

STIGMA FUELS HIV

THIS IS A GLOBAL CAMPAIGN FOR THE UNITED NATIONS WORKPLACE SPONSORED BY UN CARES AND UN PLUS

ASIA-PACIFIC

Detailed country reports

The following countries submitted a detailed report of their activities during the launch of the “Stigma fuels HIV” campaign:

- 🏳️ [Afghanistan](#)
- 🏳️ [Bhutan](#)
- 🏳️ [Cambodia](#)
- 🏳️ [China](#)
- 🏳️ [Fiji](#)
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- 🏳️ [Mongolia](#)
- 🏳️ [Myanmar](#)
- 🏳️ [Nepal](#)
- 🏳️ [Philippines](#)
- 🏳️ [Philippines \(WHO Regional Office\)](#)
- 🏳️ [Samoa](#)
- 🏳️ [Sri Lanka](#)
- 🏳️ [Thailand](#)
- 🏳️ [Thailand \(UNESCO Regional Office\)](#)
- 🏳️ [Timor-Leste](#)
- 🏳️ [Vietnam](#)

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AFGHANISTAN

Number of UN employees: 4000 Launch date: 24/07/2011	
<p>An interagency team came together in Kabul 24-25 July 2011 to serve as an introduction for the UN Cares activities in country. The specific objectives were:</p> <ul style="list-style-type: none">• To identify focal persons for the UN Cares activities among UN agencies in Kabul• To train identified UN Cares focal persons on HIV and AIDS• To provide information for the UN focal points on the availability of PEP kits in the workplace• To sensitize UN Cares focal persons on addressing stigma and discrimination associated with HIV in the workplace, and• To prepare draft plans for UN Cares activities for UN agencies <p>The workshop was organized as a joint effort of UN agencies, which shows good coordination among UN agencies to address the issue of HIV and AIDS in their own workplaces. The majority of the participants first time attended a workshop on HIV, and thus they received updated information about HIV, UN workplace policy on HIV and minimum standards of UN Cares. The facilitation through the UN Plus colleague in the workshop was key for addressing the stigma and discrimination in the workplace and also was very helpful for motivation and commitment of participants to further spread of the information on HIV. The World Health Organization (WHO) in collaboration with UNMACCA, UNODC, UNAMA and UNAIDS organized the two days UN Cares orientation Workshop.</p> <p>Following the workshop, the team members designated October as the campaign month. WHO, UNODC, UNMACCA and UNESCO supported the initiated by printing various campaign materials. The campaign displayed the materials throughout the UN system in Afghanistan. It was left for the staff to take the messages and to create a silent movement among the staff.</p> <p>Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 300</p>	
UN Cares focal point(s): None UN Plus focal point(s): None	Photos available: Yes Video available : No

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BHUTAN

Number of UN employees: 115 (including World Bank)

Launch date: 26/07/2011

The Anti-stigma Campaign in Bhutan was launched on July 26, 2011. With all UN Heads of Agencies and staff assembled in the UN House conference hall the RC had announced the launch event. The 10 Facts on HIV/AIDS posters and the 10 minimum standard posters had already been put up on walls along the corridors, doors, and toilets.

Dr. Gepke Hingst, UNICEF Representative delivered the launch statement on behalf of the UN Resident Coordinator and stated: "The UN has always supported human rights and asked countries to do the same. Here is an opportunity for us to "walk the talk", let us all say goodbye to STIGMA. Let us all commit ourselves to working towards a "stigma-free" workplace and contribute to making the UN a model workplace".

To show that UN really cares, the UN Cares group, at the launch, accepted the proposal made by the UNICEF Representative on behalf of the staff associations to integrate Non-communicable Diseases (NCDs) into our UN Cares programme as this is increasingly becoming an issue worldwide, with no exception to UN staff members.

The campaign video was screened. We also had a quiz to test our staff knowledge on HIV/AIDS, stigma and discrimination, and UN policy on HIV/AIDS in the workplace, followed by a brief presentation on UN policy on HIV/AIDS to enhance staff awareness.

The programme ended with cutting of the "Be Stigma Free" cake, refreshments and dissemination of bookmarks that we had made for the event.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 6
(5 UN Cares Interagency Group members and the UNDP Communications Analyst)

UN Cares focal point(s): Kesang Choden Phuntsho
(Coordination Analyst, UNRCO and Chair of the UN Cares Group)

UN Plus focal point(s): None

Photos available : Yes, contact
Kesang C Phuntsho

Video available : No

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CAMBODIA

Number of UN employees: 975

Launch date: 9/06/2011

The campaign was launched on June 9th in Cambodia. Prior to this, meeting of UN Cares, UN Joint Team on AIDS and UN Learning programme focal points took place to prepare the workplan timely coordinate all the actions and responsibilities.

The Resident Coordinator sent an email prior to the launch to the UN Country team explaining the reason behind the campaign, and requesting them to support it in their agencies.

After working hours June 8th, the Operations team of the different agencies displayed large posters in all the offices (inside and outside) and placed a book mark with the motto "A friend with HIV is a friend to me" and a personal poster in each computer and/or desk.

Once the staff turned on the computer, a screen saver pop out with a message of the campaign and then they received the email from the RC sent to all the staff in UN Cambodia (closer to one thousand) encouraging them to participate and to follow the campaign through Facebook and tweet. This promoted discussion and participation, especially when the focal points went around taking photos, and discussing stigma with staff. Many agencies did this and then the photos were placed in the UN intranet.

One week after the campaign launch we informed all the staff that new videos were available on the campaign website and a letter was sent from the UNRCO to all the focal points to thanks them for their active cooperation.

This campaign was a surprise to all the staff and made them to participate actively, discuss and be interested in the topic. There was an active cooperation with UN CARES focal points, UN learning focal points and the UN Communication group in each agency to ensure we reached everyone. The posters and info are still displayed in many offices, and some of the staff decided to keep the screensaver (instead of going back to the agency one) as a reminder of the campaign.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 21 Mercedes San Roman (UNRCO), Narmada Acharya (UNAIDS), Choung Por (ILO), Vandara Chong (UNFPA), B. Dickson, Bunmey Yat (UNRCO), Chay Vanny (UNODC), Hengs (WHO), Narmada Acharya (UNAIDS), Navy Kann (WFP), Pen Sophanara (UNFPA), Petra Zwickl (UNAKRT), Ratana Buon (UNESCO), Sakphouseth Meng (IFAD), Samnang Sem (OHCHR), Samyith Seng (UNDP), Sany Meng (UNICEF), Sokheng (ILO), Ying (ILO), Sedtha Chin (UNICEF), Vandara Chong (UNFPA); Choung Por (ILO).

UN Cares focal point(s): Mercedes San Roman (UNRCO), Narmada Acharya (UNAIDS), Choung Por (ILO), Vandara Chong (UNFPA), Zephorah Weru (UNICEF), Sokun Prak (UNDSS)

UN Plus focal point(s): None

Photos available: Yes, we have many photos available that were taken in the offices of ILO, UNAIDS, IOM, UNDP, UNRCO, UNESCO, UNFPA, WFP, and UNWOMEN. Please contact Mercedes San Roman (mercedes.sanroman@one.un.org)

Video available : No

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CHINA

Number of UN employees: 772

Launch date: 29/09/2011

In addition to the dissemination of campaign posters, leaflets and banners as well as the screening of the Stigma DVD's the China office created a very successful online campaign to encourage people, not just those in the UN, to discuss stigma.

The Launch of the online UN Cares Stigma Fuels HIV Photo Campaign used Sina Weibo (China Twitter equivalent) to encourage members of the public to send in photos of themselves holding signs featuring anti-discrimination messages. Working in collaboration with Chinese CBO Yirenping, the campaign received over 10,000 photos, including some from major celebrities. Photos were also received from the majority of UN agency heads in China, and staff from UNAIDS headquarters, including UNAIDS Executive Director, Michel Sidibé, together with several hundred UN country staff. These were used to produce photo collages distributed through Weibo and exhibition displays shown at the China Red Ribbon Forum meeting.

With support from Shanghai communications company Connected Culture and Communications Inc., a PSA was also produced using these photos, which was widely disseminated through Chinese video sharing site Youku (Youtube equivalent) and through Weibo. This was viewed thousands of times and shared widely through various social networking platforms.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 3

Fan Yuhua (UNAIDS Operations Officer and UN Cares Focal Point), Guy Taylor (Programme Associate for Advocacy and Information Management), Xia Yubing (Consultant)

UN Cares focal point(s): Fan Yuhua (UNAIDS Operations Officer)

UN Plus focal point(s): None

Photos available: Yes

Video available: Yes. Available from:

<http://video.sina.com.cn/v/b/67101159-2216710482.html>

Contact Guy Taylor at taylorg@unaid.org), +86 (0)10 8532 2226

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FIJI

Number of UN employees: approx. 250 (including children and adults)

Launch date: 16/07/2011

The campaign in Fiji consisted of several elements over a period of three weeks beginning with a message from the Resident Coordinator to UNCT members. The message directed staff to www.BeStigmaFree.org where they could find campaign resources. Immediately after this, posters, stickers and screen savers were disseminated to and visible in various agencies.

On 22 June, UN Cares addressed the Operations Management Team for the first time and presented the ST2011 Campaign.

On 24 June, the UN Cares Team broadcasted a video titled "STIGMA IS" on YouTube and shared the link on the UN Cares Pacific Facebook page, and to all staff. The video received substantial positive feedback as it was contextualized for a specific country and cultural setting.

On 28 June, the Stigma Fuels HIV newsletter was distributed. It highlighted an interview with the OMT Chair, Mr. Michael Lal. His interview acknowledged the difficulty of talking about HIV and AIDS for UN Pacific staff. He added the importance of discussing the various means of addressing it.

On 29 June, the UN Cares Focal Points for UNICEF Pacific began the buildup presentation to the launch of the ST2011 Campaign. Their presentation was followed by presentations by: UNDP, UNAIDS, UNWOMEN, UNOHCHR, UNISDR, UNDSS, UNOCHA and ILO.

On 7 July, the Resident Coordinator sent out an invitation to all staff to attend the Stigma Fuels HIV Launch.

On 16 July, the campaign was launched and included testimonials from an HIV positive couple and a call to end stigma and discrimination in the workplace. Participants were all invited to sign their names on a large canvas that is now framed at the UNAIDS Office. The launch was followed by age-appropriate group work for children and adults.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 17

UN Cares focal point(s): Asaeli Sinusetaki (RCO), Atunaisa Drivatyawwe (UNAIDS)

UN Plus focal point(s): None

Photos available: Yes

Video available: Yes

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INDIA

Number of UN employees: N/A

Launch date: 01/08/2011

On August 1 2011, the UN agencies in India came together under the banner of UN Cares to launch a yearlong anti-stigma campaign - "Stigma Fuels HIV". During the event several talks were given covering vital areas such as overcoming the obstacles present and reducing stigma in the workplace.

Ms. Mudrika Gehlot a member of the Delhi Network of Positive People (DNP+) was invited to the event to share her experience as a Person Living with HIV. She said that contrary to the belief that educated people will not stigmatize, they do and it hurts more when educated people stigmatize and discriminate. She requested the UN to accept the people living with HIV and motivate them as they are no less and can work.

A presentation was made on the findings of an online survey undertaken prior to the event on the knowledge prevailing amongst the staff on HIV and AIDS. An overall positive attitude being represented by staff members in relation to others who may have HIV or AIDS.

A role-play on HIV in the workplace was given by staff with the theme "At UN stigma is Unacceptable". The role-play was very much appreciated by all.

The launch event also had a slogan writing competition, which staff actively participated in and was followed by Question/Answers on the campaign.

The event was inaugurated by the UNRC and participated by the Heads of Agencies and more than 70 staff members.

In addition to these campaign posters, leaflets and banners were disseminated to staff and a locally produced DVD was screened with a campaign theme.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: N/A

UN Cares focal point(s): Ms. Divya Verma

Photos available: Yes

UN Plus focal point(s): None

Video available: Yes

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INDONESIA

Number of UN employees: 1383 Indonesia, (904 based in Jakarta)

Launch date: 20 July 2011

The Stigma Campaign in Indonesia launched on 20 July 2011. 3 (three) messages prepared to be delivered as a theme for activity on each quarter with UN staff commitment against stigma and discrimination on the last quarter. Approximately 50 UN Staff from 14 agencies and 3 (three) UN Head of Agencies have joined in this campaign launch. The launched of the campaign followed by the distribution of poster of the 1st quarter message **“The UN is making Stigma Unacceptable”**, both in English and Bahasa Indonesia version.

On 14 December 2012, UNCares Indonesia organized the UN Observance of the World AIDS Day 2011. The focus agenda of the event was in line with the World AIDS Day Campaign theme 2011: “Getting to Zero” Zero new HIV infections, Zero discrimination and Zero AIDS-related deaths. The UN Cares had the big poster of promises tree where UN staff put their promises card related to zero stigma and zero discrimination.

On 13 March 2012, UNCares Indonesia held special event on “Positive Women Dealing with Stigma and Discrimination” as a theme of the 2nd quarter message **“A friend with HIV is a friend to me”** and 3rd quarter message **“We are equally at risk to HIV”** attended by nearly 60 UN staff from UNDP, UNICEF, WHO, ILO, UNFPA, World Bank and UNAIDS.

The Stigma Campaign gives significant impact on the UN staff awareness on zero tolerance discrimination at the work place and also strengthening the roles of UNCares in eliminating stigma and discrimination among UN Staff on HIV and AIDS related issues.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 25

UN Cares focal point(s): Risya Ariyani Kori (Chair),
Maria Dominika Albina Meo, Patria Priharmoko,
Dyah Anggraini KW

UN Plus focal point(s): None

Photos available : Yes, and available at **UNCares**
Ina Facebook Page

Video available : No

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LAO

Number of UN employees: 529

Launch date: 22/10/2011

The re-launching of UN Cares Programme in Lao PDR took place during the UN Staff Day on 22 October 2011.

With the goal of encouraging UN staff to “Know Your Status” and informing them and their families of the UN Cares Programme, Ivy Caballes the UN Cares Country Focal Point and Kate Bagshaw, (UNAIDS) designed a launch to raise awareness of both the programme and basic information about HIV and AIDS. Of the launch, Minh. H. Pham, UN Resident Coordinator, delivered the message:

“The UN strives to be an inclusive and respectful place for everyone; and we want all of our employees and family members to feel accepted and to be aware of HIV. This launch is the first step to creating a receptive and supportive environment to HIV and AIDS in Lao PDR.”

UN Staff Day provided the perfect situation to advance the knowledge of HIV and AIDS amongst UN staff members, and as such, Ivy and Kate played a game of “Who Wants to Be A Millionaire?” where participants from the audience had the chance to win 1 million kip by answering correctly questions associated with HIV and AIDS. Participants represented all UN agencies in Laos and included men, women and children with the winner coming from WFP.

The launch signified the start of UN Cares Programme in Lao PDR and the campaign was continued afterwards by:

- A HIV Awareness Talk at UNDP with Stigma Free Poster Making Contest.
- The Availability of PEP Starter Kits increasing from 5 to 7 provinces.
- Free HIV tests being made available in the UN Dispensary.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 44.

All 34 representatives (pre-launching activity, 8 Focal Persons (Launching Activities), 2 Volunteers (Students from Vientiane International School)

UN Cares focal point(s): 34

UN Plus focal point(s), if any: None

Photos available: Yes, contact ivy.caballes@undp.org

Video available : No

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MALDIVES

Number of UN employees: N/A

Launch date: 22/06/2011

The "Stigma fuels HIV campaign was launched in Maldives on the 22nd June 2011. The launch event itself was a great success due to the attendance and participation of over 60 UN Staff members from all the local UN Agencies.

The event was introduced by the chair of JUNTA / WHO Representative Dr. J.M. Luna and the campaign was launched by the Resident Coordinator Mr. Andrew Cox which included a screening of the STIGMA campaign video. In order to re-launch UN Cares activities a combined presentation on the introduction to and resources available from UN Cares, which also included an introduction to UN Plus, was given by the UN Cares focal point, Abdul Malik.

All the staff wore "white" for work on that day resembling non-discrimination and STIGMA.

In addition a poster on the findings of the "*UN Learning Needs Assessment Survey on HIV/AIDS: Maldives-2008*" which was an eye opener for the staff present. Overall the event was very well received by staff.

The mandatory training for all staff members was commenced in the second week of July 2011 and had a mobile VCT center offering services to UN Staff on completion of the training. Further, the security focal points/SMT organized first aid training for all staff in July. The campaign was further elaborated on during the UN Cares activities during World Aids day on December 1st.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 1

UN Cares focal point(s): Abdul Malik

Photos available: Yes

UN Plus focal point(s): None

Video available: No

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MONGOLIA

Number of UN employees: 200

Launch date: 09/06/2011

The United Nations in Mongolia launched a global campaign on June 9 called “Stigma Fuels HIV”, which aims to create awareness and fight against HIV-related stigma and discrimination. The UN system strives to become a model workplace in regards to HIV and for this reason it provides continuous training to its employees about HIV prevention, treatment and care options; and it has adopted policies that ensure a fair and respectful environment.

The UN Cares team in Mongolia decided interactive discussions that were both confronting and interactive would best de-stigmatise people. Along with a formal campaign launch – banners, letter drops, posters and signs, a staff lunch and video session – the team organised weekly workshops that aim to provoke and incite conversations.

Posters and banners were placed around UN building at Orient Plaze, including some posters at WHO building. UN Mongolia Resident Coordinator, Sezin Sinanoglu, gave a speech outside the UN entrance, followed by a powerpoint presentation by UNDP HR Manager, Ms.Otgontsetseg Zundui, a video and a lunch. Approximately, 80 staff attended for speech, 60 staff for presentation and lunch.

The first week involved a casual lunch and representatives from HIV positive and LGBT local NGOs who will engage staff on a variety of issues surrounding stigma, discrimination and human rights in Mongolia. UNAIDS has strong relationship with these NGOs and UNAIDS had three members from Together, Support and Youth for Health NGOs. 25 staff approximately attend this session. Staff feedback following the discussion was very positive and supportive.

The second week involved group discussions – men in one room and women in another – that focused on sexual health and dispelling myths surrounding HIV/AIDS. The sessions were facilitated by Dr. Altannavch, UN Physician and Dr. Shinetugs.

Judging the outcome of such an event based on the goals specified mostly depended on feedback and judging the turn to each event. Goals have not been quantitatively measured, however qualitative feedback has been positive and turn out as well as interest has increased from last year. The scope of events is also increased on last year.

The UN Mongolia campaign consisted of the campaign launch, three workshops, web presence (web pop-ups, adverts), and emails to staff members. The campaign was launched by the UN Cares focal group, which includes: Ms. Altanchimeg D. (UNAIDS Focal Point), Ms. Dorjkhand N. (UNAIDS Programme Assistant), Mr. Tristan Tremschnig (UNAIDS Communications), Ms. Otgontsetseg Z. (UNDP HR Manager), Ms. Altanzul S. (UNFPA HIV Coordinator), and Ms.Zolzaya D. (UNESCO).

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: N/A

UN Cares focal point(s): None

Photos available: No

UN Plus focal point(s): None

Video available: No

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MYANMAR

Number of UN employees: more than 10,000

Launch date: 07/07/2011, 09/08/2011 and 30/09/2011

UN Cares team conducted the participatory evaluation workshop of the UN Cares Training on HIV awareness for UN staff on July 7, 2011. During the workshops opening speech by UN Theme Group Chair the following message was given:

“At today’s Evaluation Workshop, I understand that you will also be launching the Myanmar campaign of “Stigma Fuels HIV” a global initiative which aims to eliminate stigma in the UN workplace. I do believe that each of us can make a difference and contribute to this campaign. The UN has a zero-tolerance policy for stigma and discrimination. We must start with ourselves and our own workplace to ensure that stigma against HIV does not exist. We have to eliminate harmful myths and stereotypes about HIV and AIDS and make our workplace safe from fear of being discriminated against. The UN has a zero-tolerance policy for stigma and discrimination.”

In addition to the above training, the UN Cares team also organized a ceremony led by the UN Cares focal points, PLHA network and a popular celebrity in August and September 2011. The key speakers were from the PLHA network and a local celebrity. They highlighted the importance of the campaign in the national context with a question and answer session following after the presentations.

Throughout, posters and stickers were prominently displayed in the UN Compound and t-shirts (picture below) were distributed. Information about the campaign events was mentioned in an e-newsletter of UN Cares and distributed to all staff through UN Cares focal person.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 140

- 50 UN Cares focal persons as well as PLHA network volunteers attended first event on 7 July 2011
- 60 UN staff and volunteers attended second launching in UNDP compound (9 August 2011)
- 30 UN staff including UN Cares focal participated in the third event in Yangon (Traders Hotel) 30 September 2011.

UN Cares focal point(s): 17

Photos available : N/A

UN Plus focal point(s): N/A

Video available: N/A

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NEPAL

Number of UN employees: 1689

Launch date: 02/12/2011

The campaign in Nepal was officially launched during World AIDS Day 2011. In front of over 200 UN staff, family members and supporters, Ms. Shoko Noda, UNDP Country Director and Chair, UN Theme Group on AIDS launched it. She emphasized that the campaign is actually the UN family's contribution to the new UNAIDS vision of 3 zero's: zero new HIV infection, zero discrimination and zero AIDS related death. She then called on the members of the UN Country Team to join her in cutting the ribbon and releasing balloons with "anti stigma" messages. The launching was made more meaningful when a member of UN staff spoke eloquently about his personal experience as a Nepali living with HIV. He encouraged everyone to "go for coffee with someone in your close circle living with HIV, and talk and learn".

To informally assess the level of knowledge and understanding about HIV, AIDS and related issues, a popular Nepali TV anchorperson acted as a Quizmaster. Questions coming from the "UN Living in the World with HIV" booklet were asked, including those related to stigma and discrimination, and a lively competition from various UN agencies occurred.

To reinforce the anti-stigma message, information materials in English and Nepali language were distributed, together with red ribbons and an ID card holder, within the UN House and in nearby schools. UN Learning team members and the HR task force actively disseminated the messages through emails and interpersonal communication.

The launching was concluded with the remarks of UN Resident and Humanitarian Coordinator Mr. Robert Piper. He thanked the team for observing the WAD including the launch of the campaign. He urged all staff for a successful implementation of the campaign throughout.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 26

UN Cares focal point(s): Shova Maharjan, Bandana Yonzon Lepcha, Jagadish Dhakal

UN Plus focal point(s): Anjay Kumar K.C.

Photos available: Yes and can be accessed at

<https://picasaweb.google.com/lh/sredir?uname=111144057109217161815&target=ALBUM&id=5683738568099394865&authkey=Gv1sRgCOGc36q3puv8cQ&invite=CI7sudsG&feat=email>

Video available: No.

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PHILIPPINES

Number of UN employees: N/A

Launch date: 08/06/2011

The UN Cares Campaign ST2011 – “Stigma Fuels HIV” was launched in the Philippines on the 8th June 2011. In the lead up to the campaign an HIV orientation was conducted for 15 staff of ILO and delivered by the UNAIDS Country Coordinator and other UNAIDS Staff as well as someone living with HIV.

The campaign itself consisted of an email letter from the Resident Coordinator Jacqui Badcock to all staff on the significance of the campaign and to raise visibility of the programme as well as instigate discussion of the campaigns message. This email also included a link to a YouTube video of Jacqui discussing the campaign. This was initially sent to all UNCT and UN Cares Focal points then cascaded down to all UN Staff.

In addition to this all campaign materials, posters, leaflets, banners etc, were disseminated to staff and posted around the UN building to increase awareness.

The Philippines also created and published a Facebook page – UN Cares Philippines - wherein they posted information on the topics and campaign message.

As a follow through, an “*HIV and AIDS eKit*” was developed and routed to all UN Staff in July. The Kit contains electronic copies of the ff: HIV and AIDS in the Philippines Briefer, Booklet on “*Living in a World with HIV and AIDS*”, and List of VCT Centers

In August and September there were two follow up emails to staff focusing in on the core messages of getting tested for HIV (Know your status) and Stigma and Discrimination.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 2

UN Cares focal point(s): Margaux Sanguyo

Photos available: Yes

UN Plus focal point(s): None

Video available: Yes

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PHILIPPINES (WHO REGIONAL OFFICE)

Number of UN employees: N/A

Launch date: 08/06/2011

The UN Cares Focal Points in the WHO Pacific Regional Office started the ST2011 – “Stigma Fuels HIV” campaign on the 8th June 2011. The main focus of their work was to increase the visibility of the programme and to get the staff discussing their attitudes to stigma and the barriers that entails.

To this aim the UN Cares team had the ten facts flyers distributed to every desk and personal posters put up over night so that on the opening morning of the campaign all staff members found a flyer at their desk informing them of the facts surrounding HIV, the campaign both of which hopefully encouraged them to visit the website and increase their knowledge.

In addition the UN Cares team had the IT department put up a log-in screen alert message ‘Stigma Fuels HIV’ which greeted all staff members that morning when they went to log in.

A letter was communicated via email to all staff from the RD to all staff at RO and CO in WPRO on the morning of the first day explaining the reason behind the campaign and directing staff again to the website.

A half-day formal event was held the same day featuring campaign pieces and information as well as the reading of a formal statement and the projection of the four video testimonies.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 2

UN Cares focal point(s): Zhao Pengfei, Daisy Mae Soan

Photos available: No

UN Plus focal point(s): None

Video available: No

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SAMOA

Number of UN employees: 91 est. international and national Staff, 201 eligible dependents

Launch date: 10/12/2011

The campaign event was opened with a session on UN Cares; it's focus, objectives and history. Each family was given a copy of the UN Cares handbook and the 15-17 and 11-14 age groups took age appropriate quizzes focusing on HIV, AIDS and STIs with items from UN activities throughout the year acting as prizes.

In spite of this being the first function of its kind for staff in Samoa, the turn out was excellent with close to 70 staff and family members from grandparents to infants attending. The youths and children in particular enjoyed a number of activities including volleyball, touch rugby and face painting.

During the official opening, each agency was presented with the UNAIDS plaque which committed each agency to the work of UN Cares and to ensure that every UN staff member and dependent received proper support.

A particular highlight of the day was the 'Talent Quest' segment, given by each of the Agencies highlighting stigma or discrimination in the workplace. Children of ten and below also participated in an item that was presented to everyone and special prizes were given out for outstanding performances to people of all ages.

A DVD was developed during the launch covering all the activities. The response from attendees was very supportive of the campaign as not only had they learnt a lot from the quizzes and sessions, they were able to have a fun day with their families and enjoy the atmosphere.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 10

A total number of 10 persons including UN Cares Inter-Agency Team, UN Interns, and volunteer staff members for the RC Office, UNDP, WHO, and UNESCO.

UN Cares focal point(s): Andrew Peteru (UNAIDS Liaison Officer / UNESCO National Programme Officer)

UN Plus focal point(s), if any: None

Photos available: Yes, contact Elisapeta Kerslake (Elisapeta.kerslake@one.un.org)

Video available: Yes, contact Andrew Peteru (PeteruA@unaids.org) (Five minute stream also available on U-tube).

STIGMA FUELS HIV

THIS IS A GLOBAL CAMPAIGN FOR THE UNITED NATIONS WORKPLACE SPONSORED BY UN CARES AND UN PLUS

SRI LANKA

Number of UN employees: 1492

Launch date: 01/12/2011

We chose World AIDS Day 2012 to launch the **Stigma Fuels HIV 2011** campaign as although many staff members were aware of the day dedicated to work and awareness on AIDS, the workplace policy itself was a new idea which we thought was something that needed promoting.

The campaign was carried out by core team members together with volunteers (coordinated by UNV office) who identified the agencies both internal and external to the UN Compound. They then contacted respective agency focal points in advance to inform them of the materials available and the respective visits and timings of the group's visit (especially for agencies out of the compound).

We used a system similar to viral marketing where team member wore custom made red T-shirts for UN Cares and visited each agency with red ribbons, posters and stickers designed specially for the Campaign and obtained from the formats provided. The drivers also wore red t-shirts and together with the team on the day helped to increase the campaigns visibility. Posters were translated in to Sinhala and Tamil and sent to the field prior to the 1st of December.

We also organized a UN Cares session that staff was able to sign up for a week prior to the 1st of December. 20 staff members participated for the UN Cares session.

In total 16 UN agencies including World Bank and Asian Development Bank were reached with a combined total of 700 staff members.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 10

6 core team members and 4 volunteers.

UN Cares focal point(s): Swaree Rupasinghe, Dr. Dayanath Ranatunga, Nalin Munasinghe.

UN Plus focal point(s): None

Photos available: Yes, contact Swaree Rupasinghe swaaree@ilo.org

Video available: No

STIGMA FUELS HIV

THIS IS A GLOBAL CAMPAIGN FOR THE UNITED NATIONS WORKPLACE SPONSORED BY UN CARES AND UN PLUS

THAILAND

Number of UN employees: 2159

Launch date: 09/06/2011

There were two phases of the campaign in Thailand. The first activities were launched June 9th with the second coinciding with the World AIDS Day on December 1st.

During the June launch, campaign posters were displayed throughout the UN premises including elevators, cafeteria, lobby, hallways and other conspicuous places. Flyers and the banners were disseminated within UNCC as well as individual offices and are still hanging in many of these offices. That morning, all staff opened their inbox with the RC message encouraging the staff to click the link to the campaign. The Stigma Fuels HIV DVD was shown on all monitors at UNCC, including the cafeteria.

The campaign gave birth to UN Thailand's 'UN Cares Bears'. The UN Cares Bears were cuddly giant teddy bears wearing Stigma Fuels HIV messages. To maximize impact they were made to sit in locales with high through traffic including the cafeteria, lobbies and hallways. During the campaign, the UN Cares Bears were the stars in a photo-op corner where staff could have pictures taken with them and be given campaign flyers, HIV information booklets and male and female condoms.

UN Cares Team continued to discuss the campaign during meetings, building up to the final stretch of the campaign coinciding with World AIDS Day. On World AIDS Day, ten cuddly UN Cares Bears went on their charm offensive again in cafeterias, doors, libraries and other strategic locations, wearing the combined theme of Stigma Fuels HIV and World AIDS Day. The World AIDS Day booth was set up in the cafeteria where volunteers took turns to distribute campaign materials, HIV information booklets and condoms. The booth carried the messages of the Stigma Fuels HIV campaign.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 12

UN Cares focal point(s): Lazeena Muna-McQuay, Geoff Manthey (UNAIDS), Orawan Suzan Bettenhausen (UNAIDS), Nery N. Ronatey (UNDP), Salish Fenwick-Wilson (ILO), Wade Bromley (ILO), Rappeepun Joemaroeng (UNESCO),

UN Plus focal point(s): Geoff Manthey (UNAIDS)

Photos available : Yes, contact Orawan Suzan Bettenhausen or Lazeena Muna-McQuay

Video available: No

STIGMA FUELS HIV

THIS IS A GLOBAL CAMPAIGN FOR THE UNITED NATIONS WORKPLACE SPONSORED BY UN CARES AND UN PLUS

THAILAND (UNESCO REGIONAL OFFICE)

Number of UN employees: 130

Launch date: 09/06/2011

The UNESCO held UN Cares event took place on the 9th June 2011 and was organised within the UNESCO premises in Bangkok by the UN Cares team in Thailand.

The event centered around getting the campaign message out to staff and was thoroughly endorsed by the Director General from the Paris HQ as well as both the Office director in Bangkok and the UNESCO Staff Union Chairperson.

There was a large poster presence in the office complimented by several screens spread around the office showing five clips surrounding the campaign. These clips played for three days in order to get maximum exposure. The UNESCO Intranet also featured banners promoting the campaign on the sides of the home page.

In addition, small cards and a survey were placed on all staff desks. With completed surveys being put in the box shown in the photos below. The response rate was 59.6% (75 out of a possible 130 located in the building however many of them are out on mission) and the final results are soon to be shared with the Thailand UN Cares team to help build up a broader picture of UNESCO staff knowledge.

UNESCO is current in the process of recruiting several 'UNESCO Cares Champions' to help further the campaign. There are currently 16 UNESCO Cares Champions in the office and they are still recruiting.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 16

UN Cares focal point(s): Rapeepun Jommaroeng

Photos available: Yes

UN Plus focal point(s): None

Video available: No

STIGMA FUELS HIV

THIS IS A GLOBAL CAMPAIGN FOR THE UNITED NATIONS WORKPLACE SPONSORED BY UN CARES AND UN PLUS

TIMOR-LESTE

Number of UN employees: 3497

Launch date: 02/12/2011

A soft launch of Anti “stigma fuels HIV Campaign” was organized on the continuation of WAD commemoration on December 2nd 2012. Several activities took place during the occasion. An email broadcast of UN Resident Coordinator on ST Campaign was broadcasted to the UNMIT intranet along with the start –up screen message of epidemic alert that continued for one week. Packets of IEC materials along with the UN RC’s message were sent to all the units of the UN Integrated mission. A VCCT campaign was launched to support ST Campaign where many colleagues participated to know their HIV status. ST campaign and other HIV and UN Cares related IEC materials were displayed throughout the mission area. Many UN Cares learning sessions which included the, Stigma and Discrimination were organized. Separate sessions for Male and female condoms were facilitated by the team. Timor-Leste is a low prevalence country with high percentage of young population and the epidemic is largely concentrated among the youth. Therefore to address HIV and AIDS awareness and other important issues such as Gender based violence and Stigma among the youth the team organized several awareness and anti-stigma activities with the young Timorese’s with the collaboration of the Governance Unit and the Electoral Office (CNE) in Dili. A group discussion was also organized with the PLHIV group about the issues related to care, support and Stigma. HIV Focal persons, Peer helper and Volunteers played the key role in providing the sessions, IPC, group discussions and other activities.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 25

UN Cares focal point(s): Dr. Mario Augustin, Ms. Sudha Rathor and Ms. Umbelina Rodrigues.

UN Plus focal point(s), if any: None

Photos available : Yes

Video available : No

STIGMA FUELS HIV

THIS IS A GLOBAL CAMPAIGN FOR THE UNITED NATIONS WORKPLACE SPONSORED BY UN CARES AND UN PLUS

VIETNAM

Number of UN employees: 700

Launch date: 09/06/2011

Our STIGMA FUELS HIV campaign was successfully launched on the 9 June 2011 in all 17 UN agencies in Vietnam. Information and message was sent to HoAs and OMT members 2 weeks before the launch day to raise awareness of the campaign and call for their collaboration. All campaign products were put in appropriate places at all agencies before launch day to maximize the campaigns impact. The campaign message from RC was sent to all UN staff via our intranet. The campaign was implemented with full support of colleagues.

The feedback from both staff and guests to the offices was extremely positive with both the stickers and posters singled out for their concise message and the 'Facts on HIV' leaflet noted for its brief but very informative nature.

I wish to share with you some photos taken at some agencies to show how Vietnam offices participate this campaign.

Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 3

2 UN Cares focal points (UNDP DCD (O) + Common Services Associate) in collaboration with Communication Team to distribute RC's campaign message to all UN staff on 9 June and Admin Officers of 17 UN agencies to arrange campaign products to be delivered to all UN staff working places on campaign day.

UN Cares focal point(s): Barnaby Jones (UNDP DCD (O)),
Hoang Lan Huong (UNDP Common Services Associate)

UN Plus focal point(s): None

Photos available : Yes

Video available : No