



COMMUNICATIONS PLAN FOR

AIDS2016 - The 21st International AIDS Conference 2016

DATE: 18 to 22 JULY 2016

Venue: ICC, Durban

1. BACKGROUND

- 1.1. South Africa will host the AIDS 2016 Conference scheduled for Durban, from 18-22 July 2016.
- 1.2. President Jacob Zuma will deliver the opening address to the AIDS2016 Conference
- 1.3. Deputy President Cyril Ramaphosa, in his capacity as the Chairperson of the South African National Aids Council (SANAC), will deliver a closing address to the AIDS2016 Conference
- 1.4. The Conference is expected to be attended by about 18 000 delegates from around the world.
- 1.5. The Conference will provide South Africa with an opportunity to outline progress that the country has achieved since 2000 in its efforts to combat HIV and TB challenges.
- 1.6. South Africa has launched an ambitious national programme to reduce new TB infections and roll-out treatment for those in need
- 1.7. South Africa's roll-out of life-saving treatment, prevention programmes and the Operation Sukuma Sakhe best-practice structure are internationally acclaimed.
- 1.8. Despite these efforts HIV infection among young women and girls remains unacceptably high
- 1.9. The International AIDS Society has developed the overall conference communication strategy
- 1.10. The country communication strategy seeks to reinforce key communications objectives, messages and media plan.
- 1.11. The theme of AIDS 2016, "Access Equity Rights Now", is a call to action to work together and reach the people who still lack access to comprehensive treatment, prevention, care and support services.
- 1.12. AIDS 2016 is supporting the next generation of HIV leaders.

- 1.12.1. AIDS 2016 has made an historic commitment to double the number of scholarships for people from resource-limited settings, including many young scientists and advocates, to attend the conference, share their knowledge, and learn from others in the field.
 - 1.12.2. More than US\$2.5 million has been provided in scholarships to ensure access to the conference is not limited by cost.
 - 1.12.3. Numerous grants and awards specifically for young researchers offer professional development opportunities that could one day lead to landmark new discoveries.
 - 1.12.4. The registration has been reduced by up to 23 percent based on a delegate's country of residence and the early registration deadline was extended.
 - 1.12.5. Additional access initiatives have been provided for South African civil society, clinicians, and researchers
- 1.13. The conference will help provide a high-profile platform to reinvigorate HIV advocacy for civil society voices.
- 1.12.1 Civil society has played an instrumental role in organizing each International AIDS Conference and AIDS2016 is no different — civil society partners have been key contributors and advisors.
 - 1.12.2 The conference is also providing substantial funding to civil society partners (~US\$350,000).
 - 1.12.3 The conference organizers are providing more than US\$600,000 in open-access space with free conference programming that is equally rigorous and informative.
 - 1.12.4 The Global Village is part of this free open-access space, that offers free sessions/exhibits and a vibrant place for communities from all over the world to meet, share, and learn how to translate science into community action

2. COMMUNICATION ENVIRONMENT

- 2.1. Communication for the conference is unfolding in a competitive national and global space. The communications strategy must therefore assist the country's message at the AIDS2016 Conference to rise above issues that dominate or tend to dominate the communication environment.

- 2.2. The communication environment insofar as the fight against HIV/AIDS and TB is concerned is favourable compared to the 1999-2008 period. The year 2000 was a watershed year in the global quest for fairness and justice in access, distribution and availability of anti-retroviral drugs.
- 2.3. The effect of the conference in South Africa in 2000 was to increase the importance of HIV on the world's political stage and grow the global commitment to respond to the epidemic after the conference. This enabled the launch of programmes to scale up HIV interventions.
- 2.4. The landmark AIDS2000 served as a catalyst for historic change, launching a global movement to bring life-saving HIV treatment to South Africa and other developing countries.
- 2.5. South Africa is now home to the largest HIV treatment program in the world, thanks to government's watershed 2009 policy announcements that emboldened the country's response to HIV and TB.
- 2.6. However, the rate of infections among young women and girls remains high.
- 2.7. A number of public manifestations by various civil society organisations are expected in and around Durban for the duration of the conference
- 2.8. Communication will also have to highlight the work of SANAC in the distribution of condoms to various sectors including truck/taxi drivers and the sex worker communities particularly during the AIDS2016 Conference
- 2.9. Communication will also have to take into account the re-opening of schools from 18 July 2016 for the third quarter
- 2.10. Communication will also have to consider the fact that AIDS2016 also takes place against the background of the local government elections which will take place exactly a month thereafter.

3. COMMUNICATIONS OBJECTIVES:

Communication activities across a range of interactions and media have been designed to:

- a. Highlight the opening address of President Jacob Zuma and the closing address by the Deputy President

- b. South Africa’s extraordinary achievements in the HIV and AIDS response;
- c. Communicate milestones achieved by South Africa in the fight against AIDS since the 13th International AIDS Conference 2000 was held in Durban.
- d. Project progress made in achieving the five strategic goals of the National Strategic Plan- (2012- 2016), namely:
 - I. Halving the number of new HIV infections;
 - II. Ensuring that at least 90% of people who are eligible for treatment for HIV are receiving it.
 - III. Halving the number of new TB infections and deaths from TB;
 - IV. Ensuring that the rights of people living with HIV are protected; and
 - V. Halving stigma related to HIV and TB
- e. Leverage the conference to add fresh momentum to the country’s existing programmes on prevention, treatment, care and support as well as empowering individuals to make healthy lifestyle choices.
- f. Focus attention on challenges that still exist in the fight against HIV and AIDS and that require renewed partnership, commitment and resources.
- g. Focus on work being done by SANC working together with the sex-worker community

4. KEY MESSAGES

The draft key messages that follow support the abovementioned communication objectives and have been conceptualised under the theme:

“The return to Durban - A critical moment in history”.

KEY MESSAGES	SUPPORTING STATEMENTS
<i>Every two years, the International AIDS Society</i>	<ul style="list-style-type: none"> • The 21st International AIDS Conference (AIDS2016) will be held in Durban under the theme: “Access Equity Rights Now”

KEY MESSAGES	SUPPORTING STATEMENTS
<i>convenes the global AIDS conference.</i>	<ul style="list-style-type: none"> • It is an opportunity to take stock of the progress the world is making in improving access to prevention, treatment and eliminating the stigma associated with HIV and AIDS.
<i>Our fight against HIV and AIDS has come a long way.</i>	<ul style="list-style-type: none"> • South Africa has turned the tide on HIV and Aids and is now a model country in the management of this disease. • South Africa has the largest ARV programme in the world, with 3.4 million people on treatment. • HIV incidence among youth aged 15-24 years, has declined steadily from 2.8 per cent in 2002-2005 to 2.3 per cent in 2005-2008 to 1.5 per cent in 2008-2012. • The HIV Counselling and Testing campaign has resulted in over 20,2 million tests being conducted between April 2010 and June 2012, and a further eight million tests by the end of March 2013. • The Prevention of Mother-to-Child Transmission decreased from 8.5 per cent in 2008 to below 2.4 per cent in 2015. As a result, more than 100 000 babies were protected from HIV infection. •
<i>The fight against HIV, AIDS and TB continues</i>	<ul style="list-style-type: none"> • Government is committed to reaching the target of a zero infection rate by 2030. • Nearly half of all new HIV infections occur among the most vulnerable populations. • Many of the 2.5 million children currently living with HIV have no access to treatment, due in large part to a lack of tailored screening and treatment options. • Women and girls continue to bear an unacceptably heavy HIV burden: in sub-Saharan Africa, they make up nearly 60% of all adults living with HIV.

KEY MESSAGES	SUPPORTING STATEMENTS
	<ul style="list-style-type: none"> • Stigma and discriminatory laws continue to block access to HIV prevention and care for many groups most at risk for HIV, including gay and bisexual men, injecting drug users and sex workers. • We must invest in research and development that could lead to new options for vaccine and functional cure for HIV. • South Africa is implementing the UNAIDS targets of 90-90-90 at the local level, through the District Implementation Plans which operate from facility to district.
<i>Prevention is the only solution</i>	<ul style="list-style-type: none"> • All sexually active South Africans should get tested for HIV at least once a year in order to make informed decisions on preventative measures, treatment, care and support. • We have to fight HIV together to attain the vision of zero new infections, zero discrimination, zero Aids-related deaths and zero new vertical transmissions. • If you are sexually active, protect yourself and your sexual partners by always using a condom. • Female and male condoms are freely available at all health facilities and there is no excuse not to practise safer sex.
<i>It is in our hands</i>	<ul style="list-style-type: none"> • To create an AIDS Free-Generation • To create zero- new HIV infections • To end the HIV/TB epidemic • To choose healthy lifestyles • To sustain partnerships between government and civil society to end the challenges of HIV/TB challenge

5. KEY MESSENGERS, AUDIENCES AND CHANNELS

The following are proposed as key messengers in the lead up to, during and after AIDS2016

5.1. Primary Messengers

- 5.1.1 The President
- 5.1.2 Deputy President
- 5.1.3 Minister and Deputy Minister of Health
- 5.1.4 Conference Co-Chairpersons
- 5.1.5 SANAC Co-chair and CEO
- 5.1.6 Conference IMC Ministers

5.2. Secondary Messengers

- 5.2.1. SANAC IMC Communicators

6. COMMUNICATION TOOLS

- 6.1. Media advisories / Statements
- 6.2. Media briefings
- 6.3. Fact Sheets
- 6.4. Interviews (Print & broadcast)
- 6.5. Social media (Twitter; Facebook)
- 6.6. Main government website (www.gov.za)
- 6.7. Government departments' websites
- 6.8. GCIS platforms (SA News, GCIS Radio)
- 6.9. Ubuntu radio (DIRCO's in house radio station)

7. TARGET MEDIA

- 7.1. National Broadcasters (SABC 404; eNCA; ANN7; etc.)
- 7.2. SABC African Language Stations
- 7.3. Regional radio stations (Igagasi FM, Vuma FM, Capricorn FM, OFM)
- 7.4. Community radio stations (e.g. Vukani in the Eastern Cape)
- 7.5. Social media (Twitter & Facebook)
- 7.6. Print Media (Business Day, City Press, New Age, Daily Sun, Daily Dispatch)
- 7.7. International Media (including Foreign Correspondents Association of Southern Africa)
- 7.8. Ubuntu radio (SADC)

8. IMPLEMENTATION PLAN

The implementation plan identifies key events through which government aims to maximise positive media coverage towards the AIDS 2016.

It focuses on the period leading up to the conference, its duration and the period after.

MEDIA PLAN					
ACTIVITY	DEADLINE	ACTION ITEM	RESPONSIBILITY	STATUS	REMARKS
Pre Conference					
100 days to AIDS2016	8 April	KZN, City of Ethekwini launch event	Province/City	Done	
100 days to AIDS2016		Recorded message	President Jacob Zuma	Done	
Presidency Budget Vote Speech	04 May 2016		President	Done	

			Deputy President		
Health Department Budget Vote Speech	10 May 2016		Minister of Health Deputy Minister of Health		
Publicise AIDS 2016 at the June 24/25 launch of the girls and young women campaign			Deputy President Minister of Health		
Health Systems Trust 2016 (Advancing the global public health agenda to improve health outcomes)	04-06 May 2016		Health Department		
UN General Assembly 2016 High-Level Meeting on Ending AIDS	08-10 June 2016 New York, USA	Leverage this global platform to focus UN attention on AIDS2016 less than a month before the conference commences	Presidency Health Department DIRCO		
WEF Africa Forum	11-15 May 2016	Infuse into key messages	Deputy President's speeches		
TV and Radio Adverts	End of May-22 July 2016	Recorded Message	President Jacob Zuma		
Media Stakeholder Engagement		Coordinate meetings with SABC, ETV & ANN7	GCIS	In progress	
Media content development and mobilisation Fact sheet Q&A OpEds		Develop pre media release and interview schedules for principals	Health SANAC and GCIS	In progress	
Development of a crisis communication plan and communication protocol		Develop protocol and messaging to enable rapid, coordinated communication in issue management	GCIS		
10 day countdown (link with IAS and eThekweni Metro)			GCIS		

Ensure that all government websites and social media have information on IAS 2016	Ongoing		GCIS		
Welcome Banners at ports of entry King Shaka International airport and routes around Durban and conference venue			GCIS/Ethekwini metro		
During Conference		Live coverage of the President's Opening Address			
		Media briefing	AIDS2016 Conference IMC	15 July Durban	
		Daily media conference	AIDS2016 Conference IMC	18-22 July Durban	
		Daily media statements on conference programmes	Comms task team	18-22 July Durban	
		Daily conference newsletter	Comms task team	18-22 July Durban	
		Daily media interviews	AIDS2016 Conference IMC	18-22 July Durban	
		Live coverage by national broadcaster of closing address by Deputy President	Comms task team	In progress	
Media Monitoring and Analysis		Organise media coverage of conference site events	Comms task team		
Post Conference		Media briefing by AIDS2016 Conference IMC and International AIDS Society outcomes	Comms task team to organise with members of the Steering Committee		
		Opinion pieces	Content: Steering Committee Execution: Comms task team		

Daily analysis of media coverage			Comms task team		
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9. MARKETING PLAN

In the limited time available, the communication team will partner with a number of stakeholders and attempt to activate the following marketing initiatives as part of popularising the conference:

- 9.1. Development of a common brand (Art work – for use on all platforms i.e. Banners, including electronic banners, Pull ups, transit media platforms etc.).
- 9.2. Key messages to be infused into scripts - TV/Radio dramas (Generations/Isidingo/Skimsaam/7nde Laan/Muvhango)/ Multi Choice /Mzansi Magic to be approached for playing adverts.
- 9.3. Cinemas (partnering with Ster Kinekor).
- 9.4. Inflight screens (SAA).
- 9.5. Digi-pods (Mall activations).
- 9.6. ATM screens.
- 9.7. Cellular network providers.
- 9.8. LED screens at stadia (especially Moses Mabida – it has a high volume of tourists).
- 9.9. Z Card to be distributed at Malls/schools/tourists centers such as moses Mabida stadium to tourists).
- 9.10. Mobile airtime vouchers/salary advices/prepaid electricity coupons.
- 9.11. Electronic and static billboards.

9.12. Transit media (Buses/trains including Gautrain and Durban bus and train services)/**end**