

Headline

Commemorating International Aids Memorial Day In Its 6th Year-It Begins With You

Date

30 Jun 2011

Language

English

MediaTitle

Campus Plus

Page No

34

Section

NEWS

Article Size

144 cm²

Journalist

N/A

Color

Full Color

Frequency

Monthly

ADValue

1,224

Circ / Read

35,000 / 140,000

PRValue

3,673



Commemorating International Aids Memorial Day In Its 6th Year - "It Begins With You"

HIV and AIDS awareness programme "It Begins with You" commemorated International AIDS Memorial Day 2011 as it marked the conclusion of its 6th year advocacy initiative which includes education to medical students as well as on ground events to reach the public.

Spearheaded by pharmaceutical company, MSD, together with the Malaysian Society for HIV Medicine (MaSHM) and the Malaysian AIDS Council (MAC), It Begins With You was first initiated in 2005 to address the worrying doctor to HIV-patients ratio. It also sought to address the stigma surrounding doctors' interaction and treatment of people living with HIV (PLHIV). Combining the resources and expertise of these partner organisations to address the issues, It Begins With You has touched the lives of PLHIVs in a positive manner.

This advocacy initiative has expanded to include medical students from various universities, namely International Medical University (IMU), Universiti Teknologi MARA (UiTM), Universiti Malaya (UM) and Universiti Putra Malaysia (UPM).

