

WORLD AIDS DAY

WE'RE IN THIS TOGETHER, CHEKA IMPILO

World AIDS Day (WAD) 2020 Campaign

Advocacy & Communication Toolkit



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ABOUT WORLD AIDS DAY 2020

World AIDS Day (WAD) was first observed as a commemorative event on 01 December 1988 when Health Ministers from around the world met under the auspices of the World Health Organization and agreed on the concept of the day as creating an opportunity to pay special attention to, as well as show solidarity for the global fight against HIV and AIDS. Every year, UNAIDS communicates the proposed theme that guides the design and implementation of various commemorations. However, it should be noted that countries have the autonomy to develop their own customised themes for the WAD commemorative campaigns.

In South Africa, the planning and implementation of the WAD Campaign is coordinated by the South African National AIDS Council (SANAC), which is a multi-sectoral body comprising of government, civil society and private sectors. Under normal circumstances, the approach to WAD commemoration involves identification of the host province, planning meetings with various stakeholders, build-up activations, National World AIDS Day Commemoration with communities, and provision of comprehensive health and wellness services to communities.

While the processes mentioned above remain relevant, the 2020 WAD takes place in the context of the Coronavirus (COVID-19) pandemic, which calls for certain considerations to be made in the planning and implementation of the commemoration. Following the COVID-19 outbreak, the South African Government had to act with agility and take drastic actions in order to curb the spread and respond to its negative impact, alongside other governments around the globe. Some of the actions taken included instituting the national lockdown, which entailed restricted movements; restrictions on the number of individuals allowed in various social gatherings; and community participation including index and contact tracing and testing interventions.

ABOUT WORLD AIDS DAY 2020

The National Coronavirus Command Council (NCCC) continuously monitors the effects of COVID-19 on the lives of South Africans. Furthermore, restrictions are eased as and when it is safe as well as necessary to do so. While the country has moved to Lockdown Level 1 with effect from 21 September 2020, it is highly likely that the 2020 WAD commemoration will take place before all restrictions on social gatherings are completely lifted.

This toolkit aims at providing a national framework for planning and implementing the 2020 World AIDS Day commemoration. It will guide commemorative activities conducted at national, provincial and district levels, encompassing all activities conducted by various sectors within SANAC. Among the aspects discussed in the concept is the state of the HIV epidemic, the theme for World AIDS Day 2020, the approach to the commemoration, as well as communications and monitoring and evaluation arrangements.

STATE OF THE HIV EPIDEMIC

The Global Picture

According to the UNAIDS Global AIDS Update 2020, an estimated 38 million people were living with HIV across the world in 2019, and 25.4 million people were on antiretroviral treatment (ART). There were about 1.7 million new infections, against the fewer than 500 000 target for 2020. Eastern Europe, Central Asia and Sub-Saharan Africa are the regions most affected by the epidemic. Sub-Saharan Africa; however, is heavily affected with 220 000 women and 220 000 men recorded to have died in 2019. This reflects the heavy burden that Africa carries and the amount of work that still needs to be done, even though countries like Eswatini have made great strides.

With respect to the UNAIDS 90-90-90 targets set for the year 2020, the global community was at 81% of PLHIV knowing their status, 82% on treatment and 88% virally suppressed. Even before accounting for the effects of COVID-19, indications are that the 2020 targets will be missed.

South African Epidemiology

South Africa has the biggest HIV epidemic in the world, with approximately 7.7 million people living with HIV, and accounts for a third of all new HIV infections in Southern Africa. HIV prevalence among the general population is high at 20.4%. Prevalence is even higher among men who have sex with men, transgender women, sex workers and people who inject drugs. However, prevalence varies markedly between provinces, ranging from 12.6% in Western Cape to 27% in KwaZulu-Natal.

The country has made huge improvements in getting people to test for HIV in recent years. The country has the world's largest ART programme, which has undergone further expansion with the implementation of 'test and treat' guidelines. Furthermore, South Africa was the first country in sub-Saharan Africa to fully approve Pre-exposure Prophylaxis (PrEP), which is now being made available to people at high risk of infection.

STATE OF THE HIV EPIDEMIC

In terms of the Treatment Cascade, South Africa is currently at 93-71-88 for the total population serviced through the public sector. Data from the Department of Health shows that the results for each of the sub-populations vary, with adult females at 95-74-89, adult males at 92-64-89, and children at 80-74-63.

The provincial breakdown shows that all provinces have achieved the first 90 target, with KwaZulu-Natal performing the uppermost at 93%, despite having the highest burden in the country. The second 90 target remained a challenge both at national and provincial levels. However, four districts within KwaZulu-Natal (Ugu, uMzinyathi, uMkhanyakude and Harry Gwala) did very well in meeting their second 90 targets. Performance on the third 90 targets was also successful for almost all the provinces.

In order to achieve 90-90-90 targets, South Africa must increase the number of adult men on ART by 570,096, adult women by 480,401 and children by 58,963. The country needs to focus on initiation onto ART, but also on ensuring that clients are retained in care. There is a growing number of adults who have been previously diagnosed, but are not on ART. This includes those who had started ART and defaulted, as well as those who were never initiated. This number has increased during COVID-19 pandemic. There are gaps across the cascade for children under 15 years. Case finding, ART initiation and retention have all underperformed and should be addressed through focused interventions.

STATE OF THE HIV EPIDEMIC

Overall, it must be noted that the COVID-19 pandemic has had a negative impact on the HIV response both locally and globally, due to disruptions in the provision of testing and treatment services. There is a global call, including by the SANAC Inter-Ministerial Committee and SANAC Plenary, for integration of the COVID-19, HIV and TB responses to ensure that the gains made thus far in responding to the HIV and TB epidemics are not lost.

Preparations for and implementation of the WAD 2020 commemoration will need to take into account the impact that COVID-19 has had on the HIV and TB response as well as the potential impact it might have on the campaign, minimising the negative aspects while maximising the opportunities presented.

NATIONAL THEME

The proposed **South African theme for the 2020 World AIDS Day is: We're in this together, Cheka Impilo!** Centred on the Cheka Impilo National Wellness Campaign, this theme challenges individuals to make responsible health choices. South Africa's WAD theme has been aligned to the Cheka Impilo Campaign for the past two years since its launch. It is fitting that this alignment be sustained given that 2020 was the target year for realisation of the 90-90-90 strategy launched by UNAIDS in 2014. The National Strategic Plan (NSP) for HIV, TB and STIs 2017 - 2022 adopted the strategy, which the Cheka Impilo seeks to support.

The 2020 theme also encapsulates the intentions of the **International World AIDS Day theme, Global Solidarity, Shared Responsibility.** This theme is informed by the advent of the COVID-19 pandemic, which has turned a spotlight on health and the effects of pandemics on lives and livelihoods as well as the inter-linkages between health and other social issues, among others, reducing inequality, human rights, gender equality, social protection and economic growth. In light of this, the global theme calls on the global community to work together to intensify efforts to eliminate stigma and discrimination and ensuring approaches that are people-centred, human rights-based and gender-responsive in order to end HIV and COVID-19. Crucial in this is the need to fully finance health, strengthen health systems, and ensure access to lifesaving medicines as well as vaccines and diagnostics.

Both the national and the global themes imply that public health is a collaborative effort and a joint responsibility in which individuals, communities and elected authorities and service providers all have important contributions to make. Ending AIDS requires that communities be engaged in identifying and helping to address their specific needs, including those of their most marginalised and vulnerable members, and also that authorities be accountable for the quality and delivery of the services required to address those needs.

KEY MESSAGES

Cheka Impilo!

Take the 3 steps to wellness:

**STEP
1**

Get your health checked

- Get screened and tested for HIV and TB for free at any clinic near you

**STEP
2**

Take action once you know

- Begin treatment immediately
- Stay on treatment

**STEP
3**

Live smart, live healthy

- Always use a condom,
- Avoid risky sexual behaviour
- Get your health checked regularly
- Avoid unhealthy habits (smoking, alcohol abuse)
- Maintain a healthy, balanced diet to boost your immune system



Treatment adherence is key to surviving a severe COVID-19 infection

- Get your treatment from a collection point in your community through 'Dablapmeds' – ask your nurse how to register
- If you're away from where you live, collect your treatment from ANY public clinic closest to you

KEY MESSAGES



Treatment adherence is key to surviving a severe COVID-19 infection

- Stay home when you are sick, except to get medical care
- Take your treatment correctly – at the same time, every morning or night
- Treatment adherence boosts your immune system and enables you to withstand a COVID-19 infection
- If you're on treatment, your chances of surviving a severe COVID-19 infection are equal to anyone else's
- Stop HIV from multiplying in your body by staying on treatment

Together, we can prevent the second wave of COVID-19



- Know the symptoms of COVID-19 so you can self-isolate in time or seek medical care if necessary
- Avoid crowded spaces
- Always observe COVID-19 safety measures (mask wearing, sanitising, social distancing)
- Stay home when you are sick
- Avoid traveling if it's not necessary
- Clean and disinfect frequently touched surfaces and objects
- Always wear a mask when at the clinic
- Maintain social distancing
- Wash or sanitise your hands

KEY MESSAGES



Substance abuse disrupts your routine and compromises your health

- Substance abuse could make you forget to take your treatment
- Substance abuse increases your chances of engaging in risky sexual behavior, such as having sex without a condom
- When intoxicated, you may:
 - forget to wear your mask
 - forget to wash or sanitise your hands
 - forget to observe social distancing
- Substance abuse weakens your immune system
- Substance abuse contribute to gender-based violence – GBV is one of the social drivers of HIV



Spreading fear, stigma and discrimination hampers the response

- Act against stigma and discrimination against people with HIV or TB and protect everyone's human rights
- Stigma and discrimination may discourage people from seeking medical care
- Avoid spreading false information about COVID-19 or HIV as this may perpetuate stigma and discrimination
- Combating stigma helps everyone stay safe and feel protected in our communities



2020 has been designated as an International Year of the Nurse and Midwife

- It is time to recognize the critical contribution nurses and midwives make to global health
- Nurses and midwives are often the first health point of contact in our communities
- A strong nursing and midwifery workforce is key to the achievement of universal health coverage

KEY MESSAGES



2020 is the Year of the Nurse and Midwife

- Nurses and midwives often work in challenging circumstances: undervalued, under-resourced and overworked
- Nurses and midwives account for nearly 50% of the global health workforce
- Nurses and midwives are with you at every step of the way in life, they see you into the world and care for you as you leave it

We're in this together, Cheka Impilo!



- We all have a role to play in ending HIV, TB and STIs
- If you are sexually active, protect yourself and your sexual partners by always using a condom.
- If you have TB make sure that you finish your treatment so that you can be cured
- Check your HIV status regularly so that you can stay negative or get care to remain healthy
- Get screened for TB if you have symptoms of an active TB infection, including cough that last 3 weeks or longer
- Act against gender-based violence (GBV)
- Avoid alcohol and substance abuse
- If you are living with HIV, do everything you can to stay on your treatment and join a group of other people living with HIV for support

THIS TOOLKIT IS FOR YOU

Whether you are a person infected and/or affected by HIV; whether you work in government, academia, a non-governmental organisation, a civil society organisation, or in the private sector; whether you are a teacher, journalist, blogger or simply someone pushing your own hustle, this toolkit is for you.

SANAC has developed this World AIDS Day (WAD) 2020 toolkit with the aim of creating one unified look and feel for WAD 2020 in South Africa. The World AIDS Day 2020 brand is freely available for use by all South Africans.

Users of the brand may add their logo next to the existing stakeholder logos.

Your cooperation in using and adhering to the WAD 2020 toolkit will ensure maximum visual impact and contribute to building one unified message that makes a difference.

THIS TOOLKIT IS FOR YOU

All material will be with the following partner logos appearing as depicted below. SA COAT OF ARMS - 2030 NDP LOGO - SANAC LOGO - CHEKA IMPILO



FONT

OFFICIAL FONT

BEBAS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

WHAT YOU CAN DO FOR WORLD AIDS DAY 2020

The South African National AIDS Council (SANAC) encourages organizations to observe World AIDS Day on 1 December 2020, under the theme, 'We're in this together, Cheka Impilo!'.

The hashtags will be the following:

#WorldAidsDay #ChekaImpilo #KnowYourStatus

Let's make this year's WAD the biggest ever within the Risk-adjusted strategy! These tips will help you and your organization to plan and implement events. You know your community best, and you know what messages it most needs to hear. Use the ideas below to tailor your plans to meet your community's needs.

WORLD
AIDS DAY
01 DECEMBER

WHAT YOU CAN DO FOR WORLD AIDS DAY 2020



GETTING STARTED

Consider these questions and ideas as you plan an event:

- How can you raise awareness in your community in a way that reaches those most at risk and affected by HIV and TB?
- What type of event would interest your target audience?
- How can the unique voices in your community add meaning to your plans?
- How can you incorporate the knowledge, skills, and interests of diverse voices?
- Don't reinvent the wheel. Use the national theme to reinforce common messages.
- Research what's happening. Identify past local events, get advice and learn about new plans.
- Reach out beyond traditional partners. Large employers, faith-based organizations, schools and others may want to get involved.
- Consider how local media can help you reach your target audience.

WHAT YOU CAN DO FOR WORLD AIDS DAY 2020



IDEAS FOR LOCAL EVENTS

Ensure that all gatherings are in line with COVID-19 safety protocols. Everyone should wear a mask, sanitise or wash their hands, and always observe social distancing.

Hold a public meeting to talk about the impact of HIV and TB in your community. Include the perspectives of people living with HIV.

- Encourage your newspaper or schools to sponsor essays and painting exhibitions or other competitions.
- Hold a news conference with local officials to raise public awareness of the impact of HIV and TB on your community. Ask other public officials and leaders to talk about the challenges in the response to HIV and TB.
- Invite local officials to visit a local HIV service organization.
- Ask your mayor or councillor to send a letter/memorandum to all employees about the Day, and to tell them of HIV testing sites.
- Hold a cultural or faith-based event with speakers who can call attention to the local HIV response.
- Submit an editorial or letter on local needs to your newspaper.
- Encourage radio stations to air public service announcements.

WHAT YOU CAN DO FOR WORLD AIDS DAY 2020



IDEAS FOR LOCAL EVENTS

- Offer free HIV testing at a special event. Offer incentives to attend. Get tested yourself to set an example, or ask a local celebrity to take the test.
- Organize a health event to educate people about HIV and TB, testing options and other health issues.
- Honour a local leader or organization for their response to the epidemic.



PROMOTING YOUR EVENT

- Ask local media to report on the local impact of HIV and TB. Make yourself or other experts available to speak on local radio or TV shows.
- Issue a media advisory and press release to encourage coverage of your event.
- Register your event on the SANAC's database for WAD2020 activities by emailing the information to communications@sanac.org.za
- Publicize your event to community calendars, on TV, and through community centres, and neighbourhood markets.
- Add event information to your website, social network sites, your newsletter and other platforms.

WHAT YOU CAN DO FOR WORLD AIDS DAY 2020



AFTER YOUR EVENT

- Send news releases to media who didn't attend your event.
- Thank those who attended or contributed to your activities.
- Write a follow-up article for your newsletter, board and community publications.
- List the media and community leaders you invited, with notes for next year.
- Submit a short narrative about your best practices and success to communications@sanac.org.za



ENCOURAGING INDIVIDUAL ACTION

Local events are most successful when individual participants are encouraged to take action in response to HIV and TB. Here are some actions you can suggest:

- If you are sexually active, protect yourself and your sexual partners by always using a condom.
- If you have TB make sure that you finish your treatment so that you can be cured
- Help to reduce stigma and discrimination against people with HIV or TB and protect their human rights

WHAT YOU CAN DO FOR WORLD AIDS DAY 2020



ENCOURAGING INDIVIDUAL ACTION

- Check your HIV status regularly so that you can stay negative or get care to remain healthy
- Get screened for TB if you have symptoms of an active TB infection, including cough that last 3 weeks or longer
- Act against gender-based violence (GBV)
- Avoid alcohol and substance abuse
- If you are living with HIV, do everything you can to stay on your treatment and join a group of other people living with HIV
- Talk about HIV prevention with family, friends, and colleagues.
- Tell people about why World AIDS Day is important to you.
- Ask community leaders to increase their response to the epidemic.
- Get involved with or host an event in your community.

POSTERS



POSTERS



SOCIAL MEDIA



SOCIAL MEDIA

Official Hashtags

#WorldAidsDay #ChekaImpilo #KnowYour Status

Additional Support Hashtags

#EndAIDS #WAD20 #WorldAidsDay2020

CLOTHING ITEMS: T-SHIRT



CLOTHING ITEMS: **CAPS**



PRINTED FLYERS



PULL UP BANNERS - 2000mm x 850mm



VEHICLE BRANDING



WORLD
AIDS DAY
01 DECEMBER



WORLD
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THANK YOU FOR JOINING THE CAMPAIGN!

WORLD AIDS DAY

WE'RE IN THIS TOGETHER, CHEKA IMPILO



REPUBLIC OF SOUTH AFRICA

