



Press Release

AIDS Documentary: Community Action **Friday 1 December at 2pm + repeated Sunday 3** **December at 11.15am**

To commemorate World Aids Day on Friday 1 December, e.tv will broadcast *Community Action*, a local documentary about the philanthropist Dr Selma Browde and her involvement in the pandemic. Viewers are given a glimpse into the life of this retired WITS Professor of Oncology and her Community Action programme, an innovative and cutting edge strategy in the fight against AIDS.

When her only son was diagnosed as HIV+ she was devastated. She worked out a healthy living plan for him and today, with supplementary ARVs, he is leading a normal life. This motivated Dr Browde to launch Community Action, which is loosely based on the Black Sash's method in the apartheid era to go door-to-door.

Members in various townships are trained to be in charge of 40 households, forming an ongoing relationship with them, identifying their needs, informing them about the HIV virus and how to live a healthy life if already infected. She firmly believes that no government organization alone can contain this epidemic and that it requires the community to become involved.

With an estimated six million South Africans expected to die from AIDS-related diseases and around 4.5-million South Africans living with HIV, pioneering health programmes like these show us the way to a healthier future. The producer of the documentary is Deon Kloppers, its executive producer is Ria Bonthuys and the programme

is 30 minutes long. It will be broadcast on Friday 1 December at 2pm and repeated on Sunday 3 December at 11.15am.

Ends

Issued by:
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