

**FOR IMMEDIATE RELEASE**

**Caribbean Human Rights champion, gone but not forgotten - a Tribute to Dr. Robert Carr**

Messages of condolences and adoration have been communicated across the globe on the announcement of the passing of Dr. Robert Carr on Tuesday, May 10<sup>th</sup>. Dr. Carr was a human rights activist and, for over a decade, a vocal advocate against HIV stigma and discrimination for the Caribbean. His extensive efforts in helping to eradicate injustices against those living with HIV and AIDS will be sorely missed.

After graduating with a Masters degree in Social Work and a PhD in English, Dr. Carr campaigned for a mandate which would curtail stigma and discrimination. He utilised his various positions from Counsellor, Executive Director and Programme Manager for several AIDS programmes and services across the Caribbean to influence national, regional, and international perceptions. As co-founder of the Caribbean Vulnerable Communities Coalition (CVC), Dr. Carr worked tirelessly to assist in HIV prevention, education, care and support and policy advocacy for at risk populations.

Dr. Carol Jacobs, Chair of the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP), stated "Robert was a passionate, fearless, brilliant and articulate advocate for vulnerable populations. His work will not have been in vain as he advanced their cause significantly. He will be sorely missed. I extend my sincerest condolences to his nuclear family as well as his NGO family."

Dr. Carr died peacefully in his sleep in his home in Toronto. He was forty-eight years old. His final role was the Director of Policy and Advocacy with the International Council of AIDS Service Organizations (ICASO)

Dr. Allyson Leacock, Director of CBMP, noted that Dr. Carr was a "founding member of our creative committee pre-testing our annual LIVE UP Campaign PSAs and an always willing, resident resource person and contributor to our workshops and reporters' manual. Robert worked with CBMP from its inception to launch our inaugural summit in Barbados in 2006. He was on our creative committee that conceptualised LIVE UP as a campaign and continued to be on that committee and be a resource for our broadcaster training workshops. He has been a consistent contributor to our Caribbean Reporting Manual and the latest edition will honour him in memoriam. It was an honour to know him. CBMP will miss him."

"The entire CBMP Team, Board of Trustees and Funding Partners - Kaiser Family Foundation, Elton John AIDS Foundation and the Ford Foundation extend condolences to Dr. Robert Carr's immediate family, friends and the HIV community whose cause he so eloquently championed."

## ABOUT THE CBMP

Established in 2006, the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP) unites 109 top broadcasters from 24 territories in the region's first coordinated media response to the HIV pandemic. The Partnership creates a structured framework for sharing information and resources among broadcasters that significantly expands HIV/AIDS-related programming and public education activities across the Caribbean. Member broadcasters deliver HIV/AIDS information across a variety of platforms and formats, including targeted public service announcements (PSAs), entertainment programming, news and public affairs programming, and online resources.

In 2007, the CBMP launched **LIVE UP** – the Caribbean's first media-led regional initiative that links people together with one message of hope and possibility and inspires everyone to consider what is within their power to stem the spread of HIV/AIDS. The CBMP is the regional action arm of the Global Media AIDS Initiative ([www.thegmai.org](http://www.thegmai.org)), a U.N.-supported effort conceived by the Kaiser Family Foundation in partnership with UNAIDS to mobilize the world's media in response to AIDS.

The Henry J. Kaiser Family Foundation, the Elton John AIDS Foundation, and The Ford Foundation are supporting partners of the CBMP.

Find more information on the CBMP at <http://www.cbmphiv.org> and to learn more about **LIVE UP** and the new **LIVE UP: Get Real** creative campaign you may visit <http://www.iliveup.com>.