



" You Fly ~ I Live ! Thanks ! " The Community Voice of UNITAID

You Fly ~ I Live ! is a global campaign to raise awareness of UNITAID and to promote 'solidarity contributions' on airfares as an innovative and effective mechanism to increase access to treatment for people with HIV/AIDS, Tuberculosis and Malaria. Developed and driven by people living with the diseases, the campaign will warmly present the 'human face' and amplify the 'voices' of the communities who benefit from access to essential medicines and diagnostic products. **You Fly ~ I Live !** will forge a positive link between the contributing public and the community, leveraging the 'feel-good' factors of social responsibility and solidarity to increase support in participating countries, and to advocate with civil society in other 'potential partner' countries.

As bringing lofty ideas about international financial mechanisms down to a 'human' level is essential to making the UNITAID initiative understood and supported by many countries, the **You Fly ~ I Live !** campaign has two interlinked components: electronic outreach with strategic interventions by 'Community Ambassadors'. The e-campaign is planned to begin in late January 2007. Initiated and 'signed' by a dozen leaders from the affected communities in key countries, and technically supported by a French NGO, the World Care Council, an international media release coupled with a newsletter reaching out to 10,000 concerned individuals and organizations, bringing the words of appreciation of UNITAID into the hearts and minds of the key actors from the global health sector. A dedicated website will also be launched during this initial period, and these e-communications will be used to prepare the groundwork, to seed interest, and to solidify a network of civil society allies in a number of countries.

From February 2007, a small team of two community 'Ambassadors' will visit key capitals in Europe and other G8 countries for a few days of intensive media outreach, speaking engagements and meetings with the 'leading actors' in the fight against the three diseases in each country. These 'Ambassadors' will be assisted by national and local NGO's in getting the message out to both the public, and to targeted decision makers and influential contacts. The campaign will be audio-visually documented, through the eyes of the 'community' as it happens, allowing live material to be edited into content for diffusion on other supports. Reflecting the innovation of UNITAID, **You Fly ~ I Live !** will break new ground in forging a new platform of communication for the vibrant voices of the community to raise awareness of UNITAID, and to dynamically participate in resource mobilization through the expansion of new member states. While they are home in their developing countries, 'Ambassadors' will act as focal points for the initiative.

Now, with the UNITAID Board operational, and its' first actions well underway, the development of **You Fly ~ I Live !** is beginning to also gather pace. A training workshop for the first five 'Ambassadors' was held on the 31 October in Paris, and a presentation was made on the 1st of November at the special session at the 37th World Conference on Lung Health (IUATLD), at the Palais des Congrès in Paris. Support is growing on the foundations built over the last year within the community network.

The combination of an ongoing and growing internet based electronic campaign with media mobilisation around the community 'Ambassadors' will give **You Fly ~ I Live !** a communications capacity to make the voices of the 'end-users' a tool for strategic leverage. The clear, heartfelt and credible messages will raise awareness of UNITAID, and add a valuable arm to the advocacy for greater participation by additional countries by increasing in-country demand. In those key countries where the airfare solidarity contribution is not feasible to apply, a similar campaign based on promoting a levy on SMS messages is being developed: **Your SMS ~ Our Access** (Sending Messages Delivers Medicines).

You Fly ~ I Live, Thanks! will amplify community voices about UNITAID, highlight innovation and solidarity, and further add value to strengthen a new and needed mechanism for saving lives. A 'Thanks' can be powerful.

1/1 29.11.06 © 2006 World Care Council



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