



Warkah RIBEN MERAH



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Red Ribbon Celebrity Support Programme 2010

The Red Ribbon Celebrity Support Programme (RRCSP) is one of the signature initiatives by the Malaysian AIDS Council. The programme was conceived out of our desire to increase our appeal to wider population through celebrity endorsement. The Celebrity Support Programme is in line with our Strategic Plan for 2008-2010 whereby the council plans to advocate for a supportive environment to address the issue on stigma and discrimination. For the past year, the implementation of our RRCSP was met with a rousing success. There is now a strong brand association between Malaysian AIDS Council and our Red Ribbon celebrities, resulting in increased awareness of our causes among the public, and improved our fundraising appeal among the corporate citizen.



At the point of inception in 2009, 12 well-known local celebrities have pledged their voluntary support to the Red Ribbon Celebrity Support Programme launched by the Malaysian AIDS Council. They are Datuk Siti Nurhaliza, Datin Paduka Umie Aida, Faizal Tahir, Fahrin Ahmad, Dayang Nurfaizah, Owen Yap, Shah Shamshiri, Zainal Alam Kadir, Ayu, Fish Leong, Anantha and Uthayaa. For year 2010, there is a small change in the RRCSP line up – Ayu and Fish Leong have decided to withdraw from the programme due to personal commitments, while the rest of the line up remains the same.



In addition, the RRCSP line up will now feature 3 new celebrities; Joey James Ghazlan, or perhaps more popularly known by his on screen persona Joey G, was brought on board to this programme to help us in spreading the HIV/AIDS awareness messages to young, urban crowd that are often at risk due to their hedonistic lifestyle and indiscriminate behaviour. An instantly-recognized VJ with a strong follower among the party set, we hope that Joey G will help to increase our appeal among this demographic group. Winnie K is another new addition to the RRCSP. A looker with a heavenly voice to match, Winnie K will infuse her Canto-pop appeal to our efforts in engaging the Chinese community, alongside with our existing celebrity Owen Yap who also works within the same demography. More interestingly though, Winnie K's appeal may as

well works across the racial line as she has also produced a Malay album that attracts a considerable attention among the Malay community. Last but not least, the addition of Kenchana Devi will definitely complement the existing efforts by our RCSP celebrities, Mr Anantha and Mr Uthaya in reaching out to the Indian community.

Riding on the success of the past RRCSP season, we have decided that the time was ripe for us to launch a second installation of the programme. The official launch and the accompanying sensitization workshop was held between 13 – 15th August 2010 in Penang, in collaboration with Hard Rock Beach Hotel who has graciously agreed to provide us with full sponsorship package for the entire programme. It is paramount that each of our Red Ribbon celebrity is capable of delivering HIV advocacy messages with flair and confidence to the public. Hence, they are required to undergo comprehensive training that will prepare them for their role as a Red Ribbon Celebrity. The trainings are performed on annual basis using syllabuses that are custom-made to reflect the must current situation in HIV/AIDS, including an update on epidemiology trends in Malaysia. The RRCSP workshop that we held in Hard Rock Hotel Penang is 3 days 2 nights programme that comprise of 3 workshop sessions for the celebrities, a shelter home visit, a grand official launch and a press conference.

Pertubuhan Wanita dan Kesihatan, Kuala Lumpur (WAKE)

Pertubuhan Wanita dan Kesihatan, Kuala Lumpur (Women and Health Organisation of Kuala Lumpur), was established in January 2001 by its Founder, the late Catherine I.J. Arumanayagam in response to women's health issues, in particular vulnerabilities associated with HIV/AIDS. WAKE's goal in responding to the HIV/AIDS epidemic is to ensure that those living with HIV and drug users receive appropriate treatment, care and support. WAKE was set up with the aims and objectives of to set up a halfway house to provide shelter and care for PLHIV, to provide rehabilitation for sex workers, to offer emotional support to any women who seek it, irrespective shelter home resident status, to advocate for the right of affordable and accessible health care for all and to educate and encourage women to determine their own future and to help them achieve it.



Bulan Ramadhan sudahpun tiba, namun momentum aktiviti-aktiviti di Majlis AIDS Malaysia (MAM) dan ahli-ahli gabungan terus kekal rancak. Permohonan *Global Fund R10* akhirnya selamat tiba di Geneva sebelum 20 Ogos – syabas kepada semua yang terlibat. Semoga Malaysia sukses kali ini!

Baru-baru ini, saya telah menghadiri mesyuarat tahunan APN+ di Bangkok tempat saya berpeluang mempelajari *HIV Drug Resistance* dan mekanisme harga ARV sedunia. Terlalu banyak perkara mengejutkan saya, terutama sekali cengkaman monopoli firma farmaseutikal dan rintangan masa hadapan bagi mereka yang perlu membeli *second-line* ARV. Untuk keterangan lanjut, sila hubungi saya atau wakil MyPlus anda.

Dari segi perkembangan di pihak urusetia MAM, kami sedang tekun membantu ahli-ahli gabungan dalam pelaksanaan program-program pencegahan dan sokongan, bukan sahaja menerusi dana KKM, tetapi juga melalui dana KPWK, sektor korporat dan agensi-agensi PBB. Terima kasih diucapkan kepada semua yang memberikan sumbangan kepada usaha kami ini.

WHO dan UNFPA baru-baru ini juga mengeluarkan laporan tentang integrasi HIV dan *sexual reproductive health & rights* (SRHR). Dapatan laporan menunjukkan Malaysia masih lemah dalam pelaksanaan dan integrasi.

Diharap agar *National Strategic Plan on HIV/AIDS 2011-2015* dapat menangani isu tersebut.

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