



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
A. Francisco Gold Condominium II EDSA cor. Mapagmahal St.,
Diliman, Quezon City

December 01, 2010

MEMORANDUM CIRCULAR

NO. 2010 – 136

TO : PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, DILG REGIONAL DIRECTORS AND OTHERS CONCERNED

SUBJECT : 2010 WORLD AIDS DAY

The World AIDS Day (WAD) will be celebrated on December 1, 2010 with the local theme, ***“The Red Ribbon Compact – A Call to Duty for HIV and AIDS.”*** This year-end WAD celebration fulfills the commitment that through the leadership of the Philippine National AIDS Council (PNAC), the country comes up with a blueprint of scaled-up comprehensive response to halt the rapid expansion of the said epidemics.

Relative to the above, all local chief executives are hereby enjoined to extend their full support to ensure the success of the above-mentioned event by spearheading activities that emphasize this year’s celebration. They may, likewise, opt to undertake the following suggested activities in cooperation with all concerned sectors:

- Symbolic wearing of red ribbon or any red-colored accessory to mark the occasion;
- Unfurling of WAD streamers or posters in buildings or in public or private conveyances;
- Displaying red banners or tying of red ribbons on doors of houses or of business establishments;
- Spearheading local marathon or walkathon;
- Initiating poster and slogan-making contests;
- Conduct of HIV and AIDS Quiz among the youth or the male population;
- Disseminating information materials on HIV and AIDS prevention; and
- Issuing press releases with emphasis on the LGU’s commitment or support to the effort to address HIV.

All DILG Regional Directors are hereby directed to cause the dissemination of this issuance to all local authorities within their jurisdictions and provide assistance where necessary, and as may be appropriate, and to submit to the Office of the Undersecretary for Local Government reports on LGUs that undertook WAD activities.

For the information and guidance of all concerned.


JESSE M. ROBREDO
Secretary



Republic of the Philippines
DEPARTMENT OF THE INTERIOR
AND LOCAL GOVERNMENT
IN REPLY, PLEASE DATE:

SILG10-004732



CONCEPT NOTE

WORLD AIDS DAY: THE PHILIPPINE RED RIBBON BALL

Introduction:

The World AIDS Day (WAD) is an annual event that started in 1988. It is dedicated to HIV/AIDS awareness. It is also to honor those who have passed away from AIDS and to call on government leaders and policy makers to take an active role in the fight against HIV and AIDS.

THEME: I AM LIVING RIGHTS. STOP AIDS. KEEP THE PROMISE

The theme for the 2010 WAD is I AM LIVING MY RIGHTS. STOP AIDS. KEEP THE PROMISE. The theme is to ensure that governments and policy makers meet the HIV targets they set, the commitments they made, and mobilize the necessary resources for a world where people do not die of AIDS and opportunistic infections like TB.¹ At the heart of the global commitment is the publicly stated ambition of Universal Access by 2010 – enabling everyone to have non-discriminatory and non-judgmental access to adequate HIV prevention, treatment, care and support².

Philippine Celebration of WAD 2010

Given the rising number of HIV/AIDS cases in the Philippines for this year alone, there is a need to take a more active and meaningful engagement to fight this epidemic. There is a need to mobilize not just the civil society but also more especially the government.

With a new administration under President Benigno Aquino III, this major event is a great opportunity for the administration to lay down its plan for HIV and AIDS. The WAD 2010 will be an opportunity also to present the new members of the Philippine National AIDS Council and the AIDS Medium Term Plan V 2010-2015. The WAD 2010 will also gather major stakeholders in the HIV and AIDS both from the government and non-government sectors.

Instead of the usual march or parade, this year's activity will be a ball entitled: The Philippine Red Ribbon Ball. The objectives of this ball are the following

Objectives:

1. To present the new administration's HIV/AIDS plan;

¹ Worldaidscampaign.org (2010)

² ibid.

2. To present the new members of the Philippine National AIDS Council; and
3. To mobilize stakeholders in pledging resources for HIV/AIDS work

Background of the Event

1. The Library Foundation is the leading Non Government Organization (NGO) that supports and educates relevant topics pertaining to HIV/AIDS.
2. The TLF has ensured that UN's MDG regarding HIV / AIDS are being implemented and observed the country till its finalization on 20XX.

PARTICIPANTS:

1. Government Units (National and Local Government Units)
 - Government units sitting in the Philippine National AIDS Council
 - Members of Congress (priority: Committee on Health and related committees)
2. Civil Society
 - HIV and AIDS service organizations
 - Human rights oriented groups and organizations
 - Other socio-civic organizations
3. Faith based Communities
 - Organized religions and ministries of local faith based movements and groups
4. Private Business
 - Business sector initiatives on HIV
 - Business groups or network with corporate social responsibility
 - BPOs companies
5. Development Partners
 - Multilateral and bi-lateral aid agencies
 - International non government organizations
 - Intergovernmental organizations (UNDP, UNAIDS etc.)
 - Members of the Diplomatic Corp
6. Lesbian Gay Bisexual and Transgender Network
7. Media Organizations