



UNICEF video news package with narration and UNICEF video news package without narration

SCRIPT:

Dressed in tailor made tracksuits, the players, a mixture of TV celebrities and sports stars, walked out onto the pitch. It was a moment hundreds of schoolgirls and boys had been waiting for, and it was a moment to cherish. This was the first time since 1979 that girls had been freely allowed into a stadium alongside boys to watch a football game.

It was also a chance to see close up some of Iran's most famous football stars. Involving celebrities to help launch the campaign was an effective way to get the message across.

Soundbite

Hadi Saie

Taekwondo Champion

"I feel responsible as a sports star to the people around me. I'm here to support HIV positive people and tell them that we love them"

Prevalence of HIV/AIDS is relatively low in Iran. Most of the infected cases are among injecting drug users. The statistics however are believed to be inaccurate because of the stigma attached to the disease and the cultural reticence in speaking about sexual relations. It's clear what's missing in Iran is information.

One woman who is HIV positive spoke of the need to end discrimination for those living with the virus. The campaign in Iran intends to focus on prevention among adolescents and young people. Research has shown that they know very little about HIV/AIDS and therefore lack the information needed to protect themselves.

Soundbite

Rima salah

UNICEF Deputy Executive Director

"Most important is the prevention, raising awareness, introduction of life skills, for example, in schools to work with clubs to reach even children and young people that are outside of schools also so all this collaboration, this partnership, is very important."

UNICEF hopes the 5 year campaign will bring together the government and society, sports organizations and private businesses, to help stop the spread of the disease. In Tehran this is Miranda Eeles reporting for UNICEF. For every child, advance humanity.

SHOTLIST:

1. MS man with horn
2. MS man with horn
3. MS athletes
4. WS athletes
5. WS girls in crowd
6. MS girls in crowd
7. MS girls
8. CU hands waving
9. WS football players
10. MS football player
11. WS team taking picture

12. Soundbite Hadi Saie Taekwondo Champion

"I feel responsible as a sports star to the people around me. I'm here to support HIV positive people and tell them that we love them"

13. WS football match
14. WS football match
15. WS football match



16. WS football match
17. MS woman speaking
18. MS girl letting balloons go
19. WS balloons flying
20. MS girl with banner

21. Soundbite Rima salah UNICEF Deputy Executive Director

“Most important is the prevention, raising awareness, introduction of life skills, for example, in schools to work with clubs to reach even children and young people that are outside of schools also so all this collaboration, this partnership, is very important.”

22. WS unicef laser logo
23. WS campaign laser ribbon