Keine faulen Ausreden!

wie im 7. Himmel.
mach’s mit.
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GIB AIDS KEINE CHANCE

Bundeszentrale für gesundheitliche Aufklärung

Wie im 7. Himmel.
mach’s mit.
machmit.de

DOCUMENETATION
of the AIDS prevention campaign in Germany
Ich will´s zärtlich.

mach´s! aber mach´s mit.

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

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

Prof. Dr. Elisabeth Pott, Director of the Federal Centre for Health Education (BZgA)
1987 to 2012: 25 years of "GIB AIDS KEINE CHANCE".

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

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

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

However, these obvious successes must not be allowed to tempt us to rest on our laurels. In the future, too, the most important goal of the BZgA will continue to be to keep HIV infections in Germany at a low level and to reduce them permanently. The framework conditions and the resultant challenges for successful HIV/AIDS prevention have, however, changed significantly in recent years. For instance, the improved medical treatability of HIV/AIDS has led to a situation where the threat posed by an HIV infection or AIDS is perceived to have become smaller, especially in the groups at risk.

For many people, an HIV infection has become a kind of chronic illness that can be lived with for decades with only slight impairment of the quality of life. Moreover, other sexually transmitted infections (STIs), such as gonorrhoea or syphilis, greatly increase the probability of infection with HIV.

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

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

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

Prof. Dr. Elisabeth Pott, Director of the Federal Centre for Health Education (BZgA)
HIV/AIDS was always more than just a disease. That is why protection against HIV and the encouragement of solidarity with people with HIV are the focus of prevention.
It is estimated that 34 million people around the world were living with HIV in 2011, including more than 3.4 million children.
HIV/AIDS

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

2.1 HIV and AIDS worldwide

According to an estimate by the United Nations (UNAIDS), roughly 81 million people became infected with the HIV virus between the early 1980s and the end of 2011. The number of people living with HIV is estimated at 34 million, including more than 3.4 million children. There are roughly 2.5 million new HIV infections per year, including about 3.0 million cases in children under the age of 15. At least, the figure for Germany is below 0.1 percent. However, there are major differences within Europe: for example, the number of new HIV diagnoses per million inhabitants in some Mediterranean countries is many times higher than in Germany or the Scandinavian countries.

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

2.2 HIV and AIDS in Germany

In view of the development of the global HIV/AIDS epidemic, the threat of AIDS in Germany is often overlooked. After all, the country’s figures are relatively low, not only by worldwide comparison, but also within Western Europe: according to data from the Robert Koch Institute (RKI), roughly 7,000 people with an HIV infection were living in Germany at the end of 2011. This corresponds to a rate of 0.9 per 1,000 inhabitants. The prevalence in Germany is thus one of the lowest in Western Europe. In a comparison of new HIV infections in Western Europe in 2009, Germany recorded the lowest level, along with Finland. Experts are of the opinion that this success of prevention is essentially attributable to the fact that comprehensive prevention efforts began at an early stage, and to the existence of the necessary, efficient structures at the national, regional and municipal levels.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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3. THE ROLE OF THE BZGA IN AIDS PREVENTION IN GERMANY

The objective described above results in the following tasks:

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

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

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

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

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

The Federal Government already adopted its Strategy to Fight HIV/AIDS to the new challenges in July 2005. The extensive experience of the BZgA, particularly with the “G8 AIDS KEINE CHANCE” campaign, was incorporated into this Strategy. In the framework of Germany’s EU Council presidency, the Action Plan for Implementing the Strategy of the Federal Government to Fight HIV/AIDS was then adopted on this basis in March 2007, defining the key subject areas and fields of research, action concepts and work focuses in the fight against AIDS. The Federal Ministries of Health, for Economic Cooperation and Development, and of Education and Research play a central role in this context.

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

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

3.2 Cooperation with the Deutsche AIDS-Hilfe (DAH)

The BZgA has been successfully cooperating with the Deutsche AIDS-Hilfe, the umbrella organisation of roughly 130 local AIDS-Hilfe groups and initiatives, for more than 25 years. This long-standing, constructive partnership has contributed the two organisations being able to jointly find a successful response to the changing conditions and new challenges in prevention time after time. The close cooperation between the governmental and the non-governmental institution is thus one of the key success factors of HIV/STI prevention in Germany, and this model of a strategic division of labour has also set a international example.

The BZgA bears responsibility in Germany for the nationwide “G8 AIDS KEINE CHANCE” AIDS prevention campaign and for addressing the entire population and key target groups. The activities of the DAH primarily target the principal groups affected by HIV and exposed to a particularly high risk. Since the DAH emerged from its target groups and cooperates closely with them, it is a particularly credible provider of effective prevention. Consequently, the BZgA puts a major share of its government funds for AIDS prevention at the disposal of the DAH for its prevention work in these groups. The BZgA offers the DAH professional support in the development and conception of its measures, and provides assistance with comprehensive quality assurance. Funds with a total volume of € 5.2 million were provided by the BZgA for the implementation of roughly 400 projects in 2011.

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

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

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The "GIB AIDS KEINE CHANCE" prevention campaign

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

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

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

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

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

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

4.1 The fight against AIDS in the 1980s

In the early 1980s, the world was confronted with a new, previously unknown epidemic – the immune deficiency disease AIDS. The subject of AIDS caused a wave of panic and hysteria at the start. Consequently, a fundamental decision had to be reached in Germany as to how to deal with this unfamiliar challenge.

There were not yet any scientific studies on HIV/AIDS prevention in the 1980s. Therefore, the BZgA initially organised national and international expert meetings, in order to elaborate a reliable basis for campaign planning. It additionally created a separate unit that was in future to serve as a centre of competence and coordination centre for nationwide AIDS prevention.

The most urgent question at this time was that of the basic strategy to be pursued in the fight against the disease. Two different approaches were open to consideration:

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

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

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

A further key element of the strategy from the outset was to create and strengthen effective, local structures and competences for anonymous counselling on HIV and other sexually transmitted infections. Apart from the local AIDS-Hilfe organisations, this primarily also means the public health officers. As a result, the BZgA and the public health service began to cooperate closely at an early stage.

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

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

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

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

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

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

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

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

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

4.4 Basic educational principles

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

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

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

“GIB AIDS KEINE CHANCE” campaign

**Goals**
- High level of knowledge in the population
- Motivation to use condoms in risky situations
- Social climate against stigmatisation

**Mass communication**
- Media
  - AV (e.g. TV/cinema spots)
  - Posters
  - Advertisements
  - Brochures, flyers, etc.

**Internet**
- Information
- Interactivity
- Online counselling

**Personal communication**
- Measures
  - Telephone counselling
  - Join-In Circuit
  - Youth Film Days
  - Materials for multipliers

**Evaluation of individual media/measures**

**Campaign evaluation**

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

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

Mass-media offerings, such as posters, advertisements, brochures, the Internet and spots, are constantly provided by the BZgA in new forms in order to achieve a continuous presence above the perception threshold. However, that is not nearly enough in view of the massive competition for people’s attention from the classics, such as the “red-and-green poster” that has been on offer and in demand since the very beginning of the campaign.

The most visible element of the central campaign is the most visible element of the central campaign. Starting as a series of posters in 1993, it has since become an integrated, multimedia prevention campaign.

In the early 1990s, the annual representative survey “Public Awareness of AIDS” revealed that 16 to 45 year-old singles were perceiving the offers of information on HIV/AIDS less and less. A new strategy was necessary in order to raise people’s awareness of AIDS education again. The aim was to open up new communication channels and generate new attention on an unchanged budget. It was in 1993 that the first grant mach’s mit posters emerged from a term paper of a group of students of Communication Design, focusing on the condom as a central motif that no-one could possibly overlook. The mach’s mit campaign has constantly developed and changed. Join-in and creative competitions were used to integrate ideas from the target groups into the campaign, and the poster campaign was expanded into a multimedia campaign in the course of time.
Development of the mach’s mit motifs

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

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

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

From 2009 to 2011, the “Liebesorte” (“Places for Love”) campaign continued the mach’s mit concept in a manner that attracted the attention of the general public and was target group-specific at the same time. The motifs portrayed authentic locations where sex can be had, or could have been had, from a bed in a brothel to a quiet spot by a lake, from a hotel room or a park, all the way to the kitchen table at home. The basic idea for this campaign was likewise developed in the framework of the 2005 competition for ideas and was again awarded one of the two 1st Prizes by the jury. The “Places for Love” campaign used not only billboards nationwide, but also other media, such as advertisements, postcards, indoor posters, TV and cinema spots, ambient advertising media and its own exhibition stand, as well as expanding the www.machsmit.de website into a campaign portal.

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

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

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

Ist nicht Feige!

Poppt sicher!

Gegen Kurzsichtigkeit!

GIB AIDS KEINE CHANCE

PrEVENTION CAMPAIGN
mach’s mit – Wissen & Kondom
For the first time in the history of mach’s mit, the current campaign shows people and their individual notions of sexuality. The campaign uses self-confident statements, such as “I want it to be romantic” or “I want it to be spontaneous”, to illustrate different characters. From young to old, they represent people from the everyday worlds of the various target groups. The apparent contradiction between text and image makes the observer curious, immediately directing his or her attention to the subject of HIV/STI prevention.

The new campaign is intended to give people the necessary knowledge regarding the protective options, transmission routes and symptoms of HIV and other STIs. It moreover provides information on corresponding offers of counselling and treatment. The frank approach of the campaign characters and the diversity of the motifs are additionally intended to counteract taboos regarding HIV and STIs and promote an open-minded attitude towards these topics in society.

The cross-media prevention campaign is scheduled to run for three years and has been using billboards, City-lights, advertisements and ambient media, such as postcards, since April 2012. A new feature is the direct linking of these offline media to the upgraded website at www.machsmit.de. QR codes can be scanned with a smartphone to get directly to the matching page of the mobile version of the website. Accompanying social-media activities supplement this high-reach and target group-specific form of address. An exhibition stand consistently reflects the campaign look and mechanisms to round off the communication mix. Like the predecessor campaigns, “mach’s mit – Wissen & Kondom” is likewise supported by the provision of free billboard space by the Fachverband Aussenwerbung e.V. (FAW). The Verband der Privaten Krankenversicherung e.V. (PKV – Association of German Private Healthcare Insurers) has been promoting the HIV prevention work of the BZgA since 2005 – and thus also the mach’s mit campaign in its current form.

Four campaign motifs from the new “Wissen & Kondom” mach’s mit series launched in early 2012.

Four campaign motifs from the current “Wissen & Kondom” mach’s mit series launched in early 2012.

Giant poster from the current “Wissen & Kondom” mach’s mit series

Federal Minister of Health Daniel Bahr at the campaign launch of the new “Wissen & Kondom” mach’s mit series

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

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Four campaign motifs from the new “Wissen & Kondom” mach’s mit series launched in early 2012.
mach's mit – international  "GIB AIDS KEINE CHANCE" serves as a model for numerous AIDS campaigns in other countries – in terms of both the strategy and specific measures. The mach's mit campaign, in particular, is attractive for many countries, since it permits local adaptation to suit the prevailing requirements.

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

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

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

4.7 World AIDS Day

World AIDS Day, proclaimed by the United Nations in 1988 and held annually on 1 December ever since, is the most important day of commemoration and actions concerning every aspect of HIV and AIDS. Experience has shown that media interest in the subject of AIDS culminates on this day. So, it is a good opportunity for drawing public attention to "Living with HIV" – and particularly for addressing the discrimination and stigmatisation of those affected and at risk, which is still not uncommon, even in Germany. To eliminate fear of contact with people with HIV to the greatest possible extent, and also feared or actual discrimination against them, the Federal Centre for Health Education (BZgA) has for many years cooperated with The Federal Ministry of Health, the Deutsche AIDS-Hilfe and the Deutsche AIDS-Stiftung to organise a campaign and activities in connection with World AIDS Day. While it was initially celebrities like Boris Becker, Hannelore Elsner, Thomas Hermanns, Verona Pooth and many others who agreed to take the public stage free of charge to communicate their message of solidarity on attention-getting media, such as posters, or in TV and cinema spots, many other people from all walks of life have in the meantime demonstrated their solidarity. For instance, the campaign portal at www.welt-aids-tag.de today contains personal statements by more than 13,000 "ambassadors" on topics relating to World AIDS Day, often including their photo and name.
Also integrated in the portal are a wide range of activities and different offers of interaction and discussion on “Living with HIV,” and a key role is also played by networking with social networks, such as Facebook, Twitter or Schüler-VZ and Studi-VZ.

Based on the good experience in previous years, the BZgA and its partners jointly launched the “Positiv zusammen leben – aber sicher!” (“Living together positively. Be safe!”) anti-discrimination campaign in 2010. This was the first large-scale, nationwide campaign in Europe where authentic, courageous people with HIV appeared in person in recognisable form, reporting about their lives and using all the campaign’s communication channels to this end: from 25,000 giant billboards throughout Germany, postcards, indoor posters and videos on the campaign portal, all the way to personal interviews and appearances in the media, as well as on-the-spot activities (public readings, galas or events in schools).

The campaign is scheduled to run for several years and will in future be able to call even more on the services of campaign ambassadors with HIV. The new concept, which focuses on very different people with HIV, proved to be an instant success in 2010. Only positive comments and feedback were received, and the campaign triggered a whole host of reports in the media. This great potential can be exploited even more extensively in future in order to further reduce real or feared discrimination and stigmatisation and to support people with HIV in boosting their self-confidence.
4.8 Further measures for addressing the entire population

**TV and cinema spots**

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

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

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

From the very beginning, parts in the TV and cinema spots for HIV/AIDS education have been played by numerous committed celebrities, including Hanns Joachim Friedrichs, anchorman of the Tagesschmen late evening news (“Workplace”, 1987), Hella von Sinnen and Ingo Lück (“Supermarket” featuring the famous question “Tina! What do the condoms cost?”, 1990), and Boris Becker (“Airport”, 2006).

In recent years, spots reflecting the locations of the “Places for Love” poster series were filmed as part of the integrated campaign planning of the mach’s mit campaign. Starting with the “If you’re the fire” motif in 2009, no less than three further motifs (“On the Beach”, “Car” and “Kids’ Room”) were realised in the form of short, 15-second spots in the following year, where the players portray different sexual constellations and situations. In a “tandem shaking” in German cinemas in 2013, these short spots were shown in two: in a commercial break: one featuring a heterosexual couple and one a homosexual couple. In this way, the prevention message was communicated equally to people of different sexual orientations, thereby achieving particularly great attention and a strong impact. The thoroughly positive reactions of the public confirm that this is the right approach.

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

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

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

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

**Radio spots**

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

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

**4.9 Personal communication**

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

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

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

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

Every appearance of the Join-In Circuit was and is a cooperation project. In other words: local partners and staff are needed, who actively supervise the Circuit and present the individual stations together with trained prevention professionals on behalf of the BZgA. The necessary expertise is communicated by the prevention professionals in local, practice-oriented introductory events for the partners before the Circuit is opened. And the teaching staff of the participating schools are given a wealth of suggestions and practical assistance regarding how they can better integrate the subject in their classroom work and achieve a lasting effect.

The Join-In Circuit abroad

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

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

AIDS education in schools

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

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

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

The Join-In Circuit until 2011, and in future the new, mobile HIV/STI prevention exhibition “GROSSE FREIHEIT – Liebe, lust, leben!”

The Youth Film Days about sexuality, friendship, love, HIV/AIDS.

An extensive range of action-oriented ideas for education work with different age and target groups.

A DVD for teaching staff includes lesson plans and scenarios for integrating the DVD into teaching.

The Join-In Circuit continues to be used and supplemented by new offerings.

The DVD combines feature-film sequences with interactive test modules.
4.10 National AIDS Prevention Competition

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

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

Following the success of the first round in 2008, the second national competition was launched in 2010. More than 60 projects were submitted, of which six were awarded a prize of €7,500 each and two a prize of €2,500 each, while a further six projects received nominations. The projects are characterised by the fact that they focus on target groups that are especially exposed to, or affected by, HIV/AIDS or other sexually transmitted infections (STIs). The common feature of all the successful projects is that they are developed and implemented in cooperation with people from the target groups themselves, making them particularly credible.

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

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

4.11 Quality assurance and effect monitoring

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

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

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

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

- How the public’s perception of HIV and AIDS is developing,
- Whether HIV and AIDS are still perceived as a health threat,
- The extent to which the public is reached by the campaign’s various education measures and makes use of the information offered,
- The existing level of knowledge necessary for HIV/AIDS prevention,
- The extent to which people protect themselves against the HIV virus by using condoms, especially including population groups displaying relatively risky sexual conduct, such as singles and people looking for a partner,
- Whether people with HIV and AIDS are isolated by society or rather seen as being people in need of solidarity and help.

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

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

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

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

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

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In 2011, when asked about sexually transmitted infections not being given possible answers, just less than half of the population over the age of 16 named syphilis (48 percent) and gonorrhoea (47 percent). Much more seldom mentioned were hepatitis (13 percent), candidiasis/mycotic diseases (11 percent), herpes (9 percent), chlamydia (5 percent), condylomas (3 percent) and trichomoniasis (1 percent). It is clear that the general public’s awareness of individual STIs has not increased in the last 15 years.

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

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

The BZgA developed a quality development method known as QIP (“Quality in Prevention”) in cooperation with the University Medical Center Hamburg-Eppendorf (UKE). The method was tested for its scientific quality in a comprehensive field test and then tried out and applied in different fields. QIP can be used to improve the effectiveness of all prevention and health promotion measures – for setting-based projects, health training programmes, campaigns and individual projects. Interest in using QIP was also shown by the WHO Regional Office for Europe, as well as by individual national stakeholders from the field of HIV/AIDS prevention. QIP was adapted to the specific needs of HIV/AIDS prevention in the framework of the international initiative IQhiv (“Improving Quality in HIV prevention in Europe”), which also controls preparation of the international dissemination of QIP (and other methods) in the field of HIV/AIDS prevention. The method will also be used to develop the quality of existing measures and is intended to contribute – in combination with the use of GOPP (goal-oriented programme planning) – to providing additional pointers for improving the measures.

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

### Table: Condom Use Among Singles Under the Age of 45 Having Sexual Contacts in the Last Year

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### Diagram: Awareness of Sexually Transmitted Infections, General Population Over the Age of 16

- **Syphilis**: 54 percent
- **Gonorrhoea**: 47 percent
- **Chlamydia**: 45 percent
- **Condylomas**: 43 percent
- **Herpes**: 42 percent
- **Trichomoniasis**: 31 percent
- **Candidiasis**: 29 percent
- **Hepatitis**: 17 percent

Apart from HIV/AIDS, what other sexually transmitted diseases are you aware of? (unaided)
Numerous businesses and business associations support the BZgA's campaign.
Public-private partnerships and cooperation projects

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

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

5.1 Public-private partnerships

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

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

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

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

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

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

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

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

5.2 Cooperation with associations and organisations

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

Important partners of the BZgA

PKV

Verband der Privaten Krankenversicherung

Cooperates with the PKV to provide financial resources to the BZgA for the AIDS prevention campaign.

FAW

Fachverband Aussenwerbung e.V.

Partners in cooperation with the BZgA for promoting messages about AIDS prevention in Germany at the disposal of the BZgA free of charge.
The prevention measures developed by the BZgA serve as a model for numerous campaigns in other countries.
International collaboration and knowledge transfer

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

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

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

IQhiv is a joint initiative of civil-society and governmental organisations, scientific institutions and international organisations that examines, further develops and implements quality assurance and quality improvement approaches for European HIV prevention programmes and projects in the 53 Member States of the WHO/EURO region. The network received funds from the Federal Ministry of Health in 2011 and 2012. IQhiv held the second international conference on this subject in Berlin in April 2012. The context of the event followed on from the recommendations elaborated in the context of the first conference in 2008. 60 HIV prevention experts from 20 European countries had the opportunity to intensively examine the various aspects of quality improvement in HIV prevention in discussions and work in small groups. Among other things, practical experience could be gained with four quality improvement instruments developed for HIV prevention.

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

6.1 AIDS congresses in Germany, Austria and Switzerland

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

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

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

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

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

6.2 International AIDS Conferences

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

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

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

6.3 Cooperation with the GIZ

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

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

6.4 International delegations at the BZgA

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

Although the number of new infections in Germany is slowly declining at the moment, other countries in Europe are battling with a significant rise in HIV figures. Consequently, many countries are trying to intensify their prevention work to develop national action plans to this end. The EU initiatives for the successful, international transfer of expertise are therefore of decisive importance for the quality and success of the prevention measures in these countries.

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

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

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

Some of the countries represented, such as Poland, have already been cooperating with the BZgA on a bilateral basis for many years and have thus been able to integrate projects from Germany in their national education activities. Such support from outside is rated very positively, particularly in countries where communication regarding condoms and condom use cannot yet be as explicit as it is in Germany for reasons of social acceptance.

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

The German-Ukrainian Partnership Initiative to Combat HIV/AIDS was implemented from 2008 to 2011. According to UNAIDS, the Ukraine is currently the country with the highest rate of new HIV infections in Europe. More than one percent of the population of just under 50 million is infected with HIV. Particularly affected in this context are 15 to 49 year-olds. In view of this dramatic background, the GIZ was commissioned with improving the networking of the existing HIV/AIDS projects in the Ukraine, as well as looking for and supporting new partnerships. The collaboration focused on prevention, the monitoring of infection developments, surveillance, treatment and care. One of the central projects was the development of the country’s own national prevention and treatment plan for the period 2008 to 2011, which aimed to reduce the number of new HIV infections by half. The project was called “DON’T GIVE AIDS A CHANCE”.

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

International cooperation

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

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

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

ECDC
The ECDC (European Centre for Disease Prevention and Control) publishes reports on the epidemiological situation in the countries of Europe. This was done by EuroHIV until 2006.
The Red Ribbon as a pendant, Grahamstown, Eastern Cape Province, South Africa.

Successful HIV/AIDS prevention responds flexibly to the changing social, epidemiological and communicative demands of the disease.
Outlook: AIDS prevention is necessary and worth while – today and tomorrow!

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

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

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

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

> The most important messages regarding protection against HIV still apply unconditionally: condoms protect!

> Other sexually transmitted infections (STIs) greatly favour the transmission of HIV and are a subject for prevention work.

> Above and beyond the message focusing on condom use and HIV protection, a wealth of additional information needs to be provided to avoid STIs, as well as decision-making aids to help people avoid risks for themselves and their partners. Condoms afford good protection against HIV, but reduce the risk of contracting other STIs to different degrees. Therefore, the key aspect is effective, personal risk assessment, e.g. as regards sexual practices involving a high risk of infection, or other STIs that are occasionally hard to recognise.

> In this context, great importance is attached to timely HIV testing and tests for other STIs, as well as effective counselling for high-risk target groups and, above all, the diagnosis and treatment of other STIs, but also preventive vaccination.

> Timely treatment of an HIV infection has a major, individual benefit for people with HIV. Successful antiretroviral therapy also contributes to preventing the sexual transmission of HIV.

> New, interactive approaches that trigger and network local initiatives are to be systematically strengthened. A new, mobile exhibition on HIV and STIs will give strong impulses for communication and cooperation, as will the constantly improved and increasingly differentiated offerings of the BZgA for multipliers in school and outside school, in sports clubs and other groups.

> This necessitates close collaboration with the BZgA’s key multipliers. The medical community deserves particular mention in this context. Strengthening their role in prevention requires the development and implementation of practice-oriented offers and curricula.

> Cooperation with time-proven and new partners (public-private partnerships) and with international partners is to be continued.

> The limited resources available make it necessary to maximise synergistic effects through networking, cooperation and partnerships in both the national and international context.

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

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

> Around the world, 34 million people are currently living with HIV, including 3.4 million children under the age of 15.
Studies and Investigations of the BZgA
Since 1987, the BZgA has been conducting an annual representative survey of the population regarding knowledge, attitudes and behaviour in relation to HIV and AIDS. The latest study “Aids im öffentlichen Bewusstsein der Bundesrepublik Deutschland” (“Public Awareness of AIDS in the Federal Republic of Germany”) can be downloaded as a PDF file from www.bzga.de/studien (Forschung, Studien/Untersuchungen).

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

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

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

UNAIDS

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

Internet and telephone offerings of the BZgA
Personal telephone and online counselling
> +49 (0)221 892 031
> www.aidshilfe.de

“GIB AIDS KEINE CHANCE”, the largest and most comprehensive prevention campaign in Germany since 1987
> www.gib-aids-keine-chance.de or www.goak.de

The mach’s mit campaign, focusing on motivating people to use condoms in risky situations
> www.machsmit.de

Joint campaign of the BZgA, BMG, DAH and DAS for World AIDS Day
> www.welt-aids-tag.de

JugendFilmTage (Youth Film Days)
> www.jugend-film-tage.de

Bundeswettbewerb Aidsprävention (National AIDS Prevention Competition)
> www.wettbewerb-aids.de

Website of the Federal Centre for Health Education (BZgA)
> www.bzga.de

Other organisations
Deutsche AIDS-Hilfe (DAH – German AIDS Service Organisation)
> www.aidshilfe.de

Deutsche AIDS-Stiftung (DAS – German AIDS Foundation)
> www.aidsstiftung.de

Robert Koch Institute
> www.rki.de

UNAIDS: The United Nations’ HIV/AIDS programme
> www.unaids.org
Passt auf jede Gurke!


www.gib-aids-keine-chance.de
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