

**StopSPID (AIDS)**  
**Russia Media Partnership/ Transatlantic Partners Against AIDS**  
**(TPAA)**  
**<http://www.gbcimpact.ru/en/>**

**Section I: Summary**

StopSPID (AIDS) is the public education campaign of the Russian Media Partnership to Combat HIV/AIDS, a collective of more than 30 media and communication companies. Launched on World AIDS Day 2005 (December 1), it is an unprecedented nationwide effort that reaches the Russian public with information about HIV/AIDS through public service messages (PSAs), television and radio programming and print editorial content, consumer products placement, an extensive interactive internet campaign and free print and online information resources. The Russian Media Partnership has committed more than \$250 million worth of commercial advertising space to the campaign for the first three years. The campaign is overseen by Transatlantic Partners Against AIDS (TPAA) in partnership with the Kaiser Family Foundation, Viacom, UNAIDS and the World Bank.

**Section II: Statement of purpose**

Russia has emerged as a new epicenter in the global HIV/AIDS pandemic, registering one of the world's highest rates of new infections. Independent local and international experts estimate that between 700,000 and 1.5 million Russians may be infected, representing between 1 and 2 percent of its adult population. If current trends persist, epidemiologists warn that up to 8 million Russians could be infected within a decade, reflecting an adult prevalence rate of approximately 10 percent. At present, the epidemic is growing fastest among the general (non-drug using, heterosexual) population aged 15-30. Misinformation leads to lack of understanding of the disease and methods of prevention as well to stigma and discrimination that block public discussion of the epidemic and the emergence of a national response to HIV/AIDS.

A group of leading Russian media companies - including Gazprom-Media, Prof-Media, and ROL (Russia Online) launched the Russian Media Partnership to Combat HIV/AIDS (RMP) in 2004. The companies committed over \$26 million in free commercial advertising space for the first year of the campaign. This unprecedented national HIV/AIDS public awareness campaign will deliver public service messages and mainstream HIV/AIDS coverage through a coordinated cross-platform cross-market PSA campaign; HIV/AIDS news, analytical and entertainment programming; specialized training for journalists; special events; and free access to informational resources. The Partnership is coordinated by Transatlantic Partners Against AIDS (TPAA) in close collaboration with the Henry J. Kaiser Family Foundation, Viacom -

through its **KNOW HIV/AIDS** campaign, - and UNAIDS in the context of the Global Media AIDS Initiative.

Utilizing a wide variety of communication channels - television, radio, print, internet, consumer products and outdoor advertising - the multi-year campaign seeks to improve awareness of HIV/AIDS among the Russian population, increase understanding of effective prevention strategies and safe behaviors, and shape more tolerant attitudes toward people living with HIV/AIDS. RPM announced today that the total commercial value of advertising committed for Year One of the campaign exceeds \$26 million, and issued a challenge to Russian and international partners to commit over \$200 million in free advertising space over three years.

### **Section III: Outcomes**

Working with over 40 companies, RMP has reached 85 percent of the Russian population with its public service announcements (PSAs). An estimated 30 million people took action to protect themselves after viewing the PSAs, according to a recent independent evaluation. In 2007, the coalition of companies that composes RMP leveraged advertising space, TV airtime and other mass media platforms that was equivalent to \$15 million in free advertising for the partnership's PSAs.

### **Section IV: Additional resources**

Russia Media Partnership to Combat Aids, Kaiser Family Foundation,  
<http://www.kff.org/entpartnerships/phil071304Bnr.cfm>

Interview with Natalya Katsap Director of Russia Media Partnership (May 2007)  
[http://www.russiatoday.ru/Interview/2007-05-21/Interview\\_with\\_Natalya\\_Katsap.html](http://www.russiatoday.ru/Interview/2007-05-21/Interview_with_Natalya_Katsap.html)

**Website (Russian Content)** <http://www.stopspid.ru/>

**Public Service Announcements (Russian Content)**  
<http://www.kff.org/entpartnerships/russia/psas.cfm>

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