



STAND UNITED: LOVE. ACTION. SUPPORT

CAMPAIGN TO FIGHT HIV/AIDS



*This campaign will raise public awareness about HIV/AIDS and opportunistic infections, and will fight stigma by sharing stories of people living with HIV. The public will be encouraged to **stand united** against HIV/AIDS by supporting the response by using all opportunities to show support and donating to the cause.*

BACKGROUND

It is estimated that 29,690 persons are currently living with HIV in Jamaica; but approximately 19% are unaware of their status. Young people (15-24 years old) are less likely to be tested than those aged 25-49 years. Males are less likely to be tested than females. Key populations including MSM and sex workers are less likely to be tested than members of the general population.

The campaign will cover aspects of HIV prevention and treatment, such as condoms and lubricants, public education and outreach, PrEP, PEP and testing. It will also explore how to address the barriers that prevent youths, key populations and people living with HIV from accessing and using these and other health services.

KEY STRATEGIES TO ACHIEVE GOALS

The main strategies that will be used are:

- A public awareness drive to influence behaviour change and encourage openness;
- Increase access to voluntary HIV testing and counselling;
- Promote increased condom use to reduce the spread of HIV and other STIs;
- Improve the treatment of people living with HIV/AIDS

GUIDING PRINCIPLES

The strategy is guided by a set of principles:

- Full participation in all strategies by people living with AIDS and community involvement in prevention, treatment and care.
- Non-discrimination and protection of rights of Persons Living with HIV.
- Sensitivity to the culture and social circumstances of people

HOW CAN YOU GET INVOLVED

Starting in January 2017, the yearlong campaign will invite persons via social media and other community platforms to show solidarity and stand united against HIV/AIDS by discussing what they think needs to be implemented by both government, civil society and communities.

JASL is asking people to submit and share via its social media pages: f

- A photograph of word, phrase showing solidarity with the cause

- A short video message (maximum 30 seconds) explaining what in their view needs to be done to reduce HIV/AIDS, and/or how they are showing solidarity with the cause

Other ways of being involved:

- Wearing the red ribbon
- Using all opportunities to show support for the campaign
- Acting as role models for how to treat people living with HIV/AIDS
- Encouraging testing and openness
- Volunteer as opportunities arise
- Participate in social media chats

FINANCING HIV PROGRAMMES

JASL tests and treats an average 5,000 persons annually. Persons are also encouraged to #StandUnited by donating towards the **US\$100,000 campaign goal**. Proceeds will assist children and persons living with and affected by HIV in Jamaica through increase prevention efforts and sustained treatment programmes. Persons can now donate via JASL's website.

Join us on social media:

Facebook - @jamaicaaidssupport

Twitter - @JASLtweets