

WORLD AIDS DAY 2014 1ST DECEMBER 2014

Zero Stigma & Discrimination

CONCEPT DOCUMENT

1. PURPOSE

To give guidance to district about the preparations for the commemoration of World AIDS Day 2014.

2. SUMMARY

World AIDS Day is held on 1 December each year and is an opportunity for people worldwide to unite in the fight against HIV, to show their support for people living with HIV and to remember people who have died because of AIDS. World AIDS Day is the first ever global health day and the first one was held in 1988.

The theme for World AIDS day 2014 is “Zero Stigma and Discrimination”

In line with the global theme and significant HIV prevention focus of the PSP 2012-2016, the 2014 World AIDS Day theme is “**Zero Stigma and Discrimination**”. Stigma associated with HIV and the resulting discrimination can be as devastating as the illness itself: abandonment by spouse and/or family, social ostracism, job and property loss, school expulsion, denial of medical services, lack of care and support, and violence are some of the results. Discrimination has to be seen in the broader context of human rights.

District Events: Each MEC Champions will host the events in their respective Districts

The Programme on the day will include a morning session where the Champions will visit the war rooms to launch HCT Campaigns and visit to MMC camps to launch the MMC campaigns followed by the main events

where the Champions will address the delegates and participate in the HCT and social IIs.

3. BACKGROUND /DISCUSSION

World AIDS Day is held on 1 December each year and is an opportunity for people worldwide to unite in the fight against HIV, to show their support for people living with HIV and to commemorate people who have died. World AIDS Day was the first ever global health day and the first one was held in 1988.

Observance of this day provides an opportunity for government, non-governmental organization, church, community organizations and individual to demonstrate the importance of the fight against HIV and AIDS and TB. This year's focus will be on re-launch of the HCT Campaign, with the theme "Zero FOR HIV AND TB" This will mark the beginning of the year- long effort comprising of community dialogues, social activations, mass media and provision of comprehensive health and social services

The main thrust for World AIDS Day 2014 message is to encourage citizens and residents of South Africa to test for HIV, at least, once every year as proposed by the National Strategic Plan for HIV & AIDS, STI and TB. A massive campaign to encourage men to undergo medical male circumcision will also be emphasized.

4. THEME FOR WORLD AIDS DAY 2014 "Zero Stigma and Discrimination"

From 2011 to 2015, World AIDS Day will have the theme of "Getting to zero; zero new HIV infections, zero discrimination, zero AIDS related deaths". The World AIDS Day campaign focus on "Zero AIDS related deaths" signifies a push towards greater access to treatment for all; a call for governments to act now. It is a call to honour promises like the Abuja Declaration and for African governments to at least hit targets for domestic spending on health and HIV.

In line with the global theme and significant HIV prevention focus of the PSP 2012-2016, the 2014 World AIDS Day theme is “**Zero Stigma and Discrimination**”. Stigma associated with HIV and the resulting discrimination can be as devastating as the illness itself: abandonment by spouse and/or family, social ostracism, job and property loss, school expulsion, denial of medical services, lack of care and support, and violence are some of the results. Discrimination has to be seen in the broader context of human rights.

The 2014 Theme has three core sub-themes:

- *Stigma and Discrimination;*
- *Gender Based Violence; and*
- *Hate crimes targeted at key populations e.g. corrective rape, murder*

All governments have recognized that stigma, discrimination and violations of other human rights are major barriers to effective national responses to HIV, including access to services such as HIV Counselling and Testing (HCT) and Voluntary Medical Male Circumcision (VMMC). Consequently, they have committed to protect the human rights of people living with HIV, as well as the rights of women, children, and members of vulnerable and key populations in the context of HIV. This not only reduces the personal suffering that can be associated with HIV, but also helps to create social and legal environments that encourage people to take up and use HIV services, in particular the HCT services - one of South Africa’s most important strategic options in the response against HIV.

5. VENUE

Each district will decide on the venue in consultation with the MEC Champion and District Mayors.

6. PARTICIPANTS

2500 participants per district are expected to attend. The participants will comprise of members of the community, NGO's, Councils on AIDS members, Mayors as Chairpersons of the AIDS Councils, Members of EXCO, District Heads of Departments, National Government departments, Members of Districts and Local AIDS Councils including Traditional Leaders, Traditional Health Practitioners, representatives of following sectors: youth, senior citizens, People living with HIV and AIDS, Women, Men, people living in farms, children, Business, Faith Based Organizations, Non-governmental organizations, Refugees, Research institution, Academic institutions, Religious leaders, Disability, Media, Celebrity, Private Medical Sector and key government officials and special guest.

7. THE BUILDUP ACTIVITIES TOWARDS WORLD AIDS DAY 2014

- Advocacy, communication and social mobilization
- Delivery of Health and Social services (HCT, health screening, etc.)
- Policy in action (Political principals' engagement with communities)
- Community dialogues
- HCT revitalization and MMC expansion)
- Distribution of IEC materials.

8. ENVISAGED PROGRAMME ON THE 1ST DECEMBER 2014

The Generic programme for the world AIDS day celebration will include:
(Districts are at liberty to change the programme to include district specific needs)

Morning session

Visit to war rooms to launch--- massive campaigns for HCT

Visit to MMC Camps to launch--- massive campaigns for MMC

Involvement of the public, esp. political leadership in support for HCT, will serve to reduce stigma and discrimination associated with HIV infection.

Main Event:

Address by the Political Principals and other leadership

Political Principals and other Leadership participating in HCT

9. FINANCIAL IMPLICATIONS

The MEC Champion and HOD Champion will make the budget available for the World AIDS Day in the districts where they are OSS Champions.

Districts and local municipalities where the event will be hosted, will also be approached to contribute.

10. COMMUNICATION IMPLICATIONS

The Provincial Communication Chief Directorate in the Office of the Premier will assist with the communication strategy for the world AIDS events.

11. DEPARTMENTS / BODIES CONSULTED

The District AIDS Councils and the OSS District Task teams are organizing the events in their respective districts.

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