



# UNAIDS TECHNICAL CONSULTATION ON SOCIAL CHANGE COMMUNICATION

2 - 3 August 2007

## *“Communications Framework for HIV/AIDS: A New Direction”*

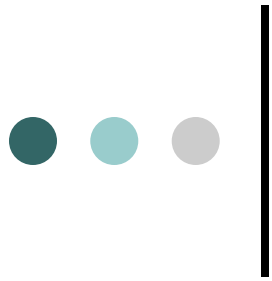
Bunmi Makinwa  
Director, UNAIDS New York Office



Joint United Nations Programme on HIV/AIDS

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## COMMUNICATIONS FRAMEWORK FOR HIV/AIDS

# A NEW DIRECTION



# Rationale for a new framework

- i *90% of new cases of HIV occurs in Africa, Asia, Latin America, and the Caribbean*
- i *Approach to prevention, care, and support based on context of these regions.*
- i *Changing context of response to HIV/AIDS- treatment drugs and vaccine trials, economic, social and development impact, and expanded response from*

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## PARTICIPATORY PROCESS FOR DEVELOPMENT OF FRAMEWORK

- *Geneva, Switzerland (Nov/97)*
- *Abidjan, Côte D`Ivoire (Dec/97)*
- *Washington D.C., USA (Feb/98)*
- *Bangkok, Thailand (July/98)*
- *Santo Domingo, The Dominican Republic (Jan/99)*



# COMMUNICATIONS FRAMEWORK FOR HIV/AIDS: A NEW DIRECTION

## GOAL:

*To develop an improved  
framework for  
communications for  
HIV/AIDS prevention,  
care, and support.*



# CONSENSUS

- *Current theories and models of behavior change do not provide adequate contextual approach to HIV/AIDS prevention in the regions*

- ● ● Focusing on the Context
  - ï *Government & Policy*
    - ï *Socioeconomic*
      - ï *Culture*
    - ï *Gender Relations*
      - ï *Spirituality*



# COMMUNICATIONS FRAMEWORK FOR HIV/AIDS: THE FUTURE

- P *A call to countries in Africa, Asia, and Latin America and the Caribbean to develop a national strategy using this framework as a guide*
- P *Reaffirming UNAIDS commitment to encourage solutions based on regional and country situations (hallmark of framework)*





# Operationalization of Framework?

## Internal and External Factors

- Realignment and re-positioning - importance of being seen truly as a Secretariat and not an implementor of technical programmes
- Usual staff changes
- Ownership of Framework – mixed messages
- Capacity and competence
- Funding and technical support
- Politics and policies at country level



# Country efforts

Workshop Report on “**HIV/AIDS and Communication for Behavior and Social Change: Program Experiences, Examples, and the Way Forward**”. Organized by UNAIDS in Geneva, Switzerland July 25 to 27, 2000.

Overall, workshop participants agreed to look at the UNAIDS communications framework not as a readymade prescription, but rather as a flexible guide, that facilitates local ownership in operationalizing and implementing the framework. Workshop participants emphasized the need for communication specialists and program implementers to revisit their current initiatives to see how the five contextual domains of the UNAIDS communication framework could influence their program strategies



# Country efforts -Ethiopia

- *The objective of this project is to use this communications framework that has been developed through multiple consultative meetings with NGOs, UNAIDS and government officials, including NAC, to design and implement a communications strategy for HIV/AIDS. Based on strategic collaboration across each of the five domains, information and resource sharing, this project will address the issues that are the underlying factors behind the social and environmental context of the transmission of AIDS.*
- *General Objective:*
- *To implement a comprehensive communications framework for behavior and social change for NGOs and (based on lessons learned) to support the development of a national communications strategy for HIV/AIDS in Ethiopia.*
- *Specific objectives are to:*
- *Conduct an assessment of the current communication activities in use, building on Pact's recent (July 2000) Assessment Study of HIV/AIDS Implementing Organizations in Ethiopia. This will also include reviewing the National Population IEC and advocacy strategy;*
- *Determine the degree to which the activities currently in use encompass the following domains of social and behavior change from an Ethiopian perspective: culture, policy, socioeconomic, gender relations and spirituality;*
- *Develop an HIV/AIDS communication strategy for NGOs in Ethiopian, using the communications framework as a map;*
- *Build the capacity of a selected group of NGOs to implemented the communications strategy for HIV/AIDS; and*
- *Reach consensus on the further development of a National HIV/AIDS communication strategy in Ethiopia.*
- *Outputs for these objectives are:*
- *An understanding of previous communication activities, including the National Population and other communication strategies currently in use for HIV/AIDS;*
- *An understanding of the degree to which the five domains for social and behavior change are incorporated in the current communication strategies;*
- *An HIV/AIDS communications strategy for Ethiopia;*
- *A selected group of NGOs are able to implement projects as a part of the communications strategy; and*
- *An innovative monitoring and evaluation mechanism designed, incorporated and maintained throughout the program that will effectively measure the changes in the social and environmental context of HIV/AIDS transmission.*



# Way ahead

General consensus on communication for social and behavior change; Know what works

- Guiding document
- Research support
- Systematic information gathering and analysis
- Constitute technical support groups and make them accessible and available
- Institutionalization of how and who – education in all ways, capacity and competence building

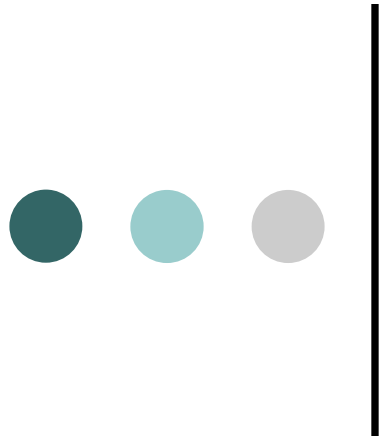




## Way ahead

- Institutionalization of where – within the architecture of AIDS national and international responses
- Push and advocacy - politics, policy and resources
- Communication specialists alone are NOT adequate – strong partnership with behavioral scientists, evaluation programmers and health systems builders





THANK YOU!



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