



# Peace Corps World AIDS Day Toolkit 2015



*A local student holds up a red ribbon distributed at a World AIDS Day event coordinated by two Peace Corps Volunteers in Ecuador.*

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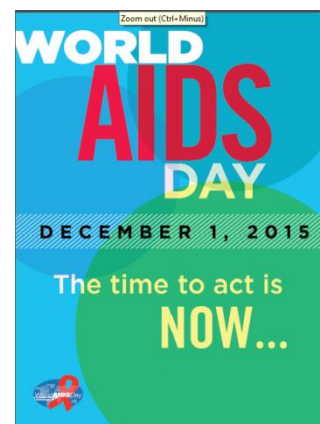
## About World AIDS Day and this Peace Corps Toolkit

Each year on December 1<sup>st</sup>, World AIDS Day is commemorated around the globe to honor those we have lost to HIV and to promote awareness and action for the enduring promise of an AIDS-Free Generation. We encourage Peace Corps Volunteers from all sectors to use this day as an opportunity to engage your community in meaningful activities to raise awareness about HIV and AIDS, encourage testing and take action to support PLHIV and their circles of support in your communities. This toolkit is designed to provide you with ideas on how you can participate in World AIDS Day and to share your activities.



## 2015 Theme: 'The Time to Act is Now'

"There is no better time than World AIDS Day to recommit ourselves to achieving an AIDS-free generation. This year, we will celebrate the tremendous progress we have made together in expanding access to HIV prevention, treatment, and care services, and focus on the potential to achieve sustainable epidemic control and end AIDS as a public health threat.



In 2015, we know what it takes to prevent HIV infections and improve the lives of people living with HIV and their families. Collectively, we are building on the success of the U.S. President's Emergency Plan for AIDS Relief, the release of the [United States' National HIV/AIDS Strategy: Updated to 2020](#) and our commitment to the Sustainable Development Goals to achieve our goal of an AIDS Free Generation. The Time to Act Is Now looks to the future and demonstrates the urgent need for action today.

The global HIV epidemic requires a coordinated and united response. We hope that you will join us from wherever you are across the globe, and in whatever role you play in your organization, community, or neighborhood, to raise awareness and show how you are taking action."

- *Douglas M. Brooks, MSW, Director of the Office of National AIDS Policy and Deborah L. Birx, U.S. Global AIDS Coordinator & U.S. Special Representative for Global Health Diplomacy, PEPFAR*  
[\(World AIDS Day 2015: The Time to Act Is Now Blog\)](#)

## World AIDS Day Public Diplomacy- Key Messages from PEPFAR

The President's Plan for Emergency Relief (PEPFAR) has provided guidance around the 2015 WAD Theme 'The Time to Act is Now'. Below are some of PEPFAR's key messages to keep in mind as you reflect upon and plan for World AIDS Day 2015.

- The theme for World AIDS Day 2015 is "The Time to Act Is Now." This theme conveys the urgency of implementing the UNAIDS Fast-Track Strategy to achieve its 90-90-90 targets and end the HIV/AIDS epidemic by 2030.
- The U.S. President's Emergency Plan for AIDS Relief (PEPFAR) is the largest commitment by any nation to combat a single disease.

- We have a five-year window to gain control of the epidemic or we are headed toward more than 100 million total HIV infections globally by 2030. "Business as usual" will not do; we must focus and accelerate our course.
- The President also announced that PEPFAR is now investing nearly half a billion dollars to support an AIDS-free future for adolescent girls and young women. This includes by strategically aligning \$300 million in prevention investments in support of our DREAMS partnership – a public-private partnership with the Bill & Melinda Gates Foundation and Girl Effect that we announced on World AIDS Day 2014 – and related efforts. The DREAMS partnership aims to keep adolescent women and girls Determined, Resilient, Empowered, AIDS-free, Mentored, and Safe.
- No greater action is needed right now than to empower adolescent girls and young women to defeat HIV/AIDS. HIV/AIDS is the leading cause of death for women and girls of reproductive age in low- and middle-income countries. Every year, 380,000 adolescent girls and young women are infected with HIV — 7,300 every week, or more than 1,000 every day. In sub-Saharan Africa, they are up to five times more likely than their male counterparts to be living with HIV/AIDS. This must change.
- We must also better meet the needs of children living with HIV/AIDS. Without life-saving antiretroviral therapy, 50 percent of these children will die before age two and 80 percent will die before age five. This is unacceptable
- That is why, at the 2014 U.S. African Leaders Summit, PEPFAR and the Children's Investment Fund Foundation joined forces to jointly invest \$200 million dollars to accelerate children's access to HIV/AIDS treatment through the "ACT" initiative.
- For its part, PEPFAR is laser-focused on data-driven decision-making, mutual accountability, transparency, and ensuring our programs have impact. Led by our strategic vision, PEPFAR 3.0, we are using data to do the Right Things, in the Right Places, Right Now, and in the Right Way — aligning our resources to reach the highest burdened populations and geographic areas, so we can have the greatest possible impact.
- We know what we need to do to control and, ultimately, end the epidemic, but the work is far from done. The Time to Act Is Now.

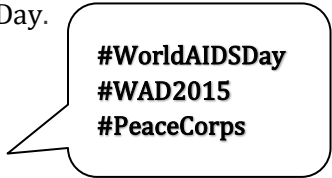
### Engaging PLHIV in World AIDS Day

As you plan to commemorate World AIDS Day with your community, think about ways to engage people living with HIV (PLHIV) and their families in the planning and implementation of your activities. Connect with PLHIV support groups through your local health facilities and ask if they would like to help you organize an event or create art to share in the community. Find out if there is a PLHIV willing to share their story publicly or be part of panel to talk about what it's like to live positively.

### Share Your Activities

#### Social Media

- Check out Peace Corps on social media and see highlights from World AIDS Day.
  - ([Facebook](#), [Twitter](#), [Flickr](#), [YouTube](#), [Tumblr](#), [Linkedin](#), [Pinterest](#), [Peace Corps Passport](#), [Instagram](#))
  - Join the conversation! The US Federal World AIDS Day hashtag is **#WorldAIDSDay** or **#WAD2015** and don't forget **#PeaceCorps!**
- AIDS.gov
  - Follow [AIDS.gov on Pinterest](#), [Twitter](#), or [Facebook](#)
  - [Subscribe](#) and comment on the [AIDS.gov blog](#)



**#WorldAIDSDay**  
**#WAD2015**  
**#PeaceCorps**



- World AIDS Day Badge
  - Share the World AIDS Day Badge on your blog
  - Badge Code  

- Submit photos to the USAID #AIDSFreeGen Photo Contest at [USAIDOHA@yahoo.com](mailto:USAIDOHA@yahoo.com).
  - [Submission Guidelines](#)

### **Peace Corps Global**

Do you have a great idea or story to share for future toolkits, social media or you'd like to see shared with Volunteers?

Send an e-mail to your Programming Staff and the Office of Global Health and HIV (OGHH) at Peace Corps Headquarters at [OGHHsupport@peacecorps.gov](mailto:OGHHsupport@peacecorps.gov). Or submit your photos to the Peace Corps Media Library at <http://medialibrary.peacecorps.gov/>.

### **Resources**

- Please read and share this [World AIDS Day 2015: The Time to Act Is Now Blog](#) by Douglas M. Brooks, Director, White House Office of National AIDS Policy and Deborah L. Birx, U.S. Global AIDS Coordinator & U.S. Special Representative for Global Health Diplomacy, PEPFAR.
- Visit [AIDS.gov](http://AIDS.gov) for more information on World AIDS Day.
- The 2015 Federal poster and flyer are now available on the [World AIDS Day Graphics Page](#). These are available in customizable and non-customizable versions.
- Visit the [UNAIDS website](#) for additional resources.

### **HIV/AIDS Fact Sheets**

Looking for some fact sheets to pull from in your community? Check out these resources for some up to date information and fact sheets.

- Learn the HIV/AIDS Basics. Know the Facts, Take Care of Yourself. (AIDS.gov) (<https://www.aids.gov/hiv-aids-basics/> )
- HIV/AIDS Fact Sheets (CDC) <http://www.cdc.gov/hiv/library/factsheets/index.html>
- HIV/AIDS: The Basics (NIH) <https://aidsinfo.nih.gov/education-materials/fact-sheets/19/45/hiv-aids--the-basics>

### **Other HIV Awareness Days**

Don't be limited to December 1<sup>st</sup>, building the awareness of your community at large to access care, treatment and support services requires continuous engagement. Therefore you have an important role to play towards raising awareness and should initiate activities year round and incorporate HIV/AIDS into your long term programming. If you're looking for other HIV-related awareness days check out: <https://www.aids.gov/news-and-events/awareness-days>

## World AIDS Day Activity Ideas

### Awareness/Art

1. **Paint a mural** at a school or community building to increase HIV awareness in your community.



View the slide show *Life is Wonderful* (linked below), created by a Peace Corps Volunteer who served in Kyrgyzstan. Find out how the Volunteer worked with community members to design and paint a mural to raise awareness about HIV/AIDS. Study the colors, images, and symbols used in the mural. What messages were the artists able to convey? Design a mural of your own that conveys a message you believe is important for your own community to understand about HIV/AIDS. <http://www.peacecorps.gov/wvs/videos/life-wonderful/>



*A mural, reading "Together, We Can Stop HIV" in English and Sesotho, stands on a main road near the village water pump. Painted by a Peace Corps Volunteer and community members, the mural demonstrates the community's commitment to addressing HIV and to spreading the message to everyone who passes by. Volunteers are actively engaged in ensuring that HIV prevention, care, and treatment messages extend beyond their communities.*

2. **Poster contest:** Encourage students to create posters about HIV that will be placed around the school or community. Organize a panel of judges (teachers, health providers, local leaders) and establish criteria for judging the posters. The contest could have a theme.



Check out the past [World AIDS Day PCV Idea Booklet](#) for a great sample for how to set-up a World AIDS Day Creative Expression Contest and some other fun activities. Note: This is not an active contest for 2015.

3. Decorate a **World AIDS Day tree, memorial wall, bulletin board**, etc., in memory of those who have died of AIDS.

4. Create a **community quilt** sharing messages of support and hope towards an AIDS-free generation. Partner with local community groups, organizations and or engage members across the community members. Here are sample instructions for the AIDS memorial quilt in the US that you can adapt for your community. <http://www.aidsquilt.org/make-a-panel/step-by-step-instructions>



5. Wear and distribute **red ribbons** as a symbol of hope to work sites, schools, and community members.

*Students learned how to make AIDS Ribbon Pins as part of a Girls Club initiative in South Africa. Girls in grades 6 and 7 were empowered with various skills while learning valuable lessons related to gender issues and health.*



## Community/School Events

1. **Condom demonstrations:** Demonstrate proper condom use in classrooms or at a health center as a way to increase HIV awareness and discuss prevention methods. Have peer educators do the demonstrations, have free condoms available, and provide educational materials.

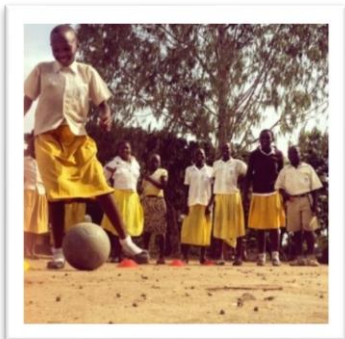


*At a GLOW—Girls Leading Our World—Camp in Zambia, a Peace Corps Volunteer demonstrates proper condom use.*

2. **HIV-positive speakers:** Invite someone living with HIV to speak at a school or community event about their experience. Consider a single speaker for a large group or a panel of speakers with a smaller group to allow for an engaging question and answer session.
3. **Workplace Health initiatives:** Engage local and district offices to coordinate or implement HIV awareness, mobile testing, condom distribution, and/or facilitated discussions for employees.
4. Mobilize **PLHIV support groups** to talk to youth about HIV.
5. Coordinate or incorporate a community **Candlelight Vigil** as a part of a larger outreach activity.
6. Hold a **testing day** in your community or school and encourage community members to know their HIV status.
  - Coordinate with your local testing facility to have HIV testing available in a public place. Bring a mobile testing unit to your school or community center.
  - Use this as an opportunity to have community health workers provide prevention counseling to those getting tested.
  - Engage youth groups to encourage people to get tested.



7. **Soccer games:** Use [Grassroot Soccer curriculum](https://drive.google.com/folderview?id=0B6_i75rpLHafkROVkJQ5cEpgYjkwdm8xZThjN0h4NzBTtWtOR0doRzRHNmhMckhIMXdBazA&usp=drive_web) to engage youth in your community in an interactive way to discuss prevention of HIV and other STIs.  
([https://drive.google.com/folderview?id=0B6\\_i75rpLHafkROVkJQ5cEpgYjkwdm8xZThjN0h4NzBTtWtOR0doRzRHNmhMckhIMXdBazA&usp=drive\\_web](https://drive.google.com/folderview?id=0B6_i75rpLHafkROVkJQ5cEpgYjkwdm8xZThjN0h4NzBTtWtOR0doRzRHNmhMckhIMXdBazA&usp=drive_web))



*Using the Grassroot Soccer program, a Peace Corps Volunteer utilized soccer activities to facilitate discussions on HIV /AIDS, gender equality, leadership, and self-esteem.*

8. **Scavenger hunt:** Design a scavenger hunt for kids of all ages to identify HIV-related services in their community. Get community members involved and provide prizes.
9. **Community Theater:** Encourage a youth group or community group to act out skits that promote HIV awareness. Community edutainment works well with both in and out of school youth as well as adult group. Connect with local ministry of youth offices, faith based groups or other organization who work youth to reach greater cross sector of young people. If possible you could hold a competition between groups and have the best group perform at a larger community event. Potential themes include HIV prevention and condom use, testing and disclosure, alcohol abuse and HIV, gender dynamics and HIV, positive living and HIV-related stigma, and myths and facts associated with HIV.



- Theatre, HIV and AIDS Toolkit for Youth in Africa
  - <http://unesdoc.unesco.org/images/0014/001492/149283e.pdf>

**Community Engagement note:** With everything that you do, engage service and clinical providers, community health workers as well as community groups, stakeholders and organizations in your community to participate in any event. If possible, also target messages and activities that will engage all member community groups (men, women, youth (in and out of school), elderly, PLHIV, as well as their families/circles of support. Reach your target audience where they are to increase participation.

### Classroom-Based Activities

1. **School quiz:** Educate your students about the **myths and facts** of HIV. Use the Peace Corps [Life Skills Manual](#) for a myths and facts activity (pg. 57). Check out these lesson plans on 'Investigating HIV/AIDS' by the World Wise Schools Program for some great ways to incorporate HIV into Social Studies, Math, Science, Language Arts, Foreign Language, Service Learning and Art!



<http://www.peacecorps.gov/wws/lesson-plans/investigating-hiv aids/>

2. Create a special **HIV/AIDS writing assignment** for World AIDS Day (December 1) or another day in December. This can include an essay, poem, book report, health brochure, poster, or research report.



*After participating in life skills sessions focusing on decision-making and goal setting, a group of Tanzanian youth are energized by Peace Corps Volunteers. Working in schools provides Volunteers with a platform to engage youth on about topics of gender, health, and HIV.*

3. Engage students or community groups to **write a letter or editorial to the local newspaper** and other publications demonstrating support or listing your events for World AIDS Day.
4. **Computer classes:** Have your students conduct research on HIV on the Internet. Encourage students to learn about the global and local epidemic.
5. **English classes:** Use health vocabulary to help students learn English.

### Media/Outreach

**VRF note:** If your event can be considered a Mass Media activity, indicate this in the VRF and estimate your audience size. Do not report in the Participants section.



1. **Show a film** that emphasizes HIV awareness and PLHIV.
  - TeachAIDS short films in multiple languages (<http://techaids.org/software>)



2. **Postcard creation** and mailing campaign with youth: Have students or youth groups design post cards. Consider having a theme for the postcard campaign.
  - Similar to the International Day of the Girl project. (<http://theworldwewantforgirls.tumblr.com/>)
3. **Social Media campaign:** Have youth or community members take their picture with a sign explaining their “Vision of an HIV-free generation”. Use #WAD2015, #WorldAIDSDay, and #PeaceCorps to share the pictures.
4. Utilize **Photovoice** (<https://photovoice.org/>) or other participatory research projects to share HIV projects and World AIDS Day events that are happening in your community.
5. Encourage a **local radio station** to have a segment about World AIDS Day. Invite health officials or health advocates to be guests on the segment.