

CONCEPT NOTE FOR COMMEMORATION OF WORLD AIDS DAY

1st DECEMBER 2021

PROPOSED NATIONAL THEME: End Stigma, End AIDS, End Pandemics

1. Background

Uganda has made significant progress in fighting the HIV epidemic over the last 3 decades, in the period 2010- 2020, Uganda is among the eight (08) countries in the world that had fully achieved 90-90-90 targets by the end of 2020. Other countries are Estwatin, Switzerland, Rwanda, Qatar, Bostwana, Solvenia and Malawi.

According to the Uganda Population-based HIV Impact Assessment (UPHIA 2016), the HIV epidemic is coming under control in Uganda. HIV prevalence was at 6.0% in 2016 down from 7.3% in 2011 and AIDS-related deaths have declined over the past decade from 53,000 to 22,000 by Dec 2020 (MoH 2020 data). In spite of this progress, the HIV and AIDS epidemic remains a major public health threat in Uganda with an estimated 1.4 million people living with HIV. In 2020, over 38,000 people got newly infected with HIV (5,300 children 0-14yrs. Women and young women in particular are disproportionately affected and this is threatening the attainment of the Sustainable Development Goals.

The major contributing factors to the HIV epidemic are behavioral, socio cultural and biomedical factors including multiple sexual partnerships, discordance and non-disclosure, sex work, low and inconsistent condom use, low male circumcision, alcohol and drug abuse. Gender Based Violence, early sexual debut, poverty and high stigma and discrimination among the People living with HIV. Additionally, lack of access to HIV prevention services, care and treatment services coupled with poor adherence by those on treatment, all provide avenues for increasing the HIV epidemic.

Each year, Uganda AIDS Commission (UAC) under the office of the President mobilizes partners at national and subnational to observe and participate in HIV and AIDS Advocacy events, key among them is the World AIDS Day. These events provide a powerful advocacy platform that is well aligned to the Presidential Fast Track Initiative (PFTI) for Ending AIDS as a public health threat in Uganda by 2030 and mainstreaming HIV for epidemic control. The PFTI initiative aims

to ensure that nobody is left behind and promotes increased focus on proven effective interventions of the HIV response and addressing prevailing gaps in coverage of key services.

Currently, Uganda like other countries globally is battling the COVID-19 pandemic and the country is under partial lockdown. This affects the modality of commemorating the national World AIDS Day 2020. However, the long experience of commemorating the HIV and AIDS events provides opportunities to reach out to the community with HIV and AIDS messages. World AIDS Day 2021 will therefore be commemorated in a hybrid approach with both a high level scientific physical event as well as in virtual mode. Ultimately, the World AIDS Day message shall be widely broadcast to reach the wider public.

2. Theme for World AIDS Day 2021

The Global World AIDS Day 2021 theme is ‘End Inequities, End AIDS, End Pandemics’. COVID-19 has demonstrated that, during a pandemic, no one is safe until everyone is safe. Uganda in responding to HIV and COVID- 19 and the effects that it is imposing on the national response to HIV and AIDS will tailor the theme for this year to: **End Stigma, End AIDS, End Pandemics.** With the 2030 target insight, it is a critical for everyone to reflect on their individual and collective responsibility towards ending AIDS in Uganda.

This concept provides insight on how the World AIDS Day will be commemorated this year in Uganda.

3.0 Objectives

- i. To reach a population of 20 million people across the country with messages for ending Stigma, AIDS and COVID 19 prevention and control
- ii. To increase knowledge especially among the young people and adolescents in and out of schools with prevention and control of HIV and AIDS and COVID 19
- iii. To take stock of the progress for the implementation of PFTI objectives and strengthen the commitments towards ending AIDS as a public health threat in Uganda by 2030

3.1 Expected Output of commemorating World AIDS Day 2021

- I. Over 20 million people across the country reached with messages for ending Stigma, ending AIDS and COVID 19 prevention and control
- II. Key HIV prevention messages disseminated especially among the young people and adolescents in and out of schools about prevention and control of HIV and AIDS and COVID 19
- III. Progress report on the Presidential Fast Track Initiative to End AIDS presented and disseminated across the country.

4.0 Chief Guest:

The President of the Republic of Uganda H.E Yoweri Kaguta Museveni is expected to preside over the Worlds AIDS Day as the Chief Guest at the national commemoration event.

5.0 Venue and Programme:

The venue for the scientific commemoration of WAD will be Kololo National Ceremonial Grounds. Not more than Two hundred (200) people will be physically present to represent high level dignitaries, People living with HIV and other categories of the community. The programme will be sent along with the invitation cards. The rest of the Country will be virtually engaged through various media channels.

6.0 Approach to commemoration of World AIDS Day

6.1 Publicity

Commemoration of the World AIDS Day will employ an intensive countrywide media campaign. Important to note, the commemoration season is also highly festive and calls for hyped behavior change communication so as to remind people about the critical importance of responsible sexual behavior amidst festivities. UAC will collaborate with the Ministry of Education and Sports and the Private Sector as the lead Self-Coordinating Entities in spear heading the commemoration of the WAD. The Media SCE will play a pivotal role throughout the season. Other ministries such as Ministry of Local Government, Ministry of ICT and National Guidance, Ministry of Health and

Ministry of Gender, Labor & Social Development will be coordinated to spearhead nationwide publicity for the event. Implementing Partners (IPs) across the country

Publicity will be done through all media houses and media channels throughout the month of November featuring key personalities / social Media influencers to put out appropriate HIV prevention messages. A press briefing will be held to update the Media fraternity about the commemoration so that the event is widely publicized. The World AIDS Day national commemoration will be broadcast live on NTV, NBS, UBC and BBS TV stations and radio stations across the country using DJ mentions and other mechanisms. The event and messages will also be widely published in print media, social media platforms and websites for UAC and other partners.

A multi sectoral Team will be in place to ensure quality and efficient media broadcasts. There will be a dedicated Team of young people to manage social media and ensure adequate engagement of the various audiences. Information, education and communication materials will be produced and distributed to promote awareness about HIV and AIDS. Key Speakers Especially Young people, Celebrities and Champions will be engaged on radio and TV talk shows to promote community mobilization and awareness across the country.

6.2 Engagement of Stakeholders

6.2.1 Young People: Young people will be targeted through the Ministry of Education and Sports, the Ministry of Gender, Labour and Social Development and Youth led groups. Engagements will be done through Organizations like the Uganda Network of Young people living with HIV (UNYPA), Uganda National Students Association (UNSA), the Uganda National Youth Council and National Youth Forum to mobilize young people to access and disseminate information. Young people remain a critical target group because of the high rate of new HIV infections and worse still the negative effects caused by COVID 19 including teenage pregnancies, early marriages and other forms child abuse. A strong campaign should ultimately impact on behavior change among young people and improve access to services.

6.2.2 Engagement of People Living with HIV (PLHIV): PLHIV will be engaged through the National Forum of People Living with HIV Networks in Uganda (NAFOPHANU) at National and subnational networks. NAFOPHANU is represented right from the national Technical Working

Group to ensure that the input of PLHIV is incorporated in planning and implementation of all activities. The NAFOPHANU membership for Young people i.e UNYPA, Uganda Young Positives, Y+ Band and other groups will be central throughout the events. Representatives of PLHIV will be among the high level Speakers at the national commemoration of World AIDS Day to further promote their voice and meaningful participation in the response to HIV and AIDS.

6.2.3 Engagement through the Religious structures: UAC will collaborate with the Inter Religious Council of Uganda to mobilize religious leaders to read the Pastoral Letter on HIV and AIDS in all places of worship across the country. This will be done throughout the month of November.

6.2.4 Engagement of Local Government (LGs): LGs through the Decentralized Response will be mobilized to engage all partners at LG and cities to support and commemorate the WAD. Regional Implementing Partners and other CSOs will be engaged to support the event through the LGs.

6.2.5 Private Sector Self-Coordinating Entity (SCE): As part of the World AIDS Day pre-events, the Private Sector SCE will be engaged across the country focusing on HIV prevention and to promote awareness about HIV and COVID 19 within their various sub-sectors.

6.2.6 Engagement of all Self-Coordinating Entities (SCEs): All SCEs will be engaged to mobilize their constituencies to commemorate World AIDS Day. All entities including: Parliament, Civil Society Organizations, Line Ministries, Local Governments, Academia, Private sector, AIDS Development Partners and Culture will be engaged to widely share the Messages. Standard messages will be shared for the constituency members to distribute widely.

6.2.7 Regional engagements for the Pre-World AIDS Day:

a) Ministry of Health and Implementing Partners will conduct regional meetings and engagements with young people to create awareness within communities. The focus will be placed on the issue of teenage pregnancies and early marriages, sexual reproductive health and rights. These engagements will be media packed with few physical participants and adhering to the COVID 19 SOPs. Radio talk shows will comprise of: Adolescent Girls and Young Women (AGYW) peer, political leader, health worker, Religious leader and a Parent representative. Local radio stations and Community radios (Ekizindaro) will be used depending on the target audience per district.

Targeted SMS for AGYW and general SMS will be sent out to promote awareness and more involvement of AGYW peers and Village Team Health (VHT) members. Megaphones will be used and where applicable, dialogue meetings at village level to focus ground discussion.

b) Judiciary will conduct Court Circuits in the Eastern Region of Teso and Bugishu on HIV awareness, launch of the judiciary HIV workplace policy and sexual harassment policy. Furthermore, radio talk shows will be held.

c) B 5 Tours and Travel: will conduct regional walks, rides and cycling to create awareness targeting 100 people per region. This will be conducted in 5 regions of Gulu, Mbarara, Arua, Mbale and Entebbe. Additionally, materials for Information, Education and Communication (IEC) will be distributed to the communities as part of imparting awareness about HIV and AIDS.

6.3 ROADMAP FOR COMMEMORATION OF WORLD AIDS DAY

SN	Activities	Time Frame (2021)			Responsibility
		October	November	December	
1	Development of a Concept Note and sharing	xxx			UAC
2	Hold the National / Technical Working Group (TWG) meetings	xxx	xxx		UAC and Partners
3	Engagement meetings with Ministry for Education and Sports and Gender, Labour and Social Development		xxx		UAC
4	Booking of the Venue -Kololo	xxx			UAC and Ministry of Defence and Veteran Affairs
5	Mobilization of stakeholders at national and subnational levels	xxx	xxx	xxx	UAC, MOE&S, MOH, SCEs, TWG, MICT & NG
6	Conduct and hold press conference at national and subnational levels	xxx	xxx		UAC and IPs
7	Event Programme and Mobilization of Guests	xxx	xxx		Office of the President, MOH, UAC & LGs
8	Media engagement (Publicity, Press briefing)	xxx	xxx		UAC, OP, MOH, MICT & NG, IPs, Media SCEs, LGs, IRCU
9	Procurement of materials	xxx	xxx		UAC & IPs
10	Commemoration of WAD			xxx	H.E the President All stakeholders

