

DOES HIV LOOK LIKE ME?

*MY FACE, MY VOICE, MY STORY*



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I N T E R N A T I O N A L

DOES HIV LOOK LIKE ME? CANADA CAMPAIGN



## **DOES HIV LOOK LIKE ME? CANADA CAMPAIGN SUMMARY**

### **Who we are**

*Does HIV Look Like Me? International Society* was created by a young man living with HIV seeking a community and life where his diagnosis would not define who he is. We believe that leadership by people living with HIV is a key component to real change in the fight against HIV stigma. We strive to provide the opportunity, training, and mentorship needed to ensure the success of these leaders. Does HIV Look Like Me? International has been invited to several countries to provide leadership trainings and stunning, relevant print/media campaigns that you will see throughout our site. These campaigns are simple and unique and give people living with HIV a forum to share their stories in the hopes that other individuals will become inspired to create real change in their lives and in their communities. This change could look like disclosing, getting testing or being unafraid to love someone who is HIV positive – even if that person is themselves. We mentor and encourage the Ambassadors to use the campaigns as a springboard to continue the work and projects within their communities by matching them up with mentors and seed money for their initiatives.

### **Our mission**

Does HIV Look Like Me? International Society believes that leadership by people living with HIV is a key component to real change in the fight against HIV. The organization strives to educate, inspire, empower and challenge stigma. We provide and produce projects, trainings, and campaigns that reach the hearts and minds of our audiences, making a real and lasting impact on the fight against HIV, AIDS.

### **Our goals**

To provide programs, educational lectures, events and campaigns that reach the hearts and minds of our audiences. We strive to, and inspire our community to:

- Be part of the solution by ending the stigma & discrimination against those living with HIV or AIDS
- Encourage people to know their HIV status, so they can take control of their health
- Educate the general public about HIV/AIDS and challenge misconceptions
- Reducing stigma and discrimination against people living with HIV/AIDS
- Provide a personal connection by sharing the realities of those living with HIV or AIDS

### **Vision of our Campaigns**

The Emmy Award Winning DOES HIV LOOK LIKE ME? International Campaign facilitates the empowerment of people living with HIV or AIDS around the world to share their stories and take action. They will be trained to advocate and create awareness by discussing the realities of living with HIV or AIDS and encouraging people to get tested. The campaign Ambassadors - people living with HIV or AIDS wanting to make a difference - are human rights leaders standing up to fight



misconception, stigma and inequality with their faces, voices and individual stories. The Ambassadors' ownership over the campaign ensures its sustainability and its relevance in both specific country contexts and internationally.

## **Ambassadors**

Because of HIV's association with behaviors that may be considered socially and culturally unacceptable by many people, HIV infection is widely stigmatized. People living with the virus are frequently subject to discrimination and human rights abuses. Together, stigma and discrimination constitute one of the greatest barriers to dealing effectively with the epidemic. They discourage governments from acknowledging or taking timely action against HIV and AIDS. They deter individuals from finding out about their HIV status. And they inhibit those who know they are infected from sharing their diagnosis and taking action to protect others and from seeking treatment and care for themselves. Experience teaches us that a strong movement of people living with HIV or AIDS that affords mutual support and a voice at local and national levels is particularly effective in tackling stigma. (UNAIDS)

The idea of involving people living with HIV was formally adopted as a principle at the Paris AIDS Summit in 1994, where 42 countries declared the Greater Involvement of People Living with HIV and AIDS (GIPA) to be critical to ethical and effective national responses to the epidemic. This type of call to action is also titled – “Nothing About Us, Without Us!”. The workshops in this training will help young leaders establish their roles as leaders and provide them with the tools needed to be effective leaders, within their school, community or the larger HIV, AIDS movement. The training focuses both on inherent personal leadership qualities as well as working within a collective movement to achieve common goals. We acknowledge that Positive Leaders experiences and perspectives are key to addressing the needs of our communities and are valuable tools to challenge public misconceptions about living with HIV today.

## **Campaign Goals**

- Educate the general public about HIV & AIDS and reduce stigma and discrimination against people living with HIV or AIDS
- Show people living with HIV or AIDS they are not alone
- Provide tools, skills, and networks to take charge of their lives and redefine what living with HIV is like today
- To reduce stigma and discrimination associated with living with HIV and enable people to make healthier choices for themselves and improve their quality of life.
- Distribution of campaign content through print, radio, and internet media across the country
- Provision of additional training and support for Ambassadors to be active in their communities, schools and in the media to advocate for their rights, challenge stigma and discrimination, change policies, encourage and support testing and access to treatment.



## Structure

DOES HIV LOOK LIKE ME? campaigns are planned, executed and distributed in partnership with the Campaign Coordinating Committee (CCC). The CCC may consist of representatives from multiple sectors, including local government, stake-holders, non-profit organizations and service providers, faith-based institutions, and media.

The campaign is co-coordinated by an Campaign Coordinator. This person works with Does HIV Look Like Me? International staff during the planning, production and implementation of the campaign and serves as an important liaison between Does HIV Look Like Me? International (DHLLMI), the CCC and Ambassadors involved in the campaign.

## Outcomes

**Pre-Production** - A comprehensive seven day meeting is held for the Ambassadors and the CCC. The meeting provides a diverse group of PLHIV/A the space for open dialogue, tools to develop messaging, learn advocacy skills and the opportunity to share experiences. Participants will gain skills in: leadership, advocacy, peer support, challenging stigma and discrimination, facilitation, public speaking, developing advocacy tools, mobilization efforts and working with the media. The last sessions of the training will focus on “next steps” and developing a plan of action. It will be up to the participants to decide how they want to use the skills they have gained during the training. The participants will define their advocacy goals and what kind of support they will need to accomplish them, enabling them to become participants in CCC member companies’ and agencies’ efforts to sustain and expand the campaign through broadcast and community platforms.

The meetings culminate with a debriefing conversation outlining next steps for the campaign and its messaging with Ambassadors, agency staff and the CCC. The pre-production will strengthen the local institutional capacity by providing locally-trained Ambassadors who will use their voices to address stigma, educate the public, encourage people to get tested. The campaign will also encourage those who are HIV positive to seek treatment and create a movement within their community with the tools built from this training and the campaign. The meeting and campaign mobilizes people to define their disease – in turn redefining their life and helping to end stigma.

**Videos** - The videos feature the campaign Ambassadors sharing their struggles, accomplishments and dreams as people living with HIV or AIDS. The daily recap video documents the process and captures the emotion of building the national campaign. The Ambassadors videos are featured on the campaign website, distributed by the CCC, international partners, regional offices and are featured on the international website.

**Print** - The photo shoot features the campaign Ambassadors and uses fashion and art to portray a message of hope - not fear. The individual Ambassador posters will be available in a variety of formats and the country campaign poster featuring all of the Ambassadors will be distributed by the CCC, media partners, international partners regional offices and are featured on the international website.

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**Website-** The international campaign website features the print campaign and videos of all of the Ambassadors. The website unites the Ambassadors from around the globe creating a dynamic global community of education and validation, sending the message "you are not alone." The

visitors see the differences and similarities of those living with HIV or AIDS and have an open dialogue by having the opportunity to send their questions and comments to the Ambassadors.

**Movement-** The campaign launch event, planned and coordinated by the Campaign Coordinator and the CCC, is an opportunity for the campaign supporters, partners, sponsors, influential individuals, stakeholders, press, CCC and DHLLMI staff to come together to embrace the Ambassadors and the DOES HIV LOOK LIKE ME? campaign. The event will ask for commitments from attendees and will bring attention to the launch of the campaign in the country.

**Action** -Ambassadors work with the Campaign Coordinator, the CCC and Does HIV Look Like Me? International to develop an action plan and proposal for campaign projects. This may include a speakers bureau and/or school-based educational campaign, advocating to the media and policy makers, creating a support for testing campaign, an information hot-line and more. All will work together to make the campaigns, Ambassador engagement and projects sustainable and eventually driven fully by the Ambassadors and other young people living with HIV who join the movement. They are provided small project funding to begin their initiatives.

**DOES HIV LOOK LIKE ME?***MY FACE, MY VOICE, MY STORY***CAMPAIGN SCHEDULE**

Date	Task
January	Secure all partners, funding and the Campaign Coordinating Committee (CCC) negotiate and sign all contracts
February	Hire ICC's, begin building community support and planning pre-production meeting
March	Secure meeting dates and location, send out all pre-production information to the community and begin ambassador recruitment
April	Finalize all meeting details, including ambassador list, facilitators and preparation of materials for the meeting. Pre-production meeting to be held at end of month.
May	Report and evaluations to follow confirming the messaging of the campaign identified during the pre-production meeting.
June	Production to be held.
July	Post production of the campaign - all parties involved - CCC
August	Final materials to be circulated and approved by the CCC - final materials produced (posters, DVD's and t-shirts) and delivered to all members of the CCC and the ambassadors.
September	Launch of campaigns in host country - My Perspective Event - and media launch of campaign on country and international website - campaign materials will be distributed through media partners
October	ICC and CCC to work with the ambassadors, managing their engagements and supporting their efforts in their communities and in the country
November	Report to be completed by all CCC's & distributed by Does HIV Look Like Me? International
December	Final meeting of the CCC's to close out any final pieces, review report, provide recommendations for future campaigns and to ensure that the infrastructure is in place to have the campaign and ambassadors handed over the host country partners.

January - December: Does HIV Look Like Me? International provides ongoing technical support for ICC's and CCC for an additional 12 months after the final meeting.