

ORIGINAL

TALKING POINTS WITH SLIDES

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(GREETINGS TO HOSTS, GUESTS, FRIENDS, ETC.)

(SLIDE: TITLES)

AIDS IS A LIFE-THREATENING DISEASE AND A MAJOR PUBLIC HEALTH ISSUE FOR ALL NATIONS. ITS TOTAL PHYSICAL, SOCIAL, PSYCHOLOGICAL, MORAL, POLITICAL, AND ECONOMIC IMPACT HAS BEEN -- AND WILL CONTINUE TO BE -- DEVASTATING.

HOW YOU AND I RESPOND TO THIS DISEASE WILL AFFECT ALL FUTURE GENERATIONS ON THIS PLANET.

(SLIDE: P.H.S. PROGRAMS)

AS MANY AS 1.5 MILLION PEOPLE IN U.S.A. ALONE MAY BE INFECTED ALREADY. YOUNG PEOPLE. OTHERWISE HEALTHY PEOPLE. MOST WILL PROBABLY DIE. BUT WE STILL HAVE NO VACCINE TO PREVENT FURTHER INFECTION. NO CURE.

IN THE MEANTIME, THIS IS WHAT WE'RE DOING...

- * SURVEILLANCE TO MONITOR THE SPREAD OF THE DISEASE ...
- * RESEARCH ON RISK FACTORS, HOW THE DISEASE IS TRANSMITTED, NEW DRUGS TO TREAT INFECTIONS, BETTER WAYS TO DETECT THE PRESENCE OF INFECTION, WAYS TO HELP PERSONS AT HIGH RISK, AND RESEARCH ON VACCINES ...
- * DEVELOPING GUIDELINES FOR HEALTH CARE WORKERS AND OTHERS ...
- * EXPLORING NEW METHODS OF HEALTH CARE DELIVERY TO PERSONS WITH AIDS ...

(SLIDE: PREVENTION PROGRAMS)

WE'VE ALSO PLACED A GREAT DEAL OF EMPHASIS ON A STRONG NATIONAL PROGRAM OF PUBLIC INFORMATION AND EDUCATION, WHICH -- IN THE ABSENCE OF A SAFE, EFFECTIVE, AND GENERALLY AVAILABLE VACCINE, IS THE ONLY TRULY EFFECTIVE PREVENTION PROGRAM WE HAVE.

BUT WE ARE ALSO CONCERNED ABOUT MAINTAINING THE INTEGRITY AND PURITY OF THE BLOOD SUPPLY ... WORKING WITH STATE AND LOCAL GOVERNMENTS ON CONFIDENTIAL SCREENING AND TESTING PROGRAMS ... GETTING AIDS INFORMATION INTO DRUG TREATMENT PROGRAMS ... AND SO ON.

(SLIDE: MMWR TIMELINE)

THE FIRST REPORTS OF THE DISEASE APPEARED IN THE CENTERS FOR DISEASE CONTROL'S MORBIDITY AND MORTALITY WEEKLY REPORT OF JUNE 5, 1981, AND CONCERNED FIVE, PREVIOUSLY HEALTHY, YOUNG HOMOSEXUAL MALES LIVING IN LOS ANGELES. HAD PNEUMOCYSTIS CARINII PNEUMONIA, A RARE, OPPORTUNISTIC DISEASE.

THIS SET IN MOTION A SERIES OF EPIDEMIOLOGIC AND CLINICAL INVESTIGATIONS TO ANSWER KEY QUESTIONS: WHAT? WHO? WHY? HOW?

"WHAT": DISEASE GOT ITS NAME IN MMWR OF SEPTEMBER 24, 1982: ACQUIRED IMMUNE DEFICIENCY SYNDROME, OR AIDS.

"WHO": HOMOSEXUAL MEN, IV DRUG USERS, HAITIANS, PERSONS WITH HEMOPHILIA, TRANSFUSION RECIPIENTS, INFANTS, FEMALE SEX PARTNERS OF AIDS CASES, AND PRISONERS.

(SLIDE: MODES OF TRANSMISSION)

"WHY": TRANSMISSION OCCURS BECAUSE OF THESE HIGH-RISK BEHAVIORS.

(SLIDE: PHOTO OF THE AIDS VIRUS)

CONFIRMED, APRIL 1984, THAT AIDS WAS CAUSED BY A SPECIFIC, HUMAN RETROVIRUS. A BLOOD TEST WAS DEVELOPED THAT SHOWS THE PRESENCE OF VIRUS ANTIBODIES IN PERSON'S BLOODSTREAM; THEREFORE, THE VIRUS IS PRESENT ("SEROPOSITIVITY").

(SLIDE: SCIENTIFIC JOURNALS)

SINCE 1982, U.S. SCIENTISTS HAVE BEEN PRODUCING A STEADY FLOW OF REPORTS FOR THE SCIENTIFIC LITERATURE. THE FOUNDATION FOR ALL INFORMATION, EDUCATION, PATIENT CARE, AND BROAD-SCALE RESEARCH PROGRAMS.

ALSO THE BASIS FOR GUIDELINES FOR LABORATORY WORKERS, OTHER HEALTH WORKERS, EDUCATORS, SOCIAL WORKERS, ETC.

(SLIDE: P.H.S. TELEPHONE HOTLINE)

IN FEBRUARY 1983, WE SET UP A NATIONWIDE, TOLL-FREE TELEPHONE HOTLINE SERVICE IN OUR HEADQUARTERS OFFICE. VERY IMPORTANT FOR DEALING WITH FALSE INFORMATION, HARMFUL RUMORS, ETC.

(SLIDE: ATLANTA CONFERENCE)

FIRST INTERNATIONAL CONFERENCE ON AIDS DREW OVER 3,000 SCIENTIST AND JOURNALISTS TO ATLANTA, IN APRIL 1985. HELPED FOCUS WORLDWIDE ATTENTION ON AIDS AND THE NEED FOR GLOBAL COOPERATION.

(SLIDE: GRAPH OF MEDIA COVERAGE)

AS MORE WELL-KNOWN PEOPLE IN ARTS, SPORTS, FILMS, AND POLITICS DIED OF AIDS, THE MEDIA AND THE PUBLIC TOOK GREATER AND MORE SYMPATHETIC NOTICE OF THE DISEASE AND ITS VICTIMS. AIDS NO LONGER LIMITED TO REPORTS IN SCIENTIFIC JOURNALS.

PUBLIC NOW READY TO BELIEVE THE TRUTH: IT CAN HAPPEN TO ANYONE WHO IS ENGAGED IN HIGH-RISK BEHAVIOR.

(SLIDE: CAPITOL DOME)

AIDS HAS BECOME A TRULY NATIONAL HEALTH ISSUE. TRUE, MOST CASES ARE STILL FOUND IN FOUR MAJOR CITIES: NEW YORK, SAN FRANCISCO, LOS ANGELES, AND MIAMI, FLORIDA. HOWEVER, AS OF TODAY, THERE HAVE BEEN 10 OR MORE CASES REPORTED FROM EVERY STATE SINCE JUNE 1981.

AS A RESULT, U.S. GOVERNMENT, STATE GOVERNMENTS, PLUS LOCAL AGENCIES AND PRIVATE GROUPS HAVE INCREASED THEIR SUPPORT FOR WHOLE RANGE OF AIDS-RELATED PROGRAMS. THIS FISCAL YEAR, OVER \$2 BILLION IN FEDERAL FUNDS FOR RESEARCH, EDUCATION, AND PATIENT CARE. COULD BE MATCHED BY STATE AND LOCAL AGENCIES.

THIS WILL MEAN A COMBINED TOTAL OF NEARLY \$5 BILLION IN TAXPAYER SUPPORTED EFFORTS, OR ABOUT \$156,000 FOR EACH OF 32,000 AIDS VICTIMS THIS YEAR.

(SLIDE: S.G.'S REPORT)

EARLY IN 1986 PRESIDENT REAGAN ASKED ME TO TELL THE AMERICAN PEOPLE THE FACTS ABOUT AIDS. I SPENT THE NEXT 10 MONTHS TALKING TO A BROAD SPECTRUM OF PUBLIC-MINDED ORGANIZATIONS, RELIGIOUS GROUPS, ADVOCACY GROUPS, AND SO ON.

IN OCTOBER 1986 I RELEASED MY REPORT. VERY WELL RECEIVED. WIDELY TRANSLATED. ALL MEMBER NATIONS OF W.H.O. HAVE IT; MANY ARE USING IT. MORE THAN 30 MILLION COPIES HAVE BEEN DISTRIBUTED IN THE U.S. ALONE.

(SLIDE: TARGET AUDIENCES)

REPORT HELPED FOCUS THE GOVERNMENT'S PUBLIC EDUCATION EFFORTS. AT THE SAME TIME, WE BEGAN TO MORE CLEARLY IDENTIFY THE POPULATION GROUPS WITHIN WHICH WERE THE PEOPLE WHO PRACTICED BEHAVIOR CARRYING A HIGH RISK FOR AIDS INFECTION:

- * MINORITIES ... BLACKS AND HISPANICS APPEAR TWICE AS FREQUENTLY AMONG AIDS VICTIMS AS IN POPULATION IN GENERAL.
- * ADOLESCENTS AND YOUNG ADULTS ... THOSE AT THE VERY VULNERABLE AGES OF EXPERIMENTATION WITH SEX AND DRUGS.
- * CERTAIN OCCUPATIONAL GROUPS ... HEALTH WORKERS, POLICE AND FIRE PERSONNEL, EMERGENCY MEDICAL TECHNICIANS, ETC.
- * SOME MEMBERS OF THE GENERAL PUBLIC ... SEXUALLY PROMISCUOUS PERSONS, OCCASIONAL DRUG USERS, ETC.

(SLIDE: ESSENTIAL INFORMATION)

AND THIS IS THE KIND OF INFORMATION WE HAD TO GET TO THESE HIGH-RISK INDIVIDUALS: HOW THE VIRUS IS SPREAD ... AND HOW IT IS NOT SPREAD ... HOW TO PREVENT INFECTION ... AND SO ON.

MAJOR NATIONAL EDUCATION CAMPAIGN NOW GOING AT FULL STEAM:

* TELEVISION, RADIO, MOVIE THEATERS, NEWSPAPERS, MAGAZINES, BUS CARDS, AND PHYSICIANS' WAITING ROOMS ALL CARRY MESSAGES DEVELOPED FOR US BY ONE OF THE LARGEST ADVERTISING AGENCIES IN THE WORLD.

* EACH WEEK OUR NATIONAL AIDS INFORMATION CLEARINGHOUSE DISTRIBUTES MORE THAN 1 MILLION BROCHURES AND OTHER UP-TO-DATE MATERIALS REQUESTED BY HEALTH PROFESSIONALS AND OTHER CITIZENS.

* OUR NATIONAL AIDS HOTLINE IS NOW MANAGED FOR US BY THE AMERICAN SOCIAL HEALTH ASSOCIATION. THEY HANDLED OVER 1.9 MILLION CALLS LAST YEAR. THE TELEPHONE HOTLINE IS OPEN 24 HOURS A DAY, 7 DAYS A WEEK, AND PROVIDES SERVICES IN ENGLISH AND SPANISH AND, BY TELECOMMUNICATIONS SYSTEMS, FOR THE HEARING IMPAIRED.

* SPECIAL EDUCATIONAL PROGRAMS HAVE BEEN DESIGNED FOR USE BY STREET WORKERS ... ELEMENTARY AND HIGH SCHOOL TEACHERS ... PERSONNEL MANAGERS IN BUSINESS AND INDUSTRY ... AND BY PHYSICIANS, NURSES, DENTISTS, AND OTHER HEALTH PERSONNEL.

(SLIDE: UNDERSTANDING AIDS)

ALL THIS EFFORT TAKES MONEY AND REQUIRES THE UNDERSTANDING OF THE GENERAL PUBLIC, WHO PAY FOR IT ... BUT, AS I'VE INDICATED, WHO ALSO MAY BE AT RISK.

THEREFORE, THIS PAST SPRING WE LAUNCHED ONE OF THE LARGEST INFORMATION EFFORTS IN THE HISTORY OF PUBLIC HEALTH: WE MAILED A COPY OF THIS BROCHURE, UNDERSTANDING AIDS, TO EACH ONE OF 107 MILLION HOUSEHOLDS IN THE UNITED STATES.

SINCE THEN, WE HAVE PRODUCED A VERSION IN BRAILLE AND OTHER VERSIONS HAVE BEEN DONE IN 10 LANGUAGES BESIDES ENGLISH.

(SLIDE: MAILOUT DATA -- PEOPLE WHO HAVE READ THE BROCHURE)

WE ALWAYS NEED TO EVALUATE THE EFFECTIVENESS OF THESE EDUCATIONAL EFFORTS. FOR EXAMPLE ...

* FROM CERTAIN SCHOOL HEALTH DATA FED BACK TO US, WE ARE FINDING OUT WHAT YOUNG PEOPLE DO KNOW ABOUT AIDS ... WHAT THEY DON'T KNOW ABOUT AIDS ... AND HOW BEST TO FILL IN THOSE GAPS IN THEIR KNOWLEDGE.

* WE ESTIMATE THAT SOME 87 MILLION ADULTS HAVE READ THE BROCHURE AND THAT KNOWLEDGE OF THE DISEASE OF AIDS IS IMPROVING.

* AND RECENT STUDIES INDICATE THAT THERE HAS ALSO BEEN A DRAMATIC CHANGE IN SEXUAL PRACTICES AMONG THE KEY GROUP OF AIDS VICTIMS: HOMOSEXUALS AND BISEXUAL MEN. MUCH OF THAT POSITIVE CHANGE IS ALSO THE RESULT OF EFFECTIVE PUBLIC INFORMATION AND EDUCATION EFFORTS WITHIN THIS SPECIAL COMMUNITY OF MEN AT HIGH RISK.

(SLIDE: REPEAT OF FIRST TITLE SLIDE)

WE HAVE COME A LONG WAY IN THE RELATIVELY SHORT PERIOD OF TIME SINCE JUNE 1981. BUT OUR TASK IS FAR FROM COMPLETE.

THE DISEASE OF AIDS HAS CHALLENGED EVERY INSTITUTION IN OUR SOCIETY. AND IT WILL CONTINUE TO CHALLENGE US. THEREFORE, WE MUST RESPOND BY DEVELOPING AND SUPPORTING THOSE PROGRAMS AND SERVICES NECESSARY TO CONTROL THE DISEASE AND TO PROVIDE ESSENTIAL SERVICES TO THOSE INFECTED.

THANK YOU.

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