

Headline	Richer in knowledge		
MediaTitle	The Star		
Date	06 Oct 2014	Color	Full Color
Section	Metro	Circulation	288,916
Page No	17	Readership	866,748
Language	English	ArticleSize	601 cm ²
Journalist	N/A	AdValue	RM 30,362
Frequency	Daily	PR Value	RM 91,087



Richer in knowledge

Students learn about HIV/AIDS while improving football skills at coaching clinics

NINETY-three students went home enriched with better knowledge on HIV/AIDS and also developed their basic football skills in the "Protect the Goal" football coaching clinics held recently.

The first coaching clinic was held at SK Taman Maluri, Cheras on National Day, which was attended by 36 participants. This was followed by SMK Taman Dato' Harun, Kuala Lumpur, a week later, which saw 57 participants.

"Protect the Goal" campaign has been initiated by the United Nations Programme on HIV/AIDS (UNAIDS) in collaboration with Asian Football Confederation (AFC) and Asian Development Bank (ADB). It is designed on riding the popularity and power of football to unite the world towards the goal of an AIDS-free generation.

The campaign is targeted at children between the ages of 10 and 14.

National football defender and Armed Forces player, K. Reuben was present at both clinics in his capacity as campaign ambassador.

He started off both the sessions by giving a talk on awareness and prevention of HIV/AIDS.

"I would like to remind all of you to live a healthy lifestyle and keep on playing the sports you are passionate about.

"Living in a healthy environment is equally important and understanding the perils of HIV/AIDS at a young age is good for our knowledge," said Reuben.

"Protect the Goal" campaign is mainly about educating the younger generation

on the seriousness of HIV/AIDS through football.

The coaching clinics in SK Taman Maluri, Cheras and SMK Taman Dato' Harun were led by City Youth Academy head coach Mohd Sulaiman Gerrard, who was by three others.

"This is the third event that we have successfully conducted for this campaign and it is good to know that it has been well received by the participants and their parents," said Sulaiman.

Malaysian AIDS Council Advocacy Department manager Mohd Roslan Osman and AFC representative Neil Sta Maria were also present to present certificates of participation.

"Protect the Goal" campaign was launched at the 2010 FIFA World Cup in South Africa to educate society on HIV prevention programmes.

Globally, an estimated 5.4 million adolescents and young people are living with HIV and an estimated 1.8 million people are eligible for HIV treatment.

The "Three Zeroes" vision driven by UNAIDS and the ADB in this campaign has received wonderful support from AFC affiliates with the objective of achieving Zero New HIV infections, Zero Discrimination and Zero AIDS-Related Deaths.

Millions of young people are unaware that they are living with HIV and every day, approximately 2,100 adolescents and young people become newly infected, which accounts for 36% of all new HIV infections globally.

Headline	Richer in knowledge		
MediaTitle	The Star		
Date	06 Oct 2014	Color	Full Color
Section	Metro	Circulation	288,916
Page No	17	Readership	866,748
Language	English	ArticleSize	601 cm ²
Journalist	N/A	AdValue	RM 30,362
Frequency	Daily	PR Value	RM 91,087



- 1 The 36 participants showing off their certificates after attending the coaching clinic under the 'Protect the Goal' campaign at SK Taman Maluri, Cheras.
- 2 Sulaiman (centre) conducting a session at the coaching clinic in SMK Taman Dato' Harun.
- 3 Reuben giving a talk on HIV/AIDS awareness and prevention at the clinic.