

KEY MESSAGES FOR THE LAUNCH OF THE RED RIBBON MONTH AND WORLD AIDS DAY, 1 DECEMBER 2008.

Theme: “Leadership and Unity to stop HIV, AIDS and TB”

1. INTRODUCTION

- 1.1 The South African National Aids Council (SANAC), with Khomanani as the driver of government communications will be coordinating a national event in KwaZulu/Natal and social mobilisation activities in provinces to mark World Aids Day.
- 1.2 Under the theme **“Leadership and Unity”**, the 2008 World Aids Day will be preceded by a month of organised provincial activities. The Red Ribbon challenge will see communities putting together a massive red ribbon with pledges and messages of prevention, treatment, care and support, as laid out below.
- 1.3 The HIV & AIDS and STI national strategic plan for South Africa 2007-2011, called the NSP, has a key objective to halve new HIV infections by 2011.
- 1.4 The underlying message is Zithande - examine yourself to ensure that your actions have a “love yourself” outcome.
- 1.5 We all need to strengthen our commitment to the partnership against AIDS and as a nation to stopping new infections, and to providing the necessary treatment, care and social support to those who are infected and affected by HIV and AIDS.
- 1.6 Within this context SANAC and Khomanani have jointly agreed to focus attention on prevention of new HIV infections this world AIDS Day 2008, and to the new leadership partnership, and the hope that these bring to the South Africa population.

2. COMMUNICATION OBJECTIVES

- 2.1 To strengthen, demonstrate and sustain unity, partnership and leadership in the response to HIV and AIDS.
- 2.2 To promote universal access to prevention treatment, care and support programmes as articulated in the National Strategic Plan 2007-2011.

2.3 To communicate support for the greater involvement of People Living with HIV and the management of HIV and AIDS.

2.4 To mobilise focussed public awareness and participation on all matters related to HIV and AIDS, but particularly on PMTCT.

SANAC WORLD AIDS DAY MESSAGES

On World AIDS Day 2008, South African National AIDS Council (SANAC) showcases all leaders united against HIV and AIDS. SANAC makes a call to all individuals, communities, business, trade unions, NGOs and FBOs to demonstrate that HIV can be prevented and that treatment works.

SANAC calls on all people in South Africa to ensure that from now on all mothers with HIV remain healthy and all babies are born free of HIV. We call on all people in South Africa to stop the spread of HIV by having safer sex, which means reducing the number of sexual partners and consistently using condoms.

SANAC also calls on every person in South Africa to ensure that they know their HIV status and get treatment before they get sick. ART (anti-retroviral therapy) works and with good nutrition will greatly prolong and improve the lives of those living with HIV.

SANAC calls on adults who are HIV positive to take their children for HIV testing too. Children have a right to receive antiretroviral therapy, children like adults respond well to ARVs.

SANAC calls on all people in South African to ensure that children from households affected by HIV and AIDS are protected and enabled to complete their schooling.

Messages on prevention

KEY FOCUS ON THE HEALTH OF MOTHERS AND CHILDREN (PMTCT) :

No child needs to be born infected with HIV!

No woman should die of AIDS!

- in South Africa every woman should have the right to decide when and if they want to get pregnant
- in South Africa every woman has the right to decide to have an abortion if she does not want to be pregnant
- every pregnant woman should visit a clinic regularly when she is pregnant and be tested for HIV,
- every HIV positive pregnant woman should ask for and receive anti-retroviral treatment to prevent HIV in her unborn baby
- if needed, she should also receive treatment to make sure she is healthy in her own right
- every baby born to an HIV positive mother should receive a short course of antiretroviral therapy to prevent transmission of the virus from their mothers to themselves.
- every baby born to an HIV positive mother should be tested early for HIV
- every mother with HIV should be given guidance on the best way for her to feed her baby

South African health services provide these services free of charge.

Focus on safe sex to prevent new HIV infections:

- ✓ Having more than one sexual partner increases the risk of HIV
- ✓ Every time you start a new sexual relationship you should both be sure of your HIV status.
- ✓ Always use condoms with all your partners. This means with each partner every time and every round.
- ✓ Having sex when drunk increases your risk of HIV infection
- ✓ Having sex in exchange for money or other material things increases your risk of HIV infection

HIV & Aids and TB are national priorities, requiring urgent action by all sectors of society.

- We recognise the massive impact that HIV & AIDS and TB have had, and continue to have, on South African society, in terms of suffering, illness and death, orphanhood, increasing pressures on health workers and teachers, increasing pressure on the elderly, and loss of national productivity and profits.
- We unequivocally commit to treating and caring for people living with HIV & AIDS and TB, and reducing the impact on their families.
 - ARVs are a lifelong commitment
 - Antiretroviral therapy (ART) and good nutrition can substantially prolong and improve the lives for those living with HIV
- TB is preventable and curable, if patients complete and adhere to their treatment even if they are HIV positive.
 - Always ask to be screened for TB if you are HIV positive and test for HIV if you have TB
 - TB can be cured even if you are HIV positive
 - TB can be cured if you take your medication consistently for not less than six months.
- Through strengthening our partnership under SANAC we can ensure that our health -systems work better in responding to illnesses caused by HIV, AIDS and TB.

Our Call to action on World AIDS Day 2009:

Be a leader on HIV and TB in your home, your school, your workplace and your community!

Every community and every individual can make a difference by:

- Promoting testing for HIV and TB
- Supporting people living with HIV
- Talking about preventing mother to child transmission and taking these messages to everyone in your community
- Talking about safer sex and what you can do to protect yourself and protect others

At last we are united to stop HIV, AIDS and TB. With leadership and unity we will stop this epidemic!

ENDS