



## CHAMP Launch Report

**Launch Date: November 14 2008, Beijing China**

**Prepared by: CHAMP Coordinator & Secretariat (GBC China)**

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#### **Current CHAMP Donors and Members**

Anglo American, Coca-Cola (China) Beverages Ltd, General Motors China, UNAIDS China

#### **Current Project Supporters and Members**

Beijing HealthTV Marketing Corporation, Beijing Perspective Orient Movie & Television Intermediary Co., Chang Ai Media Project, China Internet Information Centre(China.org.cn), MTV China, Phoenix New Media (ifeng.com), Universe Media Holding

Beijing Fudun Law Firm, Century JinQin Marketing Research Co., Ltd. of Renmin University, Claire Public Relations Consultancy Ltd, Ogilvy PR Worldwide Beijing, RedWorks of Ogilvy Company

The Global Media AIDS Initiative (GMAI), The Henry J. Kaiser Family Foundation, China PMR Network Inc, Marie Stopes International China, ILO Office for China and Mongolia, UNDP



## **China HIV/AIDS Media Partnership (CHAMP)**

### **CHAMP Launch Report**

#### **Summary**

On Nov 14<sup>th</sup>, 2008 in Beijing, GBC held the launch ceremony for China HIV/AIDS Media Partnership (CHAMP) in Shangri-La Kerry Center Hotel in Beijing. 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 GMAI and Kaiser Family Foundation and organized by Ogilvy PR. By virtue of this forum, GBC publicized the CHAMP initiative and introduced the two public service announcements (PSAs) produced for this project. 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 14, 2008 in Beijing, China. The objectives of the ceremony were to:

- Publicize the CHAMP initiative to the public, NGOs, companies, government agencies, etc.
- Promote awareness of the issues on HIV/AIDS to the public and how GBC plan to implement this initiative.
- Promote the CHAMP members which have been involved in the initiative.
- Promote the CHAMP initiative through media interviews with key people

The ceremony was composed of two parts: the main event session with all the attendees and a press conference with national and internal media journalists in China. More than 120 guests attended the main session and more than 40 media attended the press conference. The attendees of the main session are from UN agencies, CHAMP members, GBC member companies, government agencies, NGOs. The national and internal media journalists in the media conference covered most influential health media in China, including China Daily, Xinhua News, Health News, Life Times, and others. Foreign media were also represented by AP, Reuters, and Gardian.

The Launch was opened at 9:00am and attended by Mr. Wang Yiming, the Deputy Director of the Law Commission of the National People's Congress Standing Committee and Vice Chairman of All China Federation of Industry and Commerce. Subsequently, five VIP guests spoke at the opening ceremony:

- Mr. Hao Yang, Deputy Director of State Council AIDS Working Committee Office, Deputy

Director General of Bureau of Disease Control and Prevention of MOH. Mr. Hao gave a speech on the current challenges of China HIV/AIDS response and the important role of media campaign in addressing these challenges. He also called on the private sector to collaborate closely with the government and take an active role in this battle. He specifically pointed out that the launch of CHAMP marks a turning point in tackling HIV/AIDS in China. He believes that GBC's new initiative, CHAMP, will be able to play an important role in achieving the objectives of China's action plan for Reducing and Preventing the Spread of HIV/AIDS 2006 – 2010.

- Mr. Charles Tang, VP of Coca-Cola China Ltd, introduced Coca-Cola's operation in China and their involvement in social welfare issues. He expressed appreciation to GBC for the support to Coca Cola's HIV/AIDS programs. He also mentioned that Coca-Cola was very pleased to join CHAMP in raising Chinese people's HIV/AIDS awareness.
- Dr. David S. Chen, Vice President of General Motors China, presented a short speech on GM China's involvement in HIV/AIDS issues in China and collaboration with GBC in the A Closer Walk documentary film and the Playing Card Project. As for CHAMP, Mr. Chen believes that CHAMP would accomplish great success as it unites different stakeholders together to fight HIV/AIDS and related stigma.
- Mr. Leonard Stephens, Procurement Manager of Anglo American China, pointed out the importance of private sector involvement in social welfare issues like HIV/AIDS, and how Anglo American utilizes its experiences in dealing with HIV/AIDS in Africa. Mr. Stephens mentioned the importance of prevention among general public and hopes CHMAP can make a difference in the future.
- Dr. Bernhard Schwartlander, Country Coordinator UNAIDS, stated that UNAIDS strongly supports GBC and its initiative CHAMP in facilitating public-private partnerships in the response to HIV/AIDS in China. CHAMP is a prime example and UNAIDS China looks forward to continuing collaboration with GBC and CHAMP partners in the future.

After the VIP speeches, Mr. Michael Shiu, VP and Regional Director of GBC China, introduced the CHAMP members and acknowledged their contribution. He also provided a summary of the conceptualization and development of the Champ initiative. Mr. Shiu then introduced Ms. Htat Htat Htun-Hansen, Coordinator of CHAMP, who presented the two newly produced PSAs to the participants. The PSAs consisted of one targeting youth, was co-produced by MTV China, and another one targeting middle aged men, was co-produced by Chang Ai Media Project. Both PSAs conveyed the central message gathered from GBC's KABP survey, themed, "Do You Know?" and were warmly received by the participants and the media.

Then the VIP speakers were invited to the press conference room. The press conference was moderated by Mr. Ole Schack Htun-Hansen, Advocacy Advisor of UNAIDS China. During the press conference, questions were raised by 25 national and 10 international journalists regarding the CHAMP's initiative, China HIV/AIDS epidemic and media campaign and private sector involvement in China HIV/AIDS response.

At the main event, after the VIP speech session, five panel discussions, 3 sessions in the morning and 2 sessions in the afternoon were held. These breakout sessions were led by expert panels and solicited active participation of the members and attendees were held with respective topic on:

- 1) **The role of business in the response to HIV/AIDS:** The session was hosted by Mr. Williams Valentino, VP CSR of Bayer China. The speakers were from Coca-Cola, GM, Anglo American and Ogilvy. The speakers introduced their companies' involvement in the HIV/AIDS issues and how the programs matched into their country CSR strategies.
- 2) **The Role of broadcast, alternative & creative media in the response to HIV/AIDS:** The session was hosted by Ms. Marilyn Zhu, Director, Marketing and Communications Department of MTV China. The speakers were from Baidu, Beijing HealthTV Marketing, Universe Media Holding, China Internet Information Centre (China.org.cn) and Phoenix New Media. The speakers discussed about how their media can contribute to HIV/AIDS awareness campaign with innovative approaches. They also gave suggestions on how to combine HIV/AIDS messages into routine media information.
- 3) **The importance of an evidence-based approach to communication campaigns and the development of the CHAMP PSAs:** The session was hosted by Ms. Colleen Cheng, Senior VP with Ogilvy China. The speakers were from GBC China, MTV and ChangAi Media. They mainly shared with the attendees the background of the development of CHAMP PSA, including how they identify the key message for the two PSA and how to convey the message through the PSAs.
- 4) **Synergetic partnerships in the response to HIV/AIDS:** The session was hosted by Mr. Peter Lunding, Senior HIV Advisor, UNAIDS. The speakers were from ILO China, Jinqin Research Company, Claire PR, PMR Network and Marie Stopes International. The speakers discussed the importance of synergy and how their resources can support media campaign to protect people against HIV/AIDS.
- 5) **Media campaigns related to stigma & discrimination against people living with HIV:** The session was hosted by Ms. Zhang Lei, Program Specialist, UNICEF China. The speakers included people living with HIV, foreign and domestic reporters and HIV/AIDS program officer. The speakers discussed how media should deal with anti-stigma issues from different perspective. The presence of the PLWHA speakers gave a powerful message to the media for the need for fair reporting on stories covering the AIDS impacted people.

There were Q&A sessions after each panel session. Many attendees raised a number of issues and questions and discussed warmly with the panel members in terms of the different topics. A buffet lunch was served after morning sessions and afternoon discussions continued. Thereafter, Mr. Michael Shiu, VP and Regional Director of GBC China introduced CHAMP 2009 Plan. Planned 2009 activities for CHAMP will include:

- Continue recruitment of media companies & new partnerships to distribute campaign materials.
- Conduct surveys of 2008 PSAs to evaluate the effectiveness of the campaign.

- Penetrate and expand campaign to cover beyond the TV broadcast and websites to include print, special events, bill boards, rural areas, and other venues.
- Develop interactive games on internet to promote HIV/AIDS awareness targeting the younger population.
- Solicit additional support from private sector on funding needed to push Champ forward.
- Produce and place a 2nd wave of advertising (TV, radio, outdoor, and print) and advance entertainment programming and journalism platforms.
- Organize a Media Leaders Summit & CHAMP Partnership that will bring together representatives from the Central government, the UN, and worldwide leaders on HIV/AIDS; with media promotion as one of the focus areas.

### **Photographs**

The photographs from the Champ Launch can be uploaded from the following sites:

<http://rcpt.yousendit.com/625594910/4718d14d6b6967c6ea09b5737414362c>

<http://rcpt.yousendit.com/625595898/cc82293bd7f3b4784bd9f5301538d2df>

<https://rcpt.yousendit.com/625596016/08e12837b02b3afe7271dc15a98cee20>



## **China HIV/AIDS Media Partnership (CHAMP)**

**Date:** November 14, 2008 (Friday)

**Time:** 08:30am -15:00pm

**Venue:** Kowloon Room-2, 4th Floor, Kerry Centre, Beijing, China

### **Agenda**

#### **8:30-9.00 AM - Guest Registration**

#### **9:00 - 9:10 - Introduction by Master of Ceremony:**

Ms. Colleen Cheng (Senior Vice President and National Group Director, Consumer Marketing, Ogilvy Public Relations Worldwide, Beijing)

#### **9:10 - 9:45 VIP Speakers**

- Mr. Wang Yi Ming, Vice Chairman, All China Federation of Industries
- Mr. Hao Yang, Deputy Director General, Bureau of Disease Control and Prevention, MOH
- Mr. Charles Tang, Vice President, Coca-Cola (China) Beverages Ltd.
- Mr. David Chen, Vice President, General Motors China
- Mr. Leonard Stephens, Procurement Manager, Anglo American
- Dr. Bernhard Schwartlander, Country Coordinator, UNAIDS

#### **9:45 - 10:05**

- Introduction of all CHAMP members by Michael Shiu, Vice President, GBC China
- CHAMP PSAs presented by Ms. Htat Hta Htun-Hansen, Media Partnership Coordinator (CHAMP), GBC China
- Group Photo Session with all CHAMP members and VIP Speakers

#### **Press Conference (10:00-11:30) – Selected individuals only**

#### **Morning Programs**

#### **10:05 -10:40**

#### **Panel Discussion-1: “Role of business in the response to HIV/AIDS”**

Hosted by Mr. William Valentino, Vice President Social Responsibility, Bayer

Every participant will introduce themselves and host will facilitate the discussion on “*Role of business in the response to HIV/AIDS*”

- Ms. Linda Chen, Corporate Affairs Manager, Coca-Cola (China) Beverages Ltd.
- Ms. Iris Wang, CSR Manager, General Motors China
- Ms. Tina Meng, Head of Sustainable Development and Communication,

Anglo American

- Ms. Maria Guimaraes, Consultant, Ogilvy PR Worldwide
- Q&A from audiences facilitated by MC

**10:40-11:15**

**Panel Discussion-2: “Role of Broadcast, Alternative & Creative Media in the response to HIV/AIDS”**

Hosted by Ms. Marilyn Zhu, Director, Marketing and Communications Department for MTV China

Every participant will introduce themselves and host will facilitate the discussion on “*Role of broadcast, alternative & creative media in the response to HIV/AIDS*” .

- Mr. Li Zheng, CSR Director, Baidu
- Ms. Wei Rui Min, Producer, Beijing HealthTV Marketing
- Ms. Wei Zhang, Senior Manager, Universe Media Holding
- Ms. Zhang Meizhi, Deputy Editor-in-Chief, China.org.cn
- Mr. Zou Ming, VP, Phoenix New Media
- Q&A from audiences facilitated by MC

**11:15-11:30 Coffee Break (15 mins)**

**11:30-12:30**

**Panel Discussion-3: “The importance of an evidence based approach to communication campaigns and the development of the CHAMP PSAs”**

Hosted by MC-Ms. Colleen Cheng. Ogilvy worldwide

Every participant will introduce themselves and host will facilitate the discussion on “*The importance of an evidence based approach to communication campaigns and the development of the CHAMP PSAs*”

- Mr. David Dai, Technical Manager, GBC China
- Ms. Ruby Yang, Director of CHAMP’s PSAs target adult men, Chang Ai Media Project
- Mr. Kahing Chan, Director of CHAMP’s PSA targeting youth, MTV China
- Ms. Marilyn Zhu, Director, Marketing and Communications Department of Communications, MTV China
- Q&A from audiences facilitated by MC

**12:30-13:30 Lunch (1 hr)**

**Afternoon Programs**

**13:30-14:10**

**Panel Discussion-4: “Synergetic Partnerships in the Response to HIV/AIDS”**

Hosted by Mr. Peter Lunding, Senior HIV Advisor, UNAIDS

Every participant will introduce themselves and host will facilitate the discussion on “*Synergetic Partnership in the Response to HIV/AIDS*”

- Mr. Richard Howard, Chief Technical Advisor, ILO
- Mr. Wang Anliu, General Manager, Century Jinqin Marketing Co. Ltd.
- Ms. Claire Rong, Managing Consultant, Claire Public Relations Consultancy Ltd.
- Ms. Cheryl Xu, CEO, PMR Network Inc.

- Mr. Xiao Yuanhong, Clinic Development Director, MSI China
- Q&A from audiences facilitated by MC

**14:10-14:45**

**Panel Discussion-5: “Media campaign related to stigma & discrimination against people living with HIV”**

Hosted by Ms. Zhang Lei, Program Specialist, UNICEF China

Every participant will introduce themselves and host will facilitate the discussion on “*Media campaign related to stigma & discrimination against people living with HIV*”

- 2 participants from Positive Talk Program
- Ms. Xia Jing (Project Officer, Positive Talk Program, MSI China)
- Mr. Chris Buckely, Reuters
- Mr. George Wang (China Internet Information Centre)
- Q&A from audiences facilitated by MC

**14:45-14:50 CHAMP 2009 Plan by Mr. Michael Shiu, Vice President, Regional Director, GBC China**

**14:50-15:00 Summarize by Master of Ceremony -Ms. Colleen Cheng, Ogilvy worldwide**

**15:00-:15:30 Coffee Break**

**Networking/Dialogue Session**

- Media interview with selected individuals
- Member companies meetings with stakeholders



## China HIV/AIDS Media Partnership (CHAMP)

### CHAMP Launch Press Conference

**Date:** November 14, 2008 (Friday)  
**Time:** 10:00am – 11:30am  
**Venue:** Kowloon Room 1, 4th Floor, Shangri-La's Kerry Centre, Beijing, China  
**Participants:** About 40

### Agenda

10:00am – 10:05am

Introduction of the purpose of the press conference by facilitator, Mr. Ole Schack Hansen, Advocacy Advisor, UNAIDS China

10:05am – 10:20am

Presentation on CHAMP KABP Survey Findings & the development of the Public Service Announcements (PSAs) by Mr. David Dai, Technical Manager, GBC China

10:20am – 11:15am

Q&A

### Panel Members

1. Mr. Hao Yang, Deputy Director, Disease Control Bureau, China MOH
2. Dr. Bernhard Schwartlander, Country Coordinator UNAIDS
3. Mr. Charles Tang, Vice President, Coca-Cola (China) Beverages Ltd.
4. Mr. David Chen, Vice President, General Motors China
5. Mr. Leonard Stephens, Procurement Manager, Anglo American
6. Mr. Michael Shiu, Vice President, Regional Director, GBC China



## **China HIV/AIDS Media Partnership (CHAMP)**

### **Launch Press Release**

#### **A GBC Initiative**

#### **Business, NGOs, Chinese Government Mobilize Nationwide HIV Awareness Campaign**

**November 14, 2008--Beijing** – The Global Business Coalition on HIV/AIDS, TB and Malaria (GBC) and partners today kicked-off the China HIV/AIDS Media Partnership (CHAMP, a multi-year awareness campaign to counter stigma and curb the spread of HIV/AIDS.

Mr. Hao Yang, Deputy Director General, Bureau of Disease Control and Prevention, of the Chinese Ministry of Health stated that *“Today marks a turning point in tackling HIV/AIDS in China. I believe that GBC’s new initiative, CHAMP, will be able to play an important role in achieving the objectives of China’s action plan for Reducing and Preventing the Spread of HIV/AIDS 2006 – 2010”*

CHAMP is an unique initiative to mobilize the communication power of mass media and commercial marketing to raise awareness of HIV/AIDS in China. The project was initiated in August 2007, and addresses an urgent need for greater public dialogue and understanding on HIV/AIDS in China. It is an unprecedented collaboration between China’s leading media outlets and private enterprises to develop a coordinated cross-platform public awareness campaign on HIV/AIDS.

*“The Coalition is pleased to initiate this partnership, which will bring HIV/AIDS awareness, prevention, and anti-stigma issues to millions of Chinese through CHAMP’s evidence-based campaign messages”* stated Michael Shiu, Vice President and Regional Director for GBC in China. *This fight will only be won through the active and results-oriented mobilization of the business sector. CHAMP connects the formidable resources and reach of mass media and other companies with our partners in government and civil society to maximize our effectiveness and save more lives.”*

Over 120 guests from the government, international agencies, non-governmental organizations, media and the private sector including the representatives of CHAMP project donors, Mr. Charles Tang, VP of Coca-Cola China Ltd., Mr. Dr. David S. Chen, Vice President of General Motors China and Mr. Leonard Stephens, Procurement Manager, Anglo American attended the ceremony.

Many new and innovative ideas were discussed regarding the role of business in the response to HIV/AIDS, the Role of broadcast, alternative & creative media in the response to HIV/AIDS, the importance of an evidence based approach to communication campaigns and the development of the CHAMP public service announcements, synergetic partnerships in the response to HIV/AIDS, and media campaigns related to stigma & discrimination against people living with HIV.

Dr. Bernhard Schwartlander, Country Coordinator UNAIDS, stated that “UNAIDS strongly supports GBC and its initiative CHAMP in facilitating public-private partnerships in the response to HIV/AIDS in China. CHAMP is a prime example of this, and we look forward to continuing our collaboration with GBC and CHAMP partners in the future”.

The ceremony took place at the Shangri-La Kerry Centre and was sponsored by The Global Media AIDS Initiative (GMAI) and The Henry J. Kaiser Family Foundation and organized by Ogilvy PR Worldwide in Beijing.

**For further information please contact:**

Ms. Htat Htat Htun-Hansen, Media Partnership Coordinator

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Tel: +86 (10) 8440-7921, +86 1366-1184-825

Website: [www.champgbc.org.cn](http://www.champgbc.org.cn)      [www.nizhidaoma.org.cn](http://www.nizhidaoma.org.cn)

**Current CHAMP Donors and Members**

Anglo American

Coca-Cola (China) Beverages Ltd

General Motors China

UNAIDS China

**Current Project Supporters and Members**

As of October 2008 GBC China has recruited more than 20 national and international public and private sector partners to join the CHAMP initiative. Below is a breakdown:

**Media Partners**

To dates, CHAMP’s media members have committed over 3 million US\$ worth of pro-bono air time to broadcast its public service announcements covering over 200 TV stations in more than 25 provinces all over the China.

Beijing HealthTV Marketing Corporation, Beijing Perspective Orient Movie & Television Intermediary Co., Chang Ai Media Project, China Internet Information Centre(China.org.cn), MTV China, Phoenix New Media (ifeng.com), Universe Media Holding

**Private Companies**

Beijing Fudun Law Firm, Century JinQin Marketing Research Co., Ltd. of Renmin University, Claire Public Relations Consultancy Ltd, Ogilvy PR Worldwide Beijing, RedWorks of Ogilvy Company

**Non-governmental Organizations (NGOs)**

The Global Media AIDS Initiative (GMAI), The Henry J. Kaiser Family Foundation, China PMR Network Inc, Marie Stopes International China

**United Nations Agencies**

ILO Office for China and Mongolia, UNDP



## **China HIV/AIDS Media Partnership (CHAMP)**

### **News Agencies Attendees List to Launch Press Conference**

#### **National (25 Journalists)**

- 1) Beijing Morning Post
- 2) Beijing Times
- 3) Beijing Radio
- 4) Beijing Youth Daily
- 5) BTV
- 6) Caijing Magazine
- 7) China Daily
- 8) China Economic Herald
- 9) China National Radio
- 10) China News Service
- 11) China Pharmaceutical News
- 12) China Youth Daily
- 13) Economic Daily
- 14) Guangming Daily
- 15) Health News
- 16) Hers
- 17) Life Style
- 18) Life Times
- 19) People's Political Consultant News (Health)
- 20) Philanthropy Times
- 21) Science and Technology Daily
- 22) Sina Health
- 23) Sohu Health
- 24) Trends Health
- 25) Xinhua News Agency

#### **International (10 Journalists)**

- 1) Agencia EFE (Spain)
- 2) Algemeen Dagblad, RTL (the Netherlands)
- 3) Associated Press
- 4) Guillem Martinez
- 5) Eric Meyer (meyerweb.com)
- 6) Handelsbatt
- 7) Le Point France
- 8) Reuters
- 9) The Guardian (UK)
- 10) TROUW (the Netherlands)



## **China HIV/AIDS Media Partnership (CHAMP)**

### **Participating GBC Members Companies**

- 1) Anglo American
- 2) APCO
- 3) Areva
- 4) Bayer
- 5) Coca-Cola
- 6) Shanghai Desano Pharmaceutical Company
- 7) Eli Lilly
- 8) FedEx
- 9) General Motors
- 10) Horizon
- 11) L'Oreal
- 12) Lafarge
- 13) Marr Bio Pharmaceutical
- 14) Merck
- 15) MTV
- 16) NBA
- 17) Nike
- 18) Northeast Pharmaceutical Group
- 19) NYSE
- 20) Ogilvy PR
- 21) Rio Tinto
- 22) SOHU
- 23) Total Corp

**CHAMP Launch Group Photo, November 14 2008 Beijing, China**



**CHAMP Launch VIP Speakers**



Mr. Hao Yang, Deputy Director General,  
Bureau of Disease Control and Prevention  
Ministry of Health



Dr. Bernhard Schwartlander,  
Country Coordinator, UNAIDS



Mr. Charles Tang, Vice President,  
Coca-Cola (China) Beverages Ltd.



Mr. Michael Shiu, VP,  
Regional Director, GBC China



Mr. Dr. David S. Chen, Vice President  
General Motors China



Mr. Leonard Stephens  
Procurement Manager  
Anglo American