

STIGMA FUELS HIV

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


HEADQUARTERS

Detailed Headquarters reports

The following headquarters in different regions submitted a detailed report of their activities during the launch of the “Stigma fuels HIV” campaign:

- [!\[\]\(30a147af384f9f71632c2ff17bc706c8_img.jpg\) Austria – UNOV, IAEA, UNODC](#)
- [!\[\]\(9b33568d5c136f08ca688ce48be37574_img.jpg\) Geneva – ILO](#)
- [!\[\]\(8c93063dab026f10e159986b27c41c64_img.jpg\) Geneva - UNAIDS](#)
- [!\[\]\(8a17676a8da87a4e59299223a765e613_img.jpg\) New York – UNDP, UNICEF, UNFPA, UN Secretariat](#)
- [!\[\]\(f7fdc7cc047b770fc5fdd2c2137c07d9_img.jpg\) Rome – FAO](#)

The complete list of UN organizations that launched the campaign is the following:

-  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

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AUSTRIA

Organisation(s): UNOV, IAEA, UNODC. Number of employees at HQ: N/A Launch date: 08/06/2011	
In Vienna there was a working group (UN staff members from all Vienna based UN organizations) conducting various activities for the anti-stigma campaign. We distributed posters and information materials, offered HIV orientation sessions and circulated messages on the internet. Furthermore we incorporated the stigma campaign in our World AIDS Day activities. UNODC published information on their webpage, offered HIV testing and counselling and focused during the HIV orientation session on the issue of stigma and discrimination. Number of volunteers who participated in setting up the campaign: 20	
UN Cares focal point(s): Claudia Lassing, Fariba Soltani, Judith Ulirsch UN Plus focal point(s): None	Photos available: Yes, they are from the World AIDS Day. Contact: judith.ulirsch@unodc.org Video available : No

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GENEVA - ILO

Organisation: ILO

Number of employees at HQ: 1,200 approximately

Launch date: 08/06/2011

Description of campaign launch, achievements, anecdotes, and other highlights.

Summary of ILO activities in Geneva

- Video statement of support from the DG posted on the ILO intranet -YouTube
- HRD broadcast to all staff in English French and Spanish with links to the DG's video, and the www.bestigmafree.org website
- Intranet notice with links as above
- Posters on boards near lifts throughout the building, and on large notice boards at the entrances on R2 north & R2 south.
- Flyers & posters in ILO/AIDS, Medical Service
- Flyers handed out at the 3 entrances from 08.00 hrs. on June 8.
- Flyers, stickers and other campaign information on display on a table outside the restaurant on R2 North.
- UN Cares DVD *Living in a world with HIV*: screened outside the R2 restaurant.
- Staff wore stickers, downloaded campaign materials for use in offices, and shared materials with colleagues.
- DG video statement uploaded on the ILO/AIDS public webpage with campaign news.
- ILO Staff union posted a broadcast and information on their website.
- HRD – *ILO People* article for July edition (the campaign and the role of UN Plus).
- In addition, the Director of ILO/AIDS met with the UN Plus global coordinator in New York.

Number of volunteers who participated in setting up the campaign: 40

Collaborative efforts of colleagues in a number of units across the ILO: Cabinet, Human Resources Department, Communications (TV, web), ILO/AIDS, Staff Union, printing unit, Interns Boards and Medical Service.

Approximately 40 or more staff members were directly or indirectly involved. The interns did a fantastic job of putting up posters/flyers the night before and handing out flyers on the day.

In general staff was very positive about the campaign, it drew attention to the issue; the materials were highly visible.

One staff member working late on 7th June was surprised by the posters about an “epidemic” and sought clarification about whether she needed to evacuate the building.

Conversations were generated around the display table and notice boards.

ILO staff and ILO Conference participants were engaged as they passed the display table or watched the video when lining up to go to the restaurant.

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ILO Conference delegates came forward to speak to staff involved in the campaign.

Was an all-staff email sent to all employees including country offices? Yes

UN Cares focal point(s): Julia Faldt & Jill Caughley

UN Plus focal point(s): N/A

Photos available: Yes, contact Jill Caughley.

Video available: Yes. Already on Bestigmafree.org.

Contact in ILO communications unit.

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GENEVA – UNAIDS

Organisation: UNAIDS HQ - Geneva Number of employees at HQ: 350 Launch date: June 8, 2011	
<p>On June 7 after 18:00 the group of volunteers picked up the flyers, empathy patches and posters and distributed them throughout the UNAIDS building. Volunteers placed a flyer with “The facts on HIV” and a set of empathy patches on each desk (English and French were distributed). Posters were placed in strategic locations, including a very visible installation in the cafeteria. With help from the IT department, the computer wallpaper was changed for everyone, to one of the campaign’s wallpapers (green background and saying HIV + or HIV -, we are all HIV =). At the entrance of the building we installed abundant police tape, two banners and left a good number of flyers and empathy patches for people to grab.</p> <p>On June 8, the UN Cares focal point and two people from Saatchi & Saatchi came to the building to film the reactions of people coming in. Most people were surprised and stopped to look and wonder what the “new look” of the entrance was about. They later discovered the materials left on their desks. During the morning the Deputy Executive Director sent an all staff email (including staff in the field) explaining the campaign and urging everyone to get involved, interact on the social media platforms, and spread the word. Materials of the campaign stayed in place for 1 month.</p> <p>Number of volunteers who participated in setting up the campaign: 10 Monique Lanvers, Dennis Larsen, Dipa Sinha, Yanick Maxi, Nathalie Goffin, Jonathan Ball, Xavier Orellana, Jean Charles de Carlo, Laye Diara, Alex Miranda.</p> <p>Was an all-staff email sent to all employees including country offices? Yes</p>	
UN Cares focal point(s): Xavier Orellana UN Plus focal point(s): John Oshima	Photos available : Yes Video available : Yes

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NEW YORK

<p>Organisation: Headquarters - UNDP, UNICEF, UNFPA, UN Secretariat</p> <p>Number of employees at HQ: 11,000</p> <p>Launch date: 07-08/06/2011</p>	
<p>Description of campaign launch, achievements, anecdotes, and other highlights.</p> <p>On July 8th the workplace at UNHQ looked different, with banners, posters, stickers, and flyers marking the launch of the “Stigma Fuels HIV” campaign in 12 different UN office buildings across midtown New York. From informal feedback, the bathroom stickers asking staff to wash their hands as “Stigma is contagious” were particularly effective, and it was very noticeable that many colleagues chose to wear the red stickers offered by volunteers at the building entrances with messages saying that they were “HIV enlightened”, sharing their stigma-free status with others, or saying that “we are all HIV equal”.</p> <p>On the launch day the Secretary-General held a meeting with representatives from UN Plus. A campaign email message was sent out to all UNDP staff by UNDP’s Administrator; similar messages also went out for UNICEF, UNWOMEN and UNFPA staff (To verify with Nina, Casey and Jenny) and the campaign logo was projected on to the General Assembly building on the night of June 7th: photos capturing this image were shared widely, and one was also used for the iSeek message that announced the launch on June 8th.</p> <p>Please see documents attached to this message for more details of the campaign launch in New York.</p> <p>Number of volunteers who participated in setting up the campaign: 80</p> <p>Total number: approx. 80 volunteers</p> <p>June 7th (set-up) – approx. 35 volunteers</p> <p>June 8th (handing out materials) – approx. 50 volunteers</p> <p>Was an all-staff email sent to all employees including country offices? Yes, by Helen Clark, UNDP Administrator (along with video message).</p>	
<p>UN Cares focal point(s): Christine Bendel, Paul Anderton, Nina Kiernan, Martina Clark, Eric Sawyers, Jenny Dalalaki, Casey Dilg, Nick Fucile, Laurie Newell</p> <p>UN Plus focal point(s): None</p>	<p>Photos available : Yes, (Saatchi & Saatchi pictures) – contact Christine Bendel)</p> <p>Video available : UNDP yes (on intranet video message with Helen Clark, contact Christine Bendel)</p>

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ROME

Organisation: FAO HQ Rome Number of employees at HQ: 3,500 Launch date: 08/06/2011	
<p>Description of campaign launch, achievements, anecdotes, and other highlights.</p> <p>My volunteer group of employees including the Directors of Medical and Human Resources, welcomed staff at all entrances that morning, all wearing Stigma designed T-shirts and giving out Stigma Campaign pins, key chains, and office posters while informing staff of the event. We set up an interactive Stigma station near the main entrance where we continued to hand out pins and key chains, office posters and our FAO HIV/AIDS in the Workplace Policy Paper all day. In this foyer we had a Video wall playing the stigma video and 3 computer stations set-up to play the www.posornot.com website game. All volunteers wore the T-shirts.</p> <p>On June 8 from midnight, the ST-2011 Epidemic Alert was pre-set as the desktop background for all FAO computers. The June 8 logon message was from the Human Resources Director to all employees announcing the launching of the Global Campaign with the Stigma Fuels HIV link along with the UN Cares and UN Plus links. We received a lot of positive feedback from staff during and after the event, employees hung our office posters on their doors, wore our pins, and we have had an increase in number of staff coming for HIV testing and counselling.</p> <p>Number of volunteers who participated in setting up the campaign: 25</p> <p>Was an all-staff email sent to all employees including country offices? Yes</p>	
UN Cares focal point(s): Susan Bello Pugliese UN Plus focal point(s): None	Photos available : Yes Video available : No