

The government's £5 million joint AIDS/drugs prevent



NURSE: 5
Mr
Reid...
Mr Reid.
He's
ready for
you
now.

▲ **ANTI-INJECTING TV ADVERT.** Codenamed 'Why me' it shows the horrified reaction of a man told he has become infected with HIV after his first injection. Directed by *Singing detective* director John Amiel.

▶ **ANTI-HEROIN POSTER.** Bloody and bruised injection sites act as reminders of the thefts that paid for the fixes. COI research found warning youngsters they would steal from their mothers if they became addicted was an effective message.

▼ **ANTI-INJECTING POSTER.** The central messages of this wing of the campaign — to drug users contemplating injecting, don't; to those already injecting, never share. Again the bloody images recall how AIDS is spread.



Radio scripts and anti-heroin youth press ads on page

If you get into injecting, what's going to get int



The AIDS virus can live on a needle, syringe or equipment. Never share, not even once. **DON'T INJECT A**

ion campaign: 'Don't inject AIDS' is the key message



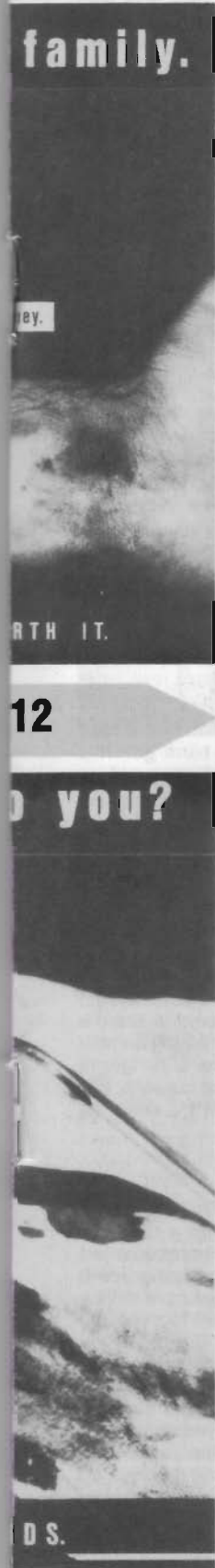
6



DOCTOR: Well, Michael, the results of your blood test have come through, and we have found antibodies that indicate that you are HIV positive . . .



VOICE OVER: The AIDS virus can live on dirty needles and equipment. So don't share. Because just one fix with an infected needle will really get you out of it.



ANTI-INJECTING YOUTH PRESS ADVERTISEMENTS

One of the five double-page spread anti-injecting ads. All end with the phone number of the National AIDS Helpline as a free source of further advice. This one reads:

There's a very easy way to find out if someone carries the AIDS virus. Borrow his needle. The AIDS virus can live on dirty needles and works, and sharing is the quickest way to put it straight into your blood. In some parts of the country, as many as one in two drug injectors carries the virus. And you can't tell by looking at them (or their needles) whether they're infected or not. If you smoke smack, you've already started to mess up your body and your mind. If you share a needle, AIDS could finish the job off.



◀ Shock tactics like this concern health educators, but John Moore of the DHSS claims "we cannot afford to pull our punches". Text below.

To anyone who smokes smack, death can seem a long way away. (Even though smoking it still does a lot of damage.) But to anyone who injects, death is a lot closer. Nobody who smokes it thinks they'll ever inject, yet people still do it. If they don't have needles of their own, they share other people's. But the AIDS virus can live on dirty needles and works. Sharing is the easiest way to put the virus straight into your bloodstream. And just one fix is all it takes.

Campaign report on page 4

► The ads all reflect government concern "to ensure that the anti-injecting message would not be taken as condoning other forms of drug misuse". Here the words read:

This is your first fix. You've already smoked heroin quite a bit (and probably done yourself quite a bit of damage). But you've never actually planned to inject. So you're about to borrow someone else's needle. The AIDS virus can live on dirty needles and works and just one fix can put it straight into your blood. You can't tell by looking at a needle or syringe if they're infected. You can't even tell by looking at their owner. (Besides, how do you know where else they've been?) Go on. Take your pick.



ANTI-INJECTING RADIO ADS

Scripts of three of the four radio ads being broadcast 21 times a week

'Sharing'

Voice over: If you're ever tempted to inject drugs there's a good chance your first hit will be shared. So how will you know if the syringe you share is infected with the AIDS virus?

Pete: Come on, you can share my works.

Sara: Here you are, use this syringe.

Mike: Why don't you use my works?

Marvin: Use my syringe.

Jill: Just try it, take my works.

Voice over: All you've got to work out is which of these drug injectors isn't infected, because now in some parts of the country as many as one in two injectors carries the AIDS virus. And you can't tell just by looking. So if you don't want to inject AIDS, don't inject drugs.

'Choice'

Tim: Ip dip sky blue. Who's it? Not you. Ip dip sky blue. Who's it? Not you. Ip dip sky blue. Who's it? Not you.

Voice over: In some parts of the country one in two drug injectors carries the AIDS virus. So if you're injecting with a shared syringe, all you've got to do is work out if the syringe you choose is clean.

Remember you can't see the AIDS virus in the syringe. So what do you do?

Rod: Ip dip sky blue. Who's it? Not you.

Voice over: Don't inject drugs and you won't inject AIDS.

'Which Needle?'

Iain: If you're taking drugs and you're thinking of injecting, you'll need a syringe.

Today I'm holding two syringes in my hand. One of them is infected with the AIDS virus. Take a look. Which one is it, eh? Come on, closer. Take a close look.

What? Oh yes, this is on the radio. You can't see.

Well, it would be exactly the same if these syringes were in your hand. You can't see the AIDS virus and no-one ever knows they're infected until it's too late.

Voice over: It only takes one infected syringe to give you AIDS. And remember, in some parts of the country as many as one in two drug injectors carry the AIDS virus.

If you don't inject drugs you won't inject AIDS.



ANTI-HEROIN YOUTH PRESS ADS

Above, two double-page spreads aimed at young men. Below, mock-ups of two of the ads aimed at young women due to be completed with photos from Don McCullin, famous for his harrowing shots from Biafra, Lebanon and Vietnam. A third women's ad warns of the risks of being 'ripped off' by male drug users and of catching AIDS through sexual intercourse with injectors. See right hand column for text.



Smack makes people do a lot of things they feel sick at. You might think you'll never get into the habit. But if you do, you'll need more and more money. As heroin takes control of your life, you'll start by nicking things from your family. Soon, your friends won't be able to trust you either. And while you're treating other people like dirt, you could be treating yourself even worse. You could be tempted to share a syringe, even though you swore you'd never inject. (Just like you swore you'd never steal from your mother.) And if you get AIDS, then that's the last of you.

The first time you try smack, you might not be thinking about the next few dozen times. But if they happen, they'll cost you money. And what easier place to find it than home? Even if your mother finds out, she won't tell the police, will she? On the other hand, talking your way out of that won't be much fun. And if that sounds bad, try talking your way out of this one. You've used a needle. (Everyone says 'not me', but people still do.) If it was someone else's works, they could have had the AIDS virus, although you couldn't tell by looking at them. And now, your mother wants to know why you look so worried.

Campaign report on page 4

This is your first smoke of heroin. Thrilling, isn't it? And things can get a lot worse. No-one ever thinks heroin will end up controlling them. But when it does, it's not a pretty sight. You lie, you scrounge, you steal from your family and friends to get money. Your face, your body and your mind get messed up. And if you ever get tempted to share a syringe (which a surprising number of people do) you're in danger of catching AIDS. If that happens, that could be your whole life down the toilet.

Suppose you try smoking smack just the once, just for a laugh? It won't turn you into a prostitute just like that. But if you get further into it, it'll cost you more and more money all the time. Which will turn you into a liar, a scrounger and a thief. If you get really desperate for money, you might even sell your body. Or, you may be tempted to share a needle or equipment. You probably swore you'd never do either. (Like you probably swore you'd only try smack once.) Both these things can put you in danger from AIDS. And as anyone who's got it will tell you, there's not many laughs in that.