



**Institute for Public Health of Montenegro
United Nations Development Programme (UNDP)**

JOINT DEVELOPMENT PROGRAMME

Well known persons in Montenegro public life promote counselling and testing on HIV

What: Within the Programme of Support to the Implementation of Montenegrin HIV/AIDS Strategy developed by the Montenegrin AIDS Commission and supported by the Global Fund to Fight AIDS, Tuberculosis and Malaria (GFATM) and the UNDP, the **Institute of Public Health of Montenegro and the UNDP Montenegro are organizing confidential counselling and HIV testing**, as a part of public campaign to raise awareness on personal responsibility and to motivate the local population to overcome their prejudices related to HIV testing. Thankfully HIV has not reached the critical proportions here, but it has in the wider region which have gone through similar changes in the past decade, and only by changing people's behaviour can we avoid the same fate.

One of the proven ways to help people accept changes is for leaders and role models to justify this by setting the example themselves. **Through participation in this campaign six persons well-known and trusted by the Montenegrin public will induce the wider public to overcome their prejudices related to HIV.**

HIV testing is obligatorily followed by voluntary counselling, with an aim to change the client's behaviour so as to maintain HIV negative status by practicing safe sex and by applying other protective measures; or, if HIV status proved to be positive, to help the HIV patient live the best life possible.

On this occasion, as well as on many other occasions, we consider media to be one of our strongest partners in conveying the right message.

Participants in the campaign will be:

H. E. Mr. Kevin Lyne, Ambassador of the Great Britain in Montenegro

Ms. Eleonora Albijanić, Public Relations Manager

Ms. Mirjana Đurović Mimi, Fashion Designer

Ms. Snežana Damjanac, top sportswoman

Mr. Darko Ivanović, Journalist and Editor at TV IN

Mr. Garret Tankosic Kelly, UNDP Resident Representative a.i./UN Interagency Focal Point in Montenegro

After the visit to the HIV Counselling Centre, the participants in the campaign will give statements to the media at the cocktail in Perjaničkom dom.

When: Thursday, 24 April, 15.30 - 18.00h

Where: Institute for Public Health, Ljubljanska bb and Perjanički dom, Podgorica

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