

UPDATE ON THE WORLD AIDS DAY PREPS

“Leadership for Accelerated Prevention”

Background to the Theme:

The theme for World AIDS Campaign (WAC) 2007 is “Leadership for Accelerated Prevention”. It is derived from the decade-long broad theme and campaigning framework, “Stop AIDS. Keep the Promise.” Since the beginning of the epidemic, experience has clearly demonstrated that significant advances in the response to HIV have been achieved where and when there is strong and committed leadership. Leaders are distinguished by their action, innovation and vision; their personal example and engagement of others; and their perseverance in the face of obstacles and challenges.

Leaders are often not only those in the highest offices. Leadership in HIV and AIDS response cuts across various levels and thus, must be demonstrated at every level to get ahead of the disease, i.e. in families, in communities, in countries and internationally. Much of the best leadership on AIDS has been demonstrated within civil society organizations the world over. Advocacy was identified as a key strategy that plays a strong role in stimulating leaders to play their role in influencing behaviour, informing policy development and programming for increased action.

Uganda decided to focus the campaign on the fishing communities because the NSP identified that population to be a high-risk group as they engage into risky sexual behaviours.

2007 World AIDS Day Framework:

World AIDS Day (WAD) is the climax of the year-long campaign and falls on 1 December. WAD was decentralized and all districts as well as communities such as universities organize their events.

- ∞ A special venue is identified and supported by UAC. The special venue for this year will be Gaba landing site, Kampala District.
- ∞ Parliamentarians are planning to observe the World AIDS Day event with a big bang at Kasensero, Rakai District between 12 and 14 December. The exact date will be confirmed on Wednesday this week.
- ∞ The musicians will observe World AIDS Day through a big Concert on 16 December 2007 at Nakivubo Stadium. At this concert, musicians will re-launch the Late Philly Bongoley Lutaaya’s songs and the concert will entertain and educate the public about the dangers of the AIDS epidemic.

Proposed activities:

- Radio and television programmes
- Community film shows
- VCT launch (will focus on HIV and STIs)
- Exhibitions by different actors
- Leaders' Forum (this will take a form of workshop)
- Marching , speeches and drama
- Condom and IEC material distribution

WORKPLAN

Activity	WK 1	WK 2	WK 3	WK 4	WK 5	BY WHO
Planning Meetings	√	√	√	√	√	NOC
Media Programs	Identify media	Develop materials	Develop materials	Run programs	Run Programs	NOC/UAC
Leaders' Forum	Conceive idea	Identify pax	Secure venue & draw program	Invite pax	Implement	MGLSD/NOC
Prepare GOH Speech & Public Statement	Identify GOH	Write to invite	Follow up response	Confirm	Participation	MAAIF/UAC
VCT/STI Launch	Idea	Contact key SH	Identify service providers	Publicity	Implement	AIC, MARPS & NOC
Book items required at the special venue	-	-	Identify items	Booking	Delivery	
Procure IEC materials	Identify what	Develop messages	Place orders	Production	Delivery & Distribution	NOC/UAC
Community Film shows	-	-	Secure van & identify films	Initiate shows	implement	MOH
Exhibitions	-	Identify partners	Invite exhibitors	Confirm pax	Exhibition	NOC/Partners
Verify Venue	-	-	Visit venue	Mobilise community	Dee Day	K'la Makindye Division

Together we share the challenge