



CRIME SCENE CRIME SCENE



**Global Day of Action
April 26, 2007**



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Take Action on Abbott's Pullout in Thailand

For about a year now, the Student Global AIDS Campaign has led the effort to shed light on the restrictive drug access policies of Abbott Laboratories and to get this monopolizing pharmaceutical company to make its drug Kaletra truly available to those who need it.

A few weeks ago, we witnessed what is perhaps the most blatantly harmful measure Abbott has taken yet. The government of Thailand, in response to the prohibitively high price of Kaletra in their country that SGAC has been campaigning to get reduced, issued a compulsory license to produce generic versions of Abbott's life-saving AIDS drug Kaletra. This action was entirely legal within World Trade Organization rules and intellectual property rights law. In retaliation, Abbott decided to pull its registration for Kaletra and six other drugs and not register its drugs in Thailand in the future. In an effort to score points for the profit-making power of global pharmaceutical companies, Abbott is mortgaging the health of people in Thailand. The consequences, generally and in particular for people living with AIDS, will be dire.

The international response has been strong. Led by groups such as the Thai Network of People Living with HIV/AIDS (TNP+), we have seen calls for doctors to boycott Abbott products when medically advisable in Thailand, the United States, and Germany. Vocal critics of Abbott's practices have emerged in major newspapers and in Congress. We have led the development of a website, www.abbottsgreed.com, that provides a comprehensive source of information collaboratively edited by activists around the world.

On Tuesday, April 10, 2007 activist pressure forced Abbott to offer a 55% price reduction for first line Kaletra in middle-income countries. However, the price discounts still do not go deep enough or wide enough, and Abbott has still withdraw Aluvia and six other medicines from the Thai registration process in retaliation for Thailand's lawful exercise of its right to issue compulsory licenses for priority medicines for government, non-commercial use. These token actions are not enough!

In a few weeks, SGAC chapters nationwide have an opportunity to take part in this global groundswell. Thai activists have called for a Global Day of Action on Thursday, April 26 – the day before Abbott's Annual Shareholders' Meeting. SGAC is joining with our Thai partners and demanding a day of action from SGAC chapters around the country.

SGAC chapters already have major actions planned in Chicago, the Boston area, Ohio, and Washington DC. We are hoping to see an even broader diversity of actions around the country on that day too. Whether you're located near or far away from an Abbott Laboratories factory or office, there are actions that you can take to stand in solidarity with people living with AIDS and activists around the world while saying to Abbott you will not stand for their profit-making policies. The following pages include ideas of how you can take creative action to demand that Abbott cease its abuses of peoples' lives.

In solidarity,

The SGAC Steering Committee



Make Public Abbott's Crimes Against People with AIDS!

On April 26th, SGAC chapters across the country will join together in a Global Day of Action to protest Abbott's crimes against people living with HIV/AIDS. You can participate in this day even if you're not near an Abbott facility by staging a demonstration that is splashy, fun and attracts media attention!

Chapters across the U.S. will be staging Abbott crime scenes in high-traffic areas on their campuses and in their communities. While attracting the attention of students on campus, they will also get students to call members of Abbott's Board of Directors to demand they change their policies in Thailand.

Simple tips on how to pull off a crime scene:

WHAT TO DO • WHAT TO DO • WHAT TO DO • WHAT TO DO • WHAT TO DO

- Cordon off an area on campus with yellow crime scene tape
- Have people lie down and outline their bodies in chalk on the ground
- Place signs in the chalk outlines that read "Killed by Abbott's Greed"
- Hand out palm cards/quarter sheets of information about Abbott's policies
- Set-up a table where people can make phone calls to Abbott's Board of Directors
- Use a megaphone and chant
- Create "WANTED" signs of Abbott's CEO Miles White
- Do media work! Send out press releases ahead of time (see attached) and make press calls

WHAT TO MESSAGE • WHAT TO MESSAGE • WHAT TO MESSAGE • WHAT TO MESSAGE •

- We demand that Abbott immediately reinstate registrations for Kaletra and its other drugs, as well as commit not to retaliate to lawful government measures in the future
- We continue to demand that Abbott take steps to make Kaletra truly available and affordable worldwide, so as to prevent the need for countries like Thailand to take proactive measures
- Abbott must issue a voluntary open license to allow generic production of the new version of Kaletra (also called Aluvia), which has historically shown dramatic price reductions
- Abbott must reduce the price of new Kaletra in middle-income countries well below the current \$2200/patient/year – a totally unaffordable price for countries like Thailand.

Good luck! If you have questions or want to talk about potential action plans, please contact SGAC's Grassroots Action Coordinators, Matt Rehrig (matt@fightglobalaids.org) or Anuja Singh (anuja@fightglobalaids.org)

You can also register/sign-up your local action with all the other global actions at <http://www.fightglobalaids.org/action/abbott.tellus.200704.php>



Call Abbott's Board of Directors

As people are gathering around your 'crime scenes' on campus, encourage them to take immediate and direct action with Abbott Laboratories. It's simple to make a quick phone call to Abbott's Board of Directors. On April 27th, Abbott is holding their Annual Shareholders' Meeting in Chicago, so it is extremely important that the Board of Directors hears from consumers that their policies and actions in Thailand are unacceptable.

Richard Gonzalez, Pres. and Chief Operating Officer, Abbott Labs 847.935.4337

MAKE A PHONE CALL • MAKE A PHONE CALL • MAKE A PHONE CALL • MAKE A PHON

Roy Roberts, Managing Director, Reliant Equity Investors, 312.494.0300

If you are directed to voicemail, go ahead and leave a message. Feel free to leave messages with the receptionist also!

"Hi,

SAMPLE SCRIPT • SAMPLE SCRIPT • SAMPLE SCRIPT • SAMPLE SCRIPT • SAMPLE SC

My name is ____ and I am from ____ College/University's chapter of the Student Global AIDS Campaign.

- I am calling today about Abbott's recent actions to pull the registrations of their drugs in Thailand in response to the compulsory licenses filed by the Thai government.
- As a member of Abbott's Board of Directors, I encourage you to consider the weight of Abbott's actions and your potential role in making essential medicines available to millions.
- Thailand acted within WTO law in issuing its licenses while Abbott has violated the basic principles of research and moral law in its response.
- You should be urging CEO Miles White and other shareholders to reinstate the registration of Kaletra and the other medications in Thailand and demanding that Abbott affordably prices Kaletra in developing countries around the world.

Thank you very much for your time. We look forward to seeing your action on this pressing issue."



Media Guide

As we all gear up for our Global Day of Action activities and events, we need to remember the importance of media publicity. In addition to getting the word out on your campus and in your community about your SGAC chapter, media coverage from your campus paper, local press, and even national press helps to strengthen SGAC's messages and ultimately create changes in global AIDS policy. Below is a quick guide on how to get media.

GETTING MEDIA FOR AN EVENT/ACTION • GETTING MEDIA FOR AN EVENT/ACTION

- Get in touch with the press: You can do this by visiting <http://capwiz.com/results/dbq/media/> By entering your zip code, you will be linked to all the press outlets in your area, including national outlets. You can also contact SGAC's National Media Coordinator, Caiti (caiti@fightglobalaids.org), for an existing press list to work with if your action is in Washington, D.C.; Chicago; San Francisco; New York City, and Columbus, OH.
- Media Advisory: Write one to send out to press outlets (newspapers, TV, radio). The advisory is the initial invitation to the event. It should detail who, what, where, why and when. It can be sent out to the press 3-7 days prior to your action - so that it can be entered into the press's daybooks. Important: always send this in the text of an email, not as an attachment.
- Press Calls: The day after sending the media advisory, call the outlets! This is done to make sure that they've received your advisory and allows you to pitch the story directly. Several members of your chapter can sit around and do this together. Split up the list and GO! Here are some tips:
 - If there is not a specific contact for a particular outlet, call either the news desk or the pertinent department (Metro/Business/ etc). Then ask to speak to a reporter about covering an event.
 - Ask if they've got a quick minute to talk. If not, ask when you can call them back. If so...
 - Introduce yourself and ask if they received the advisory. Whether you get a yes or no, pitch it to them over the phone. Explain the action and why it is important. It is important to describe the visual or the hook. If you have the time and resources, try to make it relevant to the individual reporter.
 - Keep it short – about 30 seconds – otherwise you will lose interest and probably get hung up on. If they said no to receiving the advisory, confirm or get a new e-mail address or fax number.
- Press Release: On the day before the action, send out the press release to the same list of press. The release is similar to the media advisory, but will include a more in depth discussion of the event and quotes from the organizers/participants.
- Press Calls: One more round of press calls! When you get in touch with the same reporter, try to get them to commit to covering it or sending another reporter or photographer. Make sure they've received the press release too. The best time to call most outlets is early in the morning from 8:00 to 9:30 am. And remember to ask the reporter if it's a good time to talk.

OTHER WAYS TO GET MEDIA • OTHER WAYS TO GET MEDIA • OTHER WAYS TO GET M

- Letter to the Editor (LTE): Frustrated about an inaccurate article in the paper? About a lack of coverage on the global AIDS crisis? Then write an LTE!
- Op-ed: An opinion piece that is often opposite the editorial page that allows for a longer, more in-depth discussion. You can submit these to your school newspaper and local newspapers, and probably be successful in having them printed.

POST IT • POST IT • POST IT • POST IT • POST IT • POST IT • POST IT • POST IT • POST

When you make it in the press, make sure to share with other SGAC chapters; it encourages everyone to do good press work! Send out media hits over the sgacchapters@yahoo.com listserv.

A sample media advisory, press release, op-ed, and LTE are included in the kit. Please get in touch with Caiti Schroering at caiti@fightglobalaids.org and 541.990.0472 with questions or additional support.



AIDS Activists Protest Abbott Labs, Stage Mock Crime Scenes

Activists Highlight Abbott's Crimes Against People Living with AIDS in Thailand and Around the World

WHO: Student Global AIDS Campaign (SGAC), Saint Mary's College chapter

WHAT: Members of the Student Global AIDS Campaign will stage "crime scenes" and mass call-ins to protest Abbott Laboratories' recent actions to pull registration of a life-saving AIDS drug Kaletra in Thailand. Members of the Student Global AIDS Campaign will stage "crime scenes" and mass call-ins to protest Abbott Laboratories' recent actions to pull registration of a life-saving AIDS drug Kaletra in Thailand.

WHEN: April 26th, 2007

WHERE: College campuses throughout the country

Washington, DC – Dozens of demonstrations by chapters of the Student Global AIDS Campaign (SGAC), in solidarity with AIDS activists in Thailand and other countries, will take place during a Global Day of Action on April 26th. The demonstrations will include mock crime scenes and calls to Abbott's Board of Directors to publicly highlight Abbott's unacceptable actions to withdraw their life-saving AIDS drug Kaletra in Thailand as Abbott holds their Annual Shareholders Meeting the next day in Chicago, IL. The demonstrations will illustrate Abbott CEO Miles White's crimes against people living with AIDS and his complicity in the deaths of people who are denied access to life-saving drugs.

Several months ago, the Thai government issued a compulsory license to produce Abbott's AIDS drug Kaletra generically. Abbott's current pricing regime has prohibitively denied access to their drugs – charging \$2,200/patient/year in middle-income countries like Thailand. Abbott pulled its registration for heat-stable Kaletra (marketed as Aluvia) and six other drugs and have promised not to register any of its drugs in Thailand in the future. On April 10th, Abbott announced that they would reduce the cost of the drug by 55% from \$2,200 per person per year to \$1,000 for people in low and lower-middle income countries. The Student Global AIDS Campaign (SGAC) is glad that pressure from activists has forced the price reduction. However, SGAC is aware that while this action is a step in the correct direction, Abbott has yet to restate the registration for Aluvia or the six other drug registrations that it pulled from Thailand; we call on them to do so immediately, and our Global Day of Action on April 26th will still be held to focus attention on this issue.

In recent weeks, activists from around the world have launched a website (www.abbottsgreed.com) that provides background information, the latest news, and additional resources about the campaign against Abbott Laboratories.

Over 6 million people globally are in immediate need of AIDS treatment but 5 out of those 6 people have no access to the drugs that can extend their life. SGAC has been campaigning for increased access to Abbott's new formulation of Kaletra over the last year and a half. Abbott's heat-stable formulation of Kaletra is ideal for use in countries throughout Africa, Latin America and Asia because it doesn't require refrigeration or need to be taken with meals.

CONTACT: Caiti Schroering, (541) 990-0472, caiti@fightglobalaids.org



AIDS Activists Protest Abbott Labs, Stage Mock Crime Scenes

Activists Highlight Abbott's Crimes Against People Living with AIDS in Thailand and Around the World

FOR IMMEDIATE RELEASE

Contact: Caiti Schroering • caiti@fightglobalaids.org • 541.990.0472

April 26, 2007, Washington, DC – Dozens of demonstrations by chapters of the Student Global AIDS Campaign (SGAC), in solidarity with AIDS activists in Thailand and other countries, will take place during a Global Day of Action on April 26th. The demonstrations will include mock crime scenes and calls to Abbott's Board of Directors to publicly highlight Abbott's unacceptable actions to withdraw their life-saving AIDS drug Kaletra in Thailand as Abbott holds their Annual Shareholders Meeting the next day in Chicago, IL. The demonstrations will illustrate Abbott CEO Miles White's crimes against people living with AIDS and his complicity in the deaths of people who are denied access to life-saving drugs.

Several months ago, the Thai government issued a compulsory license to produce Abbott's AIDS drug Kaletra generically. Abbott's current pricing regime has prohibitively denied access to their drugs – charging \$2,200/patient/year in middle-income countries like Thailand. The move by the Thai government to issue the compulsory license is entirely lawful and compliant within the rules of the World Trade Organization. In response however, Abbott pulled its registration for heat-stable Kaletra (marketed as Aluvia) and six other drugs and have promised not to register any of its drugs in Thailand in the future. On April 10th, Abbott announced that they would reduce the cost of the drug by 55% from \$2,200 per person per year to \$1,000 for people in low and lower-middle income countries. The Student Global AIDS Campaign (SGAC) is glad that pressure from activists has forced the price reduction. However, SGAC is aware that while this action is a step in the correct direction, Abbott has yet to restate the registration for Aluvia or the six other drug registrations that it pulled from Thailand; we call on them to do so immediately, and our Global Day of Action on April 26th will still be held to focus attention on this issue.

The Student Global AIDS Campaign demands that Abbott reinstate its registration and actually make Kaletra affordable and accessible to those living with AIDS. Grant Gordon, a leader of the SGAC at the University of Chicago stated, "This is the first time that a company has gone to this extent of denying life-saving medicines to grow their profit-making bottom lines."

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Laura Hawk, an SGACer at Fordham University said, "Abbott should know that we are watching their actions, that this is a crime, and that we will continue to pressure them until they reverse their policies in Thailand and illustrate a true commitment to access of life-saving medicines."

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