

STIGMA FUELS HIV

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

EASTERN AND SOUTHERN AFRICA

Detailed country reports

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

- 🚫 [Botswana](#)
- 🚫 [Kenya](#)
- 🚫 [Lesotho](#)
- 🚫 [Malawi](#)
- 🚫 [South Africa](#)
- 🚫 [Swaziland](#)
- 🚫 [Tanzania](#)
- 🚫 [Zambia](#)

A few other countries also launched the campaign but reported their activities through email, social media or other means of communication:

- 🚫 Ethiopia
- 🚫 Mozambique
- 🚫 Rwanda

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BOTSWANA

Number of UN employees: 188	
Launch date: 08/06/2011	
<p>In Botswana the Stigma Fuels HIV Campaign Launch was fully endorsed and supported by the UNCT. A campaign committee made up of representatives from UNDP, UNAIDS, UNICEF and WHO was formed to plan and execute the launch. A representative from the Staff Association also formed part of the working team.</p> <p>A coasted concept paper detailing the various Campaign standard options was drafted by the team and submitted to UNCT for their consideration. UNCT endorsed the low budget option that saw campaign materials developed using in-house resources (A3 & A4 colour printers). Due to space limitations, the Launch took place simultaneously in three locations on 8th June 2011 – The UN Place, UNICEF and WHO. About 130 (70%) of the staff members participated in the event.</p> <p>UN Cares members put up posters on each door and washroom, each floor landing, lifts and banners on the building entrance on the evening before. It was therefore a great surprise for all staff members when they reported to work on the day of the launch. This created conversations on the topic as staff were curious of what was coming up next.</p> <p>In the UN Place, the Campaign was officially launched by the UN Resident Coordinator while in WHO and UNICEF it was done by the respective Representatives.</p> <p>The video was downloaded from the website and broadcast to the staff members. This was followed by an interactive Q&A interactions session.</p> <p>Achievements</p> <ul style="list-style-type: none">• Agencies contributed their internal resources to make the launch as success• Outsourced staff members from private service providers were included in the activity and benefited greatly.• All agencies reiterated their commitment to participate in all activities of the campaign and response to HIV at workplace• Partners visiting UN building asked for the Campaign materials to use in their workplace programme. <p>Lessons Learnt</p> <ul style="list-style-type: none">• Language barriers: There was need to interpret the materials into Setswana as some participants felt left out.• Inclusion of family members in UN Care is critical but not always possible as most activities are held during working hours• Staff Association and ADCOM are critical partners of UN Cares <p>Number of volunteers who participated in setting up the campaign: 5</p>	
UN Cares focal point(s): Metlha Rampou	Photos available : N/A
UN Plus focal point(s): N/A	Video available : N/A

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KENYA

Number of UN employees: 5000

Launch date: 08/06/2011

In Kenya, plans were put in place as soon as the implementation guide was distributed. A working group composed of key stakeholders, including UN Plus, Joint Team and Staff Association was put in place to increase involvement and generate ideas. The budget implications were discussed, timelines set and key stakeholders involved. A communications strategy was developed and executed directed at key target groups.

The launch was set to take place at the UN complex in Gigiri, in 16 others locations within Nairobi. In addition, remote locations and field offices in Dadaab, Eldoret, Garissa, Kakuma, Kisumu and Mombasa also participated.

Actions and objectives:

- Presenting the campaign to all staff through an email broadcast and intranet
- Linking the campaign with social media to show the UN's engagement and support to this campaign
- Placing campaign products in the main buildings on the launch day in order to make an impact and draw people to visit the website
- Have volunteers distribute flyers and stickers all day, including in the buses for staff to read on their way home. Involving interns and peer educators in distributing materials in their sections/departments they work in
- Offering an opportunity to learn more about HIV and get tested for HIV

Activities:

- Police tape was put up at various points/sites within the UN offices in Nairobi. In total 16 locations throughout Kenya participated.
- Putting up posters in all locations including all washrooms
- Distributing posters and flyers to offices outside the UN complex in Nairobi and to field offices
- Distributing flyers to staff as they arrive on the launch day and putting up additional materials in the staff buses
- Inviting a music and drama group to mobilize and sensitize staff within the UN complex at various identified locations
- Email to all staff from Director General of UNON, designated UN official in Kenya
- VCT services and campaign for 5 days where over 300 staff members got tested for HIV
- Official launch of the campaign by the Director General of UNON, the senior most Un Official in Kenya and participation of Staff Association

The launch

At the UN complex in Nairobi, work on the campaigns started the night before, with over 35

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staff and intern volunteers putting up posters, police tapes and generally painting the whole complex with the posters of the campaign and the police tape.

On the morning of the June 8th, the drama group, U-tena, came in at 6.30 a.m. to prepare and waiting for the first buses and vehicles that bring in staff into the offices. In line with established tradition in Africa, music and dance was used to attract attention while all those who came in were given fliers and car stickers with key messages on the campaign theme. Volunteers were also strategically located in all the entry points so that those staff who came in in personal cars were given similar materials as they came in. We estimate that 3000 flyers and car stickers were distributed to about 80% of the staff members who came in on that morning.

In Kenya, the stigma campaign activities were documented and featured in the UN Cares Kenya website, in I-Seek and Facebook and people were able to view from all over the world. UN Plus global web viewers were also directed to the site. An article on the campaign was written and appeared in I-see, the UN Secretariat newsletter.

Over 3000 Posters and flyers were printed and distributed to staff in Nairobi and 16 field offices.

A colorful formal launch in Nairobi was attended by over 600 staff members who were treated to poems, skits and traditional music to mark the launch. Among those who addressed the staff included the Director General of UNON, Ms. Sahle-Work Zewde, UNAIDS Country Coordinator, Harper Mayer, President of Staff Union Rhodah Atana, a representative of UN Plus, Ludifine Anyango, Chief of Joint Medical Service Dr. Ling Kituyi and Coordinator of UN Cares in Kenya, George Wainaina.

In supporting the campaign, the Kenya UNAIDS Country Coordinator Ms. Maya Harper said that 'the **Stigma Fuels HIV** campaign is a vehicle by which the UN seeks to create awareness about the negative impact of stigma and discrimination for persons living with HIV, and for those not living with HIV; and for the workplace in general as well as strategize on how to address stigma'.

There were several reactions from outside and within the UN on the stigma campaign in Kenya. Most were positive comments which reflected the care and concern for detail that went towards the planning and implementation of the campaign. One staff member from one of the offices outside the UN complex said this was a wonderful idea and should have been done years ago.

On the longer term, the materials printed for the campaign were used in the orientation training sessions among staff members. Follow up activities were also done over the next couple of months to sustain the attention that the campaign gave to HIV stigma in the UN workplace.

Number of volunteers who participated in setting up the campaign in Kenya: 48

Partners: Staff Association and a local NGO, U-Tena

UN Cares focal point(s): George Wainaina, Cecilia Mutinda

UN Plus focal point(s): Jane Sinyei

Photos available : Yes

Video available : Yes

Contact George Wainaina or Cecilia Mutinda

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LESOTHO

Number of UN employees: Approx. 215	
Launch date: 27/07/2011	
<p>Lesotho adopted the silver standard and produced several IEC materials including a banner, A 3 posters, leaflets posted on, T-shirts for all staff and invited guests, press release. We also received roll-up posters from the Global coordination office which were used on the 8th June 2011 at the Headquarters campaign launch.</p> <p>The launch enjoyed highest participation by all Heads of Agencies including FAO, UNFPA, UNICEF, UNDP, WHO, UNAIDS, WFP. Ms Ahunna Eziakonwa-Odochie, the RC presided over the proceedings of the day and officially launched the campaign. Invited guests and speakers included Mr Bunmi Makinwa, UNFPA Director, Africa Region, who was on Mission to Lesotho at the time of the launch, the Dr Monyamane, Chairperson of the NAC Board and the Director of Disease Control from the Ministry of Health, two UN friends who live openly and positively with HIV. Most of the speakers highlighted the urgent need for personal and joint effort within the UN and the nation at large to reduce stigma and discrimination. The two guest speakers living with HIV shared personal testimonies on stigma and appealed to the UN and local authority to address the issue of stigma around the country. Mr Makinwa reiterated the messages from the previous speakers, congratulated the UNCT for the leadership in the area given the excellent organization and high participation by staff. The RC concluded the launch the reiterating management commitment to create a 'stigma free' environment and to the support for the UN Cares and UN Plus programmes.</p> <p>Number of volunteers who participated in setting up the campaign: N/A</p>	
UN Cares focal point(s): N/A	Photos available : N/A
UN Plus focal point(s): N/A	Video available : N/A

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MALAWI

Number of UN employees: 518(165 International 353 National) Launch date: 08/06/2011	
<p>Malawi UN "STIGMA FUELS HIV" campaign launch took place on June 8th, 2011 at the UN resource Centre. This campaign was spearheaded by UN Cares and UN Plus in coordination with all Malawi Agencies. Announcement about the campaign was made to all Heads of Agencies and then an internet based communication was developed and sent out to all staff through the focal persons in each agency. This included sites where people would get information for the campaign and other materials. A press release in local papers was then released.</p> <p>100 different colour posters and 500 stickers were printed and sent to all agencies and some distributed on the day of the campaign. A total of 89 UN employees attended the colourful event. These were the members who attended the launch but this is an on-going program. In each meeting we are reaching out to staff with the campaign</p> <p>The guest of honour was the Resident Coordinator who delivered key note for this event according to the Launch slogan. Among those who addressed the staff included the UNAIDS coordinator , a faith based member, UN plus member and the chairperson of UN Cares</p> <p>A big billboard with print materials was erected for people to get information. This is still available to keep the campaign going for the year</p> <p>Achievements</p> <p>Effect of stigma and the role of different groups (church, the workplace, UNCares) in addressing stigma were appreciated and staff committed themselves to contribute in an effort to stop Stigma at the workplace.</p> <p>Number of volunteers who participated in setting up the campaign: 89</p>	
UN Cares focal point(s): Milika Mdala UN Plus focal point(s): Miriam Nyoni	Photos available: Yes, contact Veronica Chikafa Video available : No

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SOUTH AFRICA

Number of UN employees: N/A

Launch date: N/A

UN Cares Joburg wants to spark conversations about HIV-related stigma and discrimination in the workplace and to disseminate concrete, easy to understand information to inform UN employees that the UN has zero tolerance for these behaviors. We want people to understand that HIV-related stigma and discrimination hurt all efforts to achieve effective HIV prevention, treatment and care around the world.

Improvisation role playing and short videos was the key in getting staff realize both sides of the main themes: Silence, Fear, Discrimination, Ignorance and Prejudice.

Key Note Speaker

The UNAIDS Director Ms Shiela Tlou was the Key note speaker for this event. She emphasized the Secretary General's encouragement for all to be free in the workplace and in their lives.

Ms Tlou mentioned that the UN should be model workplace, which is inclusive and respectful, including for persons living with HIV. Recent surveys of UN system personnel as well as anecdotal evidence indicate that actual HIV-related stigma – and fear of such stigma – remains issues within the UN system workplace.

This stigma can have the effect of preventing both HIV-positive and HIV-negative personnel from seeking necessary services, with the potential for a negative impact on their health and productivity. UN system organizations need to “walk the talk” – to provide to our colleagues the same dignity and human rights that the United Nations asks member states to guarantee to their citizens living with HIV. This campaign is being implemented in every duty station and in every HQ where the UN is present.

It was important for all staff to join in.

Attendance: Participation included UN Staff, contractors and dependents.

Lessons Learnt

- As the event was facilitated by the UN Cares – Joburg team, it has been noted that training is required to enhance our knowledge on HIV and Aids so that we will be able to engage deeper on the subject.
- Stigma in the UN should continuously be targeted making sure that all staff know that everyone is vulnerable to the disease and should not discriminate.
- Role players - a fully rehearsed skit would have served the purpose better as it could allow more emotional engagement and consequently a more robust and vibrant discussion.
- Avoid video's that have subtitles - Perhaps a clip in a more widely understood language should have been shown.

Number of volunteers who participated in setting up the campaign: 15

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UN Cares focal point(s): Tessa Naidoo

Photos available : No

UN Plus focal point(s): N/A

Video available : No

SWAZILAND

Number of UN employees: 128

Launch date: 08/06/2011

The Stigma fuels HIV Campaign was launched on the 8th of June and we opted for the gold standard as per guidelines. An email was sent out to all UN staff in the country and a virtual banner was projected on the day of the Launch using the wallpapers in the guidelines. Also, magnets and mugs with the UNCares logo and the facts about HIV were procured and distributed during the day. The UN Cares team organized the launch ceremony led by the Resident Coordinator and the intranet and the public website of the UN in the country presented the campaign. The team invited the media and coverage was 100%. The UNCT was fully involved in the preparation process and to highlight the importance of the campaign in the national context the findings of the Stigma Index Report for Swaziland were presented. Also the launch of the Campaign was an opportunity for the UNCares team to launch the printed version of the Health services directory to staff.

The staff took active participation to the debates around stigma and discrimination and some resolutions/recommendations were produced. VCT services were available on the day but unfortunately the uptake was poor, only 7 people tested for HIV. Condoms were also distributed on the day, both male and female. All the UNCT members participated to the event and this showed commitment towards a stigma free work environment.

Number of volunteers who participated in setting up the campaign: 8

UN Cares focal point(s): Renata Tallarico

Photos available : No

UN Plus focal point(s): Nonhlanhla Biya

Video available : No

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TANZANIA

<p>Number of UN employees: 950 (excluding UNICTR)</p> <p>Launch date: 08/06/2011</p>	
<p>Over 200 staff from various UN agencies met at the Leaders Club grounds and walked to the UN Offices two kilometres to officially launch this campaign. The procession was led by the Brass Band from the Tanzania Peoples Defence Force.</p> <p>UN Staff Association Chairman, Mr Yonah Samo kicked off the walk by calling on all UN staff to end the stigmatization of people living with HIV and asked the UN as employer to be vigilant in monitoring this attitude.</p> <p>The procession was received at the UN compound by UN Resident Coordinator Mr Alberic Kacou; whom in his statement for the launch, called for the UN to be a stigma free zone: “Stigma and discrimination violates human rights; and as you are all aware, human rights form the foundations of freedom, peace, development and justice”</p> <p>Also present for the walk was UN Cares Regional Coordinator for Eastern and Southern Africa, Mr Dan Maina and several heads of UN agencies. Mr Maina commended the work done by the UN Cares and UN Plus teams in Tanzania and called for more support from all UN staff in the response to stigma around HIV and AIDS. The walk was followed by a moving statement from a UN Plus member who spoke about what it means to live openly with HIV in the UN workplace.</p> <p>A number of flyers, banners, badges, T-shirts and Wheel Covers displaying different messages were distributed to staffs and agencies both at Dar Es Salaam and field offices.</p> <p>A total of 152 staff led by the Resident Coordinator, participated at the VCT from 08:30 to 14:00hrs.</p> <p>Number of volunteers who participated in setting up the campaign: 152</p>	
<p>UN Cares focal point(s): Beatrice Mkiramweni (RCO), Veronica Fubile (UNICEF), Dr Awene Gavyole (WHO), Dr Asman Chillanga,(UNFPA), Joyce Gondwe, (UNFPA), Mathew Kanza (UNFPA), Rosemary Mwakilasa (WFP), Johari Saidi, (WFP), Asha Hango (UNIDO), Dr Luc Barriere- Constantin (UNAIDS), Stella Rwechungura (UNESCO), Herman Mathias (UNESCO), Veronica Mziya (UNHCR), Makani (UNHCR), Remme Wande (IOM), Katty Kobeleski (IOM), Hashim Shetuida (IOM), Salome Anyoti (UNWOMEN), Dr Simon Emuron (UN Physician), Nora Kokanova,(FAO), Tulanoga Matimbwi (ILO).</p> <p>UN Plus focal point(s): Rosemary Maina (UNHCR), Emmanuel Mziray (UNAIDS)</p>	<p>Photos available : Yes</p> <p>Video available : Yes</p> <p>Contact Ms. Stella Vuso at stella.vuso@unic.org or Ms Usia. Nkhoma Ledama at usia.nkhoma-ledama@unic.org</p>

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ZAMBIA

Number of UN employees: 130 (From all agencies)

Launch date: Wednesday 08/06/2011

The launch took place at the UN House grounds in Lusaka, Zambia. The programme was directed by Mr. Bob Nkosha, a popular comedian in Zambia. The programme began with a drama performance on “stigma fuels HIV” by ‘Africa Directions’, a popular drama group in Lusaka.

Thereafter, the UN Cares officer introduced the programme and its objectives.

Representative of the UCC – Dr. Rosemary Kumwenda

Dr. Rosemary Kumwenda informed the audience that the aim of the campaign was to raise awareness among UN employees about HIV related stigma, its source and the policies which outline the UN system’s zero tolerance for stigma and discrimination. She added that the campaign was developed by UN Cares (the UN system-wide workplace programme on HIV) and UN Plus (the UN system HIV Positive Staff Group). She reported that UN Cares and UN Plus, through all –staff surveys have identified that there is a noticeable level of stigma and discrimination associated to HIV within the walls of the United Nations worldwide. She concluded by saying that the UN should be a model of how a workplace programme on HIV should be run, especially that the UN provides and sets standards on best practices.

Resident Coordinator – Ms. Kanni Wgnaraja

In launching the campaign, the Resident Coordinator informed the audience that it was evident that stigma created an environment that not only prevented many people from getting tested, but also fuelled prejudice, rejection and discrimination against people living with and affected by HIV. She added that the UN system needed to “walk the talk” – and to provide to colleagues the same dignity and human rights that the UN asks member states to guarantee to their citizens living with HIV. She further said that the UN Cares team in Zambia was planning to create a UN Plus Chapter later in the year. The purpose of the Chapter was to create a supportive platform for colleagues living with HIV.

She concluded her remarks by quoting the UN Secretary General, Mr. BAN Ki-moon as follows: “the stigma fuels HIV Campaign” is an effort to practice within our own organization what we consistently ask of others. I encourage everyone to join so that we can free our workplace – and our lives – of the prejudice that has been such an obstacle in the global response to AIDS. Making a difference starts today”.

Staff member living with HIV – Mr. Songiso Nawa

Mr. Songiso Nawa, a staff member knowingly living with HIV gave a testimony in which he informed the gathering that he was neither scared nor worried about stigma and discrimination as he has been living a healthy life. He said he had been receiving a lot of support from both his family and the UN in Zambia. He was supported by Ms. Constance Mudenda, a member of the Network of Zambian People Living with HIV (NZP+) and an employee of the Centre for Infectious

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Disease Research in Zambia (CIDRZ). The two encouraged the audience, specifically those that were living with HIV to openly declare their status so that they could free their minds and receive the necessary support from colleagues, and support groups such as UN Plus.

Conclusion

The stigma fuels HIV Campaign was successfully launched in Zambia with full support from the UN Country Team and staff members from all the agencies. The federation of staff associations' president, Mr. Mwiinga Cheelo, in his remarks to the gathering encouraged staff to support the campaign as it would lead to a conducive work environment for all.

Thereafter, campaign material was distributed. Before the programme finally closed, staff participated in traditional dances provided by "Africa Directions", a drama group.

Number of volunteers who participated in setting up the campaign: 4

UN Cares focal point(s): Patrick Nalumino (UN Cares Office), Dr. Rosemary Kumwenda (UNDP), Ms. Jacqueline Makokha (UNAIDS), Ms. Olive Munjanja (ILO) and Sirak Gebrehiwot (UN Communications Officer)

UN Plus focal point(s): Mr. Songiso Nawa (UNDP) and Ms. Grace Musenge (UNHCR)

Photos available : Yes (sent to Regional UN Cares Coordinator)

Video available : No