



# Media Update

## 25 November 2015



UNAIDS unicef



# Media Briefing on HIV and AIDS

## Media Advisory

### What

Join us for an interactive learning session on HIV/AIDS featuring experts from the Government, the United Nations and community representatives. A brief educational video documentary will be also screened in the session.

The media community has played an instrumental role for effective HIV response at global level and we aim at strengthening the engagement of Pakistani for disseminating the basic information on HIV prevention and treatment to the general public. This is a very vital opportunity to interact with key people working collectively to address the HIV epidemic in Pakistan.

**When: Friday, 27 November, at 11.00**

**Where: UN Information Centre, ILO Building, Islamabad**

### Programme

**Moderator:** Mr. Vittorio Cammarota, Director, United Nations Information Centre

**Speakers:**

- Dr. Mamadou. L. SAKHO, UNAIDS Country Director for Pakistan & Afghanistan
- Dr. Abdul Baseer Khan Achakzai, National Programme Manager, National Aids Control Programme
- UNICEF Representative
- Community representatives

### How to Participate

Kindly get yourself registered before COB Thursday 26 November, by email at [fareedm@unaids.org](mailto:fareedm@unaids.org). Please note that for security reasons only registered participants will have access to the briefing session.



## Background

The media have a pivotal role to play in addressing the HIV epidemic in Pakistan. It is often said that access to the basic information is the vaccine against HIV. Many media organizations are promoting awareness of HIV and AIDS and educating listeners and viewers about the facts of the epidemic and how to stop it.

On the occasion of World AIDS Day-2015 the National AIDS Control Programme [NACP] in collaboration with UNICEF and UNAIDS is organizing “Media Briefing on HIV and AIDS”. The main aim for this briefing session is to provide media personnel the current scenario of HIV Epidemic in Pakistan and to equip them with most recent and accurate information and dynamic of HIV. This interactive media briefing offers an unprecedented opportunity for highlighting the role of the many stakeholders involved in addressing HIV epidemic in Pakistan, including the Government of Pakistan, UN agencies, civil society/community and the media. The “Media Briefing on HIV and AIDS” is organized by the National AIDS Control Programme [NACP] in close collaboration with UNICEF and UNAIDS.

### Media contacts:

NACP | Taj Wali Khan Khattak | [twk1963@gmail.com](mailto:twk1963@gmail.com) | 0300 530 5491

UNICEF Pakistan | Dr. Nasir Sarfaraz | [nsarfraz@unicef.org](mailto:nsarfraz@unicef.org) | 0321 955 1029

UNAIDS Pakistan | Masood Fareed Malik | [fareedm@unaids.org](mailto:fareedm@unaids.org) | 0300 400 8088

UN Information Centre | Vittorio Cammarota | [cammarota@un.org](mailto:cammarota@un.org) | 0300 854 0058

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## UNDP

### MEDIA ADVISORY

#### **UNDP Pakistan and TEDxIslamabad partner to promote innovative solutions to climate change adaptation in Pakistan.**

Pakistan has a wealth of experiences and ideas to adapt to climate change, the challenge is to scale them up and integrate it into policy. We hope this can also contribute to the public debate leading up to the 2015 Paris Climate Conference. This TEDx event is an opportunity to address difficult questions and planning around climate change, and discuss how we must adapt our policies, budgets and way of life to mitigate and adapt to its effects.

**What:** TEDx event on climate change, energy and innovation.

**When:** Thursday, 26 November 2015, 12pm – 3pm

**Where:** ILO Building, Sector G-5/2, Near State Bank of Pakistan



## Speakers:

Adil Najam, Helga Ahmad, Aisha Khan, Jeremy Higgs and Umer Adnan

- **RSVP:** Email: mahwish.bukhari@undp.org

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## UN Women

### PRESS RELEASE

# Ready... Steady... “ORANGE” Pakistan Monument Turns Orange on the Eve of 16 Days of Activism 2015

The National Monument of Pakistan located in the Country’s capital city, Islamabad, commenced the 16 Days of Activism campaign, by turning ORANGE in colour on the eve of 25 November 2015, to raise awareness and mobilize actions to prevent and eliminate violence against women and girls.

Like every 25 November, UN Women (the United Nations Entity for Gender Equality and the Empowerment of Women) commemorates the International Day for the Elimination of Violence against Women, which starts the 16 Days of Activism campaign to end gender-based violence, and runs to 10 December, International Human Rights Day. Under a global initiative ‘**Orange the World: End Violence against Women and Girls**’ led by UN Women on behalf of the UN Secretary-General’s global campaign UNiTE to End Violence against Women, the campaigns ORANGE colour reflects a bright and optimistic future for women and girls, and a life free from violence and discrimination.

Violence against women and girls is a grave violation of human rights and permeates every society, class, race, geographical area and age group. Last year the World Health Organization called it ‘a global epidemic’ and a public health crisis. Violence not only has negative consequences for those who suffer it, but also their families, the community and the country at large. It is a gross human rights violation, and also has tremendous costs,

from greater health care and legal expenses and losses in productivity, impacting national budgets and overall development. The origins lie deeply rooted in gender inequality and discrimination, and in cultural and social norms, and practices. It is closely interconnected and interdependent with other dimensions of gender inequality.

Commitments and actions taken over the next 16 Days (and beyond) to end gender-based discrimination very timely follow the adoption by His Excellency the Prime Minister of Pakistan, Mr. Nawaz Sharif, along with other world leaders, of a new development framework and the Sustainable Development Goals at a historic event on 27 September 2015 at the UN General Assembly, and provides Pakistan with a golden opportunity to position gender equality, women's rights and women's empowerment at the centre of the national and local agenda, both as an important end in itself and as an essential means to sustainable development.

Switching the National Monument of Pakistan's lights to ORANGE were Her Excellency Jeannette Seppen (Ambassador, Embassy of the Kingdom of the Netherlands), Ms. Lola Castro (UN Resident Coordinator a.i.), Honorable Ms. Khawar Mumtaz (Chairperson, National Commission on the Status of Women), Mr. Asad S. Jafar (Chairman and CEO, Philips Pakistan Limited) and Mr. Jamshed Kazi (Country Representative, UN Women).

Pakistan's National Monument will be bathed in ORANGE for the next 16 Days, marking a historic moment in the life of this iconic site that represents the Nation's four provinces and three territories. The monument's orange lit flower shape and petals embody the country's women, men, girls and boys, and symbolizes the optimism of a Nation committed to progress, peace and development for all.

Lighting up of iconic buildings in ORANGE and showcasing efforts to end the pandemic of violence against women and girls, is part of a global movement with UN Women at the forefront. In addition to the high-profile 'orangeing' of the National Monument of Pakistan, other major landmarks across the world to go ORANGE will include the Niagara Falls (Canada/USA), the European Commission building (Belgium), the archeological ruins at Petra (Jordan), the Christ the Redeemer Statue in Rio de Janeiro (Brazil), and the Palais de Justice in the Democratic Republic of the Congo.

Over 450 'orange events' are planned in more than 70 countries including Pakistan, ahead of and throughout the 16 days. UN Women invites everybody to join hands and add voice to the "Orange the World" campaign to end violence against women and girls, where together, we can achieve gender equality and the empowerment of women in line with UN Women's "Planet 50-50 by 2030: Step it Up for Gender Equality" initiative.

UN Women are thankful to the Government of Pakistan's Capital Development Authority, the Embassy of the Kingdom of the Netherlands, and to Philips Pakistan Limited for their support in lighting up the National Monument of Pakistan in ORANGE to raise awareness and mobilize actions to prevent and eliminate violence against women and girls.



**For more information contact:**

*Ms. Faria Salman, Strategic Management and Partnerships Officer & Communications Focal Point*  
for UN Women Pakistan Email: [faria.salman@unwomen.org](mailto:faria.salman@unwomen.org)

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