

Working with media to respond to HIV/AIDS

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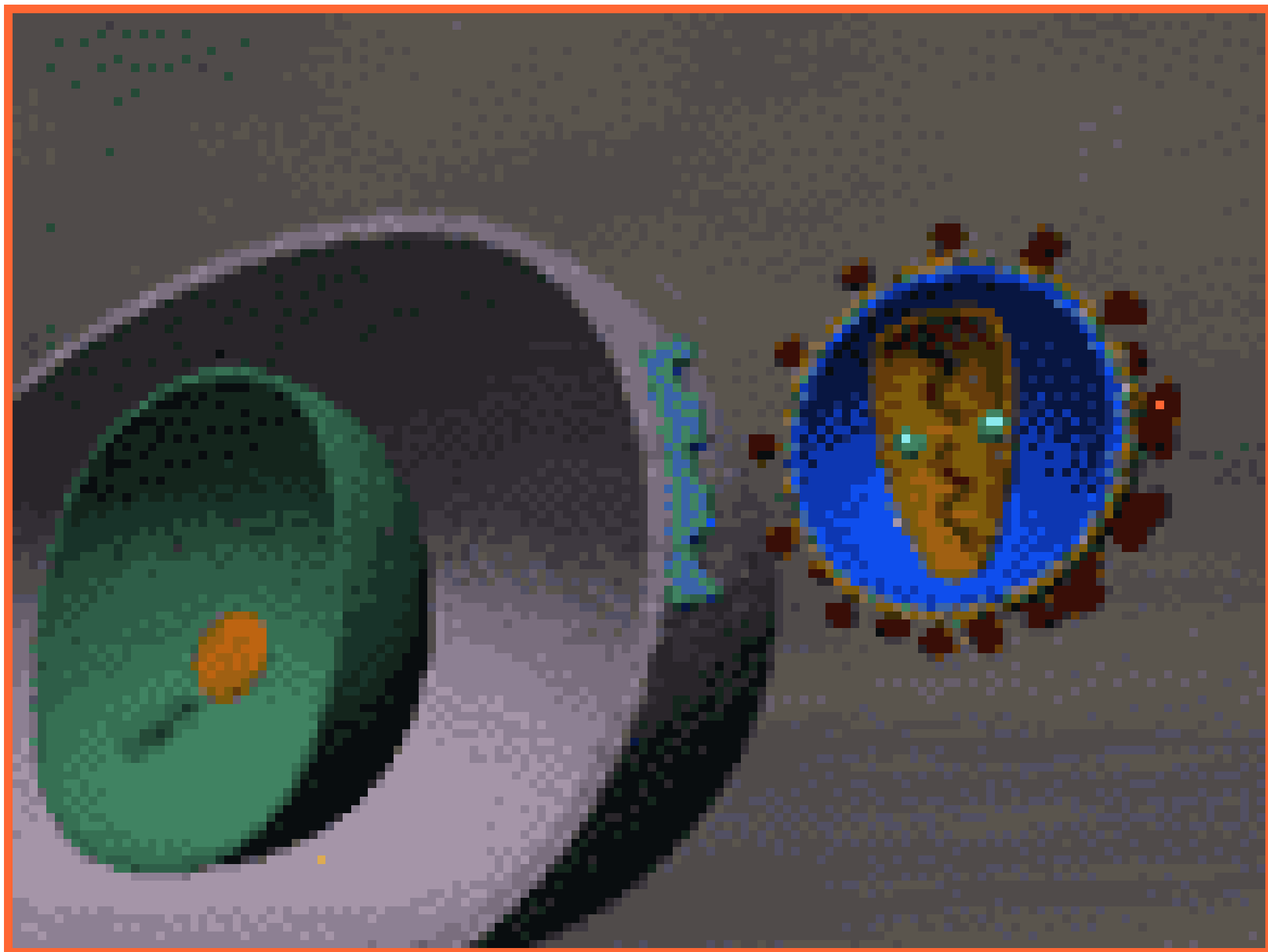














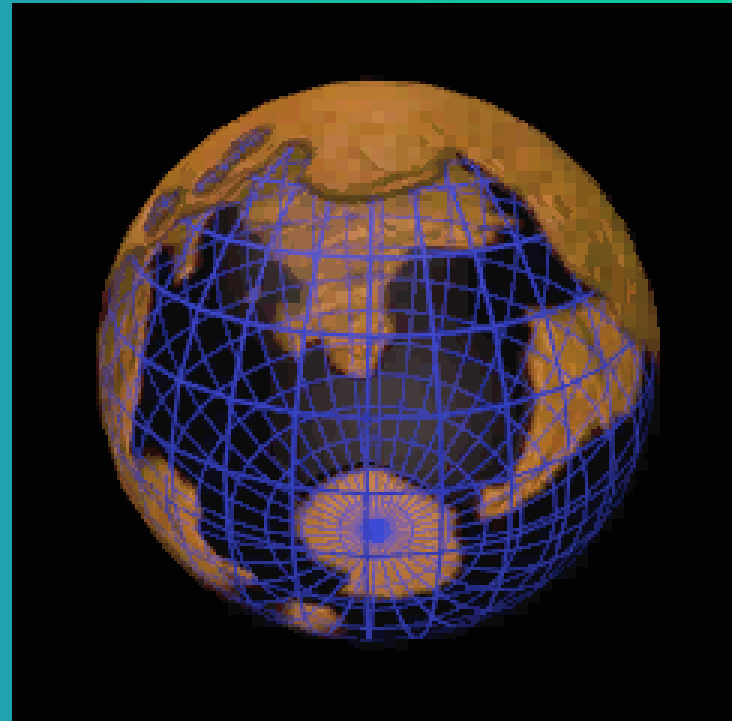
Basic drives

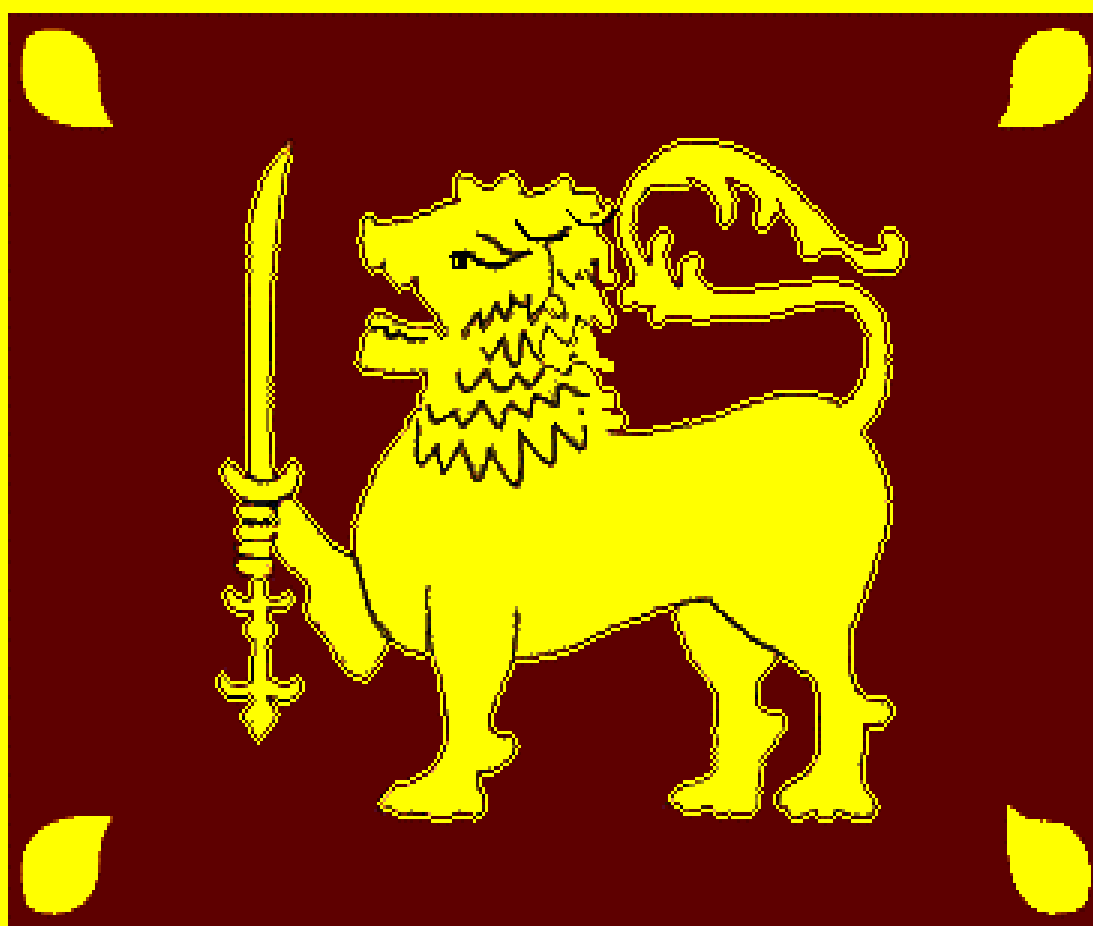
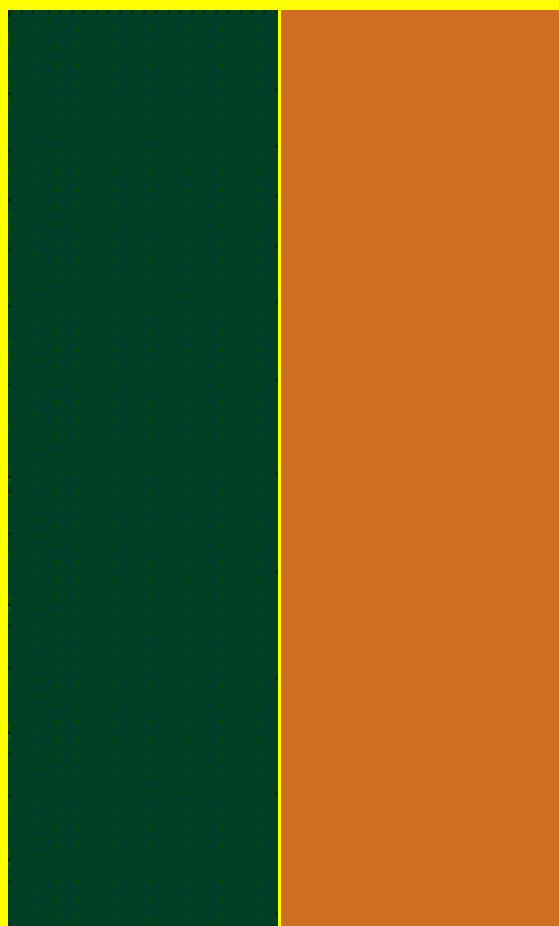


- Thirst
- Hunger
- Sex - survival of the species
- Operates with maturing of the reproductive system

Love

- Lubricants cause problems
- **HIV positives carry plenty of virus in body fluids**





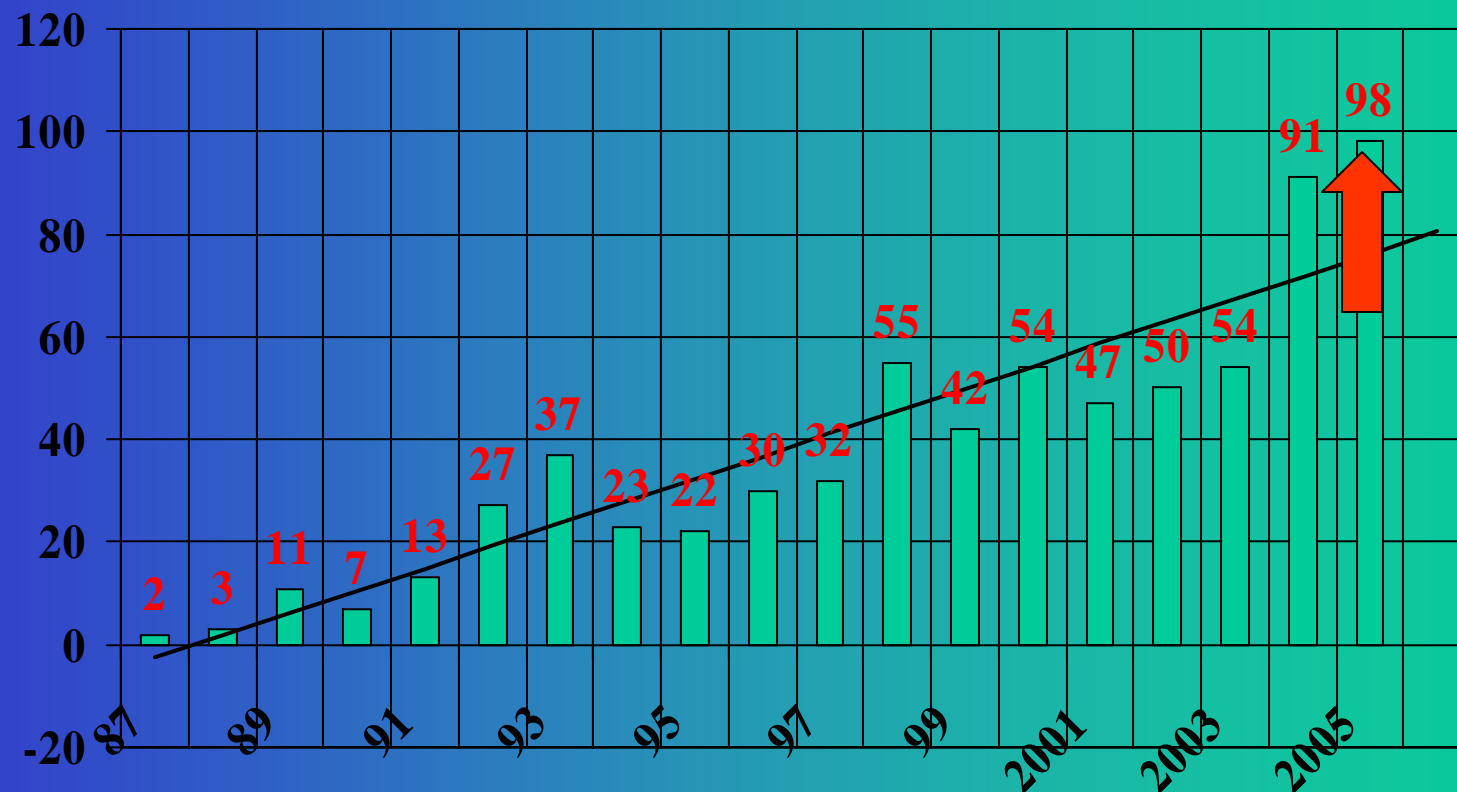
Health status

- **CBR 18.9 (2003)**
- **CDR 5.9 (2003)**
- **IMR 11.1 (2003)**
- **NMR 12.8 (1997)**
- **MMR 3.5/10,000 LBs (1997)**
- **Life expectancy (2001) 71.7 (M , 76.4(F)**



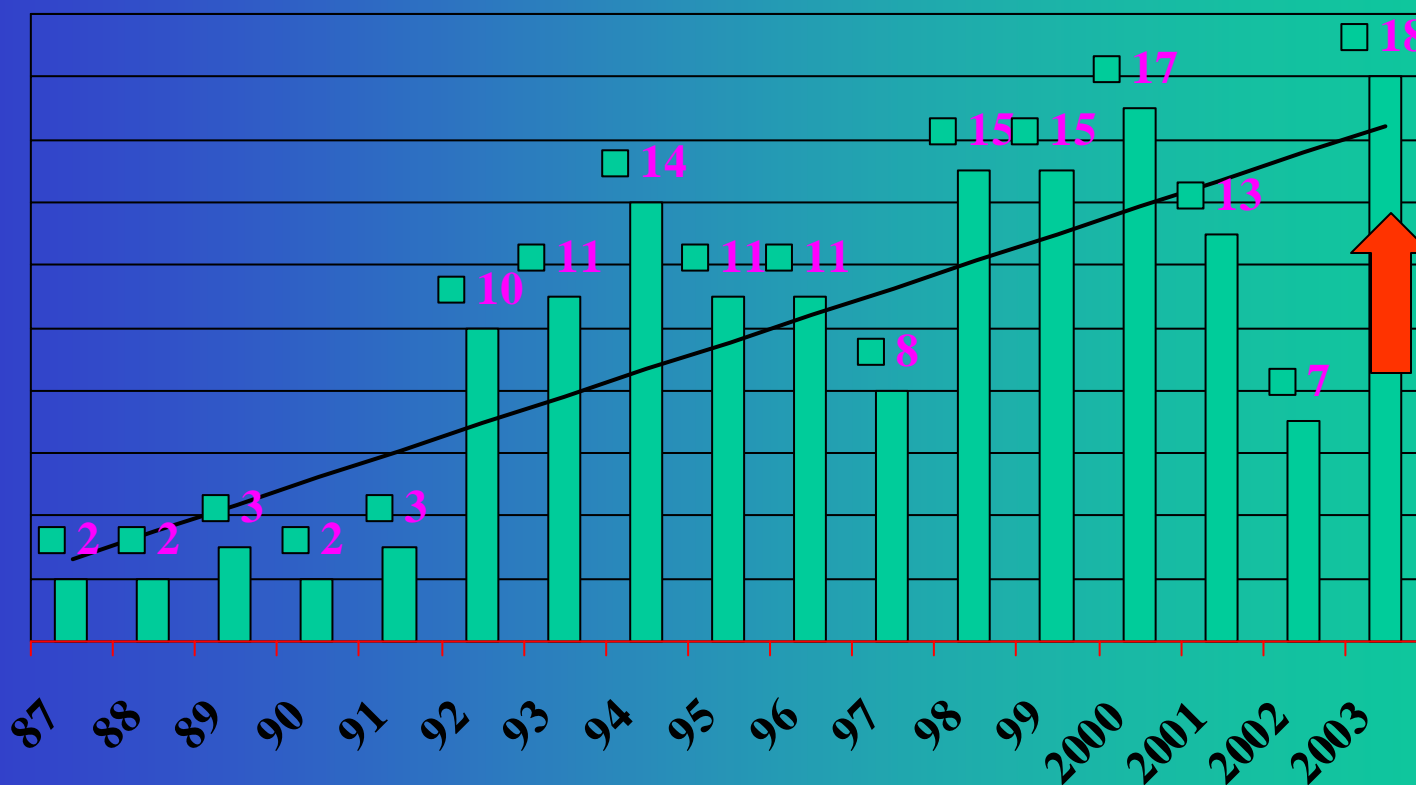
Source - Annual report CB 2004 / Annual health bulletin 2002

HIV in Sri Lankans



End 3rd Qtr 2005

AIDS in Sri Lankans



End Oct 2003 -157

Statistics hide the danger to Sri Lanka

**Detections only tip of
“iceberg”**

**7200 estimated positives in
community**

**200,000 non HIV STDs
annually**

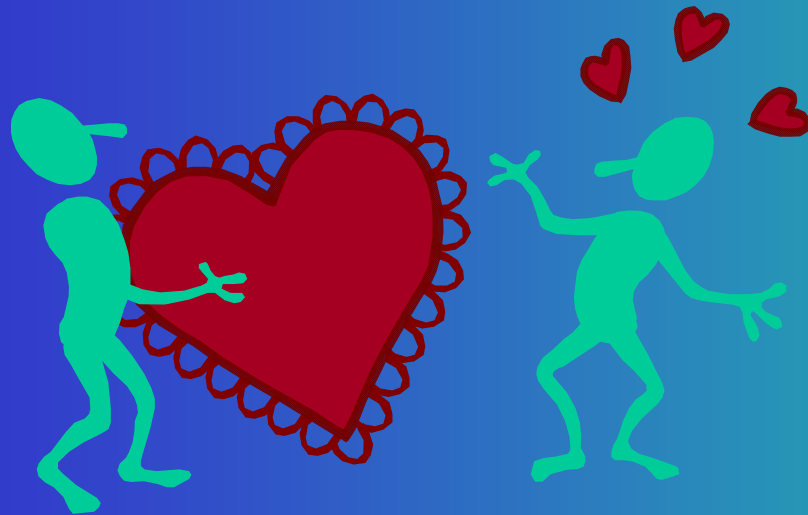


Attitudes to pre-marital sex



- ✓ National survey in 96 by FPA
- ✓ Unmarried 16 to 29
- ✓ 10% Approved casual sexual relationships
- ✓ Premarital sex by those in love approved by 37.6% males & 9,4 females
- ✓ Premarital sex by those engaged approved by 44%
- Sexual intercourse
- 31.4% males
- 4.4 % females

Sexual activity among A-level students in one district



- 446 students between 17 to 19
- 50% boys & 33% girls sexually active
- 11.5% boys & 2.7% girls had experienced sexual intercourse
- ? Mini Titanics

The iceberg contd....

- Deteriorating social & moral value systems
- Increased age at marriage
- Tourism
- Free trade zones
- Overseas employment
- Three wheeler & lorry drivers
- Security forces
- Returning refugees
- Youth



GLOBAL SUMMARY OF THE AIDS EPIDEMIC

DECEMBER 2005

Number of people living with HIV 40.3 million (36.7–45.3 million) Adults 38.0 million (34.5–42.6 million) Women 17.5 million (16.2–19.3 million) Children under 15 years 2.3 million (2.1–2.8 million)

People newly infected with HIV in 2005 Total 4.9 million (4.3–6.6 million) Adults 4.2 million (3.6–5.8 million) Children under 15 years 700 000 (630 000–820 000)

AIDS deaths in 2005 Total 3.1 million (2.8–3.6 million) Adults 2.6 million (2.3–2.9 million) Children under 15 years 570 000 (510 000–670 000)

The ranges around the estimates in this table define the boundaries within which the actual numbers lie, based on the best available information.

Source - UNAIDS

ASIA

HIV and AIDS statistics and features, in 2003 and 2005

	Adults and children living with HIV	Number of women living with HIV	Adults and children newly infected with HIV	Adult prevalence (%) [*]	Adult and child deaths due to AIDS
2005	8.3 million [5.4–12.0 million]	2.0 million [1.3–3.0 million]	1.1 million [600 000–2.5 million]	0.4 [0.3–0.6]	520 000 [330 000–780 000]
2003	7.1 million [4.6–10.4 million]	1.7 million [1.1–2.5 million]	940 000 [510 000–2.1 million]	0.4 [0.2–0.5]	420 000 [270 000–620 000]

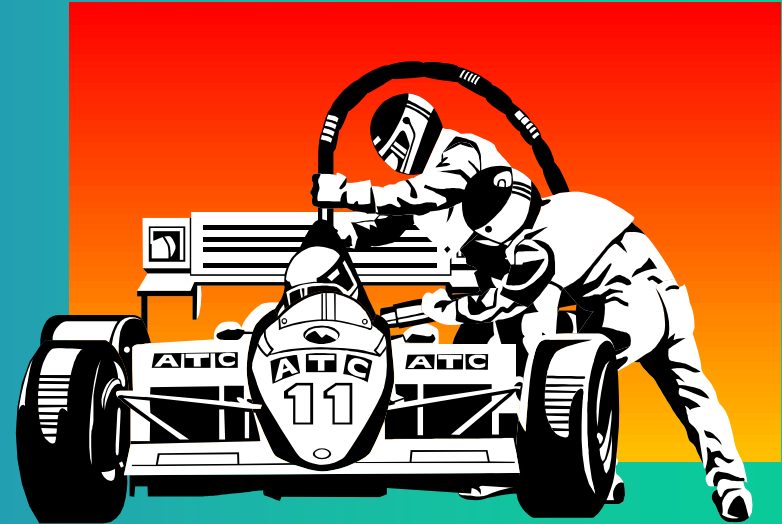
The challenge



- **Complacency**
- **Other pressing issues**
- **Triple burden**
- **Demographic transition**
- **Epidemiological transition**
- **Diseases of communication**
- **Rehabilitation of NE**

Accelerating the momentum

The NHC views with grave concern, the imminent threat to the nation of an epidemic of HIV AIDS. It urges an immediate multi sectoral response to combat the threat



Accelerating the momentum



- Statement in Parliament
- Public speeches
- Mobilisation of media
- GFATM
- WB project for HIV/TB
- NAC
- Meetings for high level officials

WB grant project Philosophy

- Sri Lanka presently has a window of opportunity to act vigorously to prevent a nation wide HIV/AIDS epidemic.



Primary objective



- ✓ limit spread of HIV infection among its highly vulnerable subpopulations
- ✓ population at large
- ✓ without stigmatizing those who are engaging in high risk behaviour
- ✓ revitalize and expand the tuberculosis (TB) control programme
- ✓ reduce the risk of an emerging HIV associated TB epidemic among the HIV infected and the non infected.

Sub objectives

Interventions - highly vulnerable populations.
NGO's/ CBO's and other Ministries will
implement

Youth and the general population : -

Advocacy for policy makers and opinion
leaders

Condoms social marketing

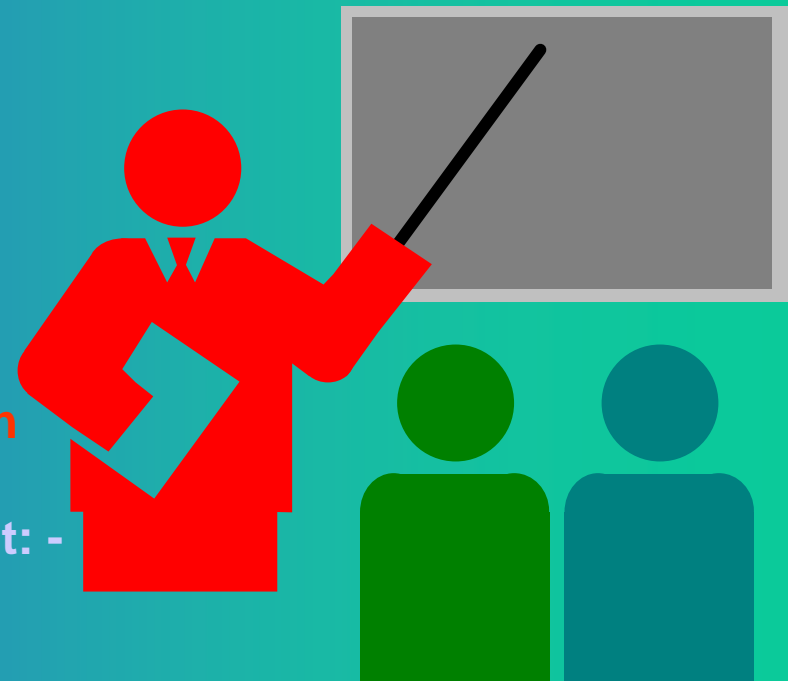
Blood safety

Prevention of mother to child transmission

Improving the information base for policy
decisions and programme management: -

Second generation behavioural and sero-
surveillance system

Improving health care waste management



What we hope to achieve

- ❖ decline in the new cases of HIV
- ❖ reduce TB transmission
- ❖ Behavior change to achieve
- ❖ Reduced sexually transmitted diseases
- ❖ treatment seeking
- ❖ reduction in discriminatory attitudes towards PLWHA and stigma



Thank You

You are a wonderful audience

