



A program of New Horizons Foundation
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IMPACT

Together for a better community!

“Open your heart”

IMPACT Economic

Iasi, Romania

28Nov.- 3Dec. 2005

Project Summary

Organization of an information campaign on issues of HIV / AIDS. The Humanitarian ribbon and distribution of informative materials. Media campaign.

Problem Statement / Justification

The project, carried out during the World Day of Fight against AIDS was meant to involve the club members in a campaign of informing citizens about HIV / AIDS, and about the need to be aware of this disease (consequences of infestation, means of transmission etc.). The campaign was also meant as a manifestation against the social exclusion and discrimination of any kind of those suffering from this disease.

Objectives

- Informing and raising awareness of population on HIV / AIDS issues;
- Drawing the attention on the danger of expansion of this disease;
- Fighting against social exclusion and against the discrimination of people affected by this disease.

Budget

115,92 RON – allocated from the project funds

Activities

- Identification of public and private partners;
- Making a humanitarian ribbon, as a symbol of the anti AIDS campaign (600 pieces);
- Printing the informative leaflets ;
- Taking part in the humanitarian ribbon action at the Hala Centrală, Iași;
- Distribution of the informative materials within schools and during a streets campaign;
- Taking part in the performance « Hope for youth »
- Involving mass media in the event.

Evaluation

The project, carried out in partnership with all NGOs involved in the fight against AIDS, benefited from the interest of public opinion from Iasi, and that of the media. At the end of the project, the club members had a meeting in which they discussed the results, the barriers they had to face, possibilities to go on with the project, or to initiate other projects on a similar theme.

Partners & Sponsors

- « Alături de Voi » (Close to you) Foundation, ARAS, « Save the Children» Foundation, CEPCA; The Pubic Health Authority Iasi.
- Media partners: TeleM, PROTV, TVR, Antena1, Radio Trinitas,
- Written press: Lumina, Ziarul de Iași, Lumina, Flacăra Iașului

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