

**Please find enclosed the list of the posters and postcards which you have received I hear from us ... : I have also composed a few lines regarding the background to the campaign which I hope meets your needs : "Take Care" AIDS Awareness Campaign ... / Jenny McDermott, assistant archivist, Lothian Health Services Archive.**

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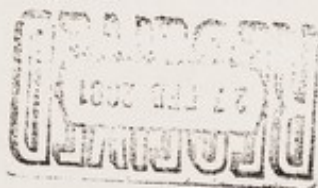


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Dear Julia

Please find enclosed the list of the posters and postcards which you have received I hear from us. I am glad they arrived safely. I have also composed a few lines regarding the background to the campaign which I hope meets your needs.

#### **"Take Care" AIDS Awareness Campaign**

At some point around 1983, the HIV virus became established in the Lothian area, and by 1988 it was found that cases of HIV in the area were four times the national average, mainly among young heterosexual people. This led to the realisation that a campaign was necessary to raise awareness of the issues and to educate the general population in ways to prevent the spread of the virus and live with its effects, ideally before deaths from AIDS began to create an atmosphere of fear.

It was felt that in order to bring home the dangers of AIDS to everyone, including those who were not affected and could not see how they were linked to the problem, the campaign should be aimed at the general population. This would also avoid unnecessary emphasis being placed on particularly high-risk groups such as the gay community, drug addicts and prostitutes, although specific material could also be developed for them. The "Take Care" slogan was seen as a clear and direct statement that stood for a set of guidelines which could inform and educate the population: there are certain ways in which people can take care of themselves and of others by practising safe sex and safe drug use.

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The collection of Take Care campaign papers held by LHSA (ref: GD22) documents a full range of activities carried out from 1988-1997. Some examples of these activities are:

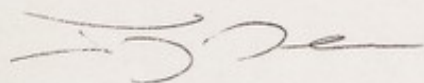
- advertising, for example in collaboration with Lothian Buses and Rank Cinema Advertising;
- education, including the provision of resource packs, factsheets, leaflets and training packages;
- radio programs in association with Forth RFM;
- World AIDS Day events and advertising;
- the C-card (free condom supply) initiative and needle exchange initiatives.

Also included in the collection are research papers and reports on the subject of HIV and AIDS, posters and postcards, videos and photographs, administrative material, and material from other organisations including the HIV/AIDS Back-Up Service.

\* \* \*

I hope the above information is useful. The Take Care campaign collection of which the posters and postcards form part came to us from Lesley Reid at Lothian Health in June 1999. Please let me know if I can be of any more help

Yours sincerely



Jenny McDermott  
Assistant Archivist  
Lothian Health Services Archive

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