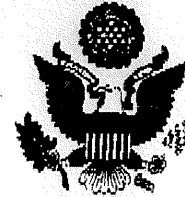




British Embassy
Phnom Penh

FOR PRESS RELEASE



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**United States and United Kingdom Grant of up to \$27 Million
for Jointly Funded and USAID-Managed Program:
Social Marketing and Behavior Change Interventions for HIV/AIDS, Reproductive and Sexual
Health and Child Survival in Cambodia"**

*Opportunity: The signing ceremony will take place on Monday, June 18, 2007 at 18:00 PM at the Sunway
at Phnom Room. Members of the press are invited to attend the ceremony.*

The governments of the United Kingdom and the United States will sign a Memorandum of Understanding (MOU) for joint funding and management of a new five-year program providing up to US \$27 Million* to support Cambodia's health sector and the HIV/AIDS response. Marshall Elliott, Deputy Director for South East Asia of the UK Department for International Development, and Erin Soto, USAID/Cambodia Mission Director, will sign on behalf of their respective governments.

The project will improve poor Cambodians' lives by helping women to access affordable and high quality contraceptives to be able to better plan the size of their families, space births and ensure their children are healthy. It will support work through NGOs and the media with groups at high risk of HIV infection to help increase knowledge of and access to condoms around HIV transmission and provide access to condoms for HIV prevention.

Erin Soto said, "Under this new project, USAID and DFID will partner with the Royal Government of Cambodia to support national social marketing systems which promote health products, education and services to prevent HIV transmission, increase birth-spacing and reduce child mortality. The project will provide vital support to achieving the objectives of key Cambodian strategic plans for the health sector and the response to HIV."

Marshall Elliott commented, "For DFID and USAID, this is not only an ambitious project that we expect to achieve a great deal for Cambodians, it is also a significant step forward in achieving our shared vision for more, better and more targeted aid in support of government priorities."

Under the terms of the MOU, USAID and DFID will jointly fund, and USAID will manage, a five-year program providing vital support and commodities for achievement of key Royal Government of Cambodia strategic plans for the health sector, as well as contributing strongly to Ministry of Health National Program objectives in HIV/AIDS, Reproductive and Sexual Health, and Child Survival. The Program will be implemented through an international and Cambodian non-governmental organization.

Building on successful outcomes of DFID and USAID programs over the past eleven years in Cambodia in the areas of commodity social marketing and behavior change interventions, the purpose of the new program is to use social marketing of health commodities and behavior change interventions to increase the consistent and correct use of high quality health products and services for:

- HIV/AIDS/STI prevention;
- Improved sexual and reproductive health; and
- Increased child survival

The program budget will be between \$24 Million and \$27 Million over five years. This includes the cost of health products which will be sold and distributed in the project.