



SCOTTISH OFFICE
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The Rt Hon Norman Fowler MP
Secretary of State for Social Services
Department of Health and Social Security
Alexander Fleming House
Elephant & Castle
LONDON
SE1 6BY

23 July 1986

Dear Norman,

AIDS CAMPAIGN

I refer to your letters of 24 June and 9 July to Willie Whitelaw about your intention to undertake a second round of advertising in selected newspapers in order to maintain the momentum of the earlier campaign in March to dispel unwarranted fears about AIDS and highlight how the disease can be caught.

Your decision to launch a further round of publicity on 20 and 21 July and 27 and 28 July creates problems for us in Scotland. These dates come in the middle of the traditional Scottish holiday period and we do not think that the advertisements would make the same impact then as they would later in the year. Furthermore, our Scottish Health Education Group are still testing the text of a Scottish leaflet on AIDS and it is not likely to be ready until the late autumn. I think it is important that this leaflet should be available before the next round of AIDS publicity in Scotland.

I do not therefore propose to undertake an AIDS publicity campaign in Scotland to coincide with the one you are launching this month, though I have no objections whatsoever to your own proposals. I hope to launch a second round of AIDS publicity in Scotland later this year and my officials will keep in touch with yours about our plans for this.

I am copying this letter to the Prime Minister, other members of H Committee, members of the Inter-Departmental Ministerial Group on AIDS and Sir Robert Armstrong.

Yours ever,
Malcolm Rifkind

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NAT HEALTH: Aids, Aug 85

