

Dear Colleagues,

We would like to update you about exciting developments within the World AIDS Campaign. As many of you know, UNAIDS led a series of consultations with civil society about how best to maximize the impact of the World AIDS Campaign. These consultations concluded that while issue-based campaigning continues to be important, the potential strength of the World AIDS Campaign was not fully being realized. Recommendations included that the Campaign's approach be shifted to more directly influence policy dialogues and raise resources.

The recommendations also included a desire to focus on national level campaigning. As a result, the World AIDS Campaign has changed the way it functions: it aims to build and unite campaigns run at the national level but coordinated at the global level for common messaging, guidance and support. A nationally-led approach is being taken because campaigns run at the national level are best able to adapt to the needs and cultures in which they take place.

Additionally, the consultations also concluded that the World AIDS Campaign would be most effective if driven by civil society, in close collaboration with UNAIDS. The 'transition' took place gradually throughout 2004. UNAIDS continues to support the Campaign financially and technically but the Campaign's oversight has shifted to a group of civil society representatives. This shift is now complete and encompasses:

- the establishment of a civil society-led Global Steering Committee, on which UNAIDS sits as a non-voting member. The Global Fund, ICASO, and GNP+/ICW sit on the board as non-voting observers but participate fully in meetings;
- the establishment of a World AIDS Campaign International Office in the Netherlands;
- the appointment of an interim Executive Director;
- the development of strategic aims and objectives, underpinned by activities which build and support the capacity of civil society to be more active in the response.

The focus of the World AIDS Campaign from 2005 onwards is accountability to the many promises made in support of the UNGASS Declaration of Commitment on HIV/AIDS. The Campaign now has the following four strategic objectives:

1. To ensure governments and policy makers meet the targets they have agreed to in the fight against HIV and AIDS
2. To foster an alliance of effective AIDS campaigns, linking local efforts for global impact
3. To secure the resources necessary for the fight against HIV and AIDS
4. To broaden and strengthen the role of civil society in the response to HIV and AIDS

The top-line theme from 2005-2010 when the final targets of the Declaration of Commitment are due is "Stop AIDS. Keep the Promise", which aims to hold the world community to the promises they make. The World AIDS Campaign has developed one poster under this theme that is intended to reposition the Declaration of Commitment as an important document and is to be used in advocacy settings. An additional side campaign, "Make the Promise", encourages individuals to become personally active in the AIDS response. Four posters under the theme 'Don't turn your back on AIDS' have been developed and can be used with more general

audiences. More information on both of these campaigns will be available by early July at www.worldaidscampaign.org where you too can make your own personal promise to fight AIDS.

Included with this correspondence please find:

- The Campaign's brochure which highlights the changes in the Campaign (by visiting http://www.worldaidscampaign.org/files/Brochure_en.pdf)
- The Campaign's overview and background note which includes a list of materials being developed (attached)
- The Campaign's new strategy, still in draft form (http://www.worldaidscampaign.org/files/WACStrategy_en.pdf)
- English version of posters (set of 5) are available. Please send an email to info@worldaidscampaign.org if you would like to receive electronic versions.

The Campaign posters will be shipped early next month (June). This shipment will be the only one this year so please let us know if you don't receive your shipment by mid-July.

Final English language versions of this year's campaign posters will be posted on the Campaign website by the end of May and other languages will be posted on the web by end of June.

I urge you to contact the new World AIDS Campaign office at +31 20 616 9045 or Cheryl Bauerle at UNAIDS at +41 22 791 1357 to learn more about the Campaign and to explore ways you can be directly involved in building and strengthening this important global effort. Thank you for giving your full support to the World AIDS Campaign.