



China HIV/AIDS Media Partnership (CHAMP)

Partnership Launch Report

Launch Date: November 24, 2009, Shanghai, China

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China HIV/AIDS Media Partnership (CHAMP)

CHAMP is an unprecedented collaboration by China's leading media and private companies to develop a coordinated, cross-platform public awareness campaign on HIV/AIDS. The Partnership is unique because public and private sector partners including media companies themselves, drive the development of the campaign and are supported by a strong team of local and international experts and communications specialists.

Current Project Donors, Supporters and Members

As of October 2009 GBC China has recruited more than 36 national and international public and private sector partners to join the CHAMP initiative:

Media Partners

Baidu Inc., Beijing Qianlong, The China Internet Information Center, China PMR Network, Gem Films, Ifeng.com, SOHU, Beijing HealthTV Marketing Corporation, Chang Ai Media Project, Dynamic Advertising Channels Holding Ltd, MTV China, Universe Media Holding

Private Companies

Anglo American, Ge Cheng IP, Becton Dickinson Asia Ltd.(BD), Century Jinqing Marketing Research Company of the Renmin University, Claire PR, The Coca-Cola , General Motors, Guolian Pharmaceutical Company, L'Oreal, Ogilvy PR, Pivot Marketing , RedWorks of Ogilvy Company, Standard Chartered Bank, Thread Design

Non-governmental Organizations (NGOs)

The Global Media on AIDS Initiative, The Henry J. Kaiser Family Foundation, Hong Kong AIDS Foundation, MSI China (Positive Talk Project), Chi Heng Foundation

UN agencies

ILO, UNAIDS, UNDP, UNICEF



China HIV/AIDS Media Partnership (CHAMP)

Partnership Launch Report

Summary

On Nov 24th, 2009 in Shanghai, GBC held the launch ceremony for China HIV/AIDS Media Partnership (CHAMP) in Kathleen's 5 at Shanghai Art Museum in Shanghai. The Launch was attended by more than 120 people from UN agencies, CHAMP members, GBC member companies, government agencies, NGOs. The Launch was funded by the UNAIDS and organized by Ogilvy PR. By virtue of this forum, GBC publicized the CHAMP initiative and introduced the three public service announcements (PSAs) produced for this campaign. GBC and the CHAMP initiative are playing a critical role in raising the awareness of HIV/AIDS of the Chinese general public and setting up an example of Public-Private Partnership which mobilizes the government agencies, private companies and other stakeholders to build synergy in the response to HIV/AIDS in China.

Details

The CHAMP Launch Ceremony was organized by GBC China office on November 24, 2009 in Shanghai, China. The objectives of the ceremony were to:

- Publicize the CHAMP initiative to the public, NGOs, companies, government agencies, etc.
- Promote the CHAMP members which have been involved in the initiative
- Launch the three CHAMP PSAs produced in 2009

The Launch which featured the three new PSAs consisted of two major events, a press conference and an evening reception.

The press conference was held at 3.00 to 4.00 pm and was attended by more than 35 national and international press and media reporters. The press conference was moderated by Mr. James Chau, National Goodwill Ambassador of UNAIDS China and anchor for CCTV-9. The national and internal media journalists in the media conference covered most influential health media in China, including Xinhua News Agency, China News Service, Sohu.com, China Business News, 21st Century Business Herald, People's Daily, China Daily, China Youth Daily, Global Times, the Bund, Southern China Metropolis Weekly, Shanghai Weekly and others. Foreign media were represented by AFP, AP, Newsweek, and Reuters TV. The panel members in the press conference included:

- Dr. Hao Yang, Deputy Director-General, Department of Disease Control, Ministry of Health
- Dr. Bernhard Swartzlander, Country Coordinator of UNAIDS China
- Dr. John Tedstrom, President & CEO of Global Business Coalition
- Mr. Kevin Wale, President and Managing Director of General Motors China



China HIV/AIDS Media Partnership (CHAMP)

- Actress Qin Lan, Star of the CHAMP's PSA focused on young women

The evening reception was held at 6.00 to 8.30 pm with more than 120 participants from CHAMP members, GBC member companies, government agencies, NGOs, and the private sector. The participants included the UNAIDS Executive Director, the UNAIDS China Country Coordinator, and the President & CEO of GBC. The Private sector representatives included, Anglo American, Becton Dickinson Asia Ltd. (BD), Coca-Cola China Ltd., General Motors China and others. In addition, famous Chinese actress Qin Lan who is the star of the CHAMP's public service announcement (PSA) also participated in the launch discussion which demonstrated her great support the CHAMP initiative.

The reception started with the opening remarks by Dr. John Tedstrom, the President & CEO of GBC followed by a presentation of the three new PSAs by Ms. Htat Htat Htun-Hansen, Media Partnership Coordinator of CHAMP. The three PSAs focused on young female migrant workers, male migrant workers, and young women, respectively. All three PSAs conveyed the central message gathered from GBC's KABP survey with a theme of "Do You Know?" and were warmly received by the participants and the media.

After the showing of the PSAs, a panel discussion moderated by James Chau on "Private Sector Involvement in HIV Prevention in China" was held. The focus of the panel discussion was on HIV issues in China. Participants on the panel included Mr. Michel Sidibe, the Executive Director of UNAIDS, Dr. John Tedstrom, the President & CEO of GBC, Actress Qin Lan who is the star of the CHAMP's PSA, Dr. Bernhard Schwartlander, Country Coordinator of UNAIDS China, and Mrs. Guan Baoying, Vice President of Beijing Association of STD and AIDS Prevention and Control.

Subsequently, there were two performances; first was a performance by 4-AIDS impacted children (all HIV positive), and the second was a culture performance, Sichuan Opera titled "Changing Face". Both performances proved to be entertaining and meaningful to the guests.

After the performances, GBC gave out awards to coalition members for their support to the CHAMP initiative; these members included Anglo American, Becton Dickinson Asia Ltd. (BD) China, Coca Cola China, General Motors China, UNAIDS China, ILO Office for China and Mongolia and Ogilvy PR Worldwide. In addition, actress Qin Lan and assistant director to Lu Chuan also received the award for the great support of contributing their skills on a pro-bono basis to the CHAMP's PSA focused on young women. The awards were presented by Michel Sidibe and John Tedstrom. Then concluding the Launch, Mr. Michael Shiu, VP & Regional director of GBC called on many of the invited guests to join the CHAMP initiative to help in the battle against HIV/AIDS. Thereafter, dinner was served and all the guests enjoyed the networking opportunity.

China HIV/AIDS Media Partnership (CHAMP)

CHAMP's Press conference



Panel Members



Dr. John Tedstrom (GBC)



Actress Ms. Qin Lan



Dr. Hao Yang (Chinese MoH)



Dr. Bernhard Schwartlander (UNAIDS)



Mr. Michael Shiu (GBC)



Mr. Kevin Wale (General Motors China)

China HIV/AIDS Media Partnership (CHAMP)

Photos in the Launch Reception



Dr. John Tedstrom of GBC



Ms. Htat Htat Htun-Hansen of GBC-CHAMP



Qin Lan and Dr. John Tedstrom in Panel discussion



Panel Discussion



Mr. Michel Sidibe of UNAIDS



Mr. Michael Shiu of GBC



Performance of Children impacted by AIDS



Mr. Michel Sidibe and Dr. John Tedstrom with the Children



Culture Performance of Sichuan Opera

China HIV/AIDS Media Partnership (CHAMP)

CHAMP's Key Stakeholders Receiving the Appreciations Awards



"Mr. Kevin Wale of General Motors"



"Ms. Tan Meng of Anglo American"



"Director Zhang Yi Yang of CHUAN Production"



"Mr. Scott Kronick of Ogilvy PR"



"Mr. Bernhard Schwartlander of UNAIDS"



"Mr. Johnny Lundgren of BD"



"Ms. Linda Chen of Coca Cola"



"Mr. Richard Howard of ILO"



"Actress Ms. Qin Lan"



China HIV/AIDS Media Partnership (CHAMP)

Agenda for the Press Conference

Date: November 24, 2009 (Tues)

Time: 15.00-16.00 hrs

Venue: Kathleen's 5 Restaurant, 325 Nanjing Xi Lu, 5th Floor Shanghai Art Museum, Shanghai

Program

Facilitator, Mr. James Chau (National UNAIDS Goodwill Ambassador for China) to give opening remarks and introduce the panel of speakers

- Remarks from:
 - Mr. Bernhard Schwartlander, Country Coordinator of UNAIDS China
 - Dr. Hao Yang, Deputy Director-General, Department of Disease Control, Ministry of Health
 - Actress Qin Lan
 - Dr. John Tedstrom, President & CEO of Global Business Coalition
 - Mr. Kevin Wale, President and Managing Director of General Motors China
- Michael Shiu, Vice President and Regional Director of Global Business Coalition China, to present three new public service announcements
- Q&A

Simultaneous translation will be provided, and coffee, tea, water and snacks will be served.



China HIV/AIDS Media Partnership (CHAMP)

Launch Press Release

Lu Chuan Features Qin Lan in New AIDS Awareness Campaign

- Business, NGOs, the Chinese Government, and the United Nations Mobilize Nationwide AIDS Prevention Campaign -

November 24, 2009 –Shanghai – A new education and awareness campaign featuring public service announcements (PSAs), including one directed by critically-acclaimed Chinese filmmaker and screenwriter Lu Chuan and starring award-winning actress Qin Lan was unveiled today. The campaign is an effort to curb HIV transmission in China. The campaign is supported by a consortium of leading media outlets, major international and Chinese companies, the Chinese Ministry of Health and UNAIDS.

The new PSAs are the result of the efforts made by the China HIV/AIDS Media Partnership (CHAMP), a multi-year awareness campaign to curb the spread of HIV/AIDS.

CHAMP is a well-established initiative that mobilizes the power of mass media and commercial marketing to raise HIV/AIDS awareness. Since the end of 2008, CHAMP PSAs have been broadcast daily on hundreds of national and provincial TV stations, with a combined potential viewership of more than 650 million people. The PSAs have been shown more than 5,000 times on broadcast TV, and more than 13,000 times on mobile TV screens. The air time, worth millions of dollars, is provided free-of charge by CHAMP's media partners including Health Times, MTV and Universal Media.

"The engagement of the private sector in preventing HIV transmission is an important contribution towards a harmonious society," said Dr. Hao Yang, Deputy Director General, Department of Disease Control, Ministry of Health. "I believe that CHAMP will play an important role in achieving the objectives of China's action plan for reducing and preventing the spread of HIV/AIDS."

"China's rapidly expanding private sector must include HIV workplace programmes in its investment strategies" said Mr. Michel Sidibe, Executive Director of UNAIDS. "CHAMP is a very positive example that hopefully will inspire an increasing number of Chinese companies to utilize the innovative power of a vibrant private sector in the response to AIDS."

"As a responsible corporate citizen and global auto company, GM is actively engaged in HIV/AIDS awareness education. GM's involvements in CHAMP represent our commitment to prevent HIV transmission in the Chinese population, a reflection of our underlying commitment to the communities in which we operate," said Mr. Kevin Wale, President and Managing Director of General Motors China. "We are proud to see that CHAMP's influence has grown and that its message has gotten through to more and more people. I believe that CHAMP will motivate other corporations to join this important campaign as part of their corporate social responsibilities efforts in fighting HIV/AIDS."



China HIV/AIDS Media Partnership (CHAMP)

"Media companies have the power to effectively communicate life-saving information to vulnerable populations better than anyone else in the world," said John Tedstrom, GBC President and CEO. "Effective, relevant public education messages are absolutely critical to stopping HIV in its tracks in China. By harnessing the vast capacity of these companies, and combining it with the incomparable creativity of talented young directors like Lu Chuan, CHAMP ensures that our message will be heard far and wide. There is no doubt that this initiative will help to save lives, and to ensure the future well-being of communities throughout China."

"I am honored to contribute to this important effort to communicate to the public about AIDS and the risk of sexual transmission of HIV," said Mr. Lu Chuan in earlier statement, who is directing one of the PSAs. "I can think of no more important use of my artistic skills and abilities."

Three public service announcements have been developed, with the goal of communicating directly to male migrant workers (supported by the International Labour Organisation), young female migrant workers, and young women. The campaign will feature a variety of media, including broadcast TV and the internet. The announcements will also be posted on outdoor electronic billboards and on plasma screens placed in buses and commuter trains.

Further, CHAMP member baidu.com, the world's largest Chinese-language internet search provider with over 70% of the search market in China, is lending its core competence to help CHAMP develop new ways to deliver HIV messages to the millions of people who visit baidu.com for their internet searches.

In addition to the launch, CHAMP hosted a debate featuring UNAIDS Executive Director, Mr. Michel Sidibe, Director General, Department for International Cooperation, Ministry of Health, Dr. Hao Yang, Movie Actress, Qin Lan, and GBC President and CEO, Dr. John Tedstrom, moderated by National UNAIDS Goodwill Ambassador for China and CCTV News Anchor, Mr. James Chau, which focused on innovative ideas regarding the role of business, and the role of broadcast, alternative & creative media in the response to HIV/AIDS. The event was attended by more than 100 guests from the government, international agencies, non-governmental organizations, media and the private sector, including managers of CHAMP project donors Anglo American, BD, Coca Cola, and General Motors.

The launch at Kathleen's 5 at Shanghai Art Museum was supported by UNAIDS China.

Media contacts:

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For more information visit www.gbcimpact.org/champ



China HIV/AIDS Media Partnership (CHAMP)

News Agencies Attendees List to Press Conference

International Media

1. AFP
2. AP
3. Newsweek
4. Reuters TV

National Chinese Media

- | | |
|--|-----------------------------|
| 1. China Business News | 22. Economy Daily |
| 2. China Business Journal | 23. Shanghai Business Daily |
| 3. 21st Century Business Herald | 24. Shanghai Tattler |
| 4. China Daily | 25. Sina.com |
| 5. China Youth Daily | 26. LOHAS Shanghai |
| 6. Global Times | 27. Life Times |
| 7. Metropolis | 28. Health Times |
| 8. The Bund | 29. Economic Daily |
| 9. U+ Weekly | 30. Healthy Life |
| 10. Touch | 31. China.org |
| 11. Southern Metropolis Entertainment Weekly | |
| 12. Shanghai Weekly | |
| 13. MTV China | |
| 14. Xinhua News Agency | |
| 15. China News Service | |
| 16. Dragon TV News | |
| 17. SMG Entertainment Online | |
| 18. ICS – TechMax | |
| 17. CBN | |
| 18. Medicine Economic News | |
| 19. MD Weekly | |
| 20. Sohu.com | |
| 21. 163 | |



China HIV/AIDS Media Partnership (CHAMP)

Evening Reception Agenda

Launch the CHAMP Partnership in Shanghai

Date: Nov 24, 2009 (Tues)

Venue: Kathleen's 5 Restaurant, 325 Nanjing Xi Lu, 5th Floor Shanghai Art Museum, Shanghai

Time: 18:00-20:30 hrs

Program

Guests Arrive: 18.00:18.30 hrs

Opening Speech by: Dr. John Tedstrom (President & CEO of GBC, New York)

CHAMP PSAs' Presentation by: Htat Htat Htun-Hansen (Media Partnership Coordinator of CHAMP, GBC China)

Panel Discussion on: "*Private Sector Involvement in HIV Prevention in China*" moderated by Mr. James Chau

Panel Members:

- Mr. Michel Sidibe (Executive Director of UNAIDS, Geneva)
- Dr. John Tedstrom (President & CEO of GBC, New York)
- Actress Qin Lan
- Mrs. Guan Baoying (Vice President of Beijing Association of STD and AIDS Prevention and Control)
- Mr. Bernhard Schwartlander (Country Coordinator of UNAIDS)

Entertainment Activity:

- Children impacted by AIDS to perform songs and dances

Award Giving Ceremony to the CHAMP's Key Stakeholders:

- By Mr. Michel Sidibe to Anglo American
- By Mr. Michel Sidibe to General Motors China
- By Mr. Michel Sidibe to Assistant director of Director Lu Chuan
- By Dr. John Tedstrom to Becton Dickinson Asia Ltd. (BD) China
- By Dr. John Tedstrom to Coca Cola China
- By Dr. John Tedstrom to Actress Qin Lan
- By Mr. Michael Shiu to UNAIDS China
- By Mr. Michael Shiu to the ILO Office for China and Mongolia
- By Mr. Michael Shiu to Ogilvy PR Worldwide

Entertainment Activity:

Sichuan Opera (Changing faces performance)

Conclusion and Appreciation Remarks by: Mr. Michael Shiu (VP and Regional Director of GBC)

Networking activities

China HIV/AIDS Media Partnership (CHAMP)

邀请函
Invitation

我们诚挚地邀请您参加CHAMP伙伴关系启动仪式，您将首先预览到，分别由导演陆川与演员秦岚，导演顾长卫与演员王保强，导演刘是制作的公益广告片。

日期：2009年11月24日，星期二
时间：晚上6：00-8：30
地点：上海市南京西路325号，上海美术馆五层，
Kathleen's 5餐厅

届时将提供食品和饮料。

You are cordially invited to attend
the CHAMP Partnership Launch
and be among the first to preview
the Public Service Announcements
by director Lu Chuan with actress Qin Lan,
by director Gu Changwei with actor Wang Baoqiang
and by director Liu Shi.

Date: Tuesday, 24th November, 2009
Time: 6 p.m-8.30 p.m
Venue: Kathleen's 5, 325 Nanjing Xi Lu,
5th Floor Shanghai Art Museum, Shanghai

Food and drinks will be served.

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中国抗艾滋病媒体联盟 (CHAMP) 是一项独特的倡议，旨在动员大众媒体的传播力量，提高中国对艾滋病的认识。