



EASA

DEPARTMENT OF HEALTH AND SOCIAL SECURITY
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Telephone 01-407 5522 ext. **GRO-C**
From the Chief Medical Officer

Dr H Gunson
Director
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Plymouth Grove
MANCHESTER
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13 March 1986

Dear Dr Gunson

AIDS ADVERTISING CAMPAIGN

Tom Murray already sent you a copy of the HEC leaflet and details of the advertising campaign which is due to start on Sunday. I now attach a copy of the proof of the advertisement which will be shown to the press this afternoon. You may then be contacted for comment.

Yours sincerely

GRO-C

E D ACHESON
DM FRCP FFCM FFOM

ARE YOU AT RISK FROM AIDS?

AIDS is a serious disease. Not all the information available has been entirely accurate, so many people are confused about who is at risk, how the disease is spread and how dangerous it is.

To explain the facts entirely, it is necessary to describe certain sexual practices. These may shock but should not offend you as we are talking about an urgent medical problem.

Please read this carefully. It is up-to-date and authoritative. It is only by knowing the true facts about AIDS that we can hope to control the spread of this disease. This requires an effort by

GRO-C

DR DONALD ACHESON

GRO-C

DR JAMES MACDONALD

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DR R J WEBB

CHIEF MEDICAL OFFICERS TO THE HEALTH DEPARTMENTS
OF THE UNITED KINGDOM

WHAT IS AIDS?

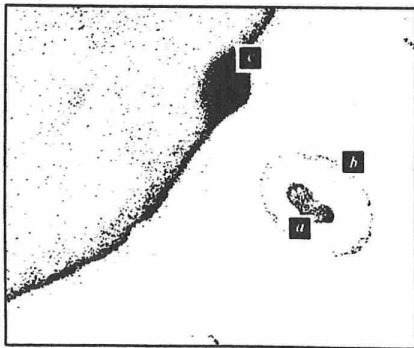
AIDS stands for Acquired Immune Deficiency Syndrome.

It is caused by a virus that attacks the body's natural defence system.

This is why some people who have the virus can fall prey to infections and other illnesses which rarely trouble healthy people.

Not everyone who carries the virus develops AIDS. But, anyone who has the virus can pass it on.

At present there is neither a vaccine to prevent people catching the virus nor a cure for those who develop AIDS.



a. AIDS nucleoid containing the biological message to cause damage
b. Lipid membrane (very fragile). Packages (c) of virus allow movement between cells. c. T helper cell (white cell).

IS AIDS SPREAD THROUGH NORMAL CONTACT WITH OTHER PEOPLE?

AIDS is caused by a virus which is spread by having sex with an infected person or by injection of contaminated blood.

So normal social contact with a person who carries the virus such as shaking hands, hugging and social kissing

carries no risk. Nor does being at school or at work with infected people.

DOES AIDS ONLY AFFECT HOMOSEXUALS?

NO.

IS AIDS SPREAD BY OBJECTS TOUCHED BY INFECTED PEOPLE?

No-one has ever become infected from toilet seats, door knobs, clothes, towels, swimming pools, food, cups, cutlery or glasses.

ARE BLOOD TRANSFUSIONS SAFE?

Before the virus was discovered, there was a very small risk from blood transfusions. Now all blood donations are screened for the infection. Any blood found to be infected is rejected.

The process of giving blood is not and never has been risky. All the equipment at blood donation centres is sterile and used once only.

HOW IS AIDS SPREAD?

In two ways.

☐ The virus spreads mostly through sexual intercourse with an infected person.

☐ It is also spread if an infected person's blood gets into someone else's blood. The major risk of this happening is to drug users who share needles or other equipment. ☐ Babies of infected mothers are also at risk, in the womb, during birth, or from breast milk.

HOW DO YOU KNOW IF YOU ARE AT RISK?

Injecting drug users are at risk if they share needles or other equipment. By far the best solution is not to inject at all. Those who persist, should not share equipment.

However, the major risk of infection is through sex.

The more sexual partners someone has the more likely they are to have sex with an infected person.

Cutting down on casual relationships cuts down the risk.

The next line of defence is to know what is safe sexual practice and what is not.

WHAT IS SAFE SEX?

☐ Any sex between two people who are uninfected is completely safe.

☐ Hugging, squeezing and feeling are all safe with anyone.

WHAT IS RISKY SEX?

☐ Sexual intercourse with an infected person is risky.

☐ Using a sheath reduces the risk of AIDS and other diseases.

☐ Rectal sex involves the highest risk and should be avoided.

☐ Any act that damages the penis, vagina, anus or mouth is dangerous, particularly if it causes bleeding.

☐ Intimate kissing with an infected person may be risky.

WHAT OF THE FUTURE?

Doctors and scientists around the world are searching urgently for a vaccine or cure.

No-one can predict when this might be found, but it is almost certain it will take some time yet.

But AIDS can be controlled by reducing the spread of infection.

These facts show how it can be done.

MORE INFORMATION

For the booklet on AIDS, containing more detailed information and advice, write to Dept A, P.O. Box 100, Milton Keynes MK1 1TX.

Or call in strict confidence

**THE HEALTHLINE
TELEPHONE SERVICE:**
01-961 2717,
01-960 7222 or
0345 581151.

If you are calling from outside London, use the 0345 number and you will be charged at local rates.

DON'T AID AIDS