

# STIGMA FUELS HIV

A campaign for the UN workplace to address HIV-related stigma and discrimination



# **1\_ EXECUTIVE SUMMARY**

The *Stigma Fuels HIV* campaign is an innovative communication campaign sponsored by UN Cares and UN Plus for the United Nations (UN) workplace. Launched in June 2011, the campaign reached 61 UN duty stations, where thousands of UN employees received the campaign's message: in the UN, there is zero tolerance towards stigma and discrimination related to Human Immunodeficiency Virus (HIV).

The campaign, which was developed free of charge by advertising agency Saatchi & Saatchi Switzerland, responded to a need identified by UN Cares and UN Plus to address HIV-related stigma and discrimination in the UN workplace. The campaign consisted of events, messages, leaflets, flyers, posters, stickers, ribbons, police tape, a website, a blog and social media. Campaign materials were distributed to, and placed strategically in, UN offices, with the intention of surprising UN employees and attracting their attention to the issue. Hundreds of staff members around the world volunteered to implement the campaign, under the lead of UN Cares and UN Plus, and supported by management at country and headquarters level.

A strategic alliance with the right partner led to significant cost savings (estimated at US\$ 100 000), while achieving a professional and effective product and strategy. UN Plus contributed US\$ 30 000, which was used to produce a video, a website and a small stock of printed material. Key factors in the success of the campaign included using technology to distribute electronic versions of material for production and dissemination at country level, and having the campaign available in six languages.

Following the campaign, UN Cares conducted an all-staff survey as part of its usual monitoring process, which received more than 10 000 responses.

A comparison of self-reported data from 2009 (before the campaign) and 2011 (after the campaign) shows a 17% increase in awareness by UN personnel about the UN's zero tolerance for HIV stigma (87% are aware) and an 11.5% increase in participation in stigma-related events (53% participated). Different methods, over a longer period, would be needed to determine whether the campaign has reduced actual cases of stigma and discrimination.

Since the campaign, UN Plus has reported a 10% increase in membership (from 190 members in June 2011 to 210 members in January 2012). UN Plus also reports that it has received a notable increase in questions and comments since the launch of the campaign, indicating higher awareness about UN Plus among UN employees worldwide.

This experience demonstrates that it is possible to execute a unified global campaign to reach UN employees with a single message. The message needs to be solid and supported by policies, and to appeal to the goal of achieving a healthier and better workplace for all. Support from senior managers, in this case the Secretary General, the Executive Directors of several UN organizations, and the involvement of Resident Coordinators was undoubtedly another key factor for success, as well as the launch date which was critical to garnering leaders' attention.

# **2\_**BACK- GROUND

**UN Cares is the United Nations (UN) system-wide workplace programme on Human Immunodeficiency Virus (HIV). This interagency programme strives to put in place 10 minimum standards with regard to HIV in the workplace, to ensure that, according to the commitment set forth by the UN Secretary-General, the UN becomes a model employer.**

**UN Plus is the HIV-positive staff group of the UN system. Established in March 2005, UN Plus demonstrates UN reform in action. It has more than 200 members, from a cross-section of UN agencies and associated programmes.**

**UN Cares and UN Plus work in close collaboration on many issues related to HIV in the workplace. The campaign *Stigma Fuels HIV* has been the largest joint project these two groups have implemented to date.**

In 2009, UN Cares and UN Plus identified a need for activities in the UN workplace to address stigma and discrimination related to HIV. Results from all-staff surveys and anecdotal evidence suggested that stigma and discrimination continued to affect HIV-positive UN personnel around the world.

**For example, in 2002, an all-staff survey of UN staff on attitudes about HIV revealed some interesting findings. Of the more than 7000 respondents:**

- 12% said that they were afraid that they might be HIV-positive but did not want to know their HIV status
- 41% did not know their HIV status because they feared that seeking information would lead to negative judgements
- 32% said that they feared that the UN would not keep their HIV test results confidential
- 2% (96 employees) said that they were living with HIV but were afraid to reveal their status at work.

In 2010, UN Cares and UN Plus drafted and agreed on a concept note that set out the basic objectives and scope of a communication campaign for the UN system to address HIV-related stigma and discrimination. They decided that a solid campaign, developed by professionals, would be used, rather than an improvised, “home-made” product. UN Cares contacted advertising firms with international experience to present the idea and determine if any would be interested in undertaking this work on a pro-bono basis. Two companies—a communications agency in Madrid, Spain, and an advertising company based in Geneva, Switzerland—agreed to undertake the project free of charge. The Swiss company, Saatchi & Saatchi (S&S) Switzerland, is part of a multinational advertising company with presence in every continent. In 2009, S&S worked with the International Organization for Migration under a similar arrangement on a campaign about human trafficking. This previous work, and the company’s being based in Geneva, were advantages that

played a part in the decision to choose S&S to work on the current campaign.

From the beginning, S&S made it clear that one of their conditions was that they would have “creative veto”—that is, the agency intended to be very creative and expected to have a say in decisions, because they wanted to enter the campaign in advertising competitions. At the time of drafting this report, S&S had submitted the campaign as an entry in the Cannes Lions 59th International Festival of Creativity, with the aim of winning an award in this international forum—this would also add visibility to the campaign, and to UN Cares and UN Plus.

The initial plan was to launch the campaign on World AIDS Day (1 December 2010). The date was subsequently changed to 8 June 2011 (at the request of the UN Cares Taskforce), to coincide with the High-Level Meeting on AIDS taking place in New York on the same day.

# **3\_ THE GOAL**

On 25 May 2010, the first meeting between UN Cares, UN Plus and S&S took place in Geneva, Switzerland. At this meeting, the three parties discussed the main concept, the needs and peculiarities of the UN, and more. The following day, S&S sent back a meeting report.

An extract of the report summarizes S&S's understanding from the meeting, and the basis upon which the campaign was created during the following months:

*Overall, Client is looking for something that is sharp, striking and provocative to break out from the "fatigue" of typical HIV/AIDS communication. The conversation has changed—people with HIV are not victims. They are healthy, fully operating people contributing to society. Although they may be living with a chronic health condition, they (should) have the same rights as those who aren't.*

*Also, although this is internal communication, they do not want a corporate look and feel but instead, something that touches both the head and the heart—something that moves the human spirit.*

*They are very open to controversial communication as long as it stirs up a dialogue that would lead to a positive result. Key objective: to reduce level of stigma (shift in mindset).*

From May to September 2010, we continued with meetings and discussions, providing S&S with information and answering their questions. Two of S&S's creative people participated in a three-hour UN Cares learning session at the World Health Organization (WHO), Geneva, to get a feel for the language, level of knowledge, perceptions and reality of the UN.

# 4\_ THE CONCEPT

On 21 August 2010, UN Plus and UN Cares representatives met with S&S to consider the three campaign concepts proposed by the S&S creative team. The three proposals were as follows:

- **PROPOSAL 1—UNBLOCK.** This proposal made clever use of the intranet and could be adapted to a range of situations in the workplace, from ‘high tech’ to ‘low tech’. It was very attractive in terms of visuals. However, although it encouraged people to seek more knowledge, it did not speak directly about stigma and discrimination, and it did not include basic information about HIV. From this option, we liked the idea of using the entrance of the UN premises to draw attention and to present a message that people could take with them to their desk, where they would find more information on the web, email, posters and other materials.
- **PROPOSAL 2—STIGMA, THE EPIDEMIC.** This proposal was clever and visually attractive, with a clear message: stigma and discrimination can hurt and kill HIV-positive individuals in the workplace. The proposal was visually attractive and opened doors to further learning. Using props such as sticky patches (stickers with messages of solidarity that simulate a medical device to alleviate or cure someone of a certain affliction, in this case, stigma) and a video, the campaign had the potential to become “viral” and could be “energized” or re-launched several times in different duty stations.
- **PROPOSAL 3—THE CURE.** The highlight of this proposal was the level of interaction and the invitation to act, in exchange for a concrete reward (creating a “cure” or getting a certificate). However, we thought that the word “cure” in the context of HIV should be used with caution, since it could lead to confusion about what “cure” referred to.

A summary and visuals of the three proposals were shared with UN Cares Taskforce members and UN Plus members. Everyone had a chance to speak and support the option they liked, on behalf of their organization. It was decided that the most appropriate approach was the second one: “Stigma, the epidemic”. This was later changed to the final name for the campaign: *Stigma Fuels HIV*. Some elements from the other two proposals were incorporated into the chosen concept, such as using the entrance of UN buildings to get people’s attention, promoting online interaction and presenting a powerful website.

On 17 September 2010, S&S presented a more refined version of the concept, which was again presented to UN Cares Taskforce members and discussed.

# **5\_ THE STRATEGY**

In February 2011 UN Cares released a document called *A guide to implementing the global campaign for the UN workplace “Stigma Fuels HIV” at HQ, regional and country level* (the Guide), which explained to focal points around the world how to launch the campaign. The Guide was disseminated widely, in English, Spanish, French and Portuguese. The document already reflected “the look” of the campaign, which allowed UN Cares and UN Plus teams in countries and at organization headquarters to start becoming familiar with the concept.

In the Guide, we explained what the campaign was about, and how it relied on the surprise factor to draw people’s attention and encourage them to act, visit the website, download, join the campaign on social media and more.

We suggested three levels of execution of the campaign, described below. Each country team and organization was given the option to choose its level of implementation, depending on its available resources (human and financial).

## **Level 1—the gold standard**

In-house and external

- 1\_ An email broadcast is sent to all staff in the country.
- 2\_ Banners, police tape, posters, leaflets and stickers are distributed and prominently displayed.
- 3\_ T-shirts and other promotional materials are created and distributed.
- 4\_ The intranet and the public website of the UN in the country present the campaign.
- 5\_ The UN Cares team organizes a launch ceremony led by the Resident Coordinator (and UN Plus, where possible).
- 6\_ The media are invited; a press release is distributed by the communications group; and key staff members willing to share their testimonies are identified and connected to the media. A template press release was made available. The UN Country Team identifies key speakers, and a media “line” is decided upon, to highlight the importance of the campaign in the national context.

## **Level 2 – the silver standard**

In-house, web and visuals

- 1\_ An email broadcast is sent to all staff in the country.
- 2\_ Banners, police tape, posters, leaflets and stickers are distributed and prominently displayed.

- 3\_ The intranet and the public website of the UN in the country present the campaign.
- 4\_ The UN Cares team organizes a launch ceremony led by the Resident Coordinator (and UN Plus, where possible).
- 5\_ A press release is shared with the media. The UNCT identifies key speakers, and a media “line” is decided upon, to highlight the importance of the campaign in the national context.
- 6\_ Optional: Banners, police tape, posters, leaflets and stickers are distributed and prominently displayed for the public (outside of the UN). T-shirts and other promotional materials are distributed.

## Level 3—the bronze standard

In-house, web-based, low budget

- 1\_ An email broadcast is sent to all staff in the country.
- 2\_ The intranet and the public website of the UN in the country present the campaign.
- 3\_ The UN Cares team organizes a launch ceremony led by the Resident Coordinator (and UN Plus, where possible).

### The Guide included:

- a checklist for implementers of the campaign
- a timeline
- key messages to send to management
- key messages for all staff in the organization or duty station
- a template press release
- a gallery of images showing the materials created for the campaign, which were available on an ftp site for download.

Dominican Republic—  
all UN employees  
together for the  
campaign's launch



UN Cares and UN Plus had only \$30 000 available for the campaign. One of the original agreements with S&S was that these funds would be channelled into creating a basic stock of campaign materials and a video. The total estimated cost for S&S's work on the creative side (conceptualization, design, graphic design, website construction, and so on) is estimated at more than US\$ 100 000 (an average cost of a campaign with this level of complexity and coverage). This represents the cost saved to the UN by having S&S collaborate with us on a pro-bono basis.

It was decided that materials for countries would not be produced in Geneva and shipped because this would not have been cost-effective, and shipping internationally is not completely reliable. Therefore, design files for the campaign's flyers, banners, poster, stickers and other materials, in several languages, were made available for downloading from an ftp site. Implementing teams in each duty station downloaded and produced materials, depending on the availability of funds. In some countries, the visuals were adapted and used for T-shirts, key chains, banners, and other materials that were not contemplated in the original campaign idea.

Internal political support for the campaign was essential. In March 2011, the UN Cares Global Coordinator presented the campaign at the Human Resources Network meeting and received approval to move forward. This step was crucial because of the potentially controversial nature of some of the materials (warning of an epidemic, for example). Similarly, the endorsement of Michel Sidibé, Executive Director of the Joint United Nations Programme on HIV/AIDS (UNAIDS), and Helen Clark, United Nations Development Programme (UNDP) Administrator, through a joint letter sent to all Resident Coordinators in May 2011, was undoubtedly an incentive for countries to implement this important global initiative.

# **6\_ THE LAUNCH**

From February 2011, countries and organization headquarters began internal negotiations, advocacy, identification of funds and mobilization of volunteers for the campaign launch. At country level, the support of the Resident Coordinators, UN country teams, Joint UN Teams on AIDS, operations management teams, communication teams and other groups was key. Preparations included producing materials, having messages approved, recording videos from high-level managers, and obtaining agreement from building and security management.

For the launch on 8 June, as instructed in the campaign guide, some countries started working on the night of 7 June, distributing leaflets and stickers in every office, where possible. Working after most people had left work on 7 June ensured the surprise factor on 8 June, when the campaign was officially launched.

The idea for 8 June was that UN staff members would find warning signs for the ST2011 epidemic in visible places throughout the workplace, sparking their interest and encouraging them to look for more information. For this purpose, police tape, campaign messages, banners and posters were placed in visible and strategic places at the entrances of UN premises. Afterwards, many organizations arranged for staff members to find a warning message on their computer login page. During the day, people received a message from the Resident Coordinator, the head of office or the executive director from the agency's headquarters. Ultimately, the goal was to encourage people to visit the campaign's website ([www.bestigmafree.org](http://www.bestigmafree.org)), to join on Facebook or Twitter, to visit the blog, and to download posters, wallpapers and other materials for personal use from the website.

The highest level launch event took place in New York, when the UN Secretary-General, Mr Ban Ki-moon, as well as executive directors of UNAIDS, the United Nations Children's Fund (UNICEF) and the United Nations Population Fund (UNFPA), and delegates from other UNAIDS cosponsoring organizations met with representatives from UN Plus.

UN Plus and UN Cares representatives meeting with the UN Secretary-General and other senior UN system leaders for the launch of the *Stigma Fuels HIV* campaign



# **7\_ GLOBAL REACH**

We have received reports from 11 organizations and 61 duty stations where the campaign was launched.

From 8 June to 31 December 2011, the campaign's website received 33 000 visits. The campaign's Facebook page gathered 511 followers (with a potential audience (friends of fans) of 220 000). Twitter followers number 839, and YouTube videos were viewed more than 1400 times.

Many duty stations had formal ceremonies, presentations, art performances, sharing of testimonies, movie screenings and press interviews. In many places, this campaign reignited the interest of UN employees in attending UN Cares learning sessions, which provide participants with basic information about HIV prevention, treatment and care.

In countries that decided to launch the campaign for World AIDS Day, the campaign became the official theme for World AIDS Day celebrations in many countries.

***“HIV is no longer a death sentence—so long as it is diagnosed and treated. Sadly, the stigma and discrimination that surround HIV are so pervasive that people—including in our own workplace—avoid testing and remain untreated.***

***The Stigma Fuels HIV campaign is an effort to practise within our own organization what we consistently ask of others. I encourage everyone to join so that we can free our workplaces—and our lives—of the prejudice that has been such an obstacle in the global response to AIDS. Making a difference starts with us—today.”***

UN Secretary-General, Ban Ki-moon  
Quote disseminated globally by the *Stigma Fuels HIV* campaign.

# 8\_ RESULTS

A comparison of self-reported data from 2009 (before the campaign) and 2011 (after the campaign), from the standard UN Cares monitoring process, shows a 17% increase in awareness by UN personnel about the UN's zero tolerance for HIV stigma (87% are aware) and an 11.5% increase in participation in stigma-related events (53% participated). Different methods, over a longer period, would be needed to determine whether the campaign has reduced actual cases of stigma and discrimination.

Since the campaign, UN Plus has reported a 10% increase in membership (from 190 members in June 2011 to 210 members in January 2012). UN Plus also reports that it has received a notable increase in questions and comments since the launch of the campaign, indicating higher awareness about UN Plus among UN employees worldwide.

In several countries, the campaign reached audiences beyond the UN workplace. For example, the media were invited to the launch event in some countries, and reported that the UN was addressing HIV-related stigma and discrimination in its workplace.

# 9\_ LESSONS LEARNED

## **Developing a coherent and well-thought-out concept is important**

For the success of this initiative, it was crucial to have on board a professional communications and advertising company. The company took the inspiration and the issues we brought to them and developed a campaign that addressed these issues in an innovative, professional and strategic way. They listened to our feedback and were open to suggestions, but they also presented their own arguments for going a certain way. At the beginning of the discussion, it was especially important to see their study on images and themes that have been used in HIV public health campaigns in the past decades, to establish the 'dos' and 'don'ts' in terms of images, messages and themes.

## **Involving all levels of management throughout the process is important**

Without doubt, the support of the UN Secretary-General; the executive directors of UNAIDS, UNDP, UNFPA, UNICEF, the International Labour Organization (ILO), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Pan American Health Organization (PAHO); Resident Coordinators and others created the enormous momentum needed for a campaign of this scope to take off and be successful.

The involvement, from the very beginning, of the UN Cares Taskforce, which includes representatives of all UN Cares supporting entities, was also important and productive. Taskforce members had a chance to voice their opinions during the concept development phase (when the preferred approach was chosen from three options) and the implementation phase. We believe that the campaign was taken up so widely because Taskforce members around the world knew what the campaign was about, how it was created and when it was occurring.

## **The involvement of people living with HIV brought a dose of reality to the issues**

The campaign spoke about HIV-related stigma and discrimination. This is an issue that most people around the world do not think about on a daily basis. The campaign brought it to the surface and opened a window of opportunity for people who do experience this, sometimes daily, to speak their minds and share their thoughts in the UN workplace. People living with HIV were key drivers of the campaign. Reports from countries indicate that the most powerful moments around the campaign were the launch events where colleagues, or individuals from local networks of people living with HIV told their personal stories; and sometimes for the first time described the barriers they face, which are invisible to others.

## Leaving production to local teams is effective

Local UN Cares teams at country and headquarters level can find the funds to develop materials and can be creative with the campaign's implementation. If we had produced campaign materials in a central location, we would have spent a large amount on shipping, and materials might not have reached every destination on time, and we would have missed out on the enormous creativity of local teams who improved on the materials we provided. Making graphic material downloadable from a website was a good solution. A few duty stations with low bandwidth internet connection experienced problems, but these were solved within a few hours.

## Developing a thorough guide that explains how to execute the campaign is vital

Teams at country and headquarters level needed to be thoroughly briefed on the campaign, so that they had the knowledge, arguments and tools to advocate for support locally; to obtain funds; and to execute the campaign. We produced a detailed guide that minimized the need for individual consultations with countries. It was important to have this document available in different languages.

## A campaign for the UN workplace needs to be multilingual

We tried to be as multilingual as possible in producing the website and the materials (posters, banner, stickers, etc.), despite the limited budget. It was important to make this extra effort, since any initiative that targets the diverse UN workforce should be available in several languages. In this case, all materials were available in Arabic, English, French, Spanish and Portuguese, and some materials were available in Chinese. Some translations were done by volunteers; the layout of Arabic was done by S&S's office in Dubai.



In Santiago, Chile, the campaign was launched at the headquarters of the Economic Commission for Latin America and the Caribbean (ECLAC).

# 10\_ USEFUL LINKS

The campaign's website: [www.bestigmafree.org](http://www.bestigmafree.org)

The campaign's Facebook page can be accessed through the campaign's website.

The campaign's blog: <http://bestigmafree.tumblr.com/>

The campaign, on Twitter: <http://twitter.com/#!/UNCares>

Campaign's Youtube channel with voices from the UN workplace and beyond  
<http://www.youtube.com/BeStigmaFree>

# 11\_VOICES

### ***What is your role in the Stigma Fuels HIV campaign?***

As the UN Plus Coordinator, I work closely with the UN Cares Global Coordinator in New York and UN Cares Officer in Geneva to support the planning and the implementation of the campaign at the global level.

### ***Why do we need to tackle stigma within the UN?***

Stigma is a major hindrance to our efforts in prevention, care and support in the context of HIV and AIDS. It creates an environment that not only prevents many people from getting tested, but also promotes hatred, prejudice, rejection and discrimination against people living with and affected by HIV.

At the same time, such a stigmatized environment exacerbates fear within people living with HIV and prevents them from having access to necessary care and support.

As UN staff members value social justice, human rights and diversity, we should commit ourselves to creating an environment free of stigma, starting from our own workplace.

### ***What has been your biggest challenge in dealing with stigma in the workplace?***

There are many staff members who want to believe that there is no stigma in our workplace. This is particularly so because, as UN staff members, we work towards achieving such values as social justice, human rights and diversity. And we take it for granted that we already have these values.

As a result, we tend to—or want to—believe that there is no stigma and discrimination in our workplace, but only outside of our organizations.

One of the biggest challenges is to remind ourselves that we are no different from any other organization and that there still exists stigma and discrimination in our workplace.

### ***How will we know if the campaign has been a success?***

Simply giving information to as many staff members as possible would not bring about change in our work environment—the real success of the campaign comes when we start to change our own behaviours in destigmatizing our workplace. To do so, we need to continue to strive to design and implement a variety of interventions for behavioural change after the launch of the campaign. Dialogue, discussions, events, etc., ignited by the campaign, will be the basis for such medium- and long-term interventions for behavioural change, with which we would be able to measure our success.



***John Oshima***

**UN Plus Officer (UN System HIV Positive Staff Group)  
Geneva, Switzerland**



**Jan Beagle**

Deputy Executive  
Director, UNAIDS  
Geneva, Switzerland

### ***What is your role in the Stigma Fuels HIV campaign?***

Throughout my career, I have been involved with the development of policies and, to this end, I was very involved with the development of the first UN HIV personnel policy through the Consultative Committee on Administrative Questions in 1991.

More recently, I have led the development and negotiations of the policy to recognize “non-traditional” family relationships, including same-sex couples, for the purpose of receiving UN entitlements.

As the Deputy Executive Director for External Relations and Management, I oversee the UN Cares and UN Plus activities, and I was involved in the launching of these programmes in my previous positions.

In direct context of the *Stigma Fuels HIV* campaign, I have been personally involved in supporting efforts by ensuring the campaign gets the strongest support from our own people throughout the world. I have written to all UN-AIDS regional directors and country coordinators worldwide, asking for their support at regional and country levels.

I believe that UNAIDS’s vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths will never see the light if we do not put in the centre of our vision zero stigma and particularly zero stigma and discrimination in our UN workplace.

### ***Why do we need to tackle stigma within the UN?***

I truly believe there is no place for any form of intolerance, discrimination, prejudice or harassment in our workplace.

As long as some staff in the UN still do not feel safe, welcome or included—and we know from surveys that this is still the case in all regions of the world—we will need to trigger positive action to create inclusive environments, speak out against stigma and discrimination, promote awareness and acceptance, and support each other.

The UN needs to proudly celebrate its diversity. The richness of the UN’s international workforce is our most vital advantage in implementing the UN Charter and achieving organizational objectives.

### ***What has been your biggest challenge in dealing with stigma in the workplace?***

My biggest challenge has been taking forward the issue of recognition of domestic partnerships, including same-sex relationships, for the purpose of receiving UN entitlements. I have been involved in discussing this within the UN system—at the interagency level, at the intergovernmental level in the General Assembly, and in the Pension Board.

I believe it is an issue of equity and basic human rights for all staff. We need to ensure that the UN has an inclusive workplace that attracts and retains the most diverse workforce, the UN's most valuable asset.

### ***How will we know if the campaign has been a success?***

The campaign will be a success if we have raised general awareness about HIV, and increased self-awareness among our colleagues about language or actions that may demonstrate or lead to discrimination against colleagues.

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### ***What is your role in the Stigma Fuels HIV campaign?***

I am the focal point within the Regional Support Team for UN Cares, and I am working with the agencies in Thailand as well as our UN Cares focal points in the countries of the region to ensure that the campaign is implemented.

I am keen to see maximum benefit from the campaign and have been encouraging the UN Cares team to seize the opportunity that the campaign offers us to move towards a “stigma-free” workplace.

Along with the UN Cares Regional Coordinator, I have met with the UN Medical Service and the Department for Safety and Security (DSS) to enlist their support for the campaign. Further, we have met with the Thai Business Coalition on AIDS around the issue of “HIV-friendly” workplaces and what has been their experience in reducing workplace stigma.

### ***Why do we need to tackle stigma within the UN?***

Every month, I hear of (or see) instances of stigma in the UN workplace. As a UN Plus member, I have personally experienced stigma but, more importantly, colleagues living with HIV live in fear of exposure of their status in their workplace and the implications that may have for them.

Whether it is questions raised by finance departments about the payments being made to “healthy” staff who are reimbursed for treatment costs or corridor gossip about a staff member who may be gay or (worse) “have AIDS”, I have heard too many stories from colleagues who live in fear. I can add that UNAIDS has been a friendly workplace for me, allowing me to “come out” about my status two days after an unexpected diagnosis. It has been a tough journey, but my colleagues and partner have supported me every step of the way. I'd like to see that be the situation for all UN colleagues living with HIV throughout the system.

### ***What has been your biggest challenge in dealing with stigma in the workplace?***

Initially, regaining my sense of self-worth as a team member. After that, it was addressing ignorance, prejudice and fear head-on.



**Geoff Manthey**

Programme Adviser,  
UNAIDS Regional  
Support Team, Asia  
and the Pacific  
Bangkok, Thailand

Each time I have “come out” about my own HIV status, it has been tough and risky. How will my colleague react? What will be their response?

But I have come to realize that being open has given me strength, and I have been able to speak for those who remain quiet and to be a face for colleagues who will stay in the shadows.

### ***How will we know if the campaign has been a success?***

I believe that we need HIV-friendly UN workplaces where people living with HIV are able to be open about their status without fear of professional or personal harm resulting from that openness.

When staff understand the importance of knowing their status and seek early treatment so that we maintain our health and can take our rightful places alongside colleagues as equal and effective team members, then we will have achieved success.

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**Lazeena Muna**

UN Cares Regional  
Coordinator, Asia  
and the Pacific  
Bangkok, Thailand

### ***What is your role in the Stigma Fuels HIV Campaign?***

As UN Cares Regional Coordinator, my role is to provide overall coordination to the campaign in Asia and the Pacific region. I act as a bridge between the global-level and country implementations by ensuring that the communications reach the countries successfully and at the same time are effectively translated into action.

In addition, I provide technical support to UN Cares country focal persons to shape and decide the campaign against the backdrop of their respective contexts. I am working especially closely with the country and regional UN entities in Thailand.

Under the overall guidance of Geoff Manthey, the Programme Adviser and the UN Cares focal person in the UNAIDS Regional Support Team, the UN Cares team in Thailand is working hard for a good launch of the campaign on 9 June (8 June in New York).

### ***Why do we need to tackle stigma within the UN?***

My theoretical understanding of stigmatization is that it occurs when an individual is negatively evaluated, be it conceptualized in terms of discrediting, making negative attributions or perceiving illegitimacy and a devalued social identity. All these act as the basis for human rights violation.

As a UN staff member and a firm believer in protecting everyone’s rights, I take stigmatizing someone as a crime, whether it is for his/her HIV status or something else.

***What has been your biggest challenge in dealing with stigma in the workplace?***

There are two ways I find it challenging within the UN system:

- Firstly, when I find someone is ignorant about his/her own level of stigma. Understanding self-stigma and addressing it effectively are difficult.
- Secondly, addressing group or social stigma. Addressing an issue of stigma rooted in a group is no less difficult to work with, as you are working against a social group or establishment.

***How will we know if the campaign has been a success?***

The success of the campaign will be measured over time when we find acceptance of individuals is not conditional, all UN staff are respected regardless, and personal jokes and corridor chit-chats about certain colleagues are a history. In other words, an HIV-friendly UN workplace is accomplished through and through.

**12\_**

# **CAMPAIGN GALLERY**



### **Roll-up Banner**

#### **DESCRIPTION**

These banners are intended to be produced as roll-up banners to be placed in strategic locations in UN offices to get the attention of passer-bys.

Format: 800 × 2000 mm

Typeface: Helvetica Neue LT (Bold)

2 colors: Black (100%) and Pantone 485C (100%);  
if printed CMYK the red should be (0% C, 100% M,  
100% Y, 0% K)



### A3 Poster

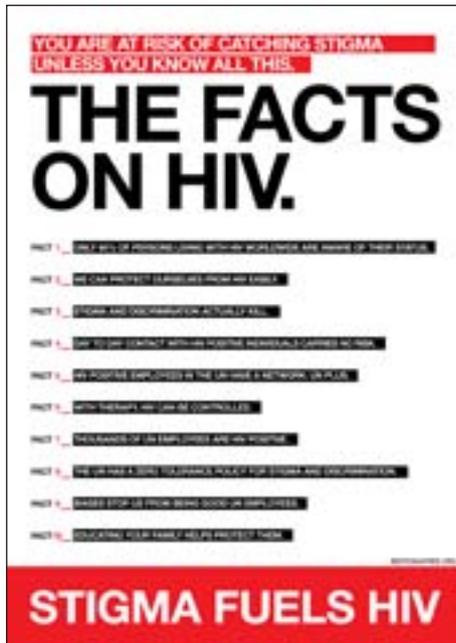
#### DESCRIPTION

We encourage you to put these posters in your workplace in visible spaces. Hallways, waiting rooms, cafeteria, elevators and even bathrooms can be good places where people have the time to read the message.

Format: 297 × 420 mm

Typeface: Helvetica Neue LT (Bold/Roman)

2 colors: Black (100%) and Pantone 485C (100%); if printed CMYK the red should be (0% C, 100% M, 100% Y, 0% K)



## 10 Facts A5 Flyer

### DESCRIPTION

This flyer is cheap and easy to produce at country level.

Idea: In coordination with building management, get the people in charge of cleaning the offices to put a flyer at each desk in your office. In the morning everybody will find a flyer at their desk, and hopefully be inspired to visit the campaign's website.

Format: 148.5 × 210 mm

Typeface: Helvetica Neue LT (Bold/Roman)

2 colors: Black (100%) and Pantone 485C (100%); if printed CMYK the red should be (0% C, 100% M, 100% Y, 0% K)



### A4 Personal Posters

#### DESCRIPTION

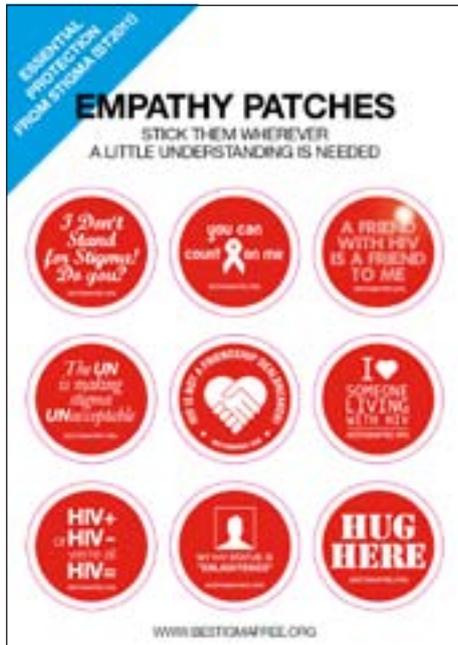
These posters will be found in the DOWNLOADS section of the campaign's website. They can be personalised by attaching one of the empathy patch stickers on the space below.

This is a simple document that any staff member can download and print for their office to show that their space is a stigma-free zone.

Format: 210 × 297 mm

Typeface: Helvetica Neue LT (Bold/Roman)

3 colors: Black (100%), Pantone 485C (100%) and Grey (Black 15%); if printed CMYK the red should be (0% C, 100% M, 100% Y, 0% K)



## Empathy Patches

### DESCRIPTION

These stickers are designed to be worn by people who support the campaign.

These are stickers and we anticipate they will become a hot commodity because of their attractive messages and fonts.

Idea: Some of these stickers will be available as individual files in high resolution. With that file, you can make t-shirts, key chains or other promotional items if you have the budget.

Format: 210 × 297 mm

Typeface: Helvetica Neue LT (Bold/Roman) and various outlined fonts for the patches.

3 colors: Black (100%), Cyan (100%) and Pantone 485C (100%); if printed CMYK the red should be (0% C, 100% M, 100% Y, 0% K). The magenta circle only stand to present the cutting marks



**Website**



**Viral**

**DESCRIPTION**

This is a video that will be embedded in the website and will raise awareness about stigma and discrimination.

## **Ribbons**

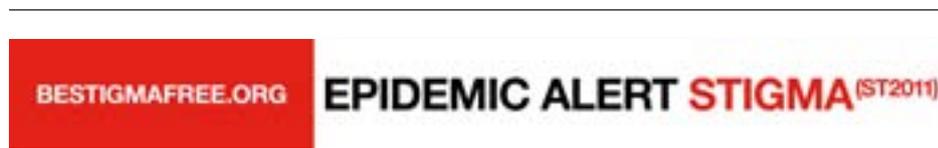
### **DESCRIPTION**

Red ribbons have been for years the symbol of the efforts against HIV. This design allows you to produce Red ribbons with the image of this campaign. You can use them even for your World Aids Day in December.

Format: 7 × 150 mm

Typeface: Helvetica Neue LT (Bold)

1 colors: White (100%). The white copy should be silkscreen on a red ribbon.



## **Police Tape**

### **DESCRIPTION**

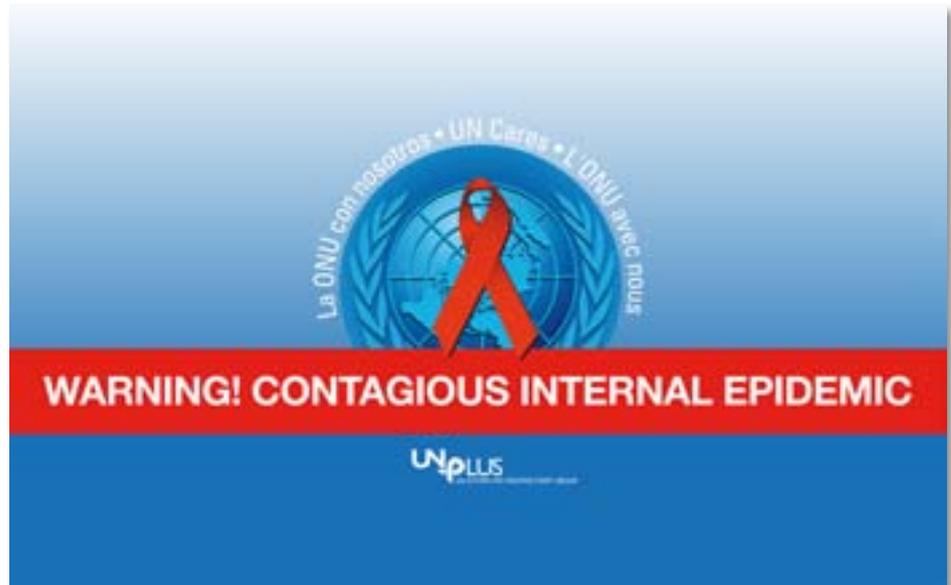
This tape is a bold alternative to a poster and can be strung along walls or around entrance areas to create a compelling communication.

For large UN buildings and duty stations you can produce a couple of rolls of tape using this design. On the week of the launch you can place this strategically in the entrance of the building and you are certain to get the attention of everybody. Wherever this tape is placed, there should be a poster and flyers nearby to complete the message.

Format: 600 × 70 mm

Typeface: Helvetica Neue LT (Bold)

2 colors: Black (100%) and Pantone 485C (100%); if printed CMYK the red should be (0% C, 100% M, 100% Y, 0% K)



### **Intranet Warning**

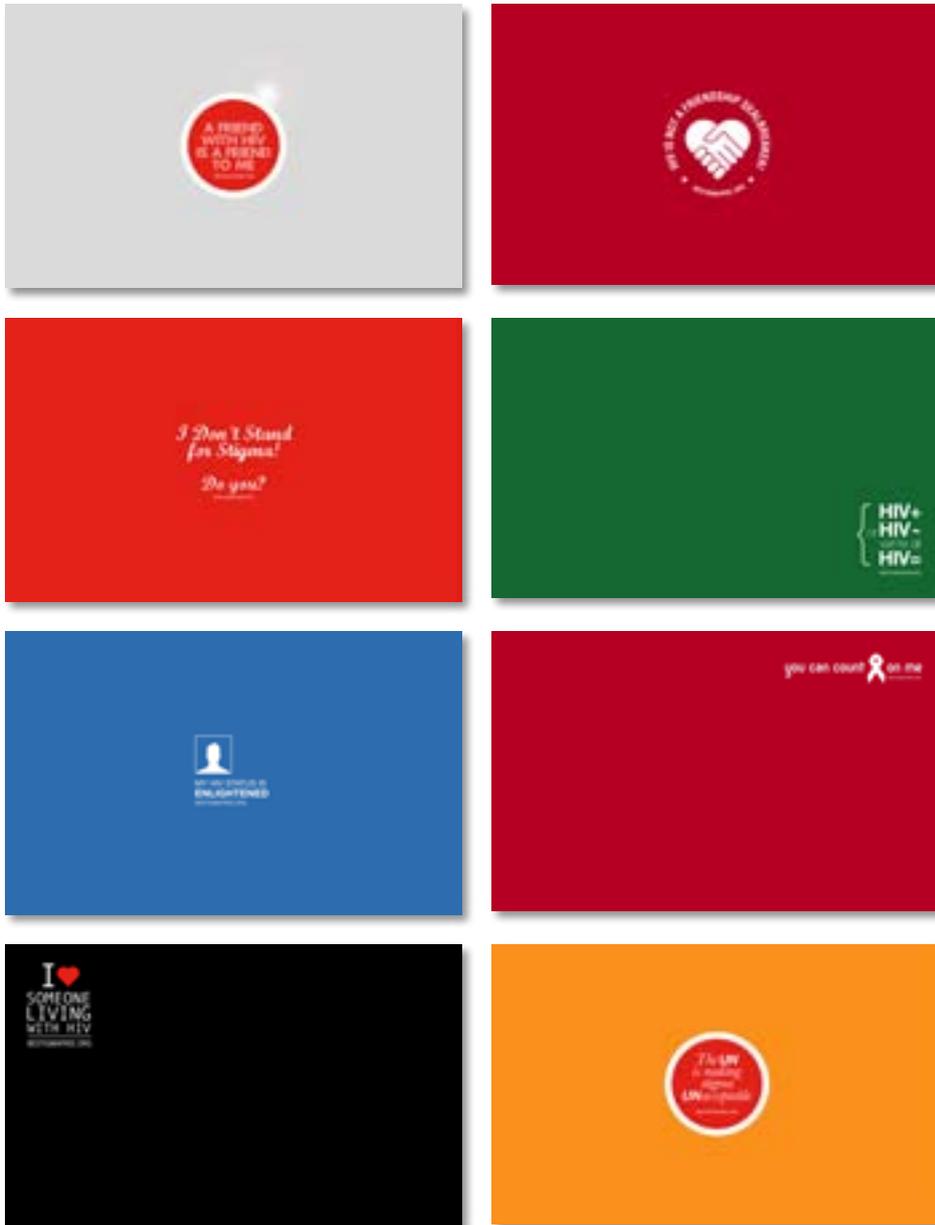
#### **DESCRIPTION**

On the day of the local launch, the intranet should host this screen before logging on. It creates a visual interruption to the daily routine and draws attention to the campaign.

If you can negotiate with your IT people, this screen can be installed as the first image people will see when they log onto their computers for 1 day.

Wallpaper available in 4 different sizes. The jpg will be RVB formatted.

Format: 1152 × 864 px  
1280 × 1064 px  
1920 × 1080 px  
1920 × 1200 px



## Wallpapers

### DESCRIPTION

8 different wallpapers available in 4 different sizes and 3 different languages. The jpg will be RVB formatted.

These will be available in the campaign's website. People can download them on their own and install in their computer. They are punchy and colorful.

Format: 1152 × 864 px  
 1280 × 1064 px  
 1920 × 1080 px  
 1920 × 1200 px



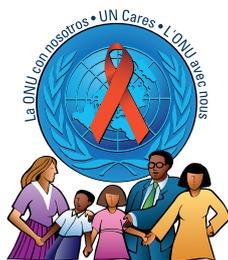
### **Bathroom stickers**

#### **DESCRIPTION**

Used by some organizations only, these stickers served to enhance the surprise factor that led people to the website and to find out more.

# 13\_CREDITS

This campaign was produced and sponsored by UN Cares, the UN system-wide workplace programme on HIV; and UN Plus, the UN system HIV-positive staff group.



[www.uncares.org](http://www.uncares.org)



[www.unplus.org](http://www.unplus.org)

The campaign was produced by Saatchi & Saatchi Switzerland, an advertising agency based in Geneva and Zurich and member of the Saatchi & Saatchi international network.

To provide your feedback, please write to [info@uncares.org](mailto:info@uncares.org), or to Xavier Orellana, (UN Cares officer) in charge of this campaign: [orellanax@unaids.org](mailto:orellanax@unaids.org)

This document can be downloaded from [www.bestigmafree.org/report](http://www.bestigmafree.org/report). In this website you can also find detailed information of how UN organizations and how Country Teams executed the campaign.

# **14\_ COUNTRIES AND ORGANI- ZATIONS THAT PARTICIPATED**

## Asia-Pacific

Afghanistan  
Bhutan  
Cambodia  
China  
East Timor  
Fiji  
India  
Indonesia  
Laos  
Maldives  
Mongolia  
Myanmar  
Nepal  
Philippines  
Samoa  
Sri Lanka  
Thailand  
Vietnam

## Caribbean

Dominican Republic  
Trinidad and Tobago

## East and Southern Africa

Botswana  
Ethiopia  
Kenya  
Lesotho  
Malawi  
Mozambique  
Rwanda  
South Africa  
Swaziland  
Tanzania  
Zambia

## Eastern Europe and Central Asia

Belarus  
Georgia  
Kazakhstan  
Tajikistan  
Ukraine  
Uzbekistan

## Latin America

Argentina  
Brazil  
Chile  
Costa Rica  
Ecuador  
Guatemala  
Mexico  
Panama

## Middle East and North Africa

Iran  
Morocco

## West and Central Africa

Benin  
Burkina Faso  
Cameroon  
Chad  
Congo  
Cote d'Ivoire  
Gambia  
Ghana  
Guinea-Bissau  
Liberia  
Niger  
Senegal  
Sierra Leone  
Togo

## Organization headquarters

ECLAC – Santiago de Chile  
FAO – Rome  
IAEA - Vienna  
ILO – Geneva  
PAHO - Washington  
UN – New York  
UN Logistical Base – Brindisi  
UNAIDS – Geneva  
UNDP – New York  
UNESCO – Paris  
UNFPA – New York  
UNHCR – Budapest & Geneva  
UNICEF – New York  
UNODC - Vienna  
UNON – Nairobi  
UNOV -Vienna  
UN WOMEN – New York  
WHO – Geneva & Brazzaville  
WIPO – Geneva