



YOUR TOMORROW IS
COUNTING ON YOU

WORLD AIDS DAY 2023 BRIEF CONCEPT

Theme for 2023:
“Let Communities Lead”



Introduction and Background Cont.

- South Africa will join the global community in commemorating WAD on 01 December 2023.
- While the WAD campaign will be rolled out across all provinces,
 - SANAC and its stakeholders proposed to commemorate the national event in KwaZulu-Natal Province to showcase the country's progress in the response, in line with the rotational approach.
 - The province was also considered based on the combination of high burden of sexually transmitted infections; high teenage pregnancy rate based on delivery for the age group 10 to 19 years; high burden of sexual assaults; and significant number (13) of under-performing health facilities.
- This WAD campaign concept outlines the challenges relating to the AIDS epidemic and the intended focus, as well as provide guidance to all SANAC sectors on how the WAD campaign waves should be implemented.

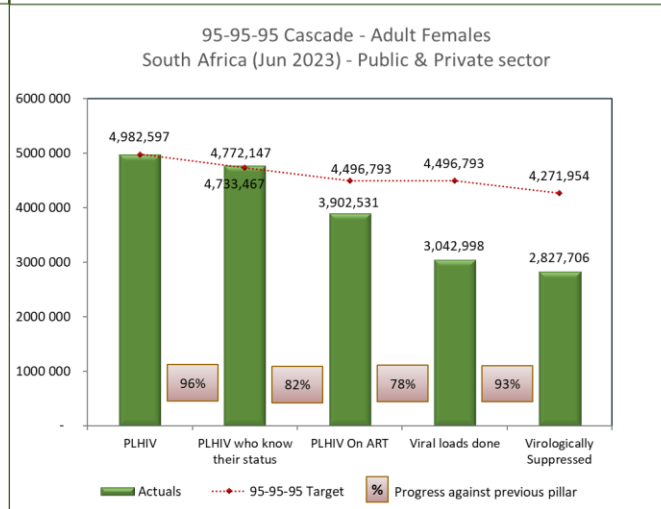
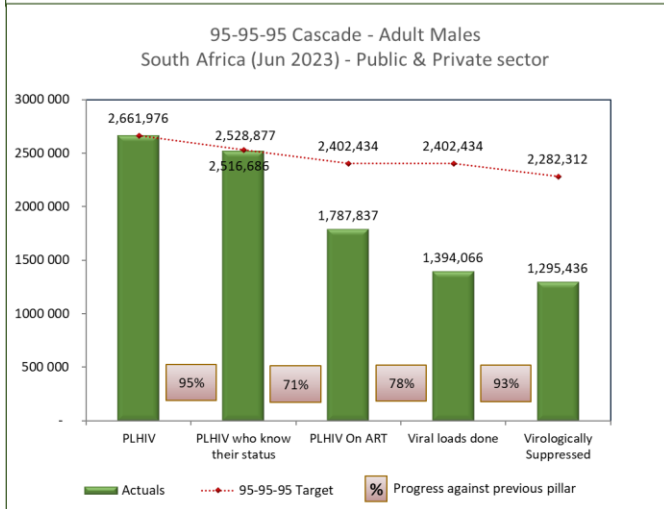
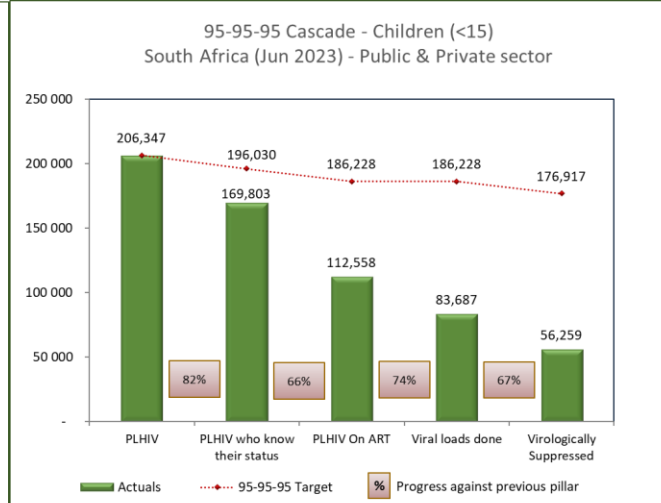
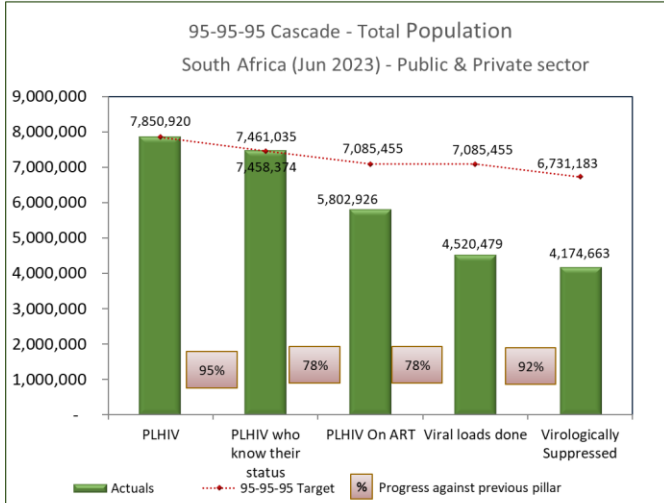


Overview of the AIDS Epidemic in South Africa

- South Africa accounts for 20 percent of new HIV infections globally.
- Approximately 8 million people live with HIV in the country – only 6 million on treatment, leaving a gap of 2 million people not on treatment but are infected.
- According to Thembisa Version 4.6, in 2022,
 - HIV prevalence was highest in KwaZulu-Natal at 17.6 percent, and
 - Lowest in the Western Cape at 7.4 percent.
 - Women, especially adolescent girls & young women between 15 and 24 are hardest hit (1300 new infections per week)



Country 95-95-95 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

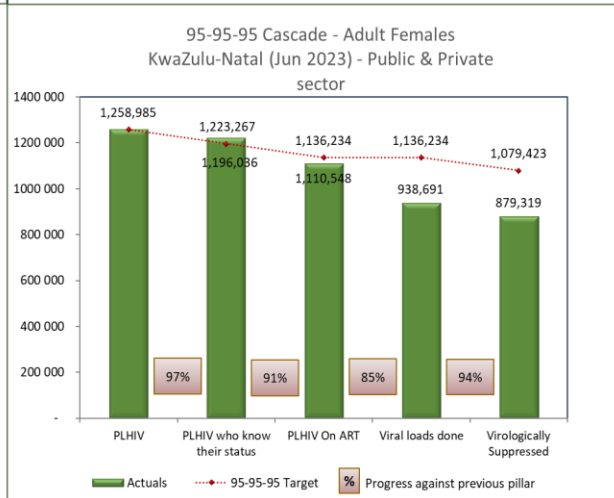
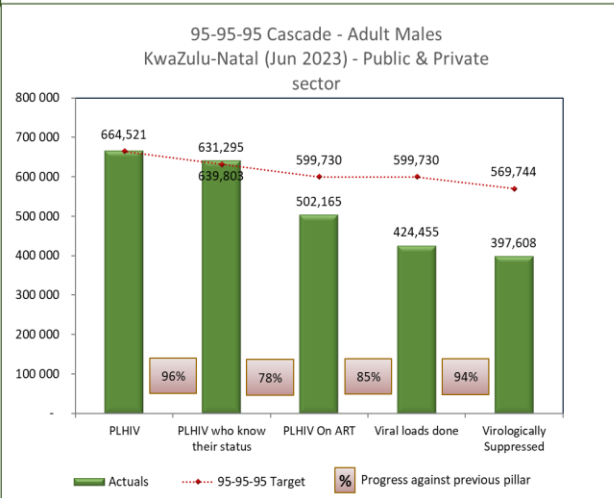
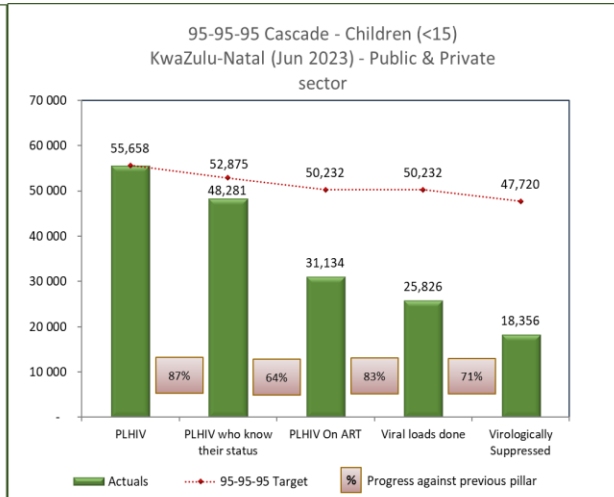
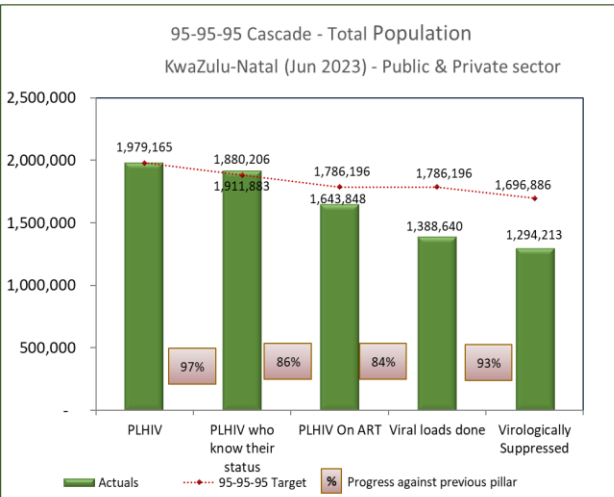
To achieve 95-95-95 targets, South Africa must increase the number of clients on ART with 1,282,530

- 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

KZN 95-95-95 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.



Recent Developments in the AIDS Response

Launch of the Global Alliance on Ending AIDS in Children

- The Alliance advocates for and mobilises worldwide leadership, political commitment and resources for urgent action to address inequities and end AIDS in children.
- South Africa is among 12 African countries that are members of the Alliance and the country will launch its Alliance on World AIDS Day, following the global launch in February this year

Launch of the National Strategic Plan (NSP) for HIV, TB and STIs 2023 – 2028, in March 2023

- A 5-year strategic framework which guides the country on how it should respond to the three epidemics over a 5-year period
- The last NSP ahead of Agenda 2030
- Designed to be pandemic-ready
- Includes mental health issues



World AIDS Day 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 has adopted the global theme as proposed by UNAIDS for this year’s commemoration: **“Let Communities Lead”**.

- 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.
 - Community-led interventions work



Official Launch of World AIDS Day Theme During the Rotary Family Health Days 2023 – 08 Nov, Mangaung



World AIDS Day 2023 Official Logo

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 the HIV epidemic.
- The theme wording “Let Communities Lead” is featured on the footer to give it prominence.



Let Communities Lead



Build-up and Post-World AIDS Day Activities

- Rotary Family Health Day and Launch of World AIDS Day 2023 theme, Mangaung, Free State, 08 November 2023
- National Men's Parliament and Launch of the Takuwani Riime Programme of Action 2023 – 2025, Limpopo Province, 19 November 2023.
- Launch of the Undetectable = Untransmittable (U=U) Campaign, KwaZulu-Natal, date TBC.
- Dialogues with young people living with HIV on prevention strategies at KwaMuhle Museum, date TBC.
- Social mobilisation activities across the country by SANAC sectors.
- Launch of the executive summary of the South African National HIV Prevalence, Incidence and Behaviour Survey, 27 November 2023.
- District Community Accountability Meeting led by PLHIV Sector, KwaZulu-Natal, 30 November 2023.
- Dialogue with Children by Second Lady Mashatile on the morning of 01 December 2023, before the main event, as part of the Global Alliance Launch for AIDS Prevention in Children.
- Launch of #ZikhalaKanjani Youth HIV Prevention Campaign, KwaZulu-Natal, 08 December 2023.



Dissemination

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

National WAD 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.).



Areas of Focus Throughout the Campaign

- The issue of people disengaging from care should be addressed, to strengthen treatment retention and adherence to care.
 - Barriers to access to treatment, i.e., cost of travel, weather conditions and how healthcare workers handle people who miss appointments.
 - CCMDD not implemented effectively across all districts, especially on the ART guidelines for dispensing medication.
 - Training of healthcare providers on new ART guidelines across all health facilities providing ART.
 - Strengthen the implementation of the Welcome Back campaign and appointment of Champions.
 - Support provinces to launch the Undetectable=Untransmittable Campaign; only KwaZulu-Natal and North West provinces have launched the campaign thus far.

- Accountability should be strengthened at all levels.
 - Involving PLHIV Sector in the process of supporting the 100 under-performing facilities.
 - Procedures adhered to by all; to be communicated to District Managers, District AIDS Councils, and be held accountable for the Department's achievement on the ground.

- Ensure greater involvement of civil society in the implementation of strategic interventions such as the Operation Phuthuma and Nerve Centres, especially at district level.
 - Consider monitoring the operations and functionality of District Nerve Centres, as part of build-up activities.

- Every day should be World AIDS Day.



Commemoration Outcomes

- It is envisaged that the World AIDS Day campaign will contribute towards the fulfilment of national, regional and global commitments including those relating to the NSP for HIV, TB and STIs; National Development Plan; African Union Agenda 2063; Political Declaration for HIV and AIDS, and Sustainable Development Goals.
- Among the key outcomes of the campaign activities are the following:
 - Increased screening, testing and implementation of other combination prevention packages.
 - Improved linkage to care for HIV, TB, STIs and non-communicable diseases.
 - Strengthened treatment retention and adherence to care, including non-communicable diseases.
 - Attainment of the 95-95-95 targets for HIV and TB.
 - Reduction in stigma and discrimination as well as other human rights violations.
 - Increased life expectancy.
 - Strengthening partnerships and accountability among SANAC sectors and political leadership, particularly at provincial, district and local levels.
 - **Ending AIDS as a public health threat by 2030.**



Draft Programme KwaZulu Natal, Ilembe District, Mandeni

08H30 – 11H05: CULTURAL PERFORMANCES AND PROVISION OF INTEGRATED SERVICES

09H10 – 09H35: BRIEFING SESSION

09H45 – 10H50: PARALLEL POLICY-IN-ACTION ACTIVITIES:

- DEPUTY PRESIDENT'S VISIT TO A HEALTH FACILITY OR COMMUNITY PROJECT

- LAUNCH OF THE SOUTH AFRICAN CHAPTER OF THE GLOBAL ALLIANCE ON ENDING AIDS IN CHILDREN BY 2030

11H00: THE DEPUTY PRESIDENT AND THE ENTOURAGE ARRIVE AT THE MAIN VENUE FOR THE FORMAL PROGRAMME

11H15 – 11H20: SINGING OF THE NATIONAL ANTHEM

11H20 – 11H25: WELCOME REMARKS

11H25 – 11H30: MESSAGE FROM THE SECTOR OF PEOPLE LIVING WITH HIV

11H30 – 11H35: MESSAGE ON BEHALF OF CHILDREN

11H35 – 11H40: STATEMENT OF SUPPORT FROM SOUTH AFRICAN LOCAL GOVERNMENT ASSOCIATION

11H40 – 11H45: STATEMENT OF SUPPORT FROM LABOUR

11H45 – 11H50: CULTURAL PERFORMANCE

11H50 – 11H55: STATEMENT OF SUPPORT FROM DEVELOPMENT PARTNERS

11H55 – 12H00: STATEMENT OF SUPPORT FROM BUSINESS

12H00 – 12H05: STATEMENT OF SUPPORT FROM CIVIL SOCIETY

12H05 – 12H10: MESSAGE FROM UNITED NATIONS FAMILY

12H10 – 12H20: KWAZULU-NATAL PROVINCIAL RESPONSE TO HIV, TB AND STIs

12H20 – 12H25: POETRY RENDITION BY A CHILD

12H25 – 12H35: REMARKS AND INVITATION TO THE DEPUTY PRESIDENT TO SPEAK

12H35 – 13H00: WORLD AIDS DAY MESSAGE

13H00 – 13H05: VOTE OF THANKS

13H10 – 14H00: LUNCH & DEPARTURE



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“Let Communities Lead”

Thank You

