



WORKING TOGETHER

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NOW SHOWING



JUNE 14: Rent



JUNE 28: O Brother, Where Art Thou?

FREE
American Center
5:30 PM

American Embassy Lusaka
Public Affairs Section
American Center
COMESA Building
Ben Bella Road
P.O. Box 32053, 10101
Lusaka, Zambia
Phone 260-1-227-993/4

U.S. MISSION SALUTES REAL MEN, REAL WOMEN



Above: A student at Chawama Basic School in Lusaka, at the campaign's launch.

First Lady of Zambia, Maureen Mwanawasa and U.S. Ambassador Carmen Martinez recently launched the "Real Man, Real Woman" HIV/AIDS prevention campaign at Chawama Basic School in Lusaka. The campaign will target Zambian youth with messages that go beyond the call for abstinence. *Continued next page.*

A Message from Ambassador Carmen Martinez



I was very proud to join First Lady Maureen Mwanawasa at the recent "Real Man, Real Woman" launch. As women, as mothers, and as wives, the First Lady and I come from continents apart and we have led different lives, but we stand together for a common good: to ensure that our children live in a world that is free from HIV/AIDS.

The "Real Man, Real Women" campaign asks us to change and to support others as they change their lives. It is not an easy task. As a parent, I know the challenges we face in today's world. I also know that if we persevere and draw hope from the positive messages generated through this campaign, our children will follow the right path. Therefore, I believe that this campaign is as much for parents and village elders as it is for our young people. Let each one of us put a stop to HIV and AIDS through prevention. As real men and real women, we can translate words into action...but only by *working together*.

HIV 24hrs talkline Free on
"talk to a friend"
Call 990

GETTING TO KNOW...

JOSEPH NGWIRA

Mr. Joseph Ngwira joined the Public Affairs Section of the U.S. Embassy in March 2006, as American Information Resource Center (AIRC) Assistant. In collaboration with other IRC staff, Joseph is responsible for the smooth running of the day-to-day activities of the Martin Luther King, Jr. Library at the American Center. This includes managing the circulation desk, processing memberships and attending to reference queries on business and economics issues. He also provides internet skills training to library patrons and other interested groups.



Mr. Ngwira loves his job and always serves with a smile. "The most exciting part is managing to provide information that someone needs at the right time. I believe information is power but only in as far as it can be accessed," Mr. Ngwira said.

Mr. Ngwira, who holds a Bachelor of Arts (BA) Degree with Library and Information Studies from the University of Zambia (UNZA), previously worked for the Export Board of Zambia as Research Officer for Trade Issues.

Last month, Mr. Ngwira represented the U.S. Embassy at the U.S.-Southern Africa Franchising Forum in Johannesburg, South Africa.

Real Men, Real Women continued...

The "Real Man, Real Woman" campaign focuses on deeply entrenched Zambian practices, including sexual expectations of young people, the false perception that youth are at lower risk to contract HIV, the lack of adequate parental or guardian involvement in the young people's decisions and a general complacency toward sexual coercion and sexual violence.



The National AIDS Council, along with many key partners, will take the lead in implementing the nationwide campaign, which was developed by Population Services International and the Society for Family Health, with funding from the U.S. President's Emergency Plan For AIDS Relief (PEPFAR).

The campaign tools show youth resisting peer pressure, sexual violence and transactional sex. Community volunteers, educators and youth groups will use the materials to teach young people how to deal with such issues.



GETTING TOGETHER



(Left/Below Left): Ambassador Carmen Martinez with Terranova Estates coffee farmer Colin Street, outside Mazabuka. The farm is the only supplier of coffee to U.S. coffee giant Starbucks.



(Right): Public Affairs' Priscilla Chimba with Deputy Chief of Mission Andrew Passen at the Vatican Embassy. Ms. Chimba received a medal from the Vatican for her work on the Lusaka Cathedral Committee.



(Above): PAO Christopher Wurst (center) and Education Advisor Gus Anderson (right) pose with the winners of the YouthIT Business Plan competition. YouthIT was facilitated by the Rotary Club of Lusaka and funded by the U.S. State Department. Nine winning entrepreneurs were selected to go on an exchange visit to the U.S.

U.S. CELEBRATES WORLD MALARIA DAY WITH MASSIVE DONATION TO ZAMBIA

The U.S. Government and the Global Business Coalition on HIV/AIDS, TB and Malaria (GBC) used the backdrop of World Malaria Day to launch a huge public-private partnership to distribute more than 500,000 insecticide-treated bed nets to vulnerable households in Zambia.

Through the U.S. President's Malaria Initiative (PMI) and PEPFAR, the American people have joined with the GBC and the Zambian Government to provide protection against malaria for one million Zambians. Malaria prevalence in Zambia has tripled over the past 30 years, with up to four million clinical cases—or 40% of visits or admissions to health clinics—and up to 50,000 deaths each year.



First Lady Laura Bush is joined by the President as she delivers remarks at the White House on Malaria Awareness Day. Photo: Shealah Craighead/White House

RAPIDS (“Reaching HIV-Affected People with Integrated Development and Support”), a key partner of USAID, will use its established network of caregivers to ensure that the bed nets reach needy households. The project will also be integrated into the Zambian National Malaria Control Plan and synchronized with initiatives to maximize its value and sustainability.

“The contribution of these nets by the U. S. Government and corporate partners equips the RAPIDS consortium and the Zambian Government to reach the most vulnerable orphan children and chronically ill adults, who are affected by both

malaria and HIV/AIDS,” said Bruce Wilkinson, chief of the RAPIDS project in Zambia. “These bed nets will reach more than 154,000 households in all nine provinces, or 10 percent of all Zambians.”

The U.S. Government supports the Zambian Government’s National Malaria Strategic Plan in key interventions such as procuring and distributing insecticide treated nets through antenatal clinics, reaching pregnant women with preventive treatment, and expanding coverage of indoor residual spraying. RAPIDS is a consortium of six organizations that, with PEPFAR support, works in all nine provinces of Zambia. Consortium members include World Vision, Africare, CARE, Catholic Relief Services, the Salvation Army Zambia, and the Expanded Church Response.

WHAT’S AHEAD

JUNE 14: FLAG DAY

The U.S. flag—the “Stars and Stripes” was adopted in 1777. In 1916, President Woodrow Wilson formally designated “Flag Day,” and the U.S. Congress established National Flag Day in 1949. Though not a federal holiday, the day is often marked with parades and, of course, universal flying of the flag.



SPOTLIGHT:

FRANCHISING

The United States Embassy led a Zambian team from the private sector to attend the United States Southern African Franchise Forum that was held at the Ronald H. Brown Commercial Center in Johannesburg, South Africa, from May 2-4, 2007. The Forum was organized by the U.S. Foreign Commercial Service (FCS) in conjunction with the Franchise Association of South Africa’s International Franchise Expo in the Sandton Convention Center.

Franchising may hold the key to unleashing the entrepreneurial potential in Zambia. Franchising has been shown to be very effective in enhancing the development of small to medium-sized enterprises (SMEs) as well as help in technology transfer and job creation. Franchising offers people an opportunity to



own, manage and direct their own business. The franchisee purchases the right to use a trademark and system of business. By linking mature and well established businesses with SMEs, franchising not only reduces the risks associated with business fail-

ures in SMEs, but also helps build entrepreneurial and other skills in the franchisees through the training provided by the franchisor.

The U.S. Embassy made a presentation on the economic and commercial climate in Zambia, while Zambia was represented at the event by six private sector players. More information about the FCS in South Africa can be found at:

<http://www.buyusa.gov/southafrica/en/332.html>

ZAMBIAN WINS "TEENS WHO CARE" AWARD FROM U.S. TV STATION



A Zambian, Chomba Kaluba, has received a "Teens Who Care" award from TV station WCSA in Maine. The award honors teenagers who have performed exceptional volunteer service in their communities.

Mr. Kaluba studies at Southern Maine Community College. While maintaining a 4.0 GPA, he has still found time to volunteer with organizations that help the homeless. Mr. Kaluba has just been accepted at the prestigious Bates College with a full scholarship (valued at over \$46,000 per year), where he intends to study international law.

Mr. Kaluba, who was born in Mpika, comes from humble beginnings. He recalls walking to school 9 miles each way and sleeping on the school floors when he could not make the journey. He says it was worth it because he knew he wanted a good education.

When he was 12, he met a Peace Corps volunteer from Maine who had come to his village. It was the beginning of a relationship that would change his life. Mr. Kaluba and the Peace Corps volunteer became good friends and Mr. Kaluba was introduced to the spirit of volunteering. He was inspired by the good work the volunteers were doing. He and the Peace Corps volunteer stayed in touch, and after graduating from high school, Mr. Kaluba decided to apply to colleges in Maine near his friend's family.

Studying in the U.S. was a dream come true for Mr. Kaluba, and while there he has chosen to give back to the community that has welcomed him with open arms. The Director of the Center for Global Opportunities at SMCC, Debra Andrews says "Chomba has never forgotten who he is...He is an exemplary teen who cares." Mr. Kaluba, for his part, says that he always aims "to make this world a better place and make a difference in people's lives."

AIRC Corner: What's Happening at the Martin Luther King Jr. Library

The American Corner in Zambia, situated at the Mindolo Ecumenical Foundation in Kitwe has continued to be the center of focus for professional programs in various fields of human endeavor. Recently, the Corner hosted Barbara Conaty (below), the U.S. Information Resource Officer for East and Central Africa, who conducted a successful workshop on blogging, social networking and tagging with the Zambia Library Association, Copperbelt Chapter. The workshop was timely as it was conducted when many librarians were in search of an interactive means of communication for sharing professional ideas on the Internet. Participants at the workshop (right) have since gone flat out to produce their own blog.



The visit to the American Corner provided a rare opportunity for the Information Resource Officer and the ZLA Executive Committee to visit various libraries in Kitwe, Ndola and Luanshya to offer advice best practices and networking. The IRO party met with the Mayor of Ndola and discussed pertinent issues on the importance of equipping public libraries with computers. Mayor Anthony Katongo applauded the American Embassy in Zambia for having presented Scholastic books to the public library in Ndola. He noted that the books have served as an attraction to children whose rate of attendance has increased tremendously. The in-coming Mindolo Ecumenical Foundation Director, Rev. Reuben Daka, thanked the U.S. Government for the American Corner, a wonderful gift to the people of Zambia.