

## The 2005-2010 World AIDS Campaign (WAC) - Adding value

Since 1997, when UNAIDS recognized the need to deliver a unified global message on AIDS, the World AIDS Campaign has acted as the driving global force in the response to the AIDS epidemic. The WAC has raised awareness and informed communities around the world about critical issues involved in dealing with HIV and AIDS. The WAC has also recognized the need for international action that matches the global scale of the epidemic. This need for concerted action has prompted UNAIDS to change the focus and “ownership” of the WAC. Its goal has been to move it from a UN campaign primarily dedicated to raising awareness to an independent organization that will mobilise action and ensure social and political change.

In doing so, the aim is to ensure that the AIDS-related commitments made by UN Member States in the 2001 Declaration of Commitment on HIV/AIDS are met. The WAC will work with all groups within civil society, providing a crucial focal point of communication with UNAIDS, and building and maintaining a movement that will halt the spread of HIV and ensure care for all people living with HIV and AIDS.

The WAC seeks to offer better coordination and harmonisation of the efforts of civil society directly involved in responding to HIV and AIDS, namely the NGO community. At the moment, around the world there are many HIV and AIDS advocacy and lobbying activities underway. But these are generally not united in their targets, goals or activities. The WAC’s goal is to build on the many networks and groups that exist around the world dedicated to the HIV cause, in order to link them together and to fill gaps that exist in services and activities.

### ADDED VALUE

The WAC can add value to the global AIDS response by:

- Enhancing civil society’s capacity to campaign and advocate effectively for sustainable, multi-sectoral responses to HIV and AIDS in regions most affected by the disease;
- Strengthening the voice of civil society to participate meaningfully in decision-making, planning and implementing HIV and AIDS programmes and campaigns;
- Helping to ensure that civil society and governments develop effective partnerships;
- Increasing the effectiveness of existing campaigns, acting as a catalyst for new ones and in the process, ensuring that groups representing countries and regions most affected or at risk have a central role in planning, implementing and taking action in the Campaign.

### ADDING VALUE TO PARTNERSHIPS

A central principle of all the WAC’s work is to build campaigning capacity in order to ensure strong civil society advocacy from HIV and AIDS organizations. Most successful experiences in fighting HIV and AIDS have grown from a strong civil society within a country or region. The key to building a strong world campaign is, therefore, through local partners driving local change. The Campaign is striving to develop, support and connect a set of vibrant national-level partnerships that are inclusive, informed and accessible, therefore ensuring they have a strong voice. The WAC will support the campaigning abilities of country-level organizations so that their advocacy work progressively moves from being low-level and fragmented to being coherent and sustained.

In the past, the WAC has recognized and helped to link and support strong regional partnerships, particularly through collaboration with the International Council of AIDS Service Organizations (ICASO). In Europe, through developing strong links with the four main European campaigns and establishing AIDS Action Europe as a regional partner, the WAC has put a platform in place that can be used to develop and adopt joint messages around key advocacy events such as the G8 summit.

Equally important is the WAC's goal of supporting the establishment of new campaigns in the South in countries most affected by HIV and AIDS. It will do this by filling existing gaps in advocacy activities, thereby providing important learning and development opportunities. The WAC has also had a major impact on strengthening civil society organizations in different parts of the world, including Brazil and Ukraine, through helping to set up a series of regional work meetings with civil society groups.

In addition, the WAC aims to encourage new groups to join its efforts. These include trade unions, faith-based organizations, youth movements and women's groups, along with broader civil society groups that have such an important role in influencing and creating changes in national and international policies.

### **RESOURCES AND TOOLS**

The WAC produces and makes available a series of tools for its partners, the media and the general public. All are available on its website at [www.worldaidscampaign.org](http://www.worldaidscampaign.org). These range from traditional WAC posters to more advocacy-oriented tools. Some are created at the international office in Amsterdam, while others are achieved in partnership with national associations, international civil society partners or UNAIDS. Most of the tools are available in raw format ready for translation at national level. If you are interested in obtaining any of the materials with the intention of translating them locally, please contact the WAC staff at [info@worldaidscampaign.org](mailto:info@worldaidscampaign.org).

The WAC also continues to collect and publish tools and resources that could be valuable to its campaign affiliates and partners. These include success stories, advocacy tools and resources, and how to go about designing success strategies or carrying out social mobilization activities, partnership building, skill sharing, fundraising, and public awareness building.