



World AIDS Day '23 Communications Task Team

- Communications Plan Working Draft
 - Weekly Updates

Team Conveners: SANAC / NDoH / Presidency



REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA





Comms Task Team Composition

- SANAC (Incl. CSF)
- Presidency
- NDoH
- GCIS (national & province)
- Development Partners & Other: (US Gov Agencies / UNAIDS-SA / Aurum Institute / Higher Health)
- **KZN OTP Comms**
- **KZN Health Comms**
- **District Comms??**
- **Municipality Comms??**





Comms Task Team Deliverables

- Logo development
- Comms Plan (a working document for the Comms Task Team)
- Full toolkit with CI manual and key messages
- Toolkit dissemination (GCIS, partners, civil society, SANAC website etc.)
- Media partnerships (PSAs / Live Reads / Squeezebacks / Op Eds etc.)
- Producers Brief
- Profile build-up activities
- Secure live coverage of official programme by mainstream and community media
- Printing of:
 - social mobilisation flyers
 - accreditation tags
 - Branding materials
 - Street pole ads & the like (subject to the availability of funds)
- AV Support & streaming services





Background

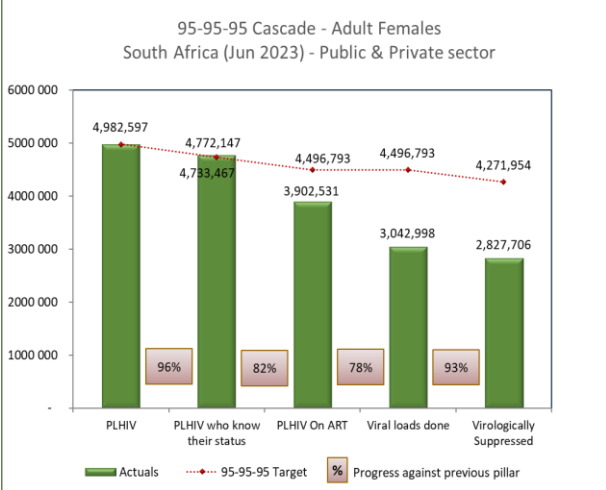
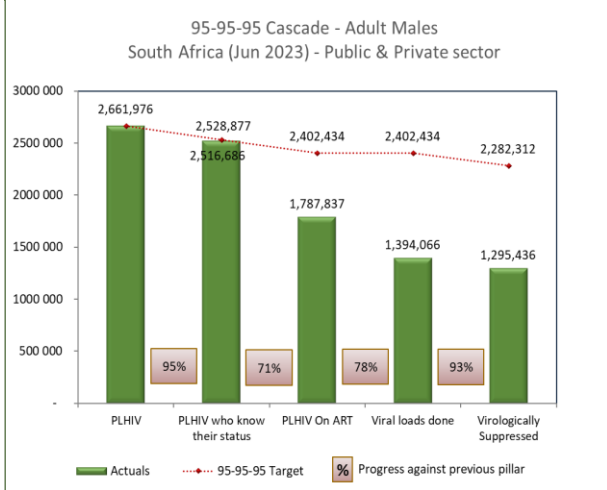
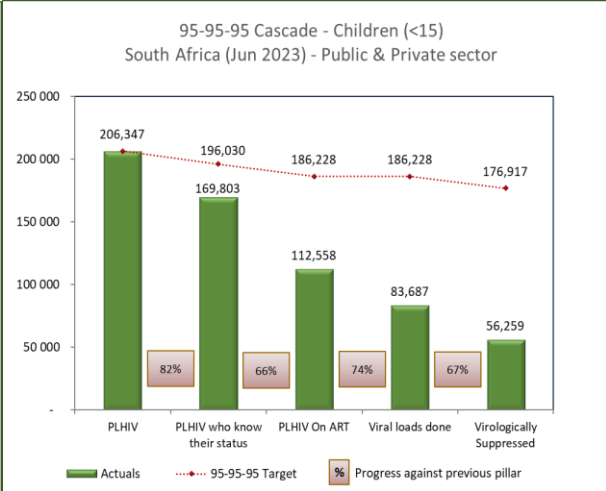
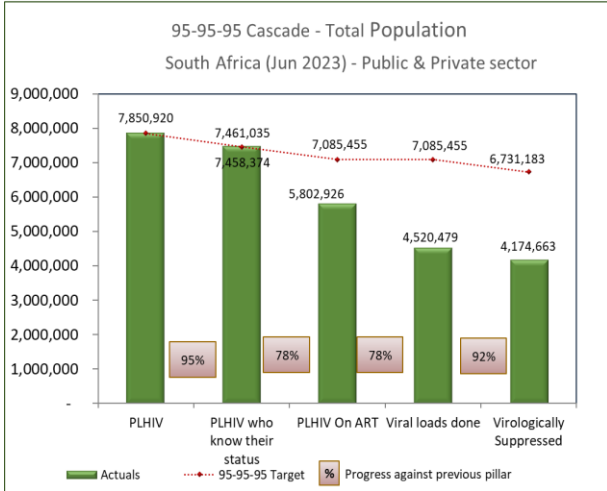
World AIDS Day is commemorated each year on the 1st of December and is an opportunity for every community to unite in the response to HIV, show support for people living with HIV and remember those who have passed away.

The commemoration is an opportunity to reflect on the country's progress, successes, gaps and challenges in response to HIV and AIDS.





Country HIV Treatment Cascades



SA is currently at **95-78-92** for the total population serviced through the public and private sector.

- Results for each of the sub-populations vary, with
- Adult females at **96-82-93**,
 - Adult males at 95-71-93,
 - Children at 82-66-67

To achieve 95-95-95 targets, South Africa must increase the number of clients on ART with 1,282,530

- Adult women on ART by 594,263
- Adult men on ART by 614,597
- Children on ART by 85,270

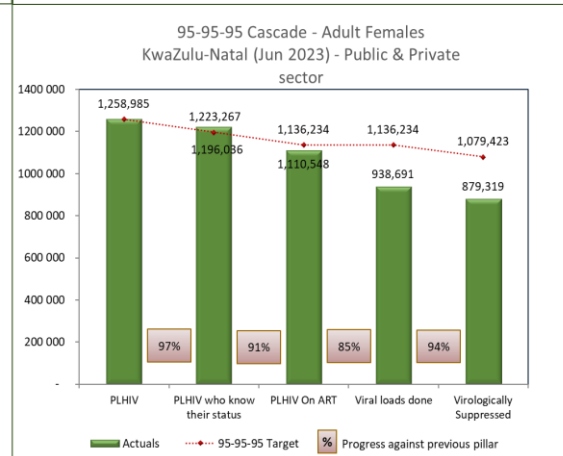
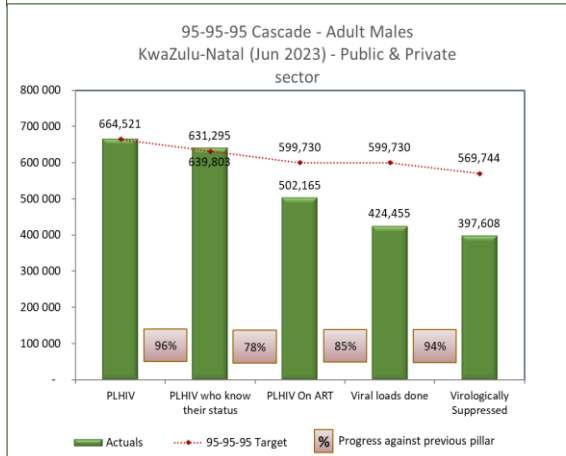
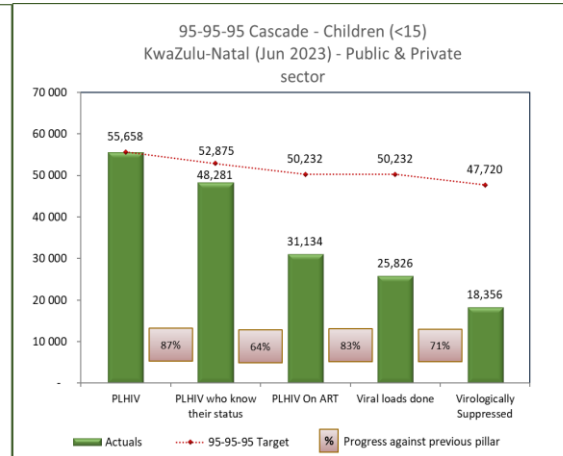
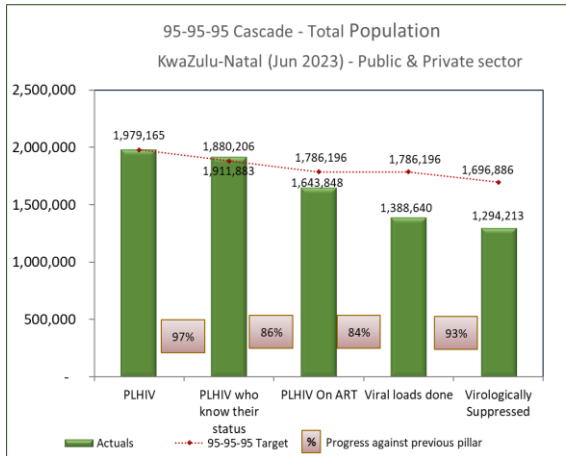
Data available from the private sector suggest that a total of 380,851 clients receive ART through private medical aid schemes in South Africa.

- For Adult Females and Adult Males, this number is 235,266 and 141,724, respectively





KwaZulu Natal HIV Treatment Cascades



KwaZulu Natal Province is currently at **97-86-93** for the total population serviced through the public and private sector.

Results for each of the sub-populations vary, with

- Adult females at 97-91-94,
- Adult males at 96-78-94,
- Children at 87-64-71.

To achieve 95-95-95 targets, KwaZulu-Natal must increase the number of clients on ART with 142,349

- Adult men on ART by 97,565
- Adult women on ART by 25,686
- Children on ART by 19,098

• Data available from the private sector suggest that a total of 95,549 clients receive ART through private medical aid schemes in KwaZulu-Natal.

• For Adult Females and Adult Males, this number is 62,793 and 31,862, respectively.





Communication Objectives

The **Communication Objectives** to support the commemoration of World AIDS Day 2023 are to:

- Profile the new NSP for HIV, TB & STIs: 2023-2028
- Promote U=U, particularly towards improving the second 95
- Raise awareness about HIV and AIDS as ongoing public health threats
- Promote screening and testing for HIV, TB and STIs
- Promote treatment adherence
- Militate against stigma and discrimination
- Promote social behavior change, especially towards safer sex during the festive season
- Promote prevention against the spread of HIV, TB and STIs
Encourage men to seek health services
- Shine a spotlight on Social and Structural Drivers (e.g., GBV)





Dissemination Approach

Target Audience:

- PLHIV and people infected with TB
- Men
- Adolescents and young people
- Other key and vulnerable populations (e.g., sex workers)
- Leaders from all spheres
- All South Africans

WAD 2023 Toolkit:

- Theme
- Key Messages
- Comprehensive creative concept, customized use of the theme as print-ready branding designs for posters, flyers, t-shirts, caps, vehicle/ building wraps etc.
- Graphics for digital platforms (e.g., social media / web banners etc.)





Key Messages

As per the Objectives, Key Messages will centre around:

- WAD 2023 Approved Theme (Let Communities Lead)
- U=U
- GBVF
- Mental Health
- Screening and Testing (HIV, TB & COVID-19)
- Treatment adherence
- Prevention
- Stigma & discrimination
- Festive season safety messages





Main Messengers

- SANAC Chairperson Deputy President Paul Mashatile
- SANAC CSF Chairperson Ms. Steve Letsike
- Minister of Health Dr. Joe Phaahla
- SANAC CEO Dr. Thembisile Xulu
- PLHIV Sector
- UNAIDS-SA Country Director, Ms. Eva Kiwango (and other relevant UN leads, e.g. UN Resident Coordinator, WHO-SA etc.)
- US Mission Representative (e.g. Ambassador, Consul General etc.)
- Premier of host province Hon. Nomusa Dube-Ncube
- KwaZulu Natal Health MEC Hon. Nomagugu Simelane





World AIDS Day

2023 Theme





A look back at previous WAD themes

- **2016**
It Is In Our Hands to End HIV and TB
- **2017**
I have the right to know my status. Prevention is my responsibility
Let Our Actions Count!
- **2018 (Cheka Impilo)**
Know Your Status
- **2019 (Cheka Impilo)**
Know Your Status
- **2020 (Cheka Impilo)**
We're in this together, Cheka Impilo
- **2021**
Working Together to End inequalities, AIDS, TB and COVID-19
Get Tested. Get Vaccinated. Adhere to Treatment
- **2022**
Equalise and Integrate to End AIDS





Global Theme

- The global theme for World AIDS Day 2023 is: “**Let Communities Lead**”.
- This theme was derived from the notion that the world can end AIDS, with communities leading.
- Organisations of communities living with, at risk of, or affected by HIV are the frontline of progress in the HIV response.
- Furthermore, communities connect people with
 - person-centred public health services,
 - build trust, innovate, monitor implementation of policies and services, and
 - hold providers accountable.





South Africa Theme

“Let Communities Lead”.

- South Africa has adopted the global theme as proposed by UNAIDS for this year’s commemoration: **“Let Communities Lead”**.
- This theme is aligned to the SANAC Civil Society Forum motto - “Communities matter”
- It befits the country’s aspirations to strengthen communities to take charge, ensuring that:
 - Communities lead and are at the forefront of service delivery.
 - There is greater involvement of civil society in the implementation of strategic interventions.
 - Strengthen the capacity of communities to deal with increasing stigma, discrimination and human rights violations.
 - Strengthen accountability at all levels.
 - Equitable resources are provided to communities for sustainable service delivery.





South Africa Theme *Cont'd..*

“Let Communities Lead”.

Rationale:

- Despite the efforts of communities in ending AIDS as a public health threat by 2030, communities are being held back in their leadership.
- Funding shortages, policy and regulatory hurdles, capacity constraints, and crackdowns on civil society and on the human rights of marginalised communities, obstruct progress of HIV prevention and treatment services.
- If these obstacles are removed, community-led organisations can add even greater impetus to the global HIV response, advancing progress towards the end of AIDS.
- Thus, WAD 2023 is a call to action to enable and support communities in their leadership roles.
- It highlights the full potential of community leadership to enable the end of AIDS with:





South Africa Theme *Cont'd..*

“Let Communities Lead”.

Rationale:

- Communities' leadership as core in HIV plans and programmes and in their formulation, budgeting, implementation, monitoring and evaluation. ***“Nothing about us without us”.***
 - Communities' leadership to be fully and reliably funded to enable the required scale up and be properly supported and remunerated. ***“Not ending AIDS is more expensive than ending it.”***
 - An enabling regulatory environment which facilitates communities' role in provision of HIV services, ensures civil society space, and protects the human rights of all, including of marginalised communities, to advance the global HIV response. ***“Remove laws that harm, create laws that empower.”***
- Communities are leading WAD, and across the world are shaping the events and tailoring the detailed calls to their specific needs.





WAD 2023 LOGO



Let Communities Lead





WAD 2023 LOGO Rationale

- Features the red ribbon mapped against the SA map to give it a local feel.
- Features dots that symbolize the coming together of communities in line with the theme “Let Communities Lead”.
- The dots eventually merge to form a giant human figurine rising upwards to send a message that, in working together, we can triumph against epidemic.
- The theme wording “Let Communities Lead” is featured on the footer to give it prominence.





Branding Elements

- Pending...





Event Approach

Host Province: KwaZulu Natal–

Venue –

Event format: physical

Event Running Order (*standard / tentative*):

- Briefing
- Main programme with keynote from SANAC Chair, Deputy President Mashatile
- Departure

Pre-Event/Parallel Outreach Activities:

- Policy-in-action activities led by CSF sectors & other stakeholders
- Build-up events





Pre & Post WAD Activities

Pre-World AIDS Day Build-Ups

Post World AIDS Day





Media Engagements

- Aggressive mass media campaign (generic & paid media partnerships)
- Strong focus on digital platforms
- Strong focus on community media
- Promoted social media posts





Media Plan

PRE	DURING	POST
<ul style="list-style-type: none"> - Social media (incl. #16 Days) - Live reads/PSAs & interviews on community radio stations - Live reads/PSA & interviews on ALS & commercial stations - Media Advisory plus reminder - TV squeezebacks - Mass media interviews 	<ul style="list-style-type: none"> - Blow-by-blow social media updates by all partners - Live coverage of Main programme - Media interviews throughout the day - Live streaming on digital platforms - Other 	<ul style="list-style-type: none"> - Post-event media interviews - Continued digital engagement on Festive Season Safety, Treatment Adherence, Safe Sex



Branding Guidelines (Event Day)

Briefing Room: SANAC

Main podium: WAD-specific, SANAC and with space allowing, priority is given to NDoH & Host (KZN Prov. Gov. branding) *(Incl. Lectern & Flag)*

Venue Precinct: All partners (Interior/Exterior)





Weekly Updates

- Task team established, missing province, district & municipality
- Logo done
- Toolkit in progress
- When district & venue are finalised – invitation & soc mob flyer will be done





Thank you

ZERO

new HIV and TB infections

ZERO

new infections due to vertical transmission

ZERO

preventable HIV and TB deaths

ZERO

HIV and TB discrimination

