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PAUKTUUTIT
INUIT WOMEN OF CANADA

MEDIA ADVISORY

***SHEEPA'S STORY* RADIO SERIES LAUNCH & PAUKTUUTIT'S PARTICIPATION AT AIDS 2006**

August 15, 2006 Immediate, Toronto. Pauktuutit Inuit Women of Canada President Martha Greig is pleased to announce the launch today of *Sheepa's Story*, an empowering radio series about love, family, sexuality, stereotypes and choices.

The story tackles many issues including stigma toward HIV/AIDS, testing for sexually transmitted infections (STIs), shared responsibility (both partners) for STI testing, the importance of condom use and negotiating condom use with a sexual partner, healthy sexual relationships, importance of communication, stereotypes and peer pressure, self-respect and respect for others.

Sheepa's Story will be aired on CBC in regions across the North during the World AIDS Conference *AIDS 2006*.

Pauktuutit, the independent national organization that represents all of Canada's Inuit women, is in Toronto representing Inuit at the **World AIDS Conference AIDS 2006**, August 13-18, making a number of presentations throughout the conference.

President Martha Greig stated: *"We are proud to be involved in the World AIDS Conference. It is important that Inuit understand how we are a part of the global fight against HIV/AIDS. We hope that Sheepa's Story will help Inuit communities to understand the threat that HIV poses to our communities. We must show our support and respect to Inuit who are infected with HIV"*

Pauktuutit is making several presentations at the global conference. Among them:
1. *Sexually Transmitted Infections and HIV Risk* - Presented at the International Indigenous Peoples Satellite on HIV/AIDS This presentation discusses sexually transmitted infection trends in the Arctic regions of Canada and concern about a potential HIV epidemic in Canada's North. August 12, 2006

2. *Inuit Plan of Action on HIV/AIDS* - presented at the International Indigenous People's Satellite on HIV/AIDS. In 2001, Pauktuutit developed an Inuit Plan of Action on HIV/AIDS. Pauktuutit will discuss the development of the Action Plan in the context of Pauktuutit's commitment to address sexual health and HIV among Inuit in Canada. August 12, 2006

3. *Building Supportive Communities for Inuit Living with HIV* presented at the Indigenous Networking Zone, Global Village, AIDS 2006. This is a project designed to better address the needs of Inuit infected and/or affected with HIV, to ensure that Inuit have access to testing and diagnosis and that those who are infected, whether they live in the North or in urban centres, have access to Inuit-centred care and support services. August 16, 2006

4. *Action in Inuit Communities: What does it take?* Canadian Exhibit, Global Village, AIDS 2006. This provides an overview of the current HIV situation among Inuit in Canada and innovative work being undertaken by Pauktuutit to mobilize communities to take action to address sexual health and HIV in their communities. A summary of proceedings and recommendations from the first ever Sexual Health Symposium in Nunavut, February 2006, will be presented. August 17, 2006

In addition, Pauktuutit represented Canada's Inuit at the International Indigenous Peoples Satellite on HIV/AIDS and at the Canadian Aboriginal AIDS Network AGM in Toronto prior to commencement of the Conference.

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Pauktuutit contact:

Aideen Reynolds – Manager, Sexual Health and Urban Issues
Phone: 613 238 3977 ext 233 or toll free 1 800 667 0749 ext. 233
E-mail: areynolds@pauktuutit.ca