



The Most Reverend Desmond M Tutu, O.M.S.G. D.D. F.K.C.  
Anglican Archbishop Emeritus of Cape Town

PO Box 1092, Milnerton, Cape Town 7435  
Suite 43, Frazzitta Business Park, cnr Freedom Way & Koeberg Road, Milnerton 7441  
Tel: (+27) 021 552 7524  
Fax: (+27) 021 552 7529  
E-mail: mpilo@iafrica.com

12 December 2003

**THE THREE AMIGOS PUBLIC SERVICE ANNOUNCEMENT**  
**HIV/AIDS EDUCATION**

This is an impassioned plea to broadcasters in South Africa, Southern Africa, Africa and the Global Village. The HI Virus is transmitted by people to people. Transmission can be controlled and prevented in many cases by a change in our behaviour. Those most at risk must be encouraged to learn preventative behaviour and those who have already formed behaviour patterns must be encouraged to change these patterns.

I believe *The Three Amigos* public service announcements are a powerful communicating tool to encourage people to change their behaviour. People, especially young people, do not respond well to being told what to do, even when such instruction is in their own self-interest. Life-style changes come from within, they are a matter of personal choice. Animated characters are a non-threatening, non-authoritarian vehicle for communication. Frequent playing of this PSA has the potential to capture the imagination of young people through humour, the portrayal of situations to which they can easily relate and the portrayal of characters who express what in a normal situation would be too embarrassing to speak of.

*The Three Amigos* public service announcements are brief. To be really effective such brief messages need to be reinforced by frequent viewing. On World Aids Day MTV in Canada played 3 *Three Amigos* spots 37 times! This is coverage that reaches its target.

I congratulate all those who have been involved in creating *The Three Amigos* PSAs. They have made an outstanding contribution to the campaign against HIV infection in providing material that can be easily understood by most people irrespective of language or culture. But the PSAs are only useful if they are seen. I urge broadcasters to use these wonderfully human-like characters to put across the serious messages that can save lives and prevent the spread of the HI Virus.

Use these PSAs, they cannot be displayed often enough if we are to create a culture that is pro responsibility, pro condom use and supportive of those who are HIV positive. We can turn the tide of HIV/AIDS, **spread the message.**

God bless you

+Desmond M Tutu Archbishop Emeritus