



QUEEN ANNE'S GATE LONDON SW1H 9AT

9 September 1986

Dear Willie,

AIDS - PUBLIC EDUCATION

will request if required

In his letter of 21 August Norman Fowler outlined his proposal to make more effective the Government's public education campaign on the nature of the threat from the AIDS virus.

I am sure that the only way to control the spread, already alarming, of the virus is to provide sufficient education in an effective manner to influence and change for the better the life-style of those at risk.

We must not put ourselves in the position of having neglected our duty when that duty was clear. Indeed, it may be that whatever we do may not seem enough with hindsight. This means that what we do decide upon should be well directed and effective. I think the campaign proposed probably gets it right at this stage of public awareness. I believe we may have to go further in the future, and the not too distant future at that. Our main aim now should be to keep those free of infection, uninfected. In other words, our target is not now the high risk groups, but the majority of the population, as yet uninfected, with emphasis on the young and the needs and duties of parents.

My only specific comment on the draft material is that the antepenultimate paragraph of annex B seems to take illicit drug taking too much for granted. I would prefer something like: "Second, drugs. Those who illegally inject themselves should be aware of the terrible risk they are taking, particularly if they share needles or other equipment. Just one fix with an infected needle can pass on the AIDS virus."

Fowler,
Dyson.

The Rt Hon Viscount Whitelaw, CH, MC

We apologise
for not copying
this earlier 19/9/86



L. Goodall

WITH
THE COMPLIMENTS OF THE
PRIVATE SECRETARY

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Nat. Health, Aids Aug. '85.