

**Concept Note for UNJT**  
**World AIDS Campaign 2020**

**Background:**

Each year, on the 1st of December, the world commemorates World AIDS Day. People around the world unite to show support for people living with HIV and to remember those who have died from AIDS-related illnesses. World AIDS Day remains as relevant today as it's always been, reminding people and governments that HIV has not gone away. There is still a critical need for increased funding for the AIDS response, to increase awareness of the impact of HIV on people's lives, to end stigma and discrimination and to improve the quality of life of people living with HIV.

Egypt, like several countries in the MENA region has a low prevalence of HIV among the general population. The estimate for PLHIV in 2019 was 26,000 cases. These new figures are showing a significant increase in new infections in Egypt.

The increase in the figures could be attributed to intensified efforts in the diagnosis of new cases through the active surveillance and outreach to key populations; in addition to scaling the testing of HIV through pregnant women, drug users and different PITC based testing.

World AIDS Day Campaign is an opportunity for all partners to reiterate their commitment to the cause and collaborate in spreading awareness about the status of the pandemic, encourage progress on the prevention, treatment and care of PLHA. Previous years' campaigns have been successful in mobilizing and engaging different communities including key media actors, celebrities, private sector, CSOs in addition to governmental and international partners in multi-stakeholder campaigns addressing different aspects of stigma and discrimination surrounding HIV and AIDS.

In 2020, the world's attention has been focused by the COVID-19 pandemic on health and how pandemics affect lives and livelihoods. COVID-19 is showing once again how health is interlinked with other issues, such as reducing inequality, human rights, gender equality, social protection and economic growth.

COVID-19 has demonstrated that, during a pandemic, no one is safe until everyone is safe. Leaving people behind is not an option if we are to succeed. Eliminating stigma and discrimination, putting people at the center and grounding our responses in human rights and gender-responsive approaches are key to ending the colliding pandemics of HIV and COVID-19.

The COVID-19 pandemic has revealed the entrenched inequalities existing in our societies. This health crisis, like many others, is hitting the poorest and the most vulnerable the hardest. We have seen how the COVID-19 crisis has exacerbated the challenges faced by people living with HIV, women and girls and key populations, including in accessing life-saving health care, and how the crisis has widened the social and economic inequalities that increase the vulnerability of marginalized groups to HIV. However, this crisis has also been a wake-up call, an opportunity to do things differently—better, and together. In many respects, the defeat of AIDS as a public health threat depends on how the world responds to COVID-19.

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Globally, the World Drug Report (2019) estimates that as of 2017, an estimate 271 million people worldwide used drugs at least once in the previous year (range: 201 million-341 million). Of these, 11.3 million people injected drugs (range: 8.9 million-15.0 million). People who inject drugs are even more vulnerable to HCV than to HIV.

With the national efforts in the growth of the Harm Reduction programs, the UNJT has agreed to shed light on the shared responsibilities to expand the harm reductions with special focus on the changing situations during COVID-19. Integrating "Leaving no one behind" theme and harm reduction efforts, the comprehensive packages of interventions include prevention and testing, treatment, care, and support for all key populations, including people who use drugs.

With the growing number of social media users especially among youth who are the most at risk. This year, UNJT will utilize the success of the UN joint plan for COVID19 awareness campaign that Co-led by WHO and UNICEF and based on the experience of each agency's communications departments/focal points and create a working group for this task. The working group will work together to develop unified key messages and workplan to conduct the joint social media campaign to raise awareness about HIV/AIDS and 2020 theme.

WAC 2020 will also focus on strengthen the engagement of two important communities namely: youth in their diversity and civil communities to attract more participants aware of the HIV and harm reduction concept and approaches. It will bring together and integrate stake holder to engage and advocate for the WAC theme this year and reach more target groups and reduce the HIV related stigma.

WAC 2020 activities will extend to cover the refugees and migrants to provide them with the correct information on how to protect themselves and promote for the pathway to access the existing services.

#### **2020 WAC Theme:**

Theme: **Harm Reduction; Shared responsibility**

#### **Objectives:**

The focus of the campaign this year will be:

- Promoting the HIV and Harm reduction services
- Increasing HIV/AIDS awareness focusing on youth as well as general populations
- Promote and ensure the access to services especially during COVID-19
- Advocating to end stigma and discrimination related to HIV/AIDS

#### **Proposed Activities:**

- **Joint social media campaign**  
Joint cooperation among the UN joint communication group to develop an online campaign and cross posting media content and materials.
- **Youth and CSOs dialogues**  
Arrange and organize seminars reaching youth associations and CSOs to expand and integrate the concept of HIV, SRH and harm reduction with engaging of new partners to the HIV response.
- **Youth and university awareness campaign**

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Awareness mechanism to reach about 10000 university students by the end of Feb 2021 (online and on-ground reach). This is based on the link between youth and some risky behaviors and will facilitate the reach without fear of the stigma barriers.

- **Strengthening PLHIV engagement**

Organize 3-5 round seminars for PLHIV and affected populations focusing on building a team of well capacitated groups able to conduct inter group awareness and follow up. This may include Recreational activities for PLHIV children and families

- **Organizing special awareness sessions for migrants and refugees.**

- **Stigma free health care settings**

Stigma free awareness sessions focusing on HIV and COVID19 protection for selected public health facilities

*NB: all the activities will be based on the promotion of the established governmental and other national services as VCTs, testing sites at rehabilitation centers, care centers and hotline....*

#### **Description of activities:**

- **Joint social media campaign**

With the growing number of social media users especially among youth who are the most at risk , UNJT collaborates together to launch a joint UNJT communication group to develop an online campaign and cross posting media content and materials.

This includes creation of visual materials (posts and video). It will be a production of infographic video to raise awareness on HIV/AIDS in interesting ways to reach KP and general populations. This video also aims to advocate to stop stigma and discrimination and highlight the shared responsibilities of all in the HIV response.

Also, the cost of renewing the domain of the WAC website is included.

- **Youth dialogues:**

#### **1- Youth Engagement Workshop:**

The effectiveness of programmes and interventions targeting young people, can only be ensured with the full participation of young people in their design, monitoring and implementation. To be able to do so and reach global targets, UNJT aims to build the capacities of youth and young healthcare providers and strengthen youth participation and engagement in the response. UNJT plans to conduct one day training for 25 youth from five youth led organization to build their capacities as part of a comprehensive series targeting the youth led organizations.

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**Objectives:**

- Update participating young people's knowledge with highlighting role of youth leadership in ending AIDS by 2030;
  - Strengthen participants capacities and skills in planning, design and implementation of awareness and advocacy campaigns in their communities;
  - Identify areas of challenges for youth in the SRH area and provide them with tools and capacities to initiate change in their communities;
- Workshop facilitation will rely on young professionals.

**Agenda**

Time	Topic
09:00-09:30	Registration and coffee break
09:30-10:00	Ice breaking welcoming & opening remarks and introduction
10:00-10:30	Basic HIV facts
10:30 – 11:30	Interactive session with the leading organizations on different areas in the UN's response to HIV in Egypt
11:30-12:00	Coffee break
12:00-01:00	Introduction to youth engagement and challenges
01:00-02:30	Active leadership and how to overcome challenges through tools and capacities (interactive) and identifying SRH services
02:30-04:00	Interactive session about seeking solutions in the challenges and advocacy efforts & different successful global experiences in youth engagement
04:00	Lunch

Expected participants:

The workshop will be attended by 35 participants: 5 youth from each of the youth organizations (EADS-EPSF-YPeer- EFPA-IFMSA) and 10 participants from UNJT.

**2- "Change me" Training of Trainers (ToT):**

The Change Me TOT aims engage youth in the process of social and behavior change communications. The two days TOT will work on integrating best practices from disciplines such as behavior change communications, social psychology and human-centered design.

Objective:

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- Build the capacity of future healthcare providers to become pioneers of change
- Enabling the medical staff to conduct peer behavior change communication.
- Improve the coordination of health communications interventions
- Support individuals and communities which will positively impact their health including PLHIV

Agenda:

Day 1	
60 min	Principals of HIV counselling
90 min	Skills and traits
90 min	Types of counselling
60 min	Testing algorithm
90 min	Role play
Day 2	
90 min	Pre and post counselling
60 min	Behavior change cycle
120 min	Role play
45 min	Social and environmental determinants
45 min	Next steps

Expected participants:

Total number of participants is 35 participant (25 medical students + 10 UNJT members)

• **CSOs dialogues:**

Arrange and organize seminars reaching more CSOs to expand and integrate the concept of HIV, SRH and harm reduction with engaging of new partners to the HIV response. This is planned to be implemented through series of workshops with CSOs. This series of workshop aims to invite more CSOs to participate in the mission of eliminating the spread of HIV/AIDS in Egypt, as well as supporting PLHIV and KPs. That would be happening through providing them with knowledge and technical support when needed to encourage them to include the HIV component within their programs and scope of work.

Objectives:

The workshop aims to:

1. Exploring the current situation of community work: women and young girls.
2. Introducing participants to linkages and potential integration of HIV prevention and care programs with other women, children and adolescents focused on programmatic areas. For example, women & adolescent SRHR, women empowerment, child protection, etc.
3. Attracting new community actors to HIV fieldwork.
4. Discussing the way forward and responsibilities.

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Participants:

Persons representing different CSOs from different governorates with a focus on CSOs/NGOs working to empower women and young girls and have already existing active programs that focus on women's and adolescents' health and child protection.

This comes to compliment the first two preparatory workshops for almost 18 NGOs. The participants will be 20 person from NGOs and 9 UNJT representation

Detailed agenda:

10:00 – 10:30	Welcoming the participants
10:30 – 10:45	Recap of the previous meeting & Reflection
10:45 – 12:35	HIV related Stigma & Discrimination.
12:35 – 13:30	Lunch Break
13:30 – 14:45	Assignment presentations & Discussions
14:45 – 15:15	Best practices - CSO model
15:15 – 16:15	Lessons learned- CSO model
16:15 – 16:45	Conclusion and recommendations

- **Youth and university awareness campaign**

As a continuation to the activities that took place during the last previous years, the awareness campaigns will continue to be conducted in medical universities to advocate and raise awareness among future healthcare providers. In addition, this year's campaign of this year will also target several other non-medical faculties within both public as well as private universities, in an effort to reach more youth of different backgrounds. The awareness sessions mechanism to reach about 10000 university students by the end of Feb 2021 (online and on-ground reach). This is based on the link between youth and some risky behaviors and will facilitate the reach without fear of the stigma barriers.

- **Strengthening PLHIV engagement**

Organize 3-5 round seminars for PLHIV and affected populations focusing on building a team of well capacitated groups able to conduct inter group awareness and follow up. This may include Recreational activities for PLHIV children and families.

- **Organizing special awareness sessions for migrants and refugees:**

As part of IOM's efforts to ensure universal access of Migrants, Refugees and crisis-affected populations have access to HIV testing, treatment, PMTCT, and prevention services. UNJT aims to ensure that everyone, no matter when and where, has the opportunity to maintain good sexual and reproductive health.

The plan is to conduct four awareness-raising sessions for vulnerable women (refugees and migrants): two in Cairo and two in Alexandria. The sessions will aim to cover the following issues:

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- Knowledge about sexual and reproductive health services and access to adequate care
  - Raise awareness for sexual and reproductive health and related services
  - contraception methods, the consequences of sexual and intimate partner violence, female genital mutilation, the transmission of HIV, and other sexually transmitted infections.
- **Stigma free health care settings (on-going)**  
Stigma free awareness sessions focusing on HIV and COVID19 protection for selected public health facilities. This will entail interventions relate to strengthen the provision of stigma-free health services for PLHIV through conducting capacity development and awareness activities to different health care providers at selected healthcare facilities in close collaboration with NAP-MoHP to address barriers and promote for the provision of stigma free surgical and gynecological services to PLHIV inside the public health facilities. This will include a comprehensive approach of knowledge (HIV-Infection control), ethics and behavior changing materials.

**Expected timeline:**

It is expected to finalize the activities by the end of March 2021.

Estimated budget:

Activity	Budget in USD
Joint social media campaign	1,200
Youth dialogue	1,800
	4,000
CSOs dialogues	2,500
Youth and university awareness campaign including giveaways and IEC materials	11,000
Strengthening PLHIV engagement	6,000
Organizing special awareness sessions for migrants and refugees	500
Stigma free health care settings	15,000
Total	42,000

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