



**WHO/UNAIDS/GFATM Media Pack for the Global Launch
of the “3 by 5” Initiative and World AIDS Day, 2003**

Global Video and Audio News Release: Transcription of the Statements

**Statement by Dr. Lee Jong-Wook, Director General of the World Health
Organization (WHO)**

01:01:00-01:01:24

"By now, at least 8000 people die of AIDS every day around the world. And many of them can be kept alive and healthy by having very simple treatment regimens. So clearly this is a global public health crisis.

01:01:25-01:01:54

We issued the simplified treatment guidelines today. Clearly in the resource poor countries it will be very difficult to follow very complex procedures and regimens, which is currently practised in the developed world. So that following the simplified treatment regimens, I believe that many people will benefit.

01:01:54-02:17:00

We need the governments to be committed to this, we need NGOs, we need multilateral UN system agencies as well as bilateral donors, but above all we need people who are living with HIV/AIDS to be committed to this."

**Statement by Richard Feachem, Executive Director of the Global Fund to Fight
AIDS, TB and Malaria (GFATM)**

02:18:00-02:48:22

HIV/AIDS is the greatest disease recorded in human history. We have made a good start in prevention, particularly in some countries. But in treatment we have hardly started and we must rapidly accelerate effective treatment of HIV and people all over the world. The 3x5 campaign is the kick-start to that effort, it is the engine that will drive us forward and expand access to treatment very rapidly. The world desperately needs this and it's everybody's business.

02:49:12-03:22:16

The 3x5 campaign – getting three million people on antiretroviral treatment by the end of 2005 is the critical element of making progress against HIV/AIDS. WHO, UNAIDS and the Global Fund are working hand in hand and will work hand in hand to achieve this goal. The Global Fund will inevitably be the major source of financing to allow 3x5 to happen and we need very large investments, particularly in the poorest countries in Africa.

Statement by Peter Piot, Executive Director of UNAIDS

03:23:02 – 03:59:13

Access to treatment to people in the developing world is clearly now a global emergency, with only 75 000 Africans treated with HIV out of the 4 million who need it. That's

really not acceptable and we have no chance of halting this epidemic if we're not going to make sure that everybody who needs it has access to treatment. Because it will introduce hope in the community, it will make sure that people can come forward with their status and also, of course, it will save lives and whole economies.

04:01:00 - 04:39:14

The task ahead is very clear. One, is to make sure that children, adolescents that they remain HIV-free. In other words, be passionate about prevention. Two, is to make sure that those who are infected already, that they have a better life, a longer life and that is by providing treatment, anti-retroviral treatment and to make sure that they are not discriminated. And the third is, to make sure that we support the millions and millions of orphans who are left behind because of AIDS.

Shotlist of the B-Roll

- 1. 01:04:37-01:05:41 AIDS patient in Hopital Fann, Dakar, Senegal**
The patient was being treated for opportunistic infections and died three weeks after the filming. Her 11-year old daughter stayed in the hospital to take care of her mother.
- 2. 01:05:41-01:06:05 HIV positive couple in a hospital in Louga, Senegal (two hours drive outside of Dakar)**
The husband is being treated for opportunistic infections while his wife takes care of him, living in the hospital. They have lost their three children to HIV/AIDS. The couple discovered that they were infected when the hospital tested them after the death of their second child. Their third child also died because they didn't know about the existence of nevirapine, which stops mother to child transmission of HIV. Here in the hospital, the doctors say that half of their patients are being treated for HIV-related infections. They have never seen or used anti-retroviral drugs in their hospital.
- 3. 01:06:24- 01:06:55 Shots of different HIV/AIDS patients in a care center in Rajokari Village, Delhi, India.**
This care center is a nursing home run by an NGO and offers free treatment to AIDS patients.
- 4. 01:06:55-01:07:53 AIDS patient, Liang Siang (from North-East India) being attended by nurses at a care home Ashraya, Delhi, India. He is co-infected with AIDS and tuberculosis (TB).**
“We are the HIV/AIDS patients and victims. We request, if the government arranges this medicine, we will be very happy. I am requesting (this) for everyone, most of the AIDS patients, for HIV/AIDS victims. Especially in India, we're a very poor country. We can not afford. We are fighting for our food, we request that government takes care of ARV (drugs).”
- 5. 01:07:53-01:08:12 More AIDS patients treated at care centers in Delhi, India**
- 6. 01:08:13-01:09:21 A check-up of a six-year old girl living in Chiang-Mai, Thailand.**

She was born with HIV and is now co-infected with TB. Up until the day of filming, her mother has not had an HIV test.

7. **01:09:21-01:10:27 AIDS test being performed in laboratory at Paul Sagna Health Clinic, Dakar, Senegal.**
One out of the three tests filmed here turns out to be HIV positive. 01:10:12 The lab assistant says: “One can say that this (result) was pre-determined. Because she has a child who was tested and is positive.”
8. **01:10:27-01:11:14 Voluntary counselling and testing at Paul Sagna Health Clinic, Dakar, Senegal.**
9. **01:11:15-01:11:30 Shots of a doctor filling in a report and a patient holding ARV(anti-retroviral) drugs, Delhi, India.**
10. **01:11:30-01:14:44 Patients taking ARV drugs in clinics in Mexico.**
11. **01:14:44-01:15:13 A male patient taking ARV drugs, Washington D.C, United States.**
12. **01:15:14-01:16:26 Mme Heureuse Charles, an Outreach Worker for Clinic Bon Saveur makes daily home visits to St. Ker Francois to ensure he takes his ARVs.**
13. **01:15:25-01:15:37 Mme Heureuse Charles**
“Even though the work’s a little difficult, I like it because I like to see people live in good health.”
14. **01:15:48-01:16:26 Mme Heureuse Charles**
“To go by each morning, to bring the medicine, go by each evening to bring the medicine, even three times a day for St. Ker Francois. And every morning I come by to be sure he takes his medicine, because his was a very serious case.”
15. **01:16:26-01:16:56 Thobani Ncapai from Khayalitsha Township, Capetown.**
“People think that if you’re HIV positive, that’s the end of life. It’s not the end of life. You can be a member of a family. You can carry on with your dreams. Just like me. The treatment for HIV/AIDS, it’s so expensive. For a month, it’s 2400 rands, so that’s why most of the people can not afford it.”
16. **01:16:57-01:18:04 A nurse counselling and giving ARV drugs to Thobani.**
01:17:12 Thobani quote: “This is AZT and D4T. It’s a combination, I take one tablet in the morning and one tablet in the afternoon.”
01:17:25 Thobani puts his ARV drugs in daily dosage boxes.
01:17:50-01:18:04 Thobani and nurse conversation:
“Is there a day that you may be forget?”
“No, I didn’t forget. Because I always remember by this pill boxes and that taking sheets.”
17. **01:18:05-01:18:52 (Continuation of the above picture.)**

“Thobani, what happens if you forget one of your pills?”

“I didn’t forget my tablets, because I always put this next to my bed. Everyday in the morning, because I wake up by 8 in the morning, so..”

“And what would happen if you were to forget?”

“If I can forget, I think, the viral load is going to go up, if I can forget these tablets. And my CD4 count is going to go down. This is nevirapine.”

18. 01:19:10-01:19:28 (Thobani behind his vegetable counter)

I trust anti-retrovirals. And it gives hope. I have got a son who is 8 years old. His name is Mzimazi. Life is going on.

19. World map graphic showing:

-Number of adults and children living with HIV/AIDS, as of end of 2003.

ENGLISH 01:19:21

FRENCH 01:19:53

SPANISH 01:20:15

RUSSIAN 01:20:37

-Estimated number of adults and children newly infected with HIV during 2003

ENGLISH 01:19:41

FRENCH 01:20:03

SPANISH 01:20:25

RUSSIAN 01:20:48