



# WORKING TOGETHER

## Tiyende Pamodzi

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### THE ROAD TO HOPE RUNS THROUGH ZAMBIA

#### Film Produced in Zambia Wins Honors at U.S. Film Festival

*The Road to Hope*, a documentary film, produced by Health Communication Partnership (HCP), along with the Zambian Ministry of Health, the National AIDS Council and USAID, with funding from the Office of the U.S. Global AIDS Coordinator, achieved Medalist status at the 2007 New York Festivals International Film & Video Competition—which has recognized the best in educational film production for over 50 years.



*Road to Hope* explores the realities faced by everyday people living with HIV and AIDS in Zambia. By focusing on these personal stories, the film tries to bring one of the world's deadliest epidemics down to a personal, intimate scale. *Road to Hope* will play in health facilities, workplaces and churches across Zambia to stimulate dialogue about HIV/AIDS, anti-retroviral therapy, and care and support for those affected by the epidemic. On World AIDS Day, the Zambia National Broadcasting Corporation (ZNBC) aired *Road to Hope* nationwide. At the launch of the film in November, the U.S. Ambassador to Zambia, Carmen Martinez, remarked: "*Road to Hope* gives people living with AIDS the opportunity to tell their stories in their own voice. We are proud of this film, and the creative and collaborative effort of the American and Zambian people."

### A Message from Ambassador Carmen Martinez



It is with sadness that we note, in this issue, the passing of Gerald Ford, the 38th President of the United States. President Ford has rightfully been recognized for the healing touch he had, assuming office during a time of great national upheaval. He was a patriot who, at a moment when America needed to pull together as a nation, rose to the occasion to do what was good for the nation rather than what would serve his political ambitions.

On a happier note, I am delighted that the film *Road to Hope*, which the Office of the Global AIDS Coordinator helped fund, has been singled out for its excellence. As I said at the film's launch in Lusaka, the U.S. Mission to Lusaka believes that one of the strongest ways to increase awareness is to empower people to talk about HIV/AIDS and offer them a common stage to share their experiences with their peers. *Road to Hope* does this very well, and I'm glad that others have recognized this as well.

Finally, I want to remind everyone that, given the severe budget constraints the U.S. Government is facing, we will have some difficult programming choices in the year ahead. I am confident that the capable and talented Mission Lusaka staff, working together to attain our common objectives, will be able to deal with these constraints and achieve our policy goals in 2007.



Gerald R. Ford  
1913—2006

### Getting in Touch

Editors Note:

February is Black History Month in the U.S. This year's theme is *From Slavery to Freedom: A Story of Africans in the Americas*. To celebrate, we are hosting five amazing films at the American Center (see page 3), from February 12-16. I sincerely hope you'll join us!

In the meantime, please keep the feedback coming:  
[LusakaNews@state.gov](mailto:LusakaNews@state.gov)  
Until next month...

—Christopher Wurst

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# GETTING TO KNOW...

## Reuben Banda



Mr. Reuben Banda is the Field Operations Manager for USAID's Production, Finance and Technology (PROFIT) program. PROFIT is a five year, \$17 million private sector development program that targets the integration of small rural businesses into commercial markets. USAID's objective for PROFIT is increased private sector competitiveness in agriculture and natural resources.

Mr. Banda, who holds a Bachelor of Science degree in Agricultural Studies from the University of Zambia, has worked on rural development programs for USAID since 1999. Given that over the past few years there has been significantly more investment and activity in the commercial agricultural sector and greater importance placed on the smallholder sector of the Zambian economy, Mr. Banda's goal to become a private sector development expert is both vitally important and very timely.

Mr. Banda, who oversees all of PROFIT's 25 technical staff—all trained in market facilitation, and spread throughout Zambia—sees an emerging paradigm shift: The commercial retail and service sector is moving from reactive to proactive marketing to engage smallholder markets.

# SPOTLIGHT:

## The Diplomacy of Deeds

By Karen Hughes

(December's) White House "Malaria Summit" not only promises major progress against this preventable disease, but also represents the best of American public diplomacy – the diplomacy of our deeds.

What we do often speaks more emphatically than what we say, especially when our deeds result in a better life for people in meaningful ways such as improved health and education. The malaria initiative, like so many others, sends the clear message that Americans care deeply about the lives of people across the world.

This effort harnesses and mobilizes the collective compassion of our country. It combines the tax dollars of American citizens and the expertise of our government agencies with the contributions and passion of private foundations and individuals. It brings together the research of our health institutions, the reach of private companies and the hands and hearts of religious congregations.

*Continued next page >*

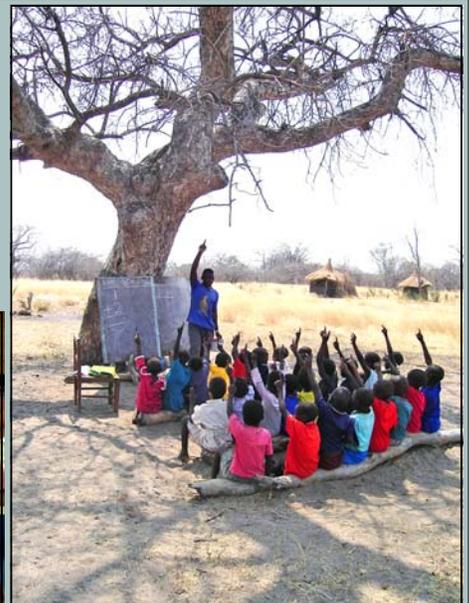
# GETTING TOGETHER



(Above): U.S. Ambassador Carmen Martinez with South African actors Terry Pheto and Presley Chweneyagae, from the Academy Award-winning film *Tsotsi*.

(Right): Students learn to add numbers in rural Kazungula District, with a USAID education specialist. More than 500,000 children attend Zambian community schools .

(Below): U.S. Marines hand out Christmas toys to children at UTH, as part of their annual Toys for Tots campaign.



←Photo: Stephen Kapambwe, *Times of Zambia*.

Thanks to this combined effort, 15 countries in Africa will receive an infusion of expertise and \$1.5 billion to prevent malaria. The result is the opportunity to save the lives of 3000 children a day and more than a million people a year who currently die from this terrible disease. The malaria initiative is unprecedented, but not unique. History will show that President Bush and the American people have engaged in an unprecedented commitment to humanitarian causes – from fighting AIDS to educating children to feeding the hungry in some of the world’s most difficult places.

Yet too few Americans, and even fewer across the world, seem to recognize the extent of these American initiatives. This fall, while I was speaking at a women’s conference in California, I summarized a variety of American projects – business mentoring for women in developing countries, training for nearly a million teachers in 20 countries, scholarships for a half a million girls in Africa, the first breast cancer prevention and early detection campaign in the Middle East, and more.

It’s understandable that our national attention is focused on our vital mission in Iraq and Afghanistan and the need to confront the continuing threat of terrorism. It’s understandable that a bombing leads the news, not the digging of a well or the opening of a school. And yet, in this season of giving and good will, it’s also important to remind ourselves and the world that America is actively engaged in “waging peace” by helping people improve their lives.

Americans reach out to help people in need because of who we are and what we believe. We share with others because of our conviction that all people are equal and each person is uniquely valuable. These convictions prompt us to action in the world, and when the people of the world see Americans in action, they respond.

After the Navy hospital ship U.S.S. Mercy revisited areas of Southeast Asia that were ravaged by the tsunami last year, polls showed the favorable opinion of the U.S. rose to 87 percent in Bangladesh. When earthquakes devastated Pakistan, American military helicopters rushed emergency relief to thousands of people. The Chinook helicopter quickly became one of the most popular toys in Pakistan, and polls showed that the favorable opinion of Americans doubled.

In the case of disaster relief, America’s efforts are focused and highly visible. Less well known are the things we do every day. For example:

-America is by far the largest donor of food to the people of Darfur, where we have supplied more than half the emergency food aid from the entire world. Since the start of the conflict in 2003, America has spent nearly \$1 billion feeding the hungry there.

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## WHAT'S AHEAD

MONDAY-FRIDAY, FEBRUARY 12-16, 2007:

*Black History Month Film Festival*

February 12: *Glory*  
 February 13: *Amistad*  
 February 14: *The Color Purple* (right)  
 February 15: *Akeelah and the Bee*  
 February 16: *Do the Right Thing*



All shows at 5:30 PM—at the American Center, in the COMESA Building. Films are FREE!

-The U.S. is still the largest bilateral donor of food and medicine to the Palestinian people. Although we cannot by law or principle give money to the Hamas government because it refuses to renounce terrorism, we have given \$234 million this year through non-government organizations.

-The U.S. leads the world in the fight against AIDS, providing more than half of all bilateral Global HIV/AIDS funding. President Bush’s Emergency Plan for Aids Relief (PEPFAR) is directing \$15 billion over five years for treatment and prevention.

-The U.S. is the largest donor to the United Nations’ World Food Program. Since 2003, the U.S. has provided \$1.27 billion in food aid, leading the fight against the number one risk in global health -- hunger.

These people-to-people programs deliver life, hope and a more positive image of our country. I have talked with women in our literacy programs in Morocco, who expressed gratitude that for the first time in their lives, they can now mail a letter, read the labels at the store and best of all, help their children with their homework. When I asked a young man in one of our English language classes what difference it had made to him, he said, “I have a job and my friends don’t.” A Somali mother almost reduced to begging told us that our food-for-work program had not only saved her life, but restored her dignity.

At this time of year, when people are called to care for the hungry, the sick and the abandoned, Americans (and people around the world) should know we are giving the gift of hope to thousands of people whose names we will never know. And I will continue to advocate that we do even more, because the diplomacy of deeds serves both our own national interests and the people of every nation.

*Karen Hughes is the U.S. Under Secretary of State for Public Affairs.*

## U. S. President Gerald Ford 1913—2006



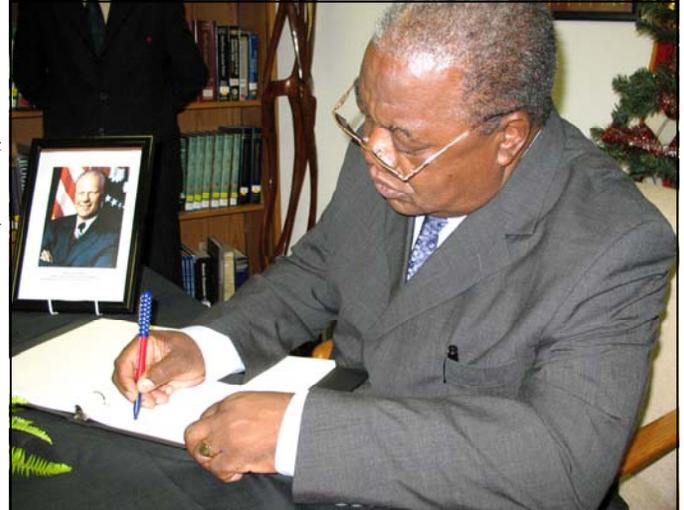
On December 26, the United States lost its oldest former President, Gerald R. Ford, at age 93. Ford served as U.S. President from 1974—1976, a turbulent time in U.S. history. He holds the distinction to be the only person to hold the offices of President and Vice President without having been elected to either. A longtime Congressman from Michigan, Ford was chosen by then-President Richard M. Nixon to become Vice President following the resignation of Spiro Agnew.

He received unanimous Congressional approval. Nixon's own resignation, following the Watergate scandal, propelled Ford into the Presidency.

President Ford was an All-American football star at the University of Michigan, and arguably the greatest athlete ever to reside in the White House. He never lost a Congressional election, serving 13 terms—over 25 years—in the U.S. House of Representatives.

Ford's ascendancy to the Presidency came following the Watergate scandal that traumatized the nation. As President George W. Bush recalled, "For a nation that needed healing, and for an office that needed a calm and steady hand, Gerald Ford came along when we need(ed) him most. During his time in office, the American people came to know President Ford as a man of complete integrity who led our country with common sense and kind instincts."

Ford's greatest legacy is probably his pardon of Richard Nixon. Following the pardon he said, "Our long national nightmare has ended." Most Americans agreed. In 2001, Ford was honored with a "Profile in Courage" Award by the John F. Kennedy Library in Boston. His own legacy, which he cited as he left office, was "that the presidency has been humanized."



Zambia Vice President Rupiah Banda signs the condolence book for President Ford at the Martin Luther King Jr. Library.

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

### Electronic Journals (e-journals) from the U.S. Department of State

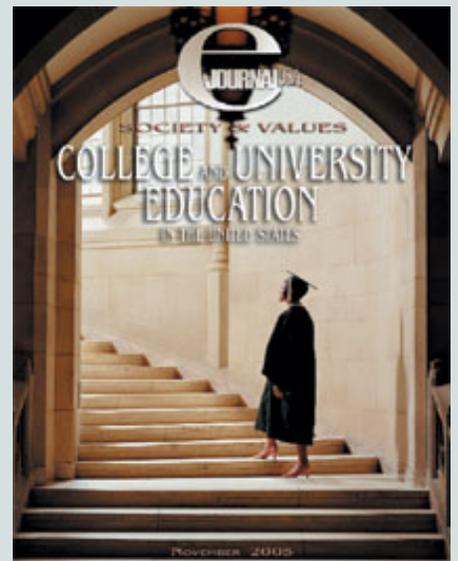
<http://usinfo.state.gov/journals/itsv/1105/ijse/ijse1105.htm>

#### **College and University Education in the United States**

Universities and colleges in the U.S. reflect the diversity, tolerance, and the pursuit of excellence that characterize the best of the country as a whole. Whether following a rigorous program in engineering, gaining workplace experience through internships, tackling distance learning on the World Wide Web, or pursuing artistic excellence, students in the U.S. can find programs and institutions that will allow them to reach their full potential.

Brought out to celebrate International Education Week in the U.S., this journal describes various types of U.S. institutions of higher learning. It also features detailed information about individual university programs, the concept of a "major," college life and American styles of instruction.

There's also guidance about selecting schools, financial aid and the application process.



View it online, or stop in to the MLK Library, in the COMESA Building, for this, and many other valuable publications.