contribution to achieving the main goals of the Federal Government's strategy: on the one hand it is preventing the further spread of HIV infections as well as other sexually transmitted infections, on the other hand it has created and strengthened a social climate of solidarity with people who are vulnerable, infected with HIV or sick with AIDS.

#### 4.1 Fighting AIDS in the 1980s

The immune-deficiency disease AIDS confronted the world with a new, completely unknown plague in the early 1980s. The subject of AIDS initially caused panic and hysteria. Thus a fundamental decision was needed, in Germany too, on how this unknown challenge should be dealt with.



One of the first advertisements of the campaign

Scientific studies regarding HIV/AIDS prevention were not yet available in the 1980s. Thus the BZgA first organized national and international expert conferences in order to develop reliable foundations that could input into planning the campaign. In addition it set up a special department that would in the future serve as centre of expertise and as a co-ordination centre for the national AIDS-prevention strategy.

The most urgent question at this time was which basic strategies should be pursued in combating this disease. Two different approaches were available:

**The old "epidemic prevention strategy",** namely the "identification of infection sources" and the "interruption of infection chains". In order to fully implement an epidemic-prevention strategy, mandatory serial testing and isolating infected people from the rest of the population are necessary.

**The – at that time – new "social learning strategy",** which is based on modern medical and socio-scientific concepts. At the heart of this strategy is the organization of a long-term learning process for the entire population and the relevant target groups. This strategy builds on education, people's motivation to protect themselves, solidarity with those affected as well as local personal advice and care services.

In Germany the health-policy decision to go for the social learning strategy as the foundation for prevention was reached quickly. This incorporated the consensus that affected and vulnerable individuals should be socially integrated: only if there could be a successful campaign to avoid the discrimination and stigmatization of affected people could prevention work be accepted by all groups in society and be effective in the long term. This fundamental conviction is now the decisive basis for developing all of the campaign measures.

A further important element of the strategy has always been to create and strengthen local effective structures and competencies regarding anonymous counselling on HIV and other sexually transmitted infections; in addition to the local AIDS groups, this has mainly affected the health authorities. This resulted in the close co-operation between the BZgA and the public health services from very early on.

#### 4.2 The Target Groups

At the beginning of the 1980s the main goal of AIDS prevention was to reach the whole population in order to equip everyone with the necessary basic knowledge about this immune-deficiency disease.

This required activities to take place simultaneously on several levels: the national campaign to prevent AIDS had to address everyone in order to achieve and maintain a high standard of knowledge. In addition the population groups who have riskier lifestyles or whose lifestyles put them at risk more often had to be addressed in a more in-depth campaign and had to be motivated to protect themselves. According to the epidemiological data for Germany these groups are:

- men who have sex with men
- people from regions where HIV is highly endemic
- intravenous drug users
- the sexual partners of members of these groups

Other important target groups, because of their non-monogamous lifestyle, are:

- men and women working in the sex industry and their clients
- people travelling to and from places where HIV is widespread, and who are looking for sexual contacts there
- other people with spontaneous sexual contacts to people unknown to them

In addition young people, as the new generation, need to be specially addressed because they are at the beginning of their sexually active lives and thus have a great need for education regarding protective measures such as condom use and safer sex.

#### 4.3 Strategy and Architecture of the BZgA's Umbrella Campaign

The concept of *GIB AIDS KEINE CHANCE* was developed from a scientifically based mix of media and measures. Under the campaign's umbrella and its core messages all of the measures are closely linked to each other; they pursue the same goal and thus strengthen each other.

The mass-media measures with a large coverage, such as posters/billboards, newspaper advertisements and radio, TV and cinema spots as well as the Internet, which is becoming ever more significant, provide fundamental information: the general facts about risks and protective measures, but also what situations do not pose a risk of infection. In addition they promote a climate of solidarity with people affected by HIV/AIDS.

Direct, personal communication services address targeted groups more intensively and individually. They include for example personal online and telephone advice, the mobile and interactive exhibition *LIEBESLEBEN* (love life), the *JugendFilmTage* (youth film days) and the *Mitmach-Parcours* (Join-in trail) Through such interactive offers, which are incorporated into the local prevention structures, the learning processes are promoted for the long-term: the information passed on through them is intensively related to personal, individual situations, making them particularly effective. At the same time the BZgA promotes and strengthens the networking of local prevention structures through its services.

The BZgA performs extensive tests and evaluations of all of its measures in order to constantly optimize the campaign. The campaign's outreach and overall effect have been examined on an annual basis since 1987 in the representative survey *Aids im öffentlichen Bewusstsein* (Public Awareness of AIDS in the Federal Republic of Germany).

#### 4.4 Fundamental Didactic Principles

The campaigns' media and measures have never used overly drastic depictions in spite of the fact that a real threat emanates from AIDS, a fatal disease. The reason for this is the campaign's communication-didactic approach, which banks on an empathetic treatment of the difficult subjects and particularly on the concrete portrayal of available behaviours with which to ward off the danger, instead of using shock tactics.



**GIB AIDS  
KEINE  
CHANCE**

## UMBRELLA CAMPAIGN *GIB AIDS KEINE CHANCE*

- GOAL: • HIGH LEVEL OF KNOWLEDGE WITHIN THE POPULATION
- PROMOTING THE PROTECTION MOTIVATION AND BEHAVIOUR
  - PREVENTING EXCLUSION OF THOSE AFFECTED

### Mass communication

- Media
- audiovisual  
(e.g. TV/cinema/radio spots)
  - posters
  - announcements
  - brochures, flyers etc.
  - Internet

### Personal address

- Measures
- telephone/online advice
  - exhibition *LIEBESLEBEN*
  - *Mitmach-Parcours*
  - *JugendFilmTage*
  - materials for multipliers
  - Internet

Studies, e.g. annual representative survey  
*Aids im öffentlichen Bewusstsein* (Public Awareness of  
AIDS in the Federal Republic of Germany)

Collaboration: Deutsche AIDS-Hilfe, Robert Koch-Institut,  
Federal States, local authorities, Deutsche AIDS-Stiftung,  
WHO, EU, UNAIDS

Source: BZgA

The scientific evaluation of campaigns working with shocking motifs has shown that motifs and messages which trigger too much fear are rejected by the target groups and are thus counter-productive. Such images can cause a demoralized feeling in those who see them, such as the notion that they could not change anything about the depicted situation. Thus the motivation to act is not only rejected, but it also causes the opposite effect in the long-term. In addition shocking images, especially when it comes to HIV/AIDS, can stigmatize vulnerable and affected individuals.

The measures of the campaign *GIB AIDS KEINE CHANCE* thus show people concrete ways in which to act, how they can prevent themselves

from becoming infected with HIV and STI. That this form of bringing across the protection message is more effective than appealing to people's fears is now proved.

### 4.5 *GIB AIDS KEINE CHANCE:* *Media and Measures*

All of the BZgA's measures regarding AIDS prevention bear the *GIB AIDS KEINE CHANCE* logo. It is the campaign's central message and trademark. Its elements are constantly changing: most of them are regularly updated, others were only designed to be implemented for a limited time, new services were designed for new social developments or they took over from

their predecessors. Many campaign components from the first years thus no longer exist. Other services on the other hand have only been in existence for a few years, such as the large Internet platforms or the radio spots. Some of the education materials have become classics, such as the "red and green poster" that has been made available and requested since the campaign's inception.

A special focal point from the outset and still today has been the strengthening and training of local networks and local education; in this context the campaign's personal communicative elements were and are used particularly intensively.

Mass-media services such as posters/billboards, newspaper advertisements, brochures, the Internet and TV/radio/cinema spots are constantly provided by the BZgA in new forms in order to achieve a continuous presence above the perception threshold. In the light of the multifarious competition for people's attention in the form of omnipresent advertising by other suppliers this is by no means enough. In order to obtain the necessary public attention for the subject of HIV/AIDS special occasions need to be used – for events in order to create attention peaks, for example. The most important event has become the annual World AIDS Day on 1st December, for which a comprehensive package of measures is developed every year by the BZgA in collaboration with the Federal Ministry of Health, the Deutsche AIDS-Hilfe and the Deutsche AIDS-Stiftung.

Other examples of using suitable occasions for AIDS education were events for St Valentine's Day or the Go-for-Gold event for the Olympic Games.

In order to be able to reach the population as comprehensively as possible with mass-media services, even when funding is limited, the BZgA sought collaboration with partners in the form of public/private partnerships from early on; these provide large quantities of additional resources in the form of free broadcasting slots, press advertisements, billboard space and today also financially. The reach of the AIDS education campaign has thus been maintained and significantly increased in the core areas in recent years.

### DAS WICHTIGSTE ÜBER AIDS

Aids kann nur durch Eindringen des Aids-Erregers HIV in die Blutbahn übertragen werden. Vor allem:

- Durch ungeschützten Geschlechtsverkehr. Kondome schützen!
- Durch infiziertes Blut, vor allem beim gemeinsamen Gebrauch von Spritzen und Nadeln. Keine Spritzen und Nadeln austauschen! Drogenherstellung aufpassen!
- Durch eine angesteckte Mutter auf ihr Kind während der Schwangerschaft, bei der Geburt oder eventuell beim Stillen. Vom Arzt oder Gesundheitsamt beraten lassen! Eine HIV-Infektion kann man niemandem ansehen! Sie ist nur über den HIV-Test nachweisbar.

Der Aids-Erreger HIV wird auf folgenden Wegen nicht übertragen:

- Durch Körperkontakte wie Händeschütteln, Umarmen, Zärtlichkeiten oder Küsse.
- Durch Atmen oder Anhusten
- Durch Besuche im Schwimmbad, in der Sauna oder beim Sport.
- Durch Zusammenleben mit infizierten oder Kranken.
- Durch gemeinsames Arbeiten im Betrieb
- Durch Benutzen von Toilette, Bad und Dusche.
- Durch Insektenstiche und Haustiere.
- Durch das Spenden von Blut.

Das Wichtigste über HIV und Aids steht hier. Mehr über aktuell übertragene Krankheiten und den Schutz kann Sie finden Sie in den Broschüren "...ist da was?" und "Gib AIDS ... keine Chance!" und im Internet unter [www.gibaidskleinechance.de](http://www.gibaidskleinechance.de)

Wenn Sie persönliche Fragen haben, rufen Sie uns an: (0221) 89 20 21 täglich ab 10 Uhr. Über [www.aidsberatung.de](http://www.aidsberatung.de) können Sie sich auch online beraten lassen.

**GIB AIDS  
KEINE  
CHANCE**

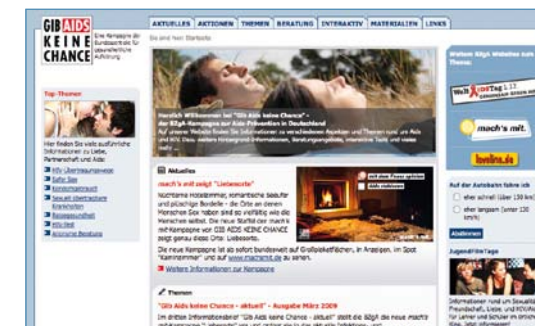
Poster about transmission risks, since 1987



Billboard campaign motif, 2006-2008



Billboard motif "World AIDS Day", 2008



Internet portal "GIB AIDS KEINE Chance" ([www.gakc.de](http://www.gakc.de))

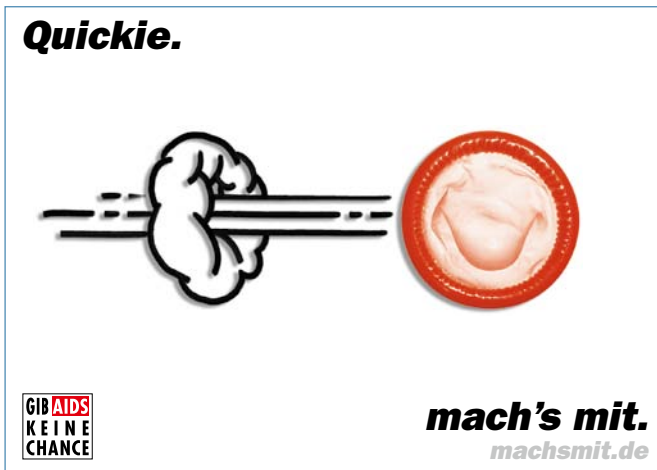


#### 4.6 *mach's mit* – Much More than just Posters

*mach's mit* is the most visible element of the umbrella campaign *GIB AIDS KEINE CHANCE*. It began in 1993 as a poster series and has developed into a multi-media, integrated prevention campaign.

In the early 1990s the annual representative survey *Aids im öffentlichen Bewusstsein* (Public Awareness of AIDS in the Federal Republic of Germany) showed that 16–45-year-old individuals who were living alone paid less attention to the information services regarding HIV/AIDS.

In order to bring AIDS education more strongly into this target group's consciousness a new strategy was required: new communication channels needed creating and new attention needed to be produced without any increase in cost. In 1993 the first large *mach's mit* posters were developed from a university project done by communication-design students, which used condoms as highly visible motifs at their core. The Fachverband Aussenwerbung e.V., FAW (German Outdoor Advertising Association) supported the campaign from the beginning by having its member companies make around 100,000 poster areas available to the BZgA every year free of charge.



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

The huge condoms of the large *mach's mit* posters were a sensation at first but they soon became normal in the public's view. A campaign aiming to generate a lot of attention over a long period of time thus has to constantly create new impulses. One way that's proved to be particularly convincing, in the broader sense of *mach's mit*, has been to have the target group itself participate in the creation of campaign ideas.

Today the *mach's mit* posters and its Internet portal are the elements of the *GIB AIDS KEINE CHANCE* campaign that have the widest outreach and are the best-known.

#### The *mach's mit* motif development

The systematic invitation to creative processes in the target groups has become a firm component of the *mach's mit* campaign: they serve as a way in which to generate ideas for the campaign but also as a stimulus for a personal, intensive confrontation with the subject AIDS.



The two first places of the creative competition of 2005/2006

In 1999 a large nationwide creative competition was held for the first time in co-operation with the cinema chain CinemaxX, which generated more than 40,000 entries in three months. At the same time a creative competition was launched online at [www.machsmit.de](http://www.machsmit.de), which many people of all ages participated in, delivering around 150,000 ideas for the classic *mach's mit* campaign by the beginning of 2009. Some of these ideas were published as billboard motifs

by the BZgA; the many entries still show the attractiveness of this participation service.

However, the campaign in its original form had to be fundamentally developed in several steps that built on each other. For this reason a nationwide creative competition was launched in German communication-design schools in 2005. The central requirement for the further development was to maintain time-tested elements of the campaign to date, particularly the campaign's logo and motto, in order to secure connectivity to previous series. The more than 80 campaign designs submitted were assessed by an expert jury.

One of the two ideas awarded first place by the jury presented an initial set of six motifs with phallic fruit and vegetables, all of them wearing a condom. It could be seen all over Germany on 75,000 large poster spaces from May 2006 onwards. In 2007 six further motifs followed and in 2008 this three-year design campaign concluded with a further six new motifs. Again the trade association made all of the poster spaces available to the BZgA for free, which made a significant contribution to the fame and success of this campaign. The Verband der privaten Krankenversicherungen e.V. (Association of German private healthcare insurers) paid for the printing and logistics.




The further development of the campaign of the "Obst und Gemüse" (fruit and veg) series of 2006–2008



***mach's mit* from 2009 onwards: the “Liebesorte” (places for love) series**

Since spring 2009 a completely new design idea has been continuing the *mach's mit* concept in a manner that is both greatly effective and specific to its target groups. The “Liebesorte” series stages authentic locations where sex can take place or could have taken place: from brothel beds to snug spots by the lake, from hotel rooms to parks to the kitchen table at home.

The basic idea was always to have it as a series running for several years that comes out in regular instalments. It too was developed in the context of a competition of ideas in 2005 and awarded first place by the jury.



**living out fantasies**  
**risking AIDS**

**GIB AIDS KEINE CHANCE**

Über ein Drittel der Menschen in Deutschland fühlt sich nicht ausreichend über sexuell übertragbare Krankheiten informiert. Brennen und Schmerzen beim Wasserlassen, Juckreiz und Ausfluss können Anzeichen solcher gefährlicher Infektionen sein und sollten von einem Arzt untersucht und behandelt werden.

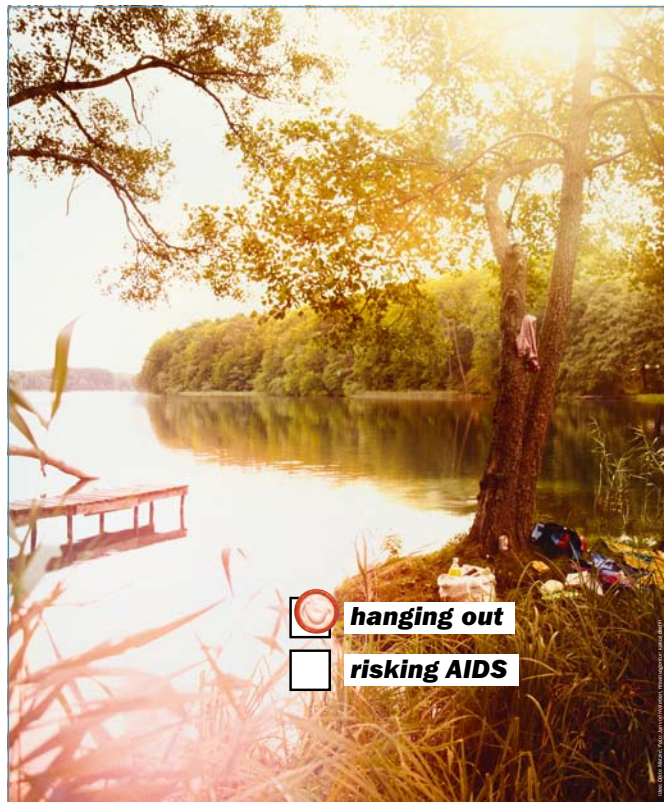
Kondome schützen nicht nur vor einer HIV-Infektion. Kondome verringern außerdem das Risiko einer Ansteckung mit anderen sexuell übertragbaren Krankheiten.

**mach's mit.**  
www.machsmit.de

Eine Aktion der Bundeszentrale für gesundheitliche Aufklärung (BZgA), mit Unterstützung des Verbandes der privaten Krankenkassen (VdK) und gefördert durch das Bundesministerium für Gesundheit.

BZgA PKV

Telefonberatung: 0221 892031



**hanging out**  
**risking AIDS**

**GIB AIDS KEINE CHANCE**

Die meisten Menschen, die bei spontanem Sex mit Unbekannten auf Kondome verzichten, machen dies, weil sie fürchten, sich nicht durchsetzen zu können. Dabei ist „drüber reden“ der sicherste Weg zum Schutz: Denn 95 Prozent der Singles in Deutschland würden dem Kondomgebrauch zustimmen, wenn ihr neuer Partner oder ihre neue Partnerin dies wünscht.

Kondome schützen nicht nur vor HIV, sondern sie verringern auch das Risiko einer Ansteckung mit anderen sexuell übertragbaren Krankheiten.

**mach's mit.**  
www.machsmit.de

Eine Aktion der Bundeszentrale für gesundheitliche Aufklärung (BZgA), mit Unterstützung des Verbandes der privaten Krankenkassen (VdK) und gefördert durch das Bundesministerium für Gesundheit.

BZgA PKV

Telefonberatung: 0221 892031



**in love with nature**  
**risking AIDS**

**GIB AIDS KEINE CHANCE**

Über die Hälfte der Männer haben sich bereits einmal Sorgen gemacht, sich mit einer sexuell übertragbaren Krankheit angesteckt zu haben. Syphilis, Tripper und Herpes sind nicht nur ernst zu nehmende Krankheiten, sondern sie erhöhen zudem erheblich das Risiko einer HIV-Infektion.

Kondome schützen nicht nur vor einer HIV-Infektion. Sie verringern auch das Risiko einer Ansteckung mit anderen sexuell übertragbaren Krankheiten.

**mach's mit.**  
www.machsmit.de

Eine Aktion der Bundeszentrale für gesundheitliche Aufklärung (BZgA), mit Unterstützung des Verbandes der privaten Krankenkassen (VdK) und gefördert durch das Bundesministerium für Gesundheit.

BZgA PKV

Telefonberatung: 0221 892031



**Electro popping**  
**risking AIDS**

**GIB AIDS KEINE CHANCE**

Ein Fünftel aller Singles in Deutschland hat sich bereits einmal Sorgen gemacht, sich mit einer sexuell übertragbaren Krankheit angesteckt zu haben. Syphilis, Tripper und Chlamydien sind ernst zu nehmende Krankheiten. Sie erhöhen zudem erheblich das Risiko einer HIV-Infektion.

Kondome schützen nicht nur vor einer HIV-Infektion, sondern sie verringern auch das Risiko einer Ansteckung mit anderen sexuell übertragbaren Krankheiten.

**mach's mit.**  
www.machsmit.de

Eine Aktion der Bundeszentrale für gesundheitliche Aufklärung (BZgA), mit Unterstützung des Verbandes der privaten Krankenkassen (VdK) und gefördert durch das Bundesministerium für Gesundheit.

BZgA PKV

Telefonberatung: 0221 892031

Four of a total of 15 motifs of the “Liebesorte” series that was launched in spring 2009

The motifs are as diverse as the people they are aiming to address. It is deliberate that there are no people depicted on the posters: every viewer can fill the motif with personal fantasies and ideas.

Every motif was developed through careful research in the respective target groups and tells a different “love” story. The message of this series: falling in love, having fun and giving away your heart and much more is desirable and permissible, but risking AIDS is not. That is why none of the posters are lacking the most important utensil: the condom!

In addition to the nationwide large poster series the “Liebesorte” concept has been implemented with press advertisements, postcards, interior posters, TV and cinema spots, ambient media, an event stall, the Internet portal [www.machsmit.de](http://www.machsmit.de) and further accompanying measures since 2009.



The Internet portal for the campaign: [www.machsmit.de](http://www.machsmit.de) (in German)



*mach's mit* information-stand at the campaign launch with Steffen Hallaschka and Lilo Wanders





Example of the adaptation of the *mach's mit* motifs in Mexico



Example of the adaptation of the *mach's mit* motifs in the US

#### *mach's mit* around the world

*GIB AIDS KEINE CHANCE* is a model for many AIDS campaigns in other countries. This is true of the strategy as well as of the concrete measures. It is particularly the *mach's mit* campaign that is of interest to many countries since it permits adaptations depending on local requirements.

The non-governmental organization “Advocates for Youth” acting in the United States for sexual and reproductive health has been regularly visiting the BZgA since 1998 on its European Study Tour in order to adapt the time-tested and effective concepts for prevention to the situation in the United States. In 2005 it managed to take over the *mach's mit* concept including the design competition for postcards, posters, the Internet presence as well as the on-location work in a modified version, using the slogan “Respect yourself. Protect yourself.”.

During the World AIDS Conference in 2008 the motifs of the *mach's mit* campaign were not just presented to the 25,000 experts at the conference at the stand of the Federal Republic of Germany, but also in a Spanish-language adaptation in the largest underground train station in Mexico City.

#### 4.7 World AIDS Day

There is one central day every year when the subject of AIDS and solidarity with those affected is at the centre of public interest around the world. Since 1988 the World AIDS Day, held on 1 December, has been the most important day of commemoration and events to do with the subject of HIV and AIDS. In Germany the BZgA organizes the event “Gemeinsam gegen Aids” (“Together against AIDS”) for the World AIDS Day and implemented it together with the Federal Ministry of Health, the Deutsche AIDS-Hilfe and the Deutsche AIDS-Stiftung.



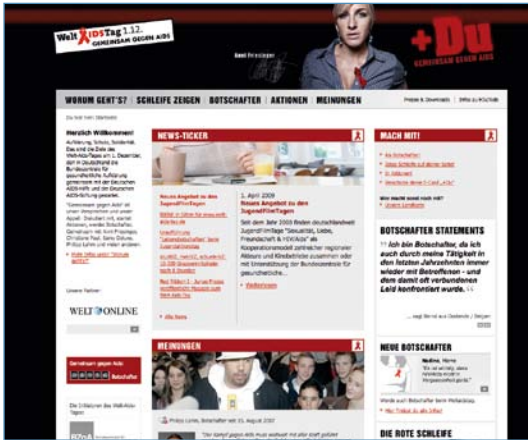
2007–2009 line of communication of the World AIDS Day

For years the BZgA has been working with celebrities such as Boris Becker, Hannelore Elsner, Benno Fürmann, Thomas Hermanns, Verona Pooth and many others in order to reach as many people as possible. This strategy of publicizing World AIDS Day by using famous faces has undergone further development over the years. One of the resulting concepts was that of the World AIDS Day “ambassadors” – including celebrities and many thousands of non-famed individuals. They all are communicating the fundamental thought “together against AIDS” in a particularly impressive manner.





Motifs of the World AIDS Day campaigns 2005 and 2006



Internet portal for the World AIDS Day: [www.welt-aids-tag.de](http://www.welt-aids-tag.de) (in German).

Thanks to the support of many partners, previous and new ambassadors such as actress Christiane Paul, sportswoman Anni Friesinger, singer Samy Deluxe and soccer player Philipp Lahm could be seen on striking large posters and in television and cinema spots in 2007, 2008 and 2009.

Now anyone who wants to can enter his or her name on the website [www.welt-aids-tag.de](http://www.welt-aids-tag.de) as a World AIDS Day ambassador with her or his individual message to express solidarity with those affected or to call for the use of protection to avoid contracting HIV.

Around 10,000 people from all walks of life and different age-groups had registered themselves on the World AIDS Day website by mid-2009 and the number of registrations continues to rise. The website was expanded with numerous features to become a comprehensive action and communication platform. Networking functions are available here as are suggestions for events and the possibility of publishing projects and gaining support for them.

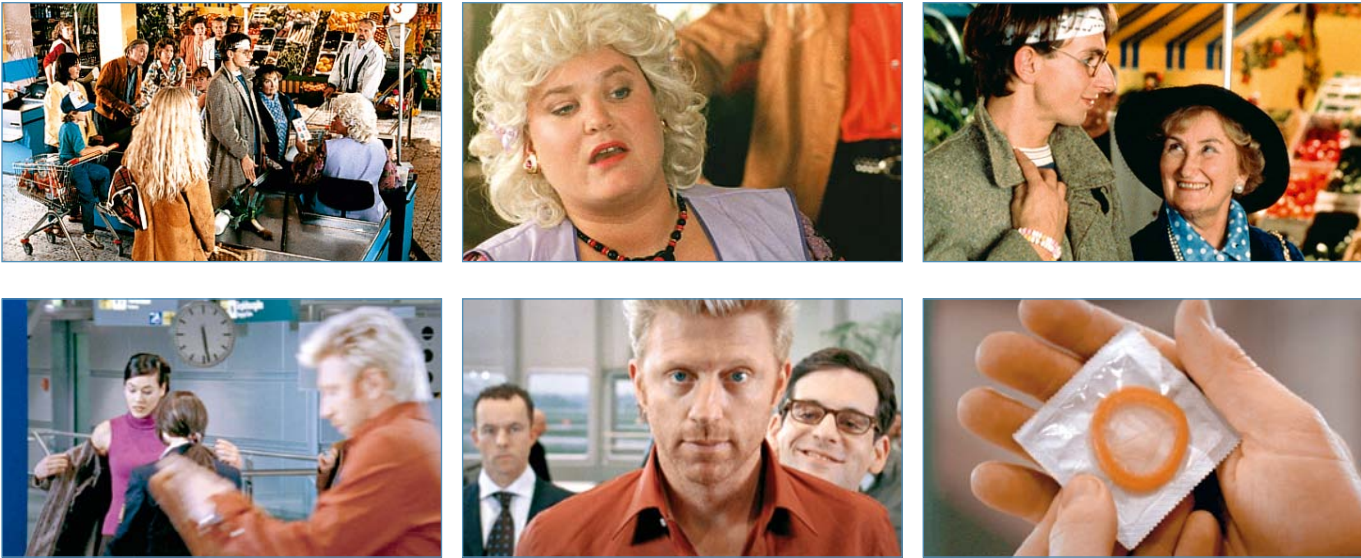


Massive poster with World AIDS Day messenger Philipp Lahm, 2008



TV and cinema spot for the World AIDS Day 2008 with Christiane Paul, Samy Deluxe, Anni Friesinger and Philipp Lahm

#### 4.8 Further Measures to Address the Entire Population



"Tina, wat kosten die Kondome?" ("Tina, how much are the condoms?"), 1990, and "Airport" with Boris Becker (2006) are two of the "classic" AIDS prevention spots

##### TV and Cinema Spots

As a decisive supplement to the print media and Internet services the BZgA includes educational spots for television, cinema and radio into the campaign to address the entire population, in which specific subjects and prevention aspects are presented.

In some of the spots the contribution of celebrities such as comedian Kaya Yanar in "Disco" (2003) and of Boris Becker in "Airport" (2006) has proved an effective method to reach audiences and to place the protective message. Others are deliberately serious and informative, such as the spots on sexually transmitted infections (2005/2006). Some productions have achieved cult character, such as the spot "Supermarket". The BZgA's AIDS education spots manage to reach many people and have been awarded several prizes.

All of the spots can be found in the BZgA's media archive under [www.bzga-avmedien.de](http://www.bzga-avmedien.de) (in German).

##### "clip & klar" spot competition

In order to generate new spot ideas and to strengthen target group participation the BZgA often makes use of creative competitions. In 2008 a new creative competition addressing the subject of AIDS prevention, *clip & klar*, was launched in film and media schools. Young creative individuals were invited to implement their ideas regarding the subject of AIDS in spots. 56 competition entries from students attending 20 film and media schools reached the BZgA and were assessed by a top-class jury.

In 2009 the competition will be held Europe-wide for the first time. "*clip & klar Europe 09*" has been given the motto "HIVisible". The idea is to use TV and cinema spots from different European countries to bring HIV and AIDS into the public eye more strongly again. (*clip & klar* is a pun in German: "klipp und klar" means: concise, to the point; while "clip" alludes to film clips.)

*clip & klar Europe 09*, hosted by the BZgA, is under the auspices of Eva Luise Köhler, the wife of Germany's president, and will be incorporated into the 12th European AIDS congress in Cologne at the end of 2009.



Award ceremony 2008: Marion Caspers-Merk, Parliamentary State Secretary at the Federal Ministry for Health, prize winner Sebastian Linke, BZgA director Prof. Elisabeth Pott and jury member Klaus Naumann (from left to right)





Bruce Darnell

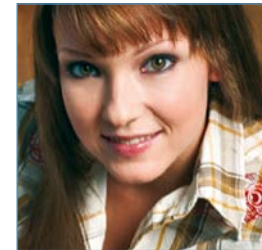


Michael Mittermeier

#### Radio Spots

The radio spots have been an additional component used by the BZgA since 1998 and since then have constituted a firm fixture of its AIDS prevention work. In the context of this initiative many celebrities have shown themselves willing to pick up the microphone: many well-known German performers, such as Hella von Sinnen, Hugo Egon Balder, Atze Schröder, Rüdiger Hoffmann, Guildo Horn, Anette Frier, the Missfits and many more have participated in the radio

campaign with great commitment and pro bono. This means all broadcasters can air more than a dozen radio spots on the subject of AIDS from the beginning of December onwards.



Carolin Kebekus

Today more than 55 radio broadcasters regularly air the spots for free.

All of the spots can be found in the BZgA's media archive under [www.bzga-avmedien.de](http://www.bzga-avmedien.de) (in German).

#### 4.9 Personal Communication

Personal communication measures are also an important element of the prevention strategy. In contrast to posters and TV spots they address people directly and personally. Among the measures in the personal-communication category are personal-telephone and online counselling as well as mobile exhibitions, the national "*JugendFilmTage*" (youth film days) program and the travelling "join in" parcoures.

The factor all of the measures have in common is that they are all interactive and that they thereby promote particularly intensive learning processes and insights. It is for that reason that the BZgA integrated a comprehensive package of such measures into its *GIB AIDS KEINE CHANCE* campaign right from the start.

##### Mobile Exhibition *LIEBESLEBEN* (LOVE LIFE)

*LIEBESLEBEN* is a mobile and interactive exhibition focusing on the subject of AIDS and love in which touching the exhibits, having discussion and asking questions are permitted and encouraged. The exhibition has been held since 1994, and since 2003 with a completely new concept, on central squares in towns and cities up to four times a year for ten days. The BZgA incorporates local AIDS prevention and sex-counselling structures in order to achieve a particularly long-lasting effect.

Every visitor group that books an appointment will be provided with qualified advisors by the BZgA, who will give information, answer questions and

Exhibition *LIEBESLEBEN*

initiate conversations on the entire spectrum of topics, such as love, passion and relationships, AIDS, tolerance and solidarity. The exhibition does not claim to be the magic bullet; instead it offers suggestions for self-determined and responsible action, the key to effective long-term prevention.

Up to 10,000 visitors attend the exhibition during a single event. At the same time around 700 multipliers are reached and around 600 groups (predominantly school classes) hosted. In addition the accompanying press and media work for *LIEBESLEBEN* usually informs several million people about the exhibition and its subject matter.

##### The BZgA's *Mitmach-Parcours* (join-in parcoures)

The *Mitmach-Parcours*

The *Mitmach-Parcours* on AIDS, love and sexuality was implemented for the first time in 1992 under the name "AIDS-Rallye". Today more than 20,000 teenagers and young adults are reached in approximately 50 cities every year. The most important target groups are school groups, apprentices, but also older target groups such as members of the armed forces and nursing staff.

In the *Mitmach-Parcours* the participants playfully learn to deal with their questions and fears about sexuality, contraception and HIV. Interactive and unconventional communication methods, such

as mime and role play, create an atmosphere of openness, in which the participants often have an easier time communicating their feelings than is possible in their everyday environment.

The teaching staff of the participating schools are given a wealth of ideas and practical support about how they can integrate this subject better into their classes.

Every instance of the *Mitmach-Parcours* is a collaborative project: this means local partners and employees to supervise the project are wanted. Trained prevention educators working for the BZgA provide the necessary training to secure sustainable effects.

##### The *Mitmach-Parcours* in Other Countries

The successful concept of the *Mitmach-Parcours* was and is in demand by organizations in other countries too. The Gesellschaft für Technische Zusammenarbeit (GTZ, society for technical collaboration) working for the German Federal Government in the field of development aid was chosen as a partner to adapt the concept to the specific circumstances in other countries. The BZgA commissioned the GTZ with the planning and implementation of qualification seminars for participants from five countries to begin with (Ethiopia, El Salvador, Mongolia, Mozambique, Russian Federation). These *Länder-Parcours* (country courses), adapted to suit different cultures and languages, have been successfully implemented since 2004.

Using these extensive experiences the BZgA and the GTZ have developed an information package for experts working in international AIDS prevention (available in German and English). The BZgA and GTZ want this service to motivate other countries to develop and implement their own country-specific adaptations of the *Mitmach-Parcours*. More than 25 countries have implemented adaptations of the course to date.

##### AIDS Education in Schools

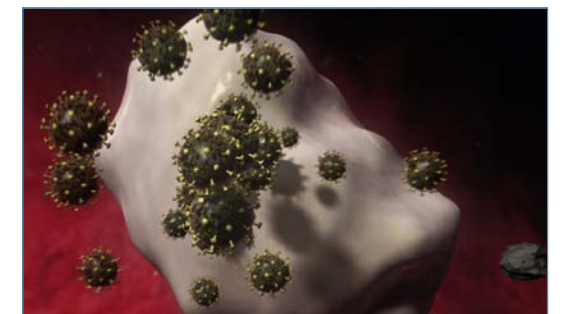
AIDS education in schools is a central component of the BZgA's prevention work. Comprehensive sex and AIDS education is now a firm fixture of schools' health education and promotion curriculum. Surveys show that almost all students now receive information about AIDS in school. The materials the BZgA creates for school classes play a central role in this endeavour. They are constantly being updated and supplemented with new services.

A wealth of additional services regarding the prevention of HIV and other sexually transmitted infections is available about these services for classes in different types of school on which the

ministers of education of the 16 federal states voted, services also available to educators working outside of schools:

- the *Mitmach-Parcours*
- the *JugendFilmTage* about sexuality, friendship, love, HIV/AIDS
- an extensive choice of event-oriented ideas for teaching work with different age and target groups

A newly designed medium for educational work published in 2009 is the DVD "*Sexuell übertragbare Infektionen inkl. HIV/AIDS*" ("Sexually transmitted infections incl. HIV/AIDS"). In addition to a feature film the DVD contains didactically oriented animated films. They explain complicated issues, such as the immune system or other sexually transmitted infections, in a clear and understandable manner. Interactive



The DVD combines feature film sequences with interactive information

test modules for young people and extensive accompanying material complete the service. The combination of animations and the feature film resulted in a hybrid medium, which awakens young people's interest through its diversity, and accommodates the very different needs of classes in the natural and social sciences.

##### *JugendFilmTage*

The concept of the *JugendFilmTage* (youth film days) was developed in Hamburg in 2001 and expanded by the BZgA for nationwide application. The *JugendFilmTage* program offers school classes and their teachers a confrontation with the subjects of friendship, love, sexuality and





HIV/AIDS through emotionally touching films as well as events in large cinemas. The BZgA cinema spots are also shown in the context of the programme. Pedagogic staff are integrated in advance; their support and ideas about follow-up activities in class as well as close collaboration with the local providers of prevention measures for young people are all central pillars of this concept.

The local and regional collaborative partners can order the service package *"JugendFilmTage Sexualität, Liebe, Freundschaft, HIV/Aids"* (Young Film Days Sexuality, Love, Friendship, HIV/AIDS) online. The BZgA makes available application materials, the Internet components, telephone coaching and support for the implementation of Mitmach events.

The *JugendFilmTage* is also an example of the successful collaboration of the BZgA with private partners: many cinema operators make their cinemas available for this event pro bono. The cinema chain CinemaxX has been a particularly committed partner right from the start.

As a result of the high demand and the positive experiences the *JugendFilmTage* has undergone permanent conceptual development, resulting in more towns making use of this service with independent programmes and allowing implementations of productions which have a stronger target-group focus. In many towns the *JugendFilmTage* have become a regular event. In neighbouring countries such as Poland *JugendFilmTage* using the BZgA model are now also held.

Information about the *JugendFilmTage* in German under: [www.jugend-film-tage.de](http://www.jugend-film-tage.de)

**Personal and anonymous advice by phone and online**

Since the inception of the *GIB AIDS KEINE CHANCE* campaign, personal and anonymous telephone counselling has been an important addition to the mass-media AIDS education work. Seven days a week, advice is given on safe sex, HIV, AIDS and other sexually transmitted infections. This service includes psychosocial aspects, simple immediate measures following a risky encounter, and "HIV-Postexpositions-Prophylaxe" (HIV-PEP, HIV post-exposure prophylaxis).

Those seeking advice who do not speak German or do not speak it well can also receive advice in certain other languages. The personal counselling provided by the BZgA can be accessed under the number 0221 892031 and under the particularly memorable 01805 555444 (not free). These numbers are published in all of the campaign media.

The counsellors possess medical and psychosocial expertise and participate in regular training. Since 2006 the service can be reached online at [www.aidsberatung.de](http://www.aidsberatung.de) (in German) through specially secured access. The website also has a current list of all of the advice centres in Germany.

The demand for this personal and anonymous counselling service is great: every year around 20,000, often very in-depth conversations and online responses are registered. It is important that the response provides information and re-assurance and that, if necessary, the enquirer can be referred to local long-term support facilities.

*Personal counselling by the BZgA:*  
tel. +49 221 89 20 31 or online at [www.aidsberatung.de](http://www.aidsberatung.de) (in German).

**4.10 National Competition: AIDS Prevention**

The *Bundeswettbewerb Aidsprävention* (National Competition AIDS Prevention) was posted for the first time by the BZgA together with the PKV-Verband (Association of German private health-care insurers) and the Federal Ministry for Health in 2008. The motto of the national competition was "Neue Wege sehen – neue Wege gehen" (Looking at new paths, following new paths). Its goal is to identify and reward innovative projects that develop and implement lasting approaches that effectively meet the prevention challenges through the "Neue Aids" (new AIDS) for example.

The central perspective of this initiative is that innovative projects to address hard to reach groups should be created and supported in exactly those places where they are needed and best implemented, namely locally – close to the target groups.

PRIZE CEREMONY AND THE PRIZE WINNERS OF THE "BUNDESWETTBEWERB AIDSPRÄVENTION" 2008



Federal Minister of Health Ulla Schmidt at the award ceremony for the prize winners



The "Afrika Projekt" (Africa Project) for sub-Saharan Africans in Bremen as well as refugees and people who are in Germany without papers

Information about the competition, the nominees and the winners under: [www.wettbewerb-aids.de](http://www.wettbewerb-aids.de) (in German).





4.11 Controlling Quality and Monitoring Effectiveness

One of the central questions in the prevention work around HIV/AIDS is that of the quality and effect of the individual measures and interventions as well as of the entire campaign: how can their quality be assured and improved? How can the prevention and communication strategies be designed and planned in an ideal way to use the resources as effectively as possible?

Since effective AIDS prevention is only possible on a sound scientific base, all of the BZgA's events as well as the individual media and measures have been the subject of intensive scientific monitoring since the start of the *GIB AIDS KEINE CHANCE* campaign.

Individual measures such as poster motifs and TV and cinema spots undergo detailed target-group testing before being published to determine whether the messages perceived, understood and accepted, because only when these conditions are met a measure can be effective.

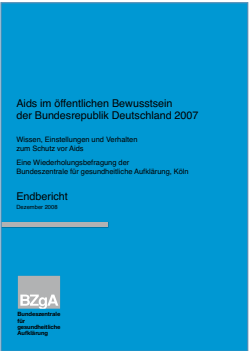
Another central factor is the degree to which the public can be reached with the HIV/AIDS education measures as well as the effectiveness of the measures with regard to knowledge, attitudes and behaviour. This is proven by the BZgA every year in the representative survey *Aids im öffentlichen Bewusstsein* (Public Awareness of AIDS in the Federal Republic of Germany), which was launched in 1987.

The individual aspects which are investigated are:

- how the perception of HIV and AIDS in the public 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 communication measures and the extent to which members of the public make use of the information services
- the extent of the knowledge relevant for AIDS prevention
- the extent to which people protect themselves from contracting HIV by using condoms, particularly in population groups with riskier sexual behaviour, such as people living alone, MSM and people searching for a partner
- whether people with HIV and AIDS are excluded by society or whether they are seen as being in need of solidarity and help

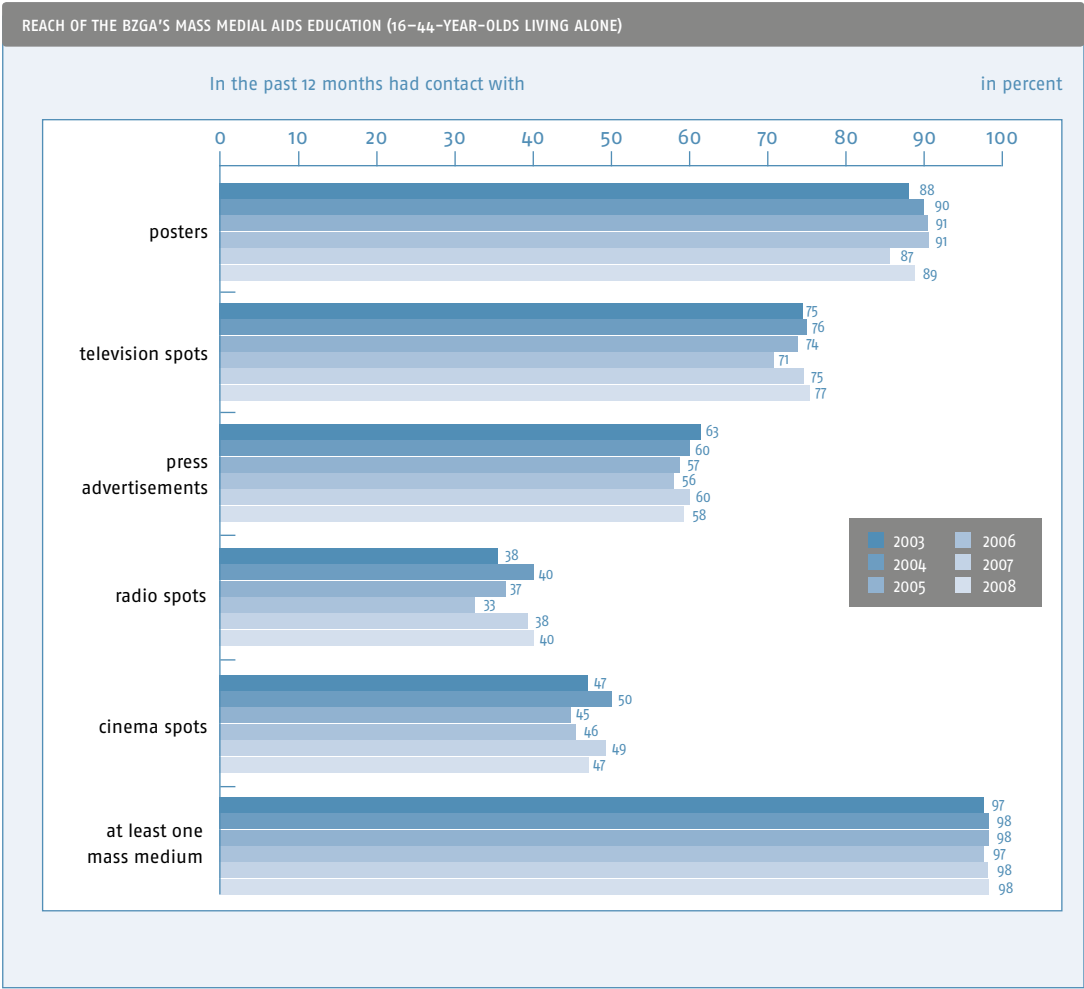
The data are analysed for medium and long-term trends, some of them looking at the general public, some at groups with special significance for AIDS prevention, such as young people, people aged between 16–44 living alone, people with several sexual partners and men who have sex with men.

This monitoring study with 7,000 subjects is a central element in the evaluation of AIDS prevention in Germany as a whole and of the BZgA campaign specifically. It is also a crucial instrument for steering and optimizing the campaign.



Representative survey *Aids im öffentlichen Bewusstsein* (Public Awareness of AIDS in the Federal Republic of Germany)

Source: Representative survey *Aids im öffentlichen Bewusstsein* 2008 (Public Awareness of AIDS in the Federal Republic of Germany 2008)

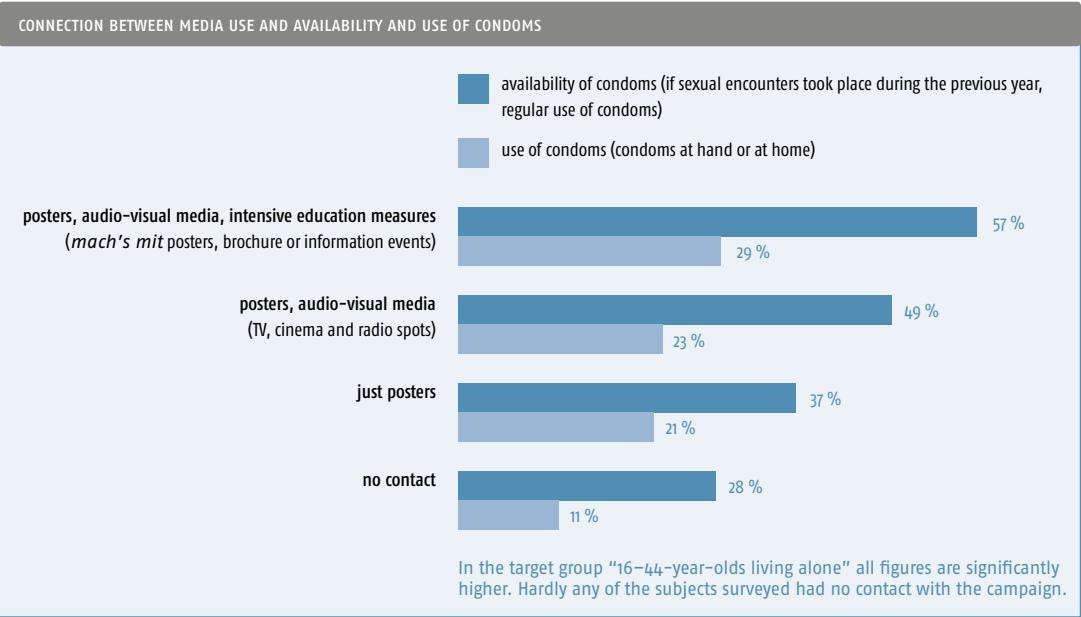


The results of the evaluation since the start of the campaign show that

- even shortly after the start of the AIDS education campaign a high level of information in the population was attained, and this has subsequently been maintained
- a positive opinion climate towards people with HIV and AIDS developed very quickly and tendencies to stigmatize declined significantly
- protection against HIV by the use of condoms increased slowly but steadily over the years up to now, particularly in groups who were subject to a higher risk of infection.

Further studies, which examine individual specific aspects, complete the spectrum of comprehensive quality control.

The results of all of the investigations and evaluations are used on the one hand internally for the continuous monitoring and further development of the prevention campaign, and on the other hand are regularly published by the BZgA soon after their completion and made available to collaborators and multipliers.



Source: *Aids im öffentlichen Bewusstsein*, BZgA, final report May 2007, [www.BZgA.de/studien](http://www.BZgA.de/studien) (also available in English)



5

## Public/Private Partnerships and Co-operations

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





5

5.0 Public/Private Partnerships and Co-operations

Much of the success in AIDS prevention in Germany is the result of a close co-operation between the BZgA and various partners, from expert organizations to private businesses. These co-operative efforts have been continuously developed in the past two decades and have established themselves as a significant foundation for HIV prevention. Important partners for the prevention work are for example expert advisers in health authorities, AIDS help groups and other local counselling centres, teachers in schools and increasingly also medical doctors. The BZgA also co-operates with large organizations such as the Deutsche AIDS-Stiftung (German AIDS Foundation), the Deutsche Sportjugend (German Young Athletes) and the Deutsches Jugendherbergswerk (German Youth Hostel Association).

In order to continue as effectively as possible the prevention campaign for the mass communication despite limited financial means, the BZgA has long been banking on co-operation in the form of Public-Private Partnerships, i.e. partnerships with businesses.

5.1 Public Private Partnerships

The high degree to which *GIB AIDS KEINE CHANCE* is known and the campaign's ability to achieve its aims is due not least to the commitment of the many partners from private business, who have been supporting the campaign financially and logistically – often on a long-term basis.

In recent years the BZgA has been able to obtain many new smaller and larger supporters for its AIDS prevention programme. The most important partnerships are currently:

- the Fachverband Aussenwerbung, the German Outdoor Advertising Association, whose member companies have provided more than 1.5 million pro bono billboard advertising space since 1993
- a large number of public-service and private television and radio broadcasters, making free air time available to the BZgA
- many cinema chains which have helped during the *JugendFilmTage*
- the agencies united ambient media and novum!, who alone made a nationwide, free distribution of more than 13 million postcards with *mach's mit* motifs and the event motifs for the World AIDS Day between 2007 and 2009
- and many more ...

**Co-operation with the Association of German private healthcare insurers**  
A completely new dimension of support for the BZgA's campaign was opened up in mid-2005 by the Verband der privaten Krankenversicherung e.V. (Association of German private healthcare insurers), who made significant funds available to the BZgA for AIDS prevention, thus making a wealth of additional (or expanded) measures possible. Until at least 2010 the association will support the BZgA AIDS prevention campaign with 3.4 million euros a year.

The additional budget made available by the private health-insurance association supplement the funds provided by the Federal Government and are mainly invested in strengthening the mass communication measures, i.e. newspaper advertisements, posters/billboards and cinema spots. Through the new *mach's mit* campaign, from 2009 this will allow particularly vulnerable target groups to be more intensively addressed, such as men who have sex with men, customers of sex workers, and travellers.

**Collaboration with the Fachverband Aussenwerbung e.V. (German Outdoor Advertising Association)**  
It has particularly been the German Outdoor Advertising Association that has made the *mach's mit* campaign as well as the posters/billboards for the World AIDS Day "Gemeinsam gegen Aids" possible. Since 1994 the association has been making around 100,000 free poster spaces available to the BZgA every year, which amounts to more than 1.5 million by 2009. It has been a priceless contribution toward the maintenance and strengthening of public awareness of the disease AIDS and its dangers.

5.2 Co-operations with Other Associations and Organizations

Strong partnerships with sustainable structures are the best foundation for placing the prevention messages in those locations where people constantly and regularly come together. This is why sports clubs and associations have for a long time been important partners of the BZgA. They have large memberships as well as national, regional and local organizations, ideal conditions for becoming active for the joint goals of promoting health and preventing AIDS. In particular more and more partners every year have committed themselves to the BZgA's joint action for World AIDS Day in order to deliver the messages and concerns to as many people as possible.

IMPORTANT PARTNERS OF THE BZGA

IMPORTANT PARTNERS OF THE BZGA



The means made available by the Association of German private healthcare insurers supplement the funds provided by the Federal Government and are mainly used for investing in high-distribution mass communication.



Since 1993 the German Outdoor Advertising Association has been making around 100,000 poster spaces all over Germany available free to the BZgA every year.

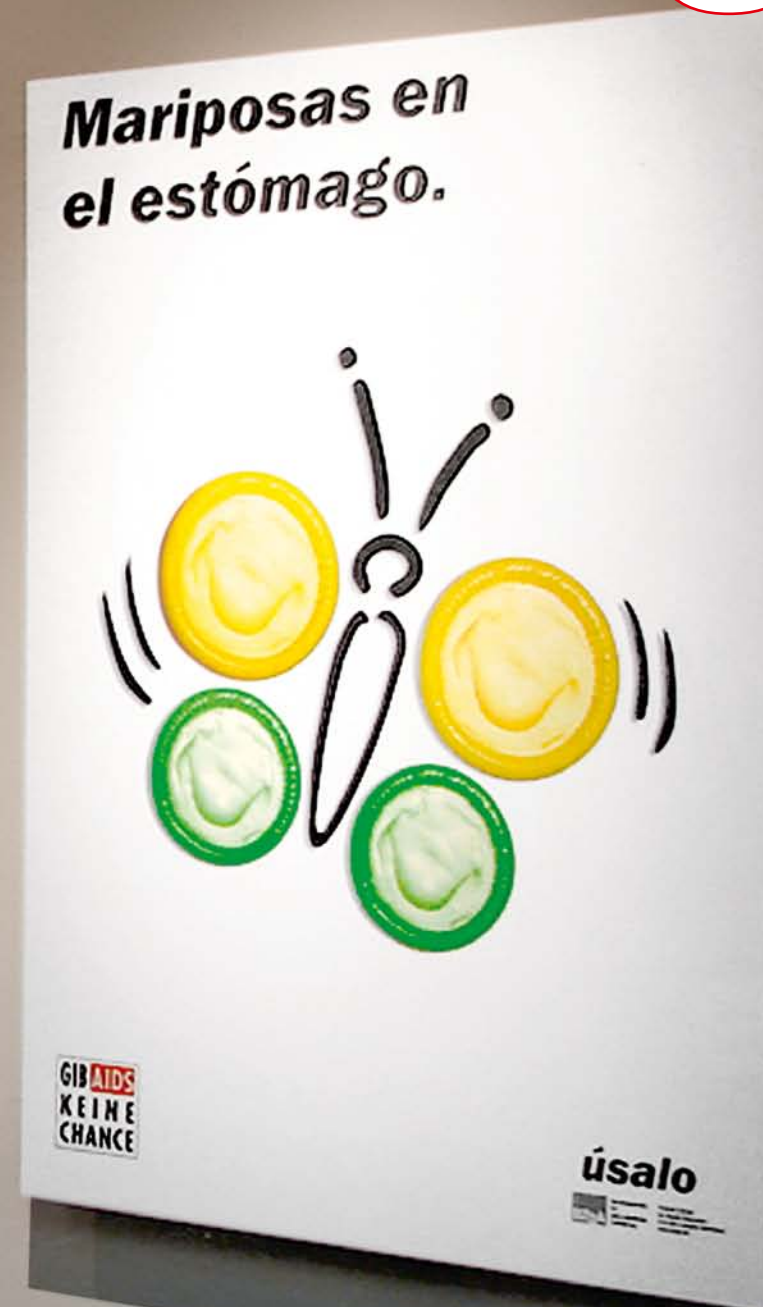


Many companies support the campaign *GIB AIDS KEINE CHANCE*. The logos shown above represent just a selection of the current partners.



# 6

## International Collaboration and Exchange of Knowledge



Spanish-language adaptation of the *mach's mit* poster series published for the World AIDS Conference in Mexico City in 2008.

The prevention measures developed by the BZgA are models for the many campaigns in other countries.



## 6

## 6.0 International Collaboration and Exchange of Knowledge

The HIV epidemic does not stop at national borders. In order to fight AIDS around the world in a lasting and effective manner international collaboration is becoming ever more important. In addition to the United Nations (UNAIDS) and the World Health Organization (WHO), the European Union (EU) has become increasingly interested in comprehensive concepts and measures and has been supporting their implementation. Time-tested and transferable prevention projects and concepts of the BZgA in Germany have already been used in many other countries, such as adaptations of the personal communication *Mitmach-Parcours*, the *JugendFilmTage*, various information brochures and also the *mach's mit* campaign.

The BZgA has supported and maintained international contacts since the beginning of the campaign in order to make skills and experiences available to other countries, but also in order to profit from others. Congresses, expert conferences, expert meetings, journal articles and other forums for scientific exchange, in which the BZgA participates as an organizer, initiator or as a participant, are important tools to exchange prevention knowledge.

The annual International Consultations which the BZgA conducted in collaboration with the WHO (the first of which took place in 1987) attracted representatives from western, central and eastern European countries and set standards for the effective exchange of knowledge as well as for the transfer to prevention strategies, project and programme planning and not least for the evaluation and quality control. In October 2008 the conference “How do we know what works? Quality Assurance in HIV prevention in Europe” was hosted by the BZgA together with the WHO/Regional Office for Europe. At the core of the expert meeting was the question of how quality assurance could be anchored more strongly in international HIV prevention. More than 80 participants from governmental and non-governmental organizations from some 20 countries came to the conference, which marked the prelude to a further series of events about know-how transfer and strengthening quality assurance in HIV prevention in Europe.

In the light of the difficult general conditions and the growing challenges for AIDS prevention in other regions of the world such synergy and competence-promoting processes are always given a greater significance: the BZgA is thus making its contribution to the effective fight against AIDS in an international context.

## 6.1 AIDS Congresses in Germany, Austria and Switzerland

A series German–Austrian AIDS Congress followed several one-nation German AIDS congresses as a biennial event. The first such bi-national congress was held in 2003 and has since taken place every two years in Germany and Austria. Under the motto “Prepare for the long run” the established tradition of a German-language AIDS congress was geographically expanded in 2009: the first German–Austrian–Swiss AIDS Congress (SÖDAK) was held in St. Gallen, Switzerland. The BZgA presented its work at this most important forum in the German-speaking region in the form of several oral presentations, posters and with an innovative “*mach's mit*” stand.

The high proportion of medical staff in these expert audiences is exploited by the BZgA in order to intensify co-operation with the medical sector. Medical doctors are important partners in the treatment and prevention, not just of HIV infections, but also of other sexually transmitted infections.

Also at the “Münchener AIDS-Tage” (Munich AIDS Days) the BZgA regularly presents its new concepts and services for the prevention of sexually transmitted infections. The participants from Germany and Germany's neighbour countries Austria and Switzerland are largely active multipliers performing local work in the field of HIV/STI prevention and many of them collaborate with the BZgA. For that reason the BZgA uses the Munich AIDS Days not only to present its work, but also to gain additional feedback and ideas from the practical field.

The annual event “HIV im Dialog” (HIV in dialogue) in the Rotes Rathaus in Berlin sees itself as a discussion and discourse forum for all issues surrounding HIV/AIDS. The BZgA takes part through presentations, participating in panel discussions and providing topical suggestions for workshops.

## 6.2 International AIDS Conferences

Exchanging experiences and in particular exchanging scientific study results at international conferences provides an important opportunity for the BZgA to assess its own work in an international context and to make its experiences and research results available to the international community.

At these large forums with approximately 30,000 participants from all around the world the BZgA presents the central results and examples of its



Germany's exhibition booth at the 17th international AIDS-Conference 2008, Mexico City

prevention work and makes them available to the international public. In addition it evaluates the congresses itself and makes the results available to its collaborative partners in Germany in the form of summaries and other publications.

At the 17th International AIDS Conference in Mexico City in autumn 2008 it became clear once again that in many countries HIV prevention is either hardly established or hardly effective so that particularly in eastern Europe and central Asia still a worrying HIV dynamic exists. The German experiences of effective AIDS prevention are of great interest to these countries. It is also for this reason that the BZgA will maintain and further extend its international commitment.

## 6.3 Co-operation with the GTZ

In the context of the BZgA's international collaboration with the WHO and the EU the partnership with the Gesellschaft für Technische Zusammenarbeit (GTZ, Germany's organization for technical co-operation abroad) has a special significance. The GTZ conducts global projects in developing and threshold countries. HIV prevention and other measures to promote sexual health are given a high priority in this effort: around 90 percent of the people infected with HIV currently live in developing and threshold countries.

Within its development work the GTZ uses the special know-how of the BZgA in planning, implementing and evaluating strategies and campaigns about AIDS education. It also implements concepts and projects tailored to individual countries. Particularly noteworthy is the adaptation of the BZgA's personal communication *Mitmach-Parcours* in, to date, more than 25 countries in different regions in the world.

## 6.4 International Delegations to the BZgA

Delegations from all around the world, from Argentina to Vietnam, come to the BZgA to obtain information about the concepts and measures of AIDS prevention in Germany. The BZgA does not just inform its foreign visitors, it also provides them with its media (or their copyrights) for adaptation in the countries interested.

On the initiative of the BZgA a group of experts from Europe was formed in 2000, who are responsible for the national prevention campaigns in their respective countries: “European Public AIDS Communication” (EUROPAC). Partner countries came from western, central and eastern Europe. The goal of this coming-together was the direct exchange of information, measures and media as well as general aspects of preventive communication regarding HIV/AIDS, in order to network European programmes as effectively as possible. After the first meeting in Cologne the second meeting was hosted by the Polish AIDS centre in Warsaw in 2002. Since 2005 the “Extended Think Tank on HIV/AIDS” of the European Commission has taken on the task of co-ordinating and organizing the exchange of experiences of the individual EU countries amongst each other and with their neighbours.

In addition the EU has started to implement and support Europe-wide platforms for the collection and exchange of quality-assured “good practice” examples of effective HIV and STI prevention. The BZgA also plays a role in these initiatives and focuses particularly on promoting and securing the quality of preventive interventions, a subject that still gets too little attention in countries with a not very developed prevention environment.

## 6.5 Strengthening the HIV/AIDS-Combating Measures in the EU and its Neighbours

Even though the number of new infections is hardly rising anymore in Germany many other European countries are battling with significantly increasing HIV figures. Many countries thus try to strengthen their prevention work and for this reason they are developing national action plans. The EU initiatives for an international, successful know-how exchange are thus of crucial significance for the quality and success of the prevention measures in these countries.

In February 2004 representatives from European and central Asian states along with invited observers met in Dublin to attend the ministerial conference “Breaking the Barriers – Partnership to fight HIV/AIDS in Europe and Central Asia”.



Brochure of the Polish AIDS-Centre, Warszawa, BZgA's partner in EUROPAC



On the occasion of this conference a joint declaration (the Dublin Declaration) was created: 33 measures were agreed upon in order to speed up the implementation of the formal obligations.



Chancellor Angela Merkel at the EU Ministerial Conference in Bremen 2007

In 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", concrete suggestions of effective measures were made and productive framework conditions for them were defined. The

BZgA also makes its experiences and preventive know-how available to this initiative.

To aid this goal the European Commission created the "Extended Think Tank on HIV/AIDS", in which around 30 EU countries and their neighbours are currently represented. The EU has thus given the subject of AIDS a high priority, not just in health policies but also in the fields of research, development and foreign affairs. The BZgA participates in the regular meetings.

Some of the countries represented, such as Poland, have already been co-operating with the BZgA on a bilateral level for many years and have thus been able to integrate projects from Germany in their national education activities. Particularly countries in which communication about condoms and condom use cannot yet be as explicit as it is in Germany for reasons of social acceptance, such support from outside is seen as very positive.

In the context of its presidency of the Council of the European Union in 2007 Germany gave the subject of AIDS a very high priority with the EU ministerial conference in Bremen. The most important lesson to be learned from the past is: only when AIDS prevention has a clearly declared and visible priority at the highest political level, i.e. in government, can prevention be successful in a country. Germany is exemplary in this regard. As a provider of impulses for Europe and beyond Germany is thus particularly credible.

In 2008 the Federal Minister of Health Ulla Schmidt and her Ukrainian counterpart Dr Vasyl Knyazevych created the "German-Ukrainian partnership initiative to combat HIV/AIDS". According to UNAIDS the Ukraine is currently the country in Europe with the highest rate of new HIV infections. More than 1% of the population of approximately 47 million are infected with HIV. 1.6% of the 15–49-year-olds are living with HIV according to current UNAIDS estimates. In the light of this dramatic background the GTZ was commissioned with networking existing HIV/AIDS projects in the Ukraine more strongly and looking for and supporting new partnerships. The focus of the collaboration is on prevention, monitoring the infection events (surveillance), treatment and care. A national prevention campaign for the Ukraine will be designed and implemented in 2009 – the translated name being "Don't give AIDS a chance". The Ukraine is being supported by the German Ministry of Health and the BZgA, which is making its know-how available to the Ukrainian partners and government. Further projects will strengthen the prevention for men who have sex with men, as well as building clinic partnerships to improve the treatment and care of people with AIDS.

INTERNATIONAL CO-OPERATIONS

INTERNATIONAL CO-OPERATIONS AND PARTNERS

	<p><b>UNAIDS</b></p> <p>The "United Nations Programme on HIV/AIDS" is a project of the United Nations with the goal of co-ordinating the different HIV/AIDS pandemic activities of the individual countries in the fight against AIDS. It was developed in 1996 from the World Health Organization's "Global Programme on HIV/AIDS".</p>
	<p><b>WHO</b></p> <p>The World Health Organization was founded in 1948 and has 193 member states. It is the United Nation's co-ordinating authority on international, public health.</p>
	<p><b>GTZ</b></p> <p>The German Gesellschaft für Technische Zusammenarbeit GmbH was founded in 1974 and is a globally active enterprise. It supports reforms and processes of change in developing countries. All of its activities are aimed at improving the living conditions and prospects of the people in these countries on a sustainable basis.</p>
	<p><b>ECDC</b></p> <p>ECDC (European Centre for Disease Prevention and Control) publishes reports on the epidemiological situation in European countries. Until 2006 this was done by EuroHIV.</p>



# 7

## Outlook

Successful AIDS prevention reacts flexibly to the ever changing social and epidemiological aspects and demands of the infection.

AIDS ribbon as a pendant,  
Grahamstown, Eastern  
Cape Province, South Africa



# 7

## 7.0 Outlook: AIDS prevention is necessary and is worth it – also in the future

For the effectiveness of HIV prevention the campaign *GIB AIDS KEINE CHANCE* is a globally recognized model. In Germany the numbers of people with HIV are low by international standards. However, new developments such as improved treatability and the resulting increased life expectancy of sufferers is leading many people to see the threat of HIV infection as less likely, which can cause a decrease in their protective behaviour. The number of HIV infections, which was rising until 2007 but stabilized at around 3,000 new infections a year in 2008, and the number of other sexually transmitted infections, which has been rising since 2000, show that constantly new communicative impulses and further conceptual development of preventive measures are needed in order to maintain the successes of AIDS prevention in Germany also in the future.

Together with the BZgA's partners and other supporters constantly new, attention-getting prevention impulses are needed and given to ensure HIV/AIDS and the necessary protective measures are not forgotten about. The media and measures of the BZgA campaign *GIB AIDS KEINE CHANCE* are constantly being adapted and further developed to these new challenges. New evaluation results as well as new social and technical developments, particularly for the target groups that are the most important with regards to the epidemic, are constantly being incorporated into the campaign.

The BZgA organizes workshops and invites experts from different occupational fields and areas of research to engage in "creative thinking" and brainstorming: people from very different areas such as from the television, radio and print media, from marketing, theology and Internet communication as well as prevention workers from the local level and those responsible for AIDS campaigns in other countries are invited. The discussion groups are deliberately selected so as to generate non-standard and innovative points of view and new concepts and ideas.

The BZgA is drawing the following consequences for the future of AIDS prevention from the expert seminars, future workshops and not least from prevention-oriented research:

- The most important messages regarding HIV protection continue to be valid and absolute: condoms protect!
- Other sexually transmitted infections, which strongly promote the transmission of HIV, are increasingly becoming an issue of prevention work

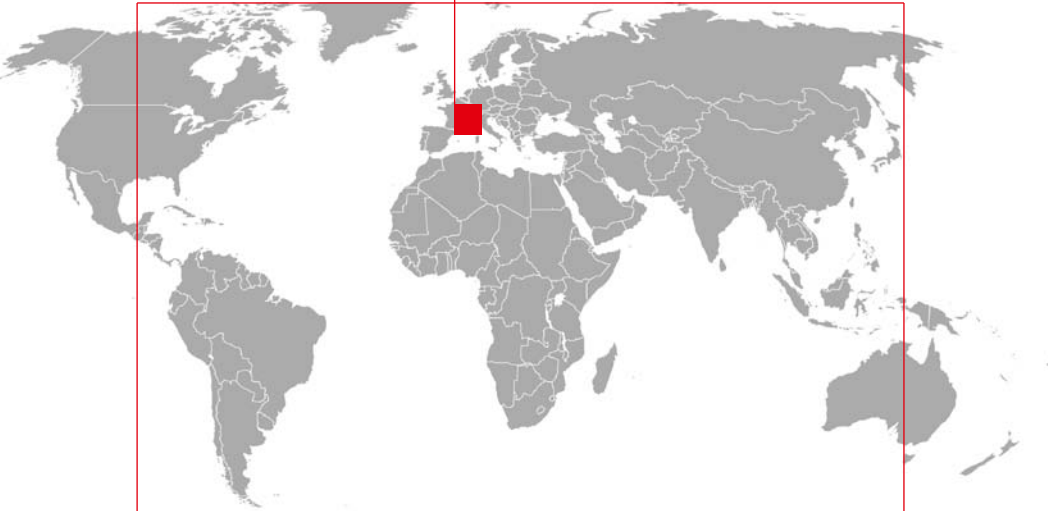
- Above and beyond the message focusing on condom use further decision aids need to be made available to help people, particularly those from the most vulnerable groups, to avoid putting themselves and their partners at risk. The development of a personal, functioning and knowledge-based individual risk assessment is needed, for example with regard to sexual practices which carry a high risk of infections.
- In this context HIV tests including the rapid HIV test for certain target groups as well as the prevention, diagnosis and treatment of other sexually transmitted infections are given a high priority.
- New interactive and motivating approaches that trigger people to develop their own initiatives locally will systematically be strengthened: thus the *JugendFilmTage*, the *Mitmach-Parcours*, the constantly developing services of the BZgA for multipliers for World AIDS Day events and, e.g., AIDS prevention in sports clubs.
- This requires an even closer collaboration with those multipliers who are central to the BZgA, as well as increasing collaboration with medical staff and a strengthening of their role in prevention. The development of services and curricula that are suitable to the way they work are of particular significance.
- The co-operation with tried-and-tested and new partners (public/private partnerships) as well as with international partners will be continued and, where possible, expanded.
- Limited resources require maximum synergy through networking, co-operation and partnerships, both in the national and the international context.

With all of these measures the chances are good that the already high level of protective behaviour in the German population can be stabilized and, where possible, even increased. It remains an important goal to carry on initiating further international impulses in order to improve the quantity and quality of prevention work and to maintain it at the highest possible level.

There is no single effective solution to AIDS prevention. A large number of complementary instruments and a great deal of efforts are needed to curb the spread of the virus. The BZgA will thus continue to work as hard as it can to make sure this important task will remain in Germany's public consciousness.

# IMPORTANT FACTS

## IMPORTANT FACTS



- For 2007 and 2008 the number of the HIV infections in Germany was estimated to be 3,000 per year.
- At the end of 2009 there are around 65,000 people living with HIV in Germany.
- Around 27,000 people have died of AIDS in Germany until 2008.

Globally, five people become infected with HIV every minute.
There are currently 33 million people in the world living with HIV (of which 2.5 million are children under the age of 15).
In 2008 around 650 people died of AIDS in Germany.

AMONG WESTERN EUROPEAN COUNTRIES THAT PUBLISH HIV FIGURES, GERMANY HAD THE LOWEST FIGURE IN 2007 REGARDING THE NUMBER OF NEW HIV DIAGNOSES PER MILLION INHABITANTS PER YEAR.



# Sources and Bibliography

# 8

## > Studies and Investigations of the BZgA

Since 1987 the BZgA has been conducting an annual representative survey of the population about their knowledge, attitudes and behaviours with regard to HIV and AIDS.

The current investigation *Aids im öffentlichen Bewusstsein* (Public Awareness of AIDS in the Federal Republic of Germany) by the Federal Republic of Germany can be downloaded as a PDF file in German under: [www.bzga.de](http://www.bzga.de) (Forschung). A short English version will be available too.

## > Action plan for implementing the federal government's strategy to combat HIV/AIDS

(published by BMG/BMZ/BMBF, 2007).

This publication can be ordered (order number BMG-V-07005-A) from the Publikationsversand der Bundesregierung, Postfach 481009, 18132 Rostock, Germany, or downloaded at [www.bmg.bund.de](http://www.bmg.bund.de).

## > Studies and investigations of the Robert Koch Institut

The Robert Koch Institut (RKI) regularly makes available data about the development of HIV infections and AIDS 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 website of the RKI: [www.rki.de](http://www.rki.de) Infektionskrankheiten A-Z / HIV/AIDS (infectious diseases A-Z) "Epidemiologisches Bulletin" (German version only).

## > ECDC (European Centre for Disease Prevention and Control)

Reports on the epidemiological situation in the European countries. Until 2006 this was done by the predecessor organization EuroHIV. The reports are available for download under [www.ecdc.eu](http://www.ecdc.eu).

## > UNAIDS

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## > Study: Wie leben schwule Männer heute? (How do gay men live today?)

Bochow, M./Schmidt, A.J./Grote, S.: Wie leben schwule Männer heute? Lebensstile, Szene, Sex, AIDS 2007 (life-styles, scene, sex, AIDS). A German version can be ordered through the Deutsche AIDS-Hilfe ([www.aidshilfe.de](http://www.aidshilfe.de)).

## Internet and telephone services of the BZgA

Personal telephone and online counselling

> 0221-89 20 31

> [www.aidsberatung.de](http://www.aidsberatung.de)

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

> [www.gib-aids-keine-chance.de](http://www.gib-aids-keine-chance.de) oder [www.gakc.de](http://www.gakc.de) (In German language only)

The *mach's mit* campaign with the focal point on motivating people to use condoms in risk situations

> [www.machsmits.de](http://www.machsmits.de) (In German language only)

Joint event by the BZgA, DAH and DAS for the *World AIDS Day* on 1 December

> [www.welt-aids-tag.de](http://www.welt-aids-tag.de) (In German language only)

*clip & klar* film-spot competition

> [www.clipundklar-bzga.de](http://www.clipundklar-bzga.de) (Englisch and German version)

The *Mitmach-Parcours*

> [www.gib-aids-keine-chance.de/aktionen/mp-aids](http://www.gib-aids-keine-chance.de/aktionen/mp-aids) (In German language only)

*JugendFilmTage*

> [www.jugend-film-tage.de](http://www.jugend-film-tage.de) (In German language only)

Exhibition *LIEBESLEBEN*

> [www.gib-aids-keine-chance.de/aktionen/LIEBESLEBEN](http://www.gib-aids-keine-chance.de/aktionen/LIEBESLEBEN) (In German language only)

*Bundeswettbewerb Aidsprävention* (Federal AIDS-prevention competition)

> [www.wettbewerb-aids.de](http://www.wettbewerb-aids.de) (In German language only)

Website of the BZgA

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## Other organizations

Deutsche AIDS-Hilfe (DAH)

> [www.aidshilfe.de](http://www.aidshilfe.de)

Deutsche AIDS-Stiftung (DAS)

> [www.aidsstiftung.de](http://www.aidsstiftung.de)

Robert Koch-Institut

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UNAIDS: the United Nations' HIV/AIDS programme

> [www.unaids.org](http://www.unaids.org)

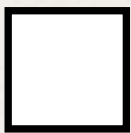
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> [www.bzga.de/who-conference](http://www.bzga.de/who-conference)





# **Electro popping**



# **risking AIDS**

Motif on the current  
*mach's mit*-“Liebesorte”-  
campaign

## **Concept and Contents**

Bundeszentrale für gesundheitliche Aufklärung (BZgA)  
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## **Translation**

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