

# World AIDS Campaign 2005 and Beyond

*Stop AIDS. Keep the Promise.*

## Overview and Background Note

### Contents

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- Introduction
- Background on the World AIDS Campaign
- The Campaign Theme
  - Why a focus on “Stop AIDS. Keep the Promise?”
- Campaign Strategy
  - Goal of the Campaign
  - Strategic Objectives
  - Campaign Participants
  - Key Campaign Opportunities for 2005-2006
  - Materials
  - The Web
  - Linking to the MDG Campaign
  - The World AIDS Campaign Logo
- Background on Key Themes within the Declaration of Commitment on HIV/AIDS
- Monitor the Campaign’s Success

## Introduction

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This strategy note describes the structure of the World AIDS Campaign and its theme for 2005 and beyond: Stop AIDS. Keep the Promise. It is intended to provide an overview for all Campaign partners including UN staff involved in the Campaign's implementation. It describes how the theme was decided and suggests frameworks for action. It also traces the evolution of the World AIDS Campaign from a UN-driven campaign to one now led by civil society in close partnership with UNAIDS.

In addition to this strategic overview, further support materials will be available on the World AIDS Campaign website at [www.worldaidscampaign.org](http://www.worldaidscampaign.org) as of early July 2005. Campaign updates will be sent regularly to partners. To list the contact details of an organization on the contact database, please email [info@wac.org](mailto:info@wac.org).

## Background on the World AIDS Campaign

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The World Health Organization declared the first World AIDS Day in 1988. The day, 1 December, quickly became established as one of the world's most successful commemorative days and is now recognized and celebrated by a diverse range of constituents every year around the globe.

Then, in 1997, recognizing the need for year-round campaign activity on HIV and AIDS, UNAIDS launched the first World AIDS Campaign.

Between 1997 and 2004, UNAIDS coordinated the World AIDS Campaign as a loose partnership of UN agencies, governments and all sectors of civil society campaigning around particular themes related to HIV and AIDS. For example, in 2002-2003, under the slogan *Live and Let Live*, the Campaign focused on highlighting the damage associated with HIV and AIDS-related stigma and discrimination.

Over the years, feedback has suggested that the World AIDS Campaign has helped influence the international agenda around HIV and AIDS but due to its global nature and, to some degree, its close association with UN agencies, the Campaign at times fell short of achieving its full potential at a national and local levels.

The year 2004 saw the Campaign entering an exciting transition phase. At the same time as delivering a thematic focus on *Women, Girls, HIV and AIDS*, oversight of the Campaign was transferred from UNAIDS to NGOs, bolstering the role of civil society. In other words, the management of the Campaign shifted away from the UN to civil society.

To strengthen civil society's role in the Campaign, a Global Steering Committee of representatives from national NGOs was established. Currently, the Global Steering Committee has membership from Brazil, the Netherlands, Russia, South Africa, Tanzania, and the US. The UNAIDS Secretariat also sits on the steering committee, as do representatives of key organizations such as the Global Fund to Fight AIDS, TB and Malaria, ICASO, GNP+/ICW, representatives of the labour movement and other key constituents.

A small Campaign International Office, now based in Amsterdam, the Netherlands, coordinates campaign activity. This International Office seeks to support a global network of national campaigns that focus on advocacy objectives most relevant to local needs and cultures.

Under the umbrella theme of “Stop AIDS. Keep the Promise” the World AIDS Campaign aims to be a campaign of nationally-driven HIV and AIDS campaigns - bringing them all together under a global umbrella united by the UNGASS Declaration of Commitment on HIV/AIDS.

The Declaration of Commitment was agreed in June 2001 when governments unanimously set targets and goals to fight AIDS. Since the session, UN agencies and governments have been working together to fulfil the promises outlined in the Declaration. It is in a similar vein that civil society is seeking to coordinate its campaigning and advocacy efforts through a strengthened World AIDS Campaign.

Meantime, UNAIDS continues to support the Campaign under the auspices of civil society. The role of UNAIDS in the World AIDS Campaign is described below:

- UNAIDS continues to serve as a facilitator and convener, supporting advocacy outreach and building campaigning links
- UNAIDS continues to provide campaigning materials and thematic guidance
- UNAIDS continues to provide technical assistance and strategic information to the World AIDS Campaign and its partners, particularly at the country level
- UNAIDS promotes greater collaboration among civil society, the UN family and its Member States
- UNAIDS supports access to funding by the campaign and its partners
- UNAIDS brokers campaign partnerships – particularly at the global level

In 2005 the UNAIDS Secretariat Focal Point for the World AIDS Campaign is Cheryl Bauerle at [bauerlec@unaids.org](mailto:bauerlec@unaids.org), tel: +41 22 791 1357.

## The Campaign Theme

### Why a focus on “Stop AIDS. Keep the Promise.”?

The choice of “Stop AIDS. Keep the Promise” arose from earlier campaign consultations undertaken in 2003. At that time, when Women and AIDS was chosen as the campaign theme, two other themes emerged: taking personal responsibility in the fight against AIDS, and accountability. Given the shift of the World AIDS Campaign to advocate for the fulfilment of the Declaration of Commitment on HIV/AIDS and subsequent policy commitments on AIDS, the newly-established Global Steering Committee recommended ‘Stop AIDS. Keep the Promise’ as the tag line of the transformed World AIDS Campaign.

The agreement by Heads of State and Representatives of Government to support the Declaration of Commitment on HIV/AIDS marked a milestone in the history of the AIDS epidemic. It sent a signal from governments that urgency would be needed in addressing the devastation of the HIV/AIDS global epidemic with leadership, honesty and action. While nations around the world have made previous commitments to fight AIDS in their own countries, this was the first time they gathered to recognize that AIDS was a global crisis requiring global action.

The Declaration set out specific commitments the international community would work to fulfill upon their return home – including prevention campaigns, reducing stigma, building health infrastructures, providing necessary resources, and ensuring treatment, care and respect for people living with HIV or AIDS. In many cases, these commitments included specific deadlines, making the Declaration a powerful tool to guide and secure action, support and resources for all those fighting the epidemic, both within and outside government.

To fight AIDS, the Declaration turns again and again to the theme of partnership among all sectors of society – from governments and the United Nations system to business, labour, faith-based organizations, the media, and, importantly, people living with HIV or AIDS. The World AIDS Campaign will focus on that commitment to partnership and will call for the international community to be accountable to the promises they made within the UNGASS Declaration of Commitment and the subsequent ones they made in order to ensure the Declaration of Commitment is fully realized. These historic commitments to action in the fight against AIDS are not solely aimed at political leaders but at us all. Everyone has a role to play in fighting HIV and AIDS. We hope you will be inspired by these commitments and will support the World AIDS Campaign to ensure that everyone 'Keeps the Promise'. As Kofi Annan, UN Secretary-General, said at the Special Session, "All of us must recognize AIDS as our problem. All of us must make it our priority."

## Campaign Strategy

### **Goal of the Campaign**

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The goal of the World AIDS Campaign is to energize and support an effective and sustained response to the AIDS epidemic. By helping partners to work together at national and international levels, the Campaign aims to broaden the partnership of those shaping the response to AIDS. Crucial to its success will be increased public awareness of past policy commitments and promises on AIDS, including the Declaration of Commitment on HIV/AIDS. On these promises the Campaign aims to hold governments accountable.

### **Strategic Objectives**

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- To ensure governments and policymakers meet the targets they have agreed to in the fight against HIV and AIDS
- To foster an alliance of effective AIDS campaigns, linking local efforts for global impact
- To secure the resources necessary for the fight against HIV and AIDS
- To broaden and strengthen the role of civil society in the response to HIV and AIDS

### **Campaign Participants**

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UNAIDS serves as the lead technical partner to the World AIDS Campaign. The World AIDS Campaign partners with a broad group of actors who support the Campaign's delivery:

- National civil society-led campaigns
- UN system and governments
- AIDS activists and advocates
- National AIDS Programmes, NGOs and AIDS Service Organizations
- Global partners with an interest in AIDS advocacy such as the Global Unions AIDS Campaign and the Global Movement for Children
- General Public
- People living with HIV and their organizations
- Celebrities
- Workers and employers
- Faith-based organizations
- Health care workers
- Teachers and students
- Media
- The Global Fund to Fight AIDS, TB and Malaria

### **Key Campaign Opportunities for 2005-06**

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The following is a list of key dates where the theme “Stop AIDS. Keep the Promise” could be promoted:

- 2 June 2005 – UN Review of the Declaration of Commitment on HIV/AIDS (Ministerial level)
- 1-5 July 2005 ICAAP, Kobe
- 6-8 July 2005 G8 Summit, UK
- 14-16 September 2005 UN Summit on the Millennium Development Goals, New York
- 1 December 2005 – World AIDS Day
- 4-9 December 2005 14th International Conference on AIDS/STIs in Africa (ICASA), Abuja, Nigeria
- July 2006 – International AIDS Conference, Toronto
- July 2006 - G8 Summit, Moscow
- September 2006 – UN General Assembly Special Session Review of the Declaration of Commitment
- 1 December 2006 - World AIDS Day

### **Materials**

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Campaign materials and templates are being developed during 2005 jointly by the World AIDS Campaign and UNAIDS to provide a framework and a visual focus for campaign activity. Where possible, these will be produced in print and electronic format and will be designed to enable easy adaptation and use at the national level. World AIDS Campaign materials for 2005 will include:

- Five posters – one to encourage governments to meet their UNGASS commitments, and a set of four posters that ask individuals to make a personal commitment to reversing AIDS. These posters are being sent out in June to allow campaigners to build up to World AIDS Day. Each poster will be available in English, French, Russian and Spanish. CD-Roms will also be available upon request.
- Fact sheets/Key messages
- Talking Points
- A media pack for journalists on the Declaration of Commitment to generate World AIDS Day stories on the ‘accountability’ theme

- PSAs (print and television)
- Web banner and web-based materials
- 2005 Calendar (already available)

For the first time, three additional documents are being produced:

1. A 'Call for Action' document that will include additional information on the theme, lessons about successful campaign approaches and common challenges, and examples of campaigning efforts such as working with the media and partnerships;
2. A Reference guide that serves as a manual on how to build a national campaign.
3. A strategy document developed by the World AIDS Campaign International Office that outlines in detail the aims of the Campaign and the ways in which it will attempt to achieve them.

All these materials will be posted on the Campaign website as they become available.

### **The Web: an important vehicle for Campaigning on AIDS**

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A comprehensive World AIDS Campaign website ([www.worldaidscampaign.org](http://www.worldaidscampaign.org)) is being developed which will be populated with all campaigning materials electronically. It will be ready by early July. It also includes an e-forum for discussion on various topics related to both the Campaign and the Declaration of Commitment and will support an AIDS News Network where AIDS stories from around the world will be posted. Additionally, UNAIDS will host a section on its own website that highlights UN efforts in support of the World AIDS Campaign and promotes the Campaign to its partners.

UNAIDS is supporting the development of a website on the UNGASS Declaration of Commitment in order to encourage a better understanding of the importance of this document. It will highlight a variety of efforts related to the Declaration, including monitoring and evaluation, advocacy initiatives and important information related to themes found within the Declaration.

### **Linking to the MDG Campaign**

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#### **Millennium Development Goals Review<sup>1</sup> and the Global Call to Action against Poverty**

The Millennium Development Goals are an ambitious agenda for reducing poverty and improving lives that world leaders agreed on at the Millennium Summit in September 2000. For each goal one or more targets have been set, most for 2015, using 1990 as a benchmark. HIV and AIDS is addressed in Goal 6:

#### **6. Combat HIV/AIDS, malaria and other diseases**

*Target for 2015: Halt and begin to reverse the spread of HIV/AIDS and the incidence of malaria and other major diseases.*

The review of the MDGs in September 2005 has prompted a unique alliance of NGOs in what is titled **GCAP – The Global Call to Action against Poverty**. This Campaign brings

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<sup>1</sup> Taken from the MDG Website

together a wide cross-section of nearly 100 charities, campaigns, trade unions, faith groups and celebrities who are united by a common belief that 2005 offers an unprecedented opportunity to fight poverty.

The Campaign is focusing on the G8 in July as an opportunity for donor countries to address the challenges of unfair trade, crippling debt and the need to provide the aid necessary for countries to develop their social and health care systems.

The World AIDS Campaign is collaborating with GCAP's organizers and sees the fulfilment of the MDGs as vital for addressing the challenge of HIV and AIDS. At the same time, the World AIDS Campaign has been working to highlight the 'exceptionality of AIDS' and the urgent response needed in many countries. In order to meet many of the MDGs, the challenge of AIDS must be addressed.

If you are interested in learning more about the GCAP, please visit [www.whiteband.org](http://www.whiteband.org).

### **The World AIDS Campaign Logo**

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Below is the logo of the World AIDS Campaign, now in its second year of use.



Any organization interested in using the logo to help brand campaign activity should seek permission first by emailing: [info@worldaidscampaign.org](mailto:info@worldaidscampaign.org)

## Background on Key Themes within the Declaration of Commitment on HIV/AIDS

This section of the paper profiles each of the 'themes' within the Declaration of Commitment on HIV/AIDS, and the targets related to them. The full Declaration is available at: <http://www.un.org/ga/aids/docs/aress262.pdf>

### Leadership

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In countries around the world, progress is being made to curb the epidemic. After over two decades of fighting AIDS, we know that more often than not, success stories come from countries with strong political will and involvement across all sectors. The governments of the Special Session recognized their own important role in leading their nations to design, plan, implement and evaluate programmes in order to develop their own comprehensive responses to AIDS.

#### **Governments committed to:**

1. On a national level, implement strategies across all sectors of society to fight AIDS. These plans should confront stigma, provide funding as possible, address human rights, and strengthen infrastructure to care, support and treat people living with HIV and AIDS.
2. On the local level or a region representing several countries, intensify cooperation among groups and encourage the development of regional plans to confront AIDS. This includes encouraging the UN Economic and Social Council to request regional commissions to support national efforts as they arise.
3. On the global level, link together the public and private sectors.

### Prevention

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Prevention is the mainstay of any effective response to the global epidemic. Education campaigns, voluntary testing and counselling, health care services for people at risk of HIV or those living with HIV, and campaigns to counteract deadly stigma all contribute to comprehensive prevention programmes.

#### **Governments committed to:**

1. Reduce HIV infection rates among high-risk groups.
2. Implement awareness programmes in the workplace, among migrant and mobile workers (including health care services) and to implement universal precautions in health-care settings to prevent HIV transmission, such as in the blood supply.
3. By 2005, include in prevention programmes the goals of reducing stigma particularly in culturally sensitive countries, encourage responsible behaviour, expand access to

male and female condoms, clean injection equipment and safe blood supplies, and voluntary and confidential counselling and testing.

4. By 2005, ensure that 90% (by 2010, 95%) of young people age 15-24 have the information and services they need to stay safe.
5. By 2005, reduce by 20% (and by 2010, 50%) the number of babies infected by HIV by giving pregnant women antenatal care (with a goal of reaching 80%), treatment for mother-to-child transmission, voluntary and confidential testing and counselling, treatment - including antiretroviral drugs - and breast-milk substitutes where needed.

## **Care, Support and Treatment**

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People living with HIV and AIDS deserve the highest possible standard of physical and mental health. Access to affordable medication, within the context of international law, is fundamental to that right. Health systems within countries must be strengthened for care, treatment, support and prevention programmes to be effective.

### **Governments committed to:**

1. Collaborate with the international community and all sectors within their countries to develop health care strategies that take into account access to medications for people living with HIV and AIDS. This includes working with pharmaceutical companies to promote innovation and the use of generic drugs, while abiding by international law.
2. By 2005, implement care plans that strengthen the capacity of communities, families and health care workers while improving supply systems, funding and referral systems for medical, palliative and psychosocial care.

## **Human Rights**

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Human rights violations – including sexual violence, stigma and denying young people and other vulnerable groups information about HIV and AIDS – have allowed HIV to spread more rapidly, undermining prevention efforts. A comprehensive response to the epidemic must include proactive measures to ensure human rights, reverse stigma, provide information and access to care, support and treatment where it is needed.

### **Governments committed to:**

1. Enforce legislation and policies that stop discrimination against people living with HIV/AIDS and at-risk groups. Their rights include access to education, health care, inheritance, social services - including prevention, care and treatment, legal protection and confidentiality. This includes promoting the human rights of women and their empowerment, in particular.

## **Reducing Vulnerability**

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While all people are affected by AIDS, those living in developing countries – particularly women and girls – bear the largest burden of the epidemic. A vicious cycle is created by poverty, underdevelopment and illiteracy, contributing to the spread of HIV while reversing hard-won development gains. Further, children orphaned and affected by AIDS need special assistance.

### **Governments committed to:**

1. Implement programmes that address vulnerabilities including economic disadvantage, social exclusion, illiteracy, lack of information, discrimination and sexual exploitation. This will be done while recognizing the importance of family, culture and religion.
2. Reduce the vulnerability of high-risk groups, women and young people, with information and counselling.
3. Develop and implement strategies for creating supportive environments for orphans and children affected by AIDS, including access to education, counselling, health care, and protection from abuse of any sort. This includes urging donor governments to complement national programmes that support children.
4. Evaluate the social and economic impact of the epidemic and develop plans to address it at all levels, keeping poverty reduction at the forefront, particularly for women and the elderly. Also, develop policies within the workplace to protect the rights of people living with HIV.

## **Research and Development**

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AIDS still has no cure, making research and the development of new treatments and, ultimately, a vaccine, crucial to the global fight.

### **Governments committed to:**

1. Increasing and accelerating research on HIV vaccines, including the development of research infrastructure such as laboratory capacity and improved data collection. This includes training researchers and health care providers, particularly in the hardest-hit countries.
2. Increase research to improve woman-controlled prevention methods and the means to prevent mother-to-child transmission.
3. Develop approaches to monitor treatments, including drug interactions, side effects, toxicity, etc.
4. Strengthen cooperation to exchange best practices and findings.

## **Regions of Conflict or Disaster**

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People destabilized by armed conflict, humanitarian emergencies and natural disasters – including refugees and internally displaced people – are at increased risk of HIV infection.

Women and girls, in particular, are subject to increased sexual violence and loss of resources during conflict, making them more vulnerable to HIV.

**Governments committed to:**

1. Include HIV/AIDS awareness, prevention, care and treatment in responses to emergencies and international assistance programmes. This includes calling on supportive bodies assisting areas in conflict – such as the UN, nongovernmental organizations and other governments – to do the same.
2. Address the spread of HIV in the armed services and during conflict through awareness programmes, including ensuring that all personnel involved in peacekeeping operations are likewise trained in HIV prevention.

**Resources**

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Limited resources are a significant obstacle to effectively controlling HIV infection rates across the developing world. Further, even if people living with AIDS have access to the medications they need to keep themselves and their families healthy, they can seldom afford to continue on a steady regimen of treatment. Currently, resources devoted to fighting AIDS are insufficient and debt has depleted many nations' ability to combat the epidemic in their countries.

**Governments committed to:**

1. Ensuring that resources to fight AIDS globally are substantial, sustained and that they achieve the desired results. This includes more resources for UNAIDS and its partners, as well as the directing of more funds to national, regions and sub-regional commitments and organizations.
2. By 2005, reach an overall annual target of U.S. \$7 – 10 billion spent on AIDS in low and middle-income countries and those countries experiencing or at risk of experiencing rapid expansion for prevention, care treatment, support and mitigation of the impact of HIV/AIDS.
3. Urge all developed countries to target 0.7% of their GNP for development assistance, while making AIDS a priority within that goal.
4. Implement the Heavily Indebted Poor Country (HIPC) Initiative, cancelling all bilateral official debts for participating countries to finance and implement poverty eradication programmes, including those that relate to AIDS.
5. Support the Global Fund to Fight AIDS, TB and Malaria to finance a rapid and expanded response to the AIDS pandemic, including the launch of a campaign to garner contributions from public and private sectors.

**Follow-up**

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Through the Declaration of Commitment, the Governments recognized that they know what needs to be done to effectively combat AIDS globally and in their own countries. They must now fulfill their commitments, and set follow-up goals to ensure progress.

**Governments committed to:**

1. Conducting periodic reviews at the national level, to chart the progress of achieving the Declaration's goals.
2. Regionally, encourage the exchange of information regarding progress on fulfilling Declaration promises and implement periodic reviews. Further, include HIV/AIDS on the agenda of regional meetings at the ministerial and Head-of-State level.
3. At the global level, devote at least one full day of the annual General Assembly session to review the Declaration's progress, while ensuring that HIV/AIDS is included on the agenda of all appropriate United Nations meetings. This includes supporting conferences, seminars and workshops in follow-up to the Declaration and in the spirit of partnership in the global fight against AIDS.

## Monitoring the Campaign's Success

The success of the Campaign will ultimately be measured against the international community's success at reaching the national, regional and global policy commitments including the targets laid out in the Declaration of Commitment.

Additionally, The World AIDS Campaign International Office is developing a monitoring and evaluation framework for successful campaigning at the global and national level. This includes developing quantitative and qualitative campaign indicators that reflect the Campaign's objectives. Also being developed are focus indicators on policy environment, organizational capacity and resource mobilisation.

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