

ABOUT THINK WISE

The Global Cricket AIDS Partnership

Sport has a major role to play in helping to bring people together to address key issues and encourage social change. THINK WISE was established to use the power of cricket to help tackle key issues around AIDS.

A lack of information and awareness about HIV, as well as the potential stigma and discrimination associated with AIDS can lead to increased vulnerability to HIV infection. The ICC has been working with its partners UNAIDS, UNICEF and the Global Media AIDS Initiative (GMAI) over a number of years to help tackle these issues and encourage informed decision making by children and young adults.

AIMS

By working with our champions and our local and regional networks, the partnership aims to:

- Raise awareness about the AIDS epidemic within the cricket community
- Address stigma and discrimination surrounding the disease and experienced by those living with and affected by HIV
- Encourage informed decision making and help-seeking behaviours to continue to prevent new infections

through targeted information and outreach.

COMPONENTS

The partnership has two major components:

• THINK WISE AWARENESS:

The advocacy work carried out by the partnership and leading international cricketers delivers key information about HIV at the international, regional and national levels through public service announcements, event publications and online. This information focuses on awareness, inclusion and informed decision-making. The partnership also provides information resources to young people and volunteers, coaches, as well as commentators and broadcasters about the AIDS epidemic and THINK WISE.

• THINK WISE PROJECTS:

The partnership will begin piloting community based cricket for development projects, aimed at using the power and popularity of cricket to help young people develop the appropriate knowledge, attitudes, and skills to reduce their risk and vulnerability to HIV.



BE AWARE

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SHOW RESPECT

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THINK WISE

ABOUT HIV

The Human Immunodeficiency Virus (HIV) attacks cells in your body that fight off infection and keep the body healthy. When HIV has damaged the immune system, someone is said to have AIDS, or acquired immune deficiency syndrome. There is no single AIDS epidemic. The virus is found in people of all ages and walks of life. There are 33 million people living with HIV around the world and each day more than 7400 people are infected with HIV and each day more than 7400 people are infected with HIV - about 45% are young people between the ages of 15 and 24. Most of them do not have the correct information to protect themselves from HIV. This is why providing young people with information on safer sex and drug use is a key part of AIDS campaigns worldwide.

WHERE IS HIV FOUND?

HIV is found in the bodily fluids of a person who has been infected - blood, semen, vaginal fluids and breast milk.

HOW IS HIV TRANSMITTED?

- Unprotected sex (vaginal, anal and to a lesser extent oral sex) with an infected person
 - Sharing contaminated syringes, needles or other sharp instruments
 - From mother to child during pregnancy, childbirth or breast feeding when the mother is already living with HIV
 - Blood transfusion with contaminated blood
- But all these ways of transmitting HIV can be prevented.

HOW CAN YOU LIMIT YOUR RISK OF GETTING HIV THROUGH SEX?

- Use male or female condoms correctly each time you have sex
- Remain faithful in a relationship with an uninfected equally faithful partner with no other risk behaviour such as injecting drug use
- Abstain from sex

IS THERE A CURE FOR HIV?

There is no cure for HIV and treatment cannot destroy the virus. However people living with HIV who take antiretroviral drugs as prescribed can stay healthy, well and productive. Thanks to HIV treatment, the progression of HIV in the body can be slowed down and almost halted.

HIV DOES NOT DISCRIMINATE, PEOPLE DO

HIV infection is widely stigmatised due to its association with behaviours that may be considered socially unacceptable by many people. People living with the virus are frequently subject to discrimination and human rights abuses. Together, stigma and discrimination constitute one of the greatest barriers to dealing effectively with the epidemic. They discourage governments from acknowledging or taking timely action against AIDS and they deter individuals from finding out about their HIV status.

For more information on HIV visit www.unaids.org/learnmore

PLAY SAFE

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PROTECT YOURSELF

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THINK WISE

CHAMPIONS



NATHAN BRACKEN

One of the leading left-arm bowlers in international cricket, Bracken was part of the Australia side that won the ICC Cricket World Cup in 2007. He has been to HIV prevention projects in South Africa and the West Indies as part of his role as a THINK WISE champion.



ISA GUHA

Guha is one of the leading bowlers in international cricket and has been ranked as the number one player in the Reliance Mobile ICC ODI Women's Rankings. She was also part of the England squad that won the ICC Women's World Cup in 2009. Her involvement in the THINK WISE partnership began when she visited a group of women living with HIV in Bangalore in 2007.



KUMAR SANGAKKARA

The Sri Lankan captain has established himself as one of the leading players in world cricket. A long-standing supporter of the partnership, he has visited projects in the Caribbean and South Africa. On the field he has topped the Reliance Mobile ICC Rankings for Test Batsmen while off it he represents the views of current players on the ICC Cricket Committee.



VIRENDER SEHWAG

One of the most entertaining batters in international cricket, he was part of the India side that won the ICC World Twenty 20 in 2007. He is one of only three batsman in the history of the game to score two triple hundreds in Test cricket.



GRAEME SMITH

Appointed captain in 2003, Smith has established himself as a respected leader and one of the most successful batsmen in world cricket. He skippered his side's famous Test series win in Australia in 2008/9. He is passionate about raising HIV awareness, given the impact of the AIDS epidemic in sub-Saharan Africa.

PARTNERS



The International Cricket Council (ICC) is the world governing body for international cricket. The ICC's vision of success sees cricket as a leading global sport which will captivate and inspire people of every age, gender, background and ability while building bridges between continents, countries and communities.

The ICC recognises the importance of cricket to bring people together to address important social causes and has been working with UNAIDS since 2003 to help tackle the AIDS epidemic and raise awareness about HIV in cricket-playing countries. In 2006, we both joined with UNICEF in the prominent partnership which supports the "Unite for Children, Unite Against AIDS" campaign. In 2007, the ICC also began working with the Global Media AIDS Initiative (GMAI) to deliver messages to a regional and global broadcast audience. During the ICC's Centenary in 2009, this partnership re-launched as THINK WISE.

www.icc-cricket.com



UNAIDS, the Joint United Nations Programme on HIV/AIDS, is an innovative joint venture of the United Nations family, bringing together the efforts and resources of ten UN system organizations in the AIDS response. Contributing to achieving global commitments to universal access to comprehensive interventions for HIV prevention, treatment, care and support is the number one priority for UNAIDS.

UNAIDS helps mount and support an expanded response to AIDS, one that engages the efforts of many sectors and partners from government and civil society. UNAIDS believes sports has the capacity to unite nations and is a powerful force for change and information sharing on issues such as HIV prevention and stigma reduction.

www.unaids.org



UNICEF protects and promotes the well-being of children and works for the realization and protection of their rights. UNICEF aims to ensure that all children have the best possible start in life and attain a good level of basic education, and that adolescents have every opportunity to develop their capabilities and participate successfully in society.

Sport and play are important to UNICEF because they are vital elements in the health, happiness and well-being of children and young people. UNICEF works with governments and partners throughout the world to use sport-based programmes to improve children's lives and to strengthen communities.

www.unicef.org

Launched in 2004 by former UN Secretary General Kofi Annan in coordination with the Kaiser Family Foundation and UNAIDS, the Global Media AIDS Initiative (GMAI) mobilizes leading media companies around the world to leverage their vast resources to address AIDS. Through large-scale regional coalitions of media in Africa, Asia-Pacific, the Caribbean, Latin America, and Eastern Europe - a network that includes more than 300 media companies - the GMAI leverages the communication power of mass media to get out information about HIV and challenge stigma related to the disease.

www.thegmai.org

PLAY SAFE in cricket
PLAY SAFE in the game of life
BE AWARE about **HIV**
RESPECT people living with **HIV**
PROTECT yourself, and others, wear a **CONDOM**
To keep winning, **THINKWISE**

LOVE
+
PROTECT
=

THINKWISE
The Global Cricket AIDS Partnership

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