

China HIV/AIDS Media Partnership
<http://www.gbcimpact.org/champ>

Section I: Summary

The China HIV/AIDS Media Partnership (CHAMP) is sponsored by the Global Business Coalition (GBC) an organization committed to addressing HIV/AIDS, malaria, and tuberculosis. CHAMP is a communications campaign that uses the power of mass media and commercial marketing to raise awareness about HIV/AIDS and to reduce stigma and discrimination towards people living with HIV in China. The program will be implemented between August 2007 and December 2009. The estimated value of the program is \$1.5 million (US).

Section II: Statement of purpose

The China HIV/AIDS Media Partnership (CHAMP) is a Global Business Coalition Initiative. The Global Business Coalition (GBC) is an alliance comprised entirely of businesses that are committed to addressing HIV/AIDS, malaria, and tuberculosis. The group shares best practices as well as reaching out to the non-business community (government, community groups, etc.) to engage in collaborative actions.

The CHAMP project launched November 14, 2008 has already reached a potential audience of more than 670 million Chinese people through its HIV/AIDS awareness campaign. The partnership is leveraging the capacities of media companies working in China to gain free air time for its PSAs during some of the country's most popular television programming.

CHAMP's key objectives are to increase coverage of HIV/AIDS issues in Chinese media, including in television, radio, print, internet and outdoor advertising, as well improving awareness and understanding of HIV/AIDS by the Chinese public. Additionally, CHAMP seeks to foster a more conducive environment for public dialogue on HIV/AIDS, including reducing in stigma and discrimination based on HIV status.

CHAMP is presently being supported by Anglo American plc, The Coca-Cola Company, General Motors and the Henry J. Kaiser Family Foundation.

The China HIV/ AIDS Media Partnership (CHAMP) has mobilized the communicative power of mass media and commercial marketing to raise awareness about HIV/AIDS and reduce stigma and discrimination towards people living with HIV in China.

Building upon proven partnership models, including the highly successful Russian Media Partnership to Combat HIV/AIDS led by Transatlantic Partners Against AIDS (TPAA) - an non-profit organization that is now merging with GBC - CHAMP will be a unique collaboration between media companies, private businesses, NGOs, the government sector and UN agencies.

GBC is working with the Chinese Ministry of Health and Center for Disease Control, UNAIDS China, the Henry J. Kaiser Family Foundation, and the Global Media AIDS Initiative (GMAI) as well as several private sector partners to produce the PSAs. Companies that are contributing to the project include: MTV China, Baidu, Inc., BBMAO, Beijing HealthTV Marketing Corporation, Chang Ai Media Project, Phoenix New Media, Anglo American, Coca-Cola (China) Beverages Ltd. and General Motors.

Beijing Perspective Orient Movie & Television Intermedia Co. has agreed to provide CHAMP with a free 30-second slot of airtime each week during the broadcast of Fortune China, a popular business show, for a full year - the equivalent of \$1.3 million in free airtime. The weekly program airs on 71 TV stations in 25 provinces in China, reaching 741 million viewers.

Funding for the management, coordination and production of campaign materials for CHAMP is being provided to GBC by The Coca-Cola Company and the Henry J. Kaiser Family Foundation.

Section III: Outcomes

Through the coordinated media effort CHAMP has already reached an audience of more than 670 million Chinese people.

CHAMP's objectives are:

- Increase coverage of HIV/AIDS issues in Chinese media, including in television, radio, print, internet and outdoor advertising.
- Improve awareness and understanding of HIV/AIDS by the Chinese public.
- Foster a more conducive environment for public dialogue on HIV/AIDS, including reducing in stigma and discrimination based on HIV status.

Section IV: Additional resources

Clinton Global Initiative Project Overview.

<http://www.clintonglobalinitiative.org/NETCOMMUNITY/Page.aspx?pid=2646&q=271388&n=x>

China CSR. China HIV/AIDS Partnership Launched in Beijing, November 28, 2008.

<http://www.chinacsr.com/en/2008/11/24/3709-china-hiv-aids-media-partnership-launched-in-beijing/>

Media and Business Gearing up for Aids Awareness. Wang Zhiyong, China.org
http://www.china.org.cn/health/2008-11/17/content_16778131.htm