

AIDS

H(A) reiterated this week the three stages of its campaign:

- 1 To raise general awareness;
- 2 To change attitudes;
- 3 To persuade the public to protect themselves.

It is debatable whether we have completed the first stage and in order to do so the Committee want to put out some more adverts and have been given some free time from the BBC and ITV to do so. Then the committee will target high risk groups.

The next advert

We heard the tape which is proposed to go out next with a film. The text gave the clearest impression that the public should exercise faithfulness but if they could not they should rely upon condoms to protect them from this disease. As we know that condoms are only 85-95% safe and are highly unreliable when used by homosexuals, we could well have a spate of complaints and even litigation if we do not insist, as the AIDS pamphlet does, that all these devices will do is "reduce the risk of catching the virus".

Public reception

Wide range of reactions, many positive to our campaign, but there is a recurrent theme in the responses we have received and are coming into this office, namely that we are not stressing the importance of abstinence and faithfulness sufficiently. One senior medical correspondent made the telling point that in order to save people from cancer we do not tell people to use filter tip cigarettes.

The Church

Norman Fowler has been in touch with the Archbishop of

Canterbury, the Cardinal and the leader of the Free Church Council, and will be seeing the Chief Rabbi. A united message seems achievable, but we must watch the balance of the two aspects of our message. The Cardinal is very keen to work together with Government to expand the hospice movement which we strongly support.

#### International

We are said to be ahead of France, Netherlands and Italy, but we are also well behind Sweden and Norway in our publicity.

#### The Army

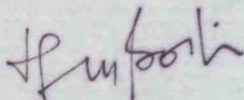
MOD were rapped over the knuckles for not liaising sufficiently with the Foreign Office over recent events.

#### The seriousness of the issue

All the indicators coming to us are that the issue is more serious than has so far been stated. It is now thought that as many as 100% of those infected may develop the clinical symptoms of the disease. Even if the behaviour of the high risk groups is altered to reduce promiscuity as has happened in California by as much as 70 or 80%, there could still be a rise in the incidence of infection. The high risk group in the United Kingdom is between 8 and 15% of the population. Finally there appears to be considerable under reporting of this infection.

#### Conclusion

We have a long way to go with this one. First of all our message of the practical need for faithfulness needs to be stronger.



HARTLEY BOOTH