

Providing Right Message and Information

for General Population

World AIDS Day Event 2006

Yasuaki HASHIMOTO

Department of General Affairs, Tokyo

Abstract

- The Ministry of Health, Labour and Welfare sponsored the World AIDS Day Event 2006, which included events such as street campaigns, HIV testing, and Red Ribbon Live 2006.
- These events were jointly sponsored by entities/individuals working on the prevention of the spread of HIV/AIDS and the elimination of discrimination and prejudice against HIV/AIDS patients. These entities/individuals included government agencies, private companies, medical experts, NGOs, etc.
- In particular, Red Ribbon Live 2006 was a live HIV/AIDS awareness-raising event with radio DJ Shoo Yamamoto as the general producer. The event included live performances by Kazutoshi Sakurai of Mr. Children, Angela Aki, Ayaka, and other artists; appeals from the Committee on AIDS Trends; and the reading out of letters from HIV-positives. It was very successful in raising public awareness through mass media and promoting HIV testing and counseling at venues such as public health centers.
- Red Ribbon Live 2006 was organized in just two months with the help of the participants' strong sense of crisis with regard to the spread of HIV/AIDS and their strong desire for the success of the event.
- This report describes the processes leading up to the success of Red Ribbon Live 2006 including my comments as someone involved in the event.

Keyword: "Do what I can, to the greatest extent possible, and never give up!"

1. Introduction

In 2006, I was dispatched by the Tokyo Metropolitan Government to the Specific Disease Control Division of the Health Service Bureau at the Ministry of Health, Labour and Welfare to take charge of promotion and enlightenment with regard to AIDS countermeasures. I will refrain from explaining the importance of promotion and enlightenment with regard to AIDS countermeasures as described in the AIDS Prevention Guideline and the activities implemented by the Ministry of Health, Labour and Welfare, as they are detailed in Part I of "AIDS Countermeasures after the Revision of the AIDS Prevention Guidelines." Instead, this report describes the processes that led up to the success of World AIDS Day Event 2006, of which I was in charge, and my personal comments on promotion and enlightenment with regard to AIDS countermeasures.

I apologize for the fact that my report contains more emotional expressions than those by other authors.

2. About World AIDS Day

In 1988, the World Health Organization (WHO) designated December 1 as "World AIDS Day" to promote the prevention of the global spread of AIDS and to eliminate discrimination and prejudice against HIV-positives and AIDS patients, calling for enlightenment activities on AIDS. Japan completely supports this objective and sponsors enlightenment activities to provide the public with accurate knowledge about AIDS, centering on December 1 of every year.

Every year, the Ministry of Health, Labour and Welfare defines a campaign theme for World AIDS Day (see Table 1). The theme for 2006 was "Living Together—What I can do now," which, for the first time, was selected from entries sent in by the public. The objective of the theme was to "accept people of various sexualities (choices regarding sexual partners as well as sexual behaviors and orientation) and HIV-positives just as they are as well as the fact that we are living together with HIV-positives, and to provide an opportunity for the entire public to contemplate on what each individual can do to prevent the spread of AIDS and eliminate discrimination and prejudice against AIDS patients."

While the reported number of new HIV-positives/AIDS patients continues to rise to new record levels

every year, in 2006, various events were sponsored by the central and municipal governments, NGOs, and other entities under the abovementioned campaign theme and the symbol of the red ribbon which represents understanding and support for HIV-positives/AIDS patients.

3. World AIDS Day 2006 events in Japan

The main events sponsored by the Ministry of Health, Labour and Welfare and the Japanese

Table 1: List of World AIDS Day Campaign Themes (the last ten years)

| Year | Theme |
|------|--|
| 2006 | Living Together—What I can do now |
| 2005 | AIDS—Do you consider it irrelevant to you? |
| 2004 | Do you know the difference between “HIV” and “AIDS”? |
| 2003 | Learn, speak, and prevent “AIDS” |
| 2002 | Don’t take your eyes off and think about “AIDS” |
| 2001 | I care.... Do you? |
| 2000 | By learning about AIDS, you change and I change |
| 1999 | Listen and learn about AIDS for young lives |
| 1998 | Time changes, and you change it—to live with your beloved ones |
| 1997 | For the future of children! Think about AIDS now |

Foundation for AIDS Prevention were a street campaign in Shibuya on November 28, HIV testing, and Red Ribbon Live 2006. The street campaign involved the distribution of HIV/AIDS enlightenment goods and condoms, which are effective in the prevention of AIDS, mainly by NGOs and volunteers including students in front of the Hachiko dog statue at Shibuya station. With support from managers of Shochikugeino Co. Ltd who were involved in the events for the organization of Red Ribbon 2006, some twenty young comedians including the comedian duo of America Zarigani and T.K.O volunteered to join the street campaign to appeal to young people for the prevention of AIDS on the streets of Shibuya. Shibuya Public Health Center set up a special HIV testing site and inspected approximately hundred people on that day—supported by the AIDS Clinical Center (ACC) at International Medical Center of Japan and the Kanagawa Prefectural Institute of Public Health. This HIV testing site required elaborate preparations including the setting up of the site, the communication link from precounseling to informing the people about the results of the tests, and dealing with those who had a false-positive result. This year marked the third special HIV testing program to be held as part of the World AIDS Day events ever since it started in 2004. The testing program is held annually with tremendous support from the ACC doctors and nurses and staff from the Kanagawa Prefectural Institute of Public Health, making it a successful event in promoting inspections not only for those inspected on that day but also for the entire public through media reports and so on. In 2006, although the site was located adjacent to Yoyogi Gymnasium, a slight distance from Shibuya station, the street campaign around Shibuya station guided the flow of people to the testing site. The street campaign and the testing program were reported by NHK and other media, backing up efforts by municipal governments across the country ahead of events scheduled on December 1.

Both the street campaign and the testing program are now integral parts of the World AIDS Day events in Japan, calling for infection prevention and testing and providing an opportunity to showcase alliance among entities involved in AIDS countermeasures.

Moreover, in 2006, a new large-scale event, perhaps the largest ever sponsored by the Ministry of Health, Labour and Welfare, was held. It was called “Red Ribbon Live 2006.”

4. Red Ribbon Live 2006

(1) A huge collaborative project between the public and private sectors

Red Ribbon Live 2006 was held at Shibuya-AX with radio DJ Shoo Yamamoto as the producer-cum-MC and joined by guests from various organizations and individuals in various fields supporting the cause for the prevention of the spread of AIDS. Some of these individuals included music artists such as Kazutoshi Sakurai of Mr. Children, TERU and TAKURO of GLAY (via video), Angela Aki, Ayaka, and Yo Hitoto; DJs at FM/AM radio stations in Tokyo; athletes; comedians; actors/actresses; and the minister for Health, Labour and Welfare (via video). All the guests and the majority of the staff were volunteers, and a total of approximately 1,600 people including audiences (who were granted free entry) and staff participated in the live event, making it a historic event (see Fig. 1 and Table 2).



Fig. 1: Red Ribbon Live 2006



Fig. 2: Top Page and Red Ribbon Campaign Page of Yahoo! Japan

Table 2: Information on Red Ribbon Live 2006

Sponsors:

The Ministry of Health, Labour and Welfare and the Japanese Foundation for AIDS Prevention

Date:

November 28, 2007 (Tue), 18:30 onwards

Site:

Shibuya-AX

General producer/host:

Shoo Yamamoto (Radio DJ)

Program:

1. AIDS prevention enlightenment live show

Ayaka, Angela Aki, Kazutoshi Sakurai (Mr. Children), Shakalabbits, Yo Hitoto, and Kohei Yamada with an African Band in addition to others.

2. HIV/AIDS trends and preventive measures in Japan (Chairman of the Committee on AIDS Trends)

3. Symposium (Radio DJs, athletes, comedians, actors/actresses, etc.)

4. Radio DJs reading letters from HIV-positives

5. Video messages by notable guests (minister for Health, Labour and Welfare, GLAY (TERU/TAKURO), etc.)

6. Display of messages from notable guests

7. Enlightenment booths set up by NGOs and the Japanese Foundation for AIDS Prevention

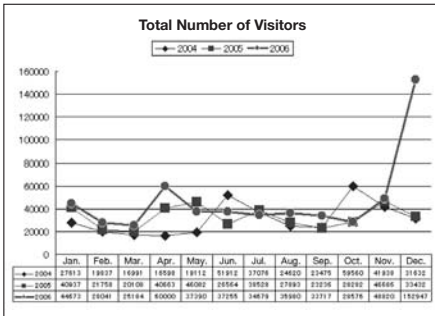


Fig. 3: Number of Visitors to the AIDS Prevention Information Network Web Site

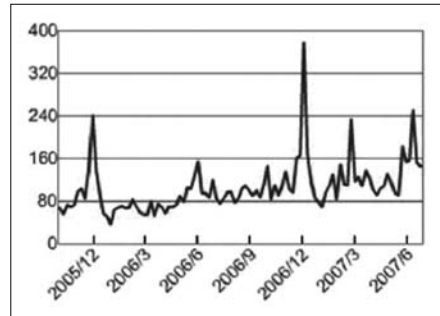


Fig. 4: Number of Blogs on AIDS on Yahoo! Japan

One of the main features of the live event was the fact that it was based on AIDS prevention enlightenment, focusing on opportunities to provide facts and accurate information about AIDS including initiatives such as radio DJs reading letters from HIV-positives and the chairman of the Committee on AIDS Trends appealing on stage to the public on behalf of the committee. Guests were provided with documents on AIDS trends and government policies on AIDS and enlightenment videos prior to appearing on the stage so that they could deliver their respective messages based on accurate knowledge.

Another important feature of the event was the collaboration with the mass media. Through the collaboration with the Red Ribbon campaign, which was an enlightenment program sponsored by Yahoo! Japan, information about the infection processes and testings/counselings by municipal governments as well as enlightenment messages and live videos by many notable guests and letters from HIV-positives were provided on the Internet. Yahoo! Japan announced the Red Ribbon campaign on its top page, and on December 1, it carried the message “December 1 is World AIDS Day” right under its “Yahoo! Japan” logo, guiding people directly to the campaign page (see Fig. 2). As GLAY set up on its official Web site a link to the AIDS Prevention Information Network (the information site whose operation the Ministry of Health, Labour and Welfare assigned to the Japanese Foundation for AIDS Prevention) and many of the guests at the live event introduced the AIDS Prevention Information Network on their own Web pages, the number of visitors to the Web site in December 2006 jumped approximately five fold from that in the previous year (see Fig. 3). Ten FM/AM radio stations in and around Tokyo announced the live event in advance and delivered messages about infection prevention and inspections to listeners in order to enlighten them about AIDS. Participation by DJs of radio stations in the events also provided opportunities for enlightenment to those involved in the radio media. The press conference and the live event were reported by many newspapers, TVs, magazines, and internet-based music media; moreover, many blogs on the Internet discussed infection prevention (see Fig. 4).

As a result of the increased opportunities to raise public awareness through such collaborations with the media, the number of inspections at places such as public health centers increased by approximately 26% in the fourth quarter of 2006, and the number of consultations increased by approximately 21% from the previous year. The total number of inspections for 2006 increased to 116,550 or by approximately 16% from the previous year.

I would like to take this opportunity to describe how an event of this scale, which could never have been materialized by government agencies alone, was organized, including behind-the-scenes stories.

The event had one buzzword, which was a phrase that Shoo Yamamoto announced through the live event: “Do what I can, to the greatest extent possible, and never give up!”

(2) It started with Yahoo! Japan

Yahoo! Japan is one of the largest Internet media companies in Japan, boasting of approximately 1.2 billion page views per day. As part of its corporate social responsibility (CSR) activities, Yahoo! Japan initiated the AIDS prevention enlightenment campaign on World AIDS Day in 2004. The campaign, dubbed as the “Red Ribbon campaign,” involved Yahoo! Japan sponsoring a live talk show titled “Japan under a state of emergency” in 2005 hosted by Shoo Yamamoto, who has long been involved with AIDS prevention enlightenment activities at such occasions through his own live talk shows. The guest at the talk show was TERU from GLAY.

The Ministry of Health, Labour and Welfare, on the other hand, enacted the revised AIDS Prevention

Guideline in April 2006 and launched the HIV Testing Promotion Week from June 1 to 7. In the first HIV Testing Promotion Week, the vice minister of the Ministry of Health, Labour and Welfare and actress Yoshiko Tanaka, who was a committee member of the Japan AIDS Stop Fund, called for infection prevention and testing at a press conference held at the Tokyo Minami-Shinjuku Testing and Consulting Center. Just like the previous year, this year, too, Yahoo! Japan sponsored the Red Ribbon campaign hosted by Shoo Yamamoto, and the guests at the enlightenment talk show included music artist Angela Aki and NBA player Yuta Tabuse. Upon request from the staff of Yahoo! Japan, I along with the staff from the Japanese Foundation for AIDS Prevention participated in the recording of the talk show as an observer, to provide guidance to ensure that no misleading and erroneous information was provided and that no inappropriate expressions were used.

The idea of Red Ribbon Live 2006 was conceived through discussions between Shoo and Angela Aki at the talk show. Both of them had lived in the United States and shared a strong sense of crisis with regard to the tremendous differences in public awareness about AIDS between American and Japanese citizens. While referring to the responsibility of the central government, they also mentioned that celebrities such as artists who can deliver messages to the public should stand up and work toward enlightening the public about AIDS through their music and live shows in a sincere manner, failing which HIV infections would spiral beyond control; moreover, rather than depending solely on the central government to control the spread of AIDS, we, ourselves should take action first. I was listening to the talk show closely and respected Shoo and Angela Aki's deep social awareness, and at the same time, I thought about the effectiveness of such a policy in spreading awareness. The enlightening effect of messages delivered through a live show by artists who can exert strong influence on young people would be tremendous. It would be significant in that it would be an enlightenment live show to be held as part of the public policy instead of a mere entertainment show, staged not only through the voluntary will of the private sector but also through collaborations between the public and private sectors to attract as many organizations and individuals as possible. The Ministry of Health, Labour and Welfare always believed in the idea of sponsoring a large-scale event within its limited budget to raise awareness in each individual. Compelled by the strong will of Shoo, Angela, and the staff of Yahoo! Japan and through consultations within and outside the Ministry of Health, Labour and Welfare, I repeatedly requested Shoo to help make the enlightenment live show sponsored by the central government a reality.

(3) Working with Shoo

During the course of my consultations with Shoo, he informed me that he would never accept the government's practice of assigning all responsibilities to the private sector. He was of the opinion that the government was responsible for the lack of awareness about AIDS among the public, and it would never be acceptable to guests voluntarily appearing on the show that all responsibilities except for the budget be assigned to them, i.e., the private sector. He said, "I always refrain from getting involved in such events and will withdraw from such an event at any time unless the Ministry of Health, Labour and Welfare expresses its determination to get sincerely involved in the event to ensure its success." Once the budget has been determined, the government typically assigns such an event in its entirety to an event management company with in-depth knowledge of operations. The government as a client only provides instructions so that the event meets the policy goal, and the entire process, right from creating written event plans to organizing the event is assigned to an event management company. This method of sponsoring an event is the most popular in the government. However, Shoo declined to accept this practice. The contract, of course, is in the form of an assignment; however, he believed that we cannot be true companions and no enlightenment messages will reach the hearts of the people unless we organize an event sincerely, that is, in substance instead of in formality and as human beings instead of an organization. This elucidates Shoo's idea and manner of functioning.

Once I requested Shoo for his help, I myself was determined to involve Shoo until the event actually materialized. I strongly felt that the event needed to be impressive enough so as to make people anxiously wait for the next World AIDS Day, needed to have a long-lasting enlightenment effect, and needed to provide the opportunity to develop the network infrastructure that gives momentum to spontaneous growth of enlightenment activities. During the consultations, Shoo informed me that he was consulting with some notable people and requesting them to appear on the show; I could imagine the impact of such famous guests delivering AIDS prevention messages at the enlightenment live show sponsored by the central government, and it encouraged me not to spare any effort to making the event a success. I occasionally reported the progress status of the backdoor consultations to the Ministry of Health, Labour and Welfare staff, who shared my view.

Shoo and I developed a common viewpoint through such consultations and the seed for Red Ribbon Live was sown when Shoo's manager visited the office of the Ministry of Health, Labour and Welfare. It was nearly four months after Shoo and Angela Aki's talk show. It was obvious how risky it was for those involved in the media to play a central role in a government policy. However, Shoo was prepared to take that risk.

(4) Live set in motion

Shoo's manager visited the office of the Ministry of Health, Labour and Welfare in mid-September. Upon his visit, the preparations for the live event that was just two months away began in full flow. Many people from various fields supporting Shoo attended the weekly meetings held at Amuse Inc., an entertainment company at which Shoo worked. The major attendees at the meetings included Shoo Yamamoto; Shoo's manager; Yahoo! Japan staff in charge of the Red Ribbon campaign; managers of Shochikugeino Co. Ltd; staff from the live operating company; designers; freelance announcers; staff from the Ministry of Health, Labour and Welfare; and staff from the Japanese Foundation for AIDS Prevention; and others. Discussions among these members were held based on documents prepared by the Ministry of Health, Labour and Welfare. Through the weekly and other unplanned and frequent meetings, while considering the circumstances of each member's organization, we discussed the various conflicting values and methods of each member, considering each idea at a time before arriving at a final decision.

The general guidelines pertaining to the live event eventually agreed upon were as follows: (1) the event should be based on invitations offered completely free of charge, and radio stations, Yahoo! Japan, and the AIDS Prevention Information Network should all offer a pre-designated number of invitations to the public for free; (2) the event should take the form of open live radio programs through cooperation from radio stations and radio DJs; (3) not only music artists but also people from various fields should be invited as guests, and the invitations should be limited to those who possess a strong will for the cause of AIDS enlightenment; (4) the event should deliver accurate knowledge and information about AIDS through a combination of talk shows and live performances; (5) the event should deliver messages from HIV-positives; and (6) a press conference should be held at the Ministry of Health, Labour and Welfare to request cooperation from the mass media. Based on these general guidelines, we resolved various problems successively to develop the general picture of the live event.

Preparing for the event proved to be a race against time. Enlightenment videos and brochures to be distributed to concerned parties, video messages and photos of many notable guests who were unable to attend the event on that day, CDs and the CD jacket of the original song of the event (to be described in a later section of this document), and the design of the message boards to be displayed at the event site were all prepared by professionals who had volunteered to help upon Shoo's request. People involved in stage production and audio joined the preparatory work less than a month prior to the event. They worked day and night on a trial-and-error basis. I could not help but pay great respect to the high level of creativity, concentration, and craftsmanship of those involved in entertainment production. While maintaining the delicate balance between the entertaining nature of the live event and the social cause of the enlightenment activity, they fully utilized their professional skills in each of their specialty fields. Their professional pride and sense of public mission with a lack of excessive commercialism resulted in the success of the event. It was this pride and sense of public mission combined with their trust in Shoo that enabled them to develop into a mature project team in a short period of time.

In parallel with such preparatory work, I, along with Shoo's manager, visited AM/FM radio stations in Tokyo to which Shoo had earlier appealed for cooperation. We conveyed the cooperation request from the Ministry of Health, Labour and Welfare. Programming staff at the radio stations who had already been briefed by Shoo shared the strong sense of crisis regarding AIDS prevention and responded positively to our request.

In this manner, people who were completely unrelated to each other united and engaged in long, in-depth, and at times, intense discussions with a shared goal in mind, gradually converting an ideal into a reality and leading us to believe in the success of the event.

(5) Three people a day

Approximately a month prior to the event, at the Ministry of Health, Labour and Welfare, a press conference was held, at which the schedule for the live event was also announced. Shoo; Angela Aki; the manager of the Specific Disease Control Division at the Ministry of Health, Labour and Welfare; and the executive director of the Japanese Foundation for AIDS Prevention attended the press conference. At the press conference, Shoo reported that the number of HIV-positives in Japan was increasing at the



Fig. 5: At the office of the minister for Health, Labour and Welfare after the press conference (From left: Angela Aki; former minister for Health, Labour and Welfare Yanagisawa; and Shoo Yamamoto)

rate of three people a day and that 85% of the people were unaware of this fact (according to a survey conducted by Yahoo! Japan). Angela Aki also expressed her intention to participate in the live event as a means to inform the public about the facts of the disease and to help them prevent the infection. After the press conference, Shoo and Angela visited the office of the minister for Health, Labour and Welfare and requested the minister to join the live event and enhance AIDS countermeasures. The minister for Health, Labour and Welfare promised to deliver a video message as he was unable to attend the live event due to his official obligations (see Fig. 5).

During the live event, the phrase used as the title of this section, “Three people a day,” was often quoted. More accurately, however, the reported number of new HIV-positives in Japan per day is about two, and the reported number of new AIDS patients per day is about one; altogether this amounts to about three people per day. Moreover, as the latent period of HIV is ten to fifteen years on an average, and since in some cases, AIDS may be detected and reported only after it has developed, it is almost impossible to identify when such AIDS patients were infected. This implies that it is impossible to officially prove the fact that currently, three people get infected by the virus every day. It is highly important to employ striking, terse, and clear phrases effectively, particularly for enlightenment activities with policy goals of changing people’s awareness and behaviors. In fact, a large number of people who participated in the enlightenment activity were shocked by the phrase “Three people a day”. For your reference, a comment by the chairman of the Committee on AIDS Trends in its 2006 report released in May 2006 used the expression “3.7 cases a day”.

(6) For the future generations

Soon after the preparation for the live event began, the idea of creating a message song arose. A song selected based on the strong will of Shoo and the other guest artists was “For children yet to be born”. It was a song about the future of the country and the country’s children as well as the importance of protecting our loved ones. It was originally composed and written by Kazumasa Oda in 1980. The song was remixed by Yanagiman, a producer of Ketsumeishi, into the spiritual song for Red Ribbon Live 2006, “For children yet to be born”, and sung by TERU, Kazutoshi Sakurai, Ayaka, and others. TERU began the song followed by the other artists, who sang parts of the song one after another as if the song was “growing up”. After the press conference that publicly announced the live event, each radio station played the song and announced the live event. I was present along with Shoo when the song was being aired at some radio station studios and noticed that the song itself had an enlightening effect on the listeners. This, needless to say, was made possible by the sincere efforts of the artists and staff at each radio station who were inspired by Shoo’s initiative.

After two months of tireless efforts by people inspired by Shoo and supporting the cause of the prevention of the spread of HIV/AIDS, Red Ribbon Live 2006 was successfully staged. The event began with a video message from the minister for Health, Labour and Welfare and involved a combination of live performances and talk shows. Then, a surprise guest—Kazutoshi Sakurai—appeared on stage. All the people at the event including the guests, audience (who were granted free entry), street campaign volunteers, and the HIV testing staff and other volunteers at the event collectively sang the song “For children yet to be born” prepared for the grand finale to express their desire for the prevention of AIDS. Senior staff from the Ministry of Health, Labour and Welfare were also guided onto the stage thanks to the arrangements made by Shoo. While waving my hands to the gentle sounds of many people repeatedly singing the song’s phrase “Protect beloved ones”, I stared at the magnificent view, and I felt surreal—like I was somewhere between a dream and reality.

5. Do what I can, to the greatest extent possible, and never give up!

Enlightenment activities to change people’s behaviors become successful policies only when the

messages get through to each individual. However, it is impossible for strong messages to be conveyed to the people by the government alone. Therefore, the government should collaborate with private organizations and individuals who have the power to convey such messages and should seek such people's viewpoints on public missions in order to translate government policies into inspiring enlightenment activities.

People being tested at public health centers or other medical institutions as a result of the enlightenment activity can receive proper medical care from HIV medical staff at the ACC, core or major hospitals in each region, and appropriate support from many NGO and volunteer staff if they turn out to be HIV-positives. At the same time, many organizations and individuals should repeatedly organize enlightenment activities to establish a society where people can accept the fact that HIV-positives and people with various sexuality are living amidst us. World AIDS Day events and other enlightenment activities stand at the cross-section of the Red Ribbon logo, linking policy goals of AIDS countermeasures such as encouraging prevention and testing, enhancing the testing system, providing proper medical care, and promoting the elimination of discrimination and prejudice against AIDS patients. Moreover, the ribbon represents the sincere will of the government, municipal governments, private organizations and individuals, medical institutions, NGOs, and other people involved in AIDS countermeasures to "Do what I can, to the greatest extent possible, and never give up!"

People, once concerned and serious about something, can easily overcome barriers erected in every organization. It is not necessary for each individual to be involved in everything. It is important for each individual who is a part of society to tackle problems head-on with his/her assigned role, instead of hiding under the silent umbrella of an organization. I learned this from Shoo, various guests, Yahoo! Japan staff, managers of Shochikugeino Co. Ltd, and many other volunteer staff. Such activities will not result in a state of complacency as long as the government is involved. Notable guests, once determined to join the event, must also convey accurate information about HIV/AIDS without any discrimination, prejudice, or personal interest. Based on such preconditions, we should aim to organize events such as this one as a highly effective policy in preventing the spread of HIV/AIDS. The effectiveness of such policies is measured initially by the AIDS Policy Review Committee set up under the Ministry of Health, Labour and Welfare, followed by public opinion as reported by the mass media, then by on-site staff members such as medical staff, and finally by the number of testings/counselings in each municipality.

The latest live event had great social significance beyond the realm of mere entertainment since the government and public funds were involved. While the event was being organized, many constraints and obstacles were faced, some of which I cannot afford to explain in this document. However, as long as the government is responsible for protecting the public from being infected with HIV and protecting HIV-positives from discrimination and prejudice, it has no other choice but to seek and implement more effective policies based on the spirit of "Do what I can, to the greatest extent possible, and never give up!"

I sincerely hope that Red Ribbon Live becomes the symbol of World AIDS Day in Japan and the sincere will of people from various fields who are seriously concerned about the future generations, and continues to be a miracle warming the minds of people under the freezing cold winter sky.

6. Conclusion

There is a concept called public private partnership (PPP), which refers to a system of government fiscal operations. The idea behind this concept is to utilize social resources as efficiently as possible by defining what the public and private sectors can do based on an equal collaborative relationship between the two. The beneficiaries of the collaboration are the public, residents, and consumers paying taxes.

The government is now required to pursue strategic business management based on meritocracy and customer-orientation, while private companies are required to engage in CSR activities to gain market credentials. This indicates that it is important to contemplate how to maximize the distribution of resources through collaborations between the public and private sectors, instead of clearly distinguishing their roles. Further, it is important for people belonging to each sector to share public-oriented and consumer-oriented mindsets and deepen their mutual understanding. This is a major issue that needs resolution for the establishment of an eternal society.

The World AIDS Day event in 2006 may be just one small step in this direction; however, I believe that it represented the outcome of steadfastly pursuing a shared concept as well as mutual understanding.

Finally, I would like to take this opportunity to extend my sincere gratitude to Shoo Yamamoto, the many guests at the event, live event staff including those of Amuse Inc., Yahoo! Japan, Shochikugeino, and the ACC as well as other medical staff. I would also like to thank the many staff members of various

NGOs, volunteers, the National Institute of Public Health staff who provided me with an opportunity to contribute to this document, and the Ministry of Health, Labour and Welfare, which provided me with many invaluable experiences throughout 2006.

References

Shoo YAMAMOTO

Shoo Yamamoto (nickname: Lemon-san) was born in 1964 in Kadoma City, Osaka. Employed at Amuse Inc. Shoo has a variety of occupations. He is a DJ for radio programs and a host of TV programs. Currently, he deejays for FM-Fuji "Saturday Storm," FM-Osaka "Shoo Power Request" and "Shoo Power Camp". Further, he is a narrator of NTV program "Kat-tun Kat-tun." He also writes columns for the Mainichi primary school student newspaper and books on educational technology. In addition, he is a lecturer at Yamanashi Eiwa University and Osaka University. A book "Lemon-san's PTA Bakudan (story)" comprising PTA documents and his columns is currently on sale from Shogakukan, Inc.

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