



WORLD AIDS DAY

Working Together to End
Inequalities, AIDS, TB
and COVID-19

Get Tested. Get Vaccinated. Adhere to Treatment

WORLD AIDS DAY (WAD) 2021 CAMPAIGN

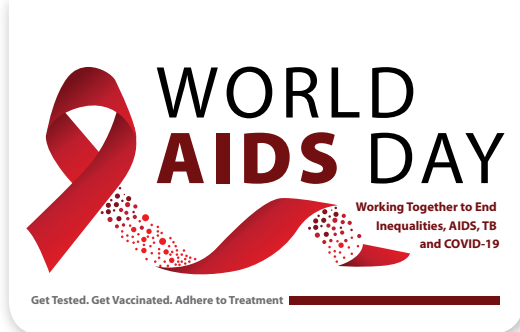
Advocacy & Communication Toolkit



REPUBLIC OF SOUTH AFRICA



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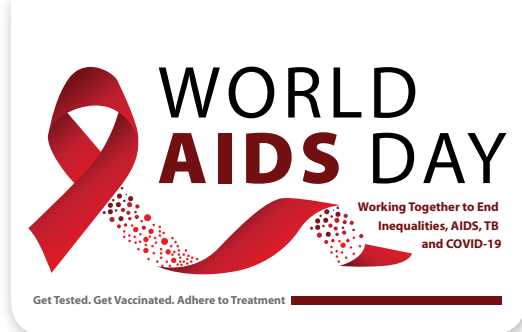


Working Together to End
Inequalities, AIDS, TB
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ABOUT WORLD AIDS DAY 2021

World AIDS Day (WAD) was first observed as a commemorative event on 01 December 1988 when Health Ministers from around the world met under the auspices of the World Health Organization and agreed on the concept of the day as creating an opportunity to pay special attention to, as well as show solidarity for the global fight against HIV and AIDS. Every year, UNAIDS communicates the proposed theme that guides the design and implementation of various commemorations. However, it should be noted that countries have the autonomy to develop their own customised themes for the WAD commemorative campaigns.

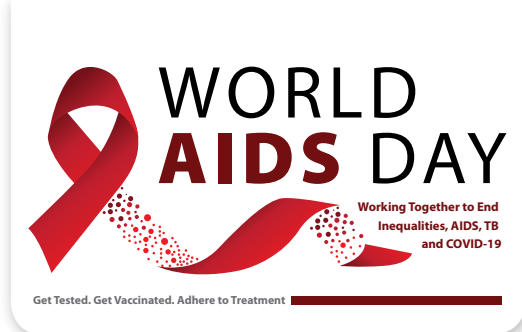
In South Africa, the planning and implementation of the WAD Campaign is coordinated by the South African National AIDS Council (SANAC), which is a multi-sectoral body comprising of government, civil society and private sectors. Under normal circumstances, the approach to WAD commemoration involves identification of the host province, planning meetings with various stakeholders, build-up activations, National World AIDS Day Commemoration with communities, and provision of comprehensive health and wellness services to communities.

While the processes mentioned above remain relevant, the 2021 WAD takes place in the context of the Coronavirus (COVID-19) pandemic, which calls for certain considerations to be made in the planning and implementation of the commemoration. Following the COVID-19 outbreak, the South African Government had to act with agility and take drastic actions in order to curb the spread and respond to its negative impact, alongside other governments around the globe. Some of the actions taken included instituting the national lockdown, which entailed restricted movements; restrictions on the number of individuals allowed in various social gatherings; and community participation including index and contact tracing and testing interventions.

The National Coronavirus Command Council (NCCC) continuously monitors the effects of COVID-19 on the lives of South Africans. Furthermore, restrictions are eased as and when it is safe as well as necessary to do so. While the country has moved to Lockdown Level 1 with effect from 21 September 2021, it is highly likely that the 2021 WAD commemoration will take place before all restrictions on social gatherings are completely lifted.

This toolkit aims at providing a national framework for planning and implementing the 2021 World AIDS Day commemoration. It will guide commemorative activities conducted at national, provincial and district levels, encompassing all activities conducted by various sectors within SANAC. Among the aspects discussed in the concept is the state of the HIV epidemic, the theme for World AIDS Day 2021, the approach to the commemoration, as well as communications and monitoring and evaluation arrangements.

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AN OVERVIEW OF THE HIV EPIDEMIC

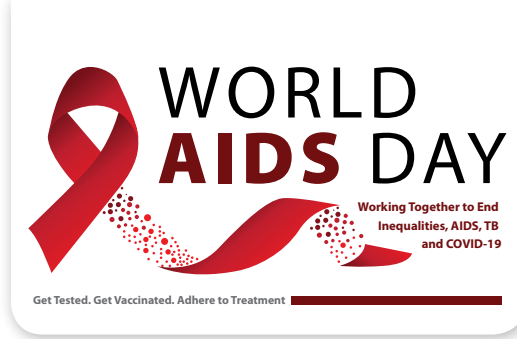
South Africa has the biggest HIV epidemic in the world, with approximately 7.8 million people living with HIV, and accounts for a third of all new HIV infections in Southern Africa. HIV prevalence among the general population is high at 20.4%. Higher prevalence is noted among key and vulnerable populations such as men who have sex with men (MSMs), transgender women, sex workers and people who inject drugs. However, the country has made significant improvements in getting people to test for HIV in recent years and continues to have the world's largest ART programme – which has undergone further expansion with the implementation of 'test and treat' guidelines. Furthermore, South Africa was the first country in sub-Saharan Africa to fully approve Pre-exposure Prophylaxis (PrEP), which is now being made available to people at high risk of infection.

In terms of the 90-90-90 Cascades, South Africa is currently at 93-76-89 for the total population at June 2021. Results for each of the sub-populations vary, with adult females at 95-81-90, adult males at 92-68-90, and children at 80-86-65.

The provincial breakdown shows that all provinces have achieved the first 90 target, with KwaZulu-Natal performing the uppermost at 93%, despite having the highest burden in the country. The second 90 target remained a challenge both at national and provincial levels (globally as well). However, four districts within KwaZulu-Natal (Ugu, uMzinyathi, uMkhanyakude and Harry Gwala) did very well in meeting their second 90 targets ahead of the 2020 Deadline. Performance on the third 90 was also successful for almost all the provinces.

Overall, it must be noted that the COVID-19 pandemic has had a negative impact on the HIV response both locally and globally, due to disruptions in the provision of testing and treatment services. The integration of services, which SANAC lobbied for, at health facilities and service points across the country have become instrumental in resuscitating HIV & TB programmes.

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WORLD AIDS DAY THEME

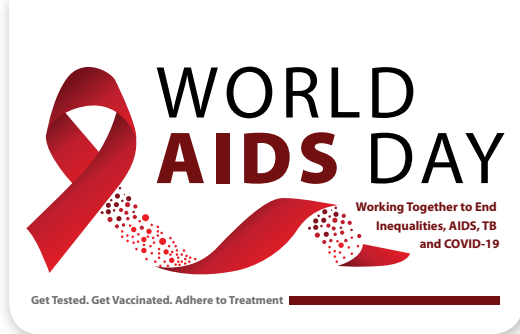
The proposed South African theme for the 2021 World AIDS Day is:

Working Together to End inequalities, AIDS, TB and COVID-19 Get Tested. Get Vaccinated. Adhere to Treatment

The theme is aligned to the global theme which is a message a message to world leaders "End Inequalities. End AIDS". It speaks to the colliding epidemics (HIV and TB) and the current pandemic (COVID-19) simultaneously. It emphasizes the need to test, to vaccinate and to adhere to treatment (be it for HIV, TB or COVID-19 therapeutics since there's no approved treatment for it, etc.).

This year's theme is also informed by previous themes which were used to assess the journey of commemorating World AIDS Day over the years.

And speaks to the need to work as a collective in our communities in response to the HIV and TB epidemics including the COVID-19 pandemic.



KEY MESSAGES

COVID-19 Vaccine



Adolescent Girls and Young Women (AGYW)

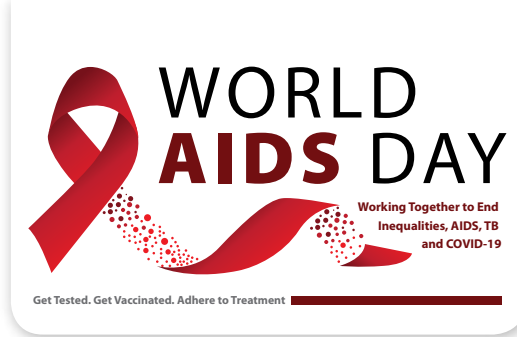
- Find out how you get HIV and stay safe. Know your status & get tested!
- Visit your local clinic to learn more about preventing STIs & HIV. Remember - always use condoms.
- Access PrEP and other sexual reproductive health services such as HIV testing, family planning, condoms, STI screening! Find a clinic closest to you and learn about the youth friendly services that are available for you.
- If things seem to be going wrong in your relationships or family life – including violence in the home or child abuse – then it's time to get help - there are many service providers who can help you. You can reach out!
- There can be a lot of pressure to have sex when you are young but it's important to only have sex when you are ready - know your sexual rights!
- You are in control of your health & wellness! If you're having sex, keep up with your contraception. Remember, you can still get your contraception at your nearest clinic, even during lockdowns. Contraceptives are available FREE from clinics!
- Family planning empowers women to make educated sexual reproductive decisions best suited to them. Empower yourself! It's your body, your life & your choice.
- PrEP is an additional HIV prevention method used by HIV-negative people. Find a clinic close to you and learn more about PrEP.



The New Status:

- U=U is not new to the medical world, but it is new information to a lot of people – including people living with HIV. We want people to know this is a game changer. Things aren't just black or white – positive or negative. HIV has a New Status called U=U, where you can be HIV positive and can't pass the virus onto your partner or unborn baby, if you stick to your treatment.
- If a HIV positive person regularly takes their ARVs, they can decrease the amount of HIV in their blood to such a low number - it cannot be detected. It is UNDETECTABLE.
- If the HIV is so low it is undetectable, it cannot be passed on to their sexual partner and then it becomes UNTRANSMITTABLE.
- When a patient gets to U=U, they have achieved The New Status!
- If a patient starts and stays on ARV's, they can achieve The New Status in just 6 months. However, they must continue taking treatment to maintain The New Status and checking their viral load routinely. A person can lose their New Status if they stop taking their medication every day. Also, important to know is that U=U and The New Status cannot protect a patient from Sexually Transmitted Infections (STIs) or pregnancy. It is still important to use protection, like condoms, to protect them from STIs!
- HIV is no longer what people think it is. People living with HIV can live a long, healthy life by starting treatment and sticking to it. Taking their ARV medication daily will help them reach The New Status.

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Cheka Impilo!

Take the 3 steps to wellness:



Get your health checked

- Get screened and tested for HIV and TB for free at any clinic near you



Take action once you know

- Begin treatment immediately
- Stay on treatment



Live smart, live healthy

- Always use a condom,
- Avoid risky sexual behaviour
- Get your health checked regularly
- Avoid unhealthy habits (smoking, alcohol abuse)
- Maintain a healthy, balanced diet to boost your immune system

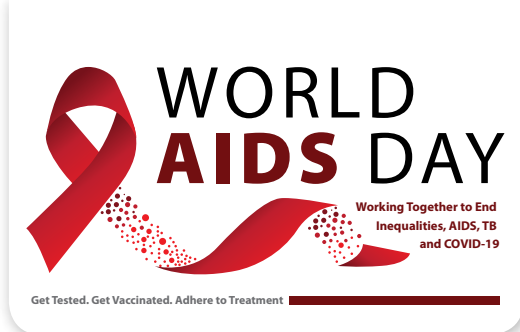


Treatment adherence is key to surviving a severe COVID-19 infection

- Get your treatment from a collection point in your community through 'Dablapmeds' – ask your nurse how to register
- If you're away from where you live, collect your treatment from ANY public clinic closest to you

Treatment adherence is key to surviving a severe COVID-19 infection

- Stay home when you are sick, except to get medical care
- Take your treatment correctly – at the same time, every morning or night
- Treatment adherence boosts your immune system and enables you to withstand a COVID-19 infection
- If you're on treatment, your chances of surviving a severe COVID-19 infection are equal to anyone else's
- Stop HIV from multiplying in your body by staying on treatment



Together, we can prevent the second wave of COVID-19

- Know the symptoms of COVID-19 so you can self-isolate in time or seek medical care if necessary
- Avoid crowded spaces
- Always observe COVID-19 safety measures (mask wearing, sanitising, social distancing)
- Stay home when you are sick
- Avoid traveling if it's not necessary
- Clean and disinfect frequently touched surfaces and objects
- Always wear a mask when at the clinic
- Maintain social distancing
- Wash or sanitise your hands



Substance abuse disrupts your routine and compromises your health

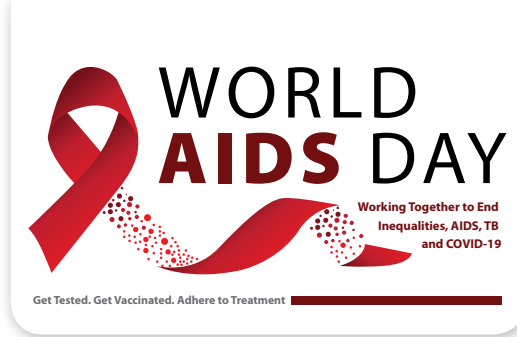
- Substance abuse could make you forget to take your treatment
- Substance abuse increases your chances of engaging in risky sexual behavior, such as having sex without a condom
- When intoxicated, you may:
 - forget to wear your mask
 - forget to wash or sanitise your hands
 - forget to observe social distancing
- Substance abuse weakens your immune system
- Substance abuse contribute to gender-based violence – GBV is one of the social drivers of HIV



Spreading fear, stigma and discrimination hampers the response

- Act against stigma and discrimination against people with HIV or TB and protect everyone's human rights
- Stigma and discrimination may discourage people from seeking medical care
- Avoid spreading false information about COVID-19 or HIV as this may perpetuate stigma and discrimination
- Combating stigma helps everyone stay safe and feel protected in our communities

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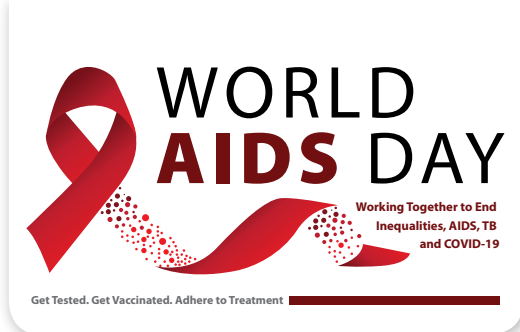


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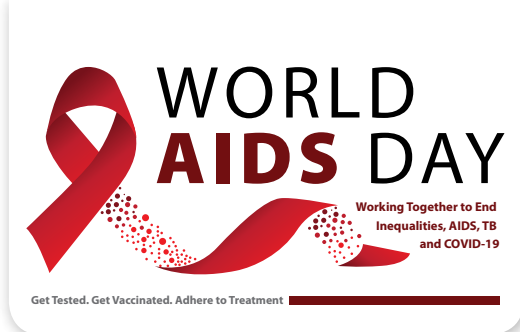
Our Actions Count!

- We all have a role to play in ending HIV, TB and STIs
- If you are sexually active, protect yourself and your sexual partners by always using a condom.
- If you have TB make sure that you finish your treatment so that you can be cured
- Check your HIV status regularly so that you can stay negative or get care to remain healthy
- Get screened for TB if you have symptoms of an active TB infection, including cough that last 3 weeks or longer
- Act against gender-based violence (GBV)
- Avoid alcohol and substance abuse
- If you are living with HIV, do everything you can to stay on your treatment and join a group of other people living with HIV for support



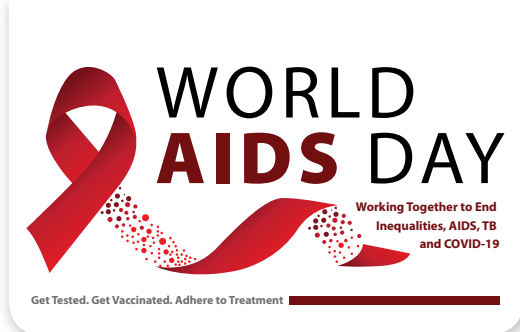
COVID-19 Vaccine

	<p>WHAT</p> <p>Good news for over sixties who get their very first COVID-19 vaccination during the month of November!</p> <ul style="list-style-type: none"> You will automatically receive an offer of a R100 Vooma Voucher to spend at Shoprite, Checkers and U-Save. You accept the offer by sending “YES” to 44040, which gives your permission to send your cellphone number to Shoprite. You will then receive an SMS from Shoprite. All SMS’s are free. Any questions, call 0800 029 999.
	<p>If you’re fifty or older, COVID-19 vaccination is particularly for you!</p> <ul style="list-style-type: none"> Three out of every five people aged fifty and older are either fully vaccinated or have had their first Pfizer dose. Let’s make it 5/5 by the end of the year. If we do, we’ll stop 4 out of 5 deaths from COVID-19 that will otherwise happen during the next wave. And vaccinating the rest of us, too, will build our nation’s overall immunity.
	<p>Calling all organ donors and recipients to get vaccinated</p> <ul style="list-style-type: none"> If you’re an organ donor or recipient, COVID-19 vaccination is safe and will protect you. The SA Transplant Society and the Ministerial Advisory Committee on Organ Transplantation (MACOT) call on all organ donors and recipients, as well as all staff involved with organ transplantation, to be vaccinated against COVID-19. The same applies to people taking long-term oral steroid therapy or systemic biologics for autoimmune conditions, have haematological and immune malignancies, are on renal dialysis, or have a primary immunodeficiency disorder (PID). If you’ve been vaccinated, you’ll be eligible for booster doses from 30 November 2021. Speak to your doctor, who has access to all the right information
	<p>WHY</p> <p>The vaccine is safe and protects you from getting very sick or dying from COVID-19. If you’re over fifty, it’s most important that you go now because you have the highest risk.</p> <p>There have been no deaths in South Africa as a result of COVID-19 vaccination. A few people have come for vaccination without realising they already have COVID-19, and have died soon afterwards – but they died from COVID-19 infection and not from the vaccination. The vaccine does not cause sexual problems or infertility. But if you catch COVID-19, you could experience these problems until you recover fully. It’s another good reason to be vaccinated right away!</p>



	<h3>WHO</h3> <p>Any person in South Africa aged 12 and above should go get vaccinated right away. It is also safe for pregnant women to get vaccinated at any stage of pregnancy.</p> <p>It's your choice. Government is not forcing anybody to get vaccinated, but would like everyone to understand its benefits to them, their families and communities.</p> <p>It's for men and women, SA citizens and people living in SA from other countries. At present, the system doesn't allow foreign nationals and people without ID's or other identity documentation to register. But we're working on it.</p> <p>Undocumented people are being vaccinated in pilot sites in eThekweni, Tshwane and the City of Cape Town. We will grow the number of sites in these provinces and expand to other provinces in the coming weeks.</p>
	<h3>WHERE</h3> <p>You can visit any vaccination site at a government health facility or a private pharmacy or health facility. Even if you don't have medical aid, you can go to a private facility and you won't have to pay.</p> <p>Not all health facilities or pharmacies are vaccination sites. You can find out where your closest site is by visiting https://sacoronavirus.co.za/active-vaccination-sites/ or calling the National COVID-19 hotline on 0800 029 999. The call is free.</p>
	<h3>HOW</h3> <h4>IT WILL SAVE YOU TIME IF YOU REGISTER FIRST</h4> <p>It will save you time if you register before you go, so that your details are already in the system.</p> <p>Phone 0800 029 999 tollfree OR USSD: Dial *134*832*IDnumber# No ID no? Just dial *134*832# WhatsApp: Send "Register" to 0600 123 456 Online: https://vaccine.enroll.health.gov.za/</p> <p>But you can still just walk in. You may just have to wait a bit longer.</p> <p>If you have access to the Internet, you can now choose when and where to get vaccinated.</p> <ul style="list-style-type: none"> Once you are registered, you can choose when and where to get vaccinated or change your vaccination appointment. Go to https://vaccine.booking.health.gov.za <p>Once you are fully vaccinated, you can download your Vaccination Certificate from https://vaccine.certificate.health.gov.za/</p> <p>If you register, you will get an SMS telling you where and when to go to get vaccinated. But you don't have to wait for the SMS. Just go to your nearest vaccination site.</p> <p>Getting vaccinated is easy.</p> <p>When you get to the vaccination site, a nurse will take your temperature to check that you don't have COVID-19. If you do, you'll be asked to come back in a month when it's safer for you and for all the other people in the queue.</p> <p>If your temperature is normal, you'll be invited to join the queue to be vaccinated. When you do, you'll feel just a small prick in your arm.</p> <p>Afterwards you'll be asked to stay for 15 minutes just to make sure you have no side effects.</p>

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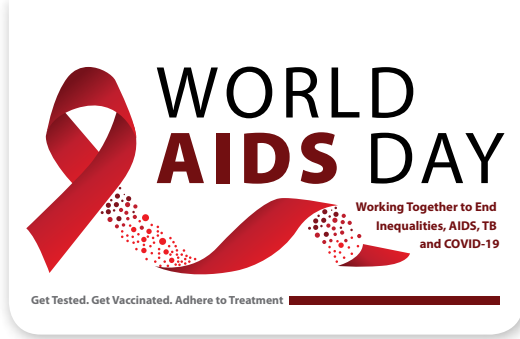
WHAT IF

It is normal to have some side effects. A few hours after the vaccine you might feel like you've got a bad 'flu, with fevers and headaches and chills. But it goes away after day or so.

If you're worried or feel short of breath or your heart is racing, feel free to call the COVID-19 hotline 0800 029 999 for advice.

If you have any questions, call the COVID-19 hotline on 0800 029 999

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THIS TOOLKIT IS FOR YOU

Whether you are a person infected and/or affected by HIV. whether you work in government, academia, a non-governmental organisation, a civil society organisation, or in the private sector, whether you are a teacher, journalist, blogger or simply someone pushing your own hustle, this toolkit is for you.

SANAC has developed this World AIDS Day (WAD) 2021 toolkit with the aim of creating one unified look and feel for WAD2021 in South Africa. The World AIDS Day 2021 brand is freely available for use by all South Africans.

Users of the brand may add their logo next to the existing stakeholder logos.



Your cooperation in using and adhering to the WAD 2021 toolkit will ensure maximum visual impact and contribute to building one unified message that makes a difference.



Primary Colours

C - 0 M - 0 Y - 0 K - 100	C - 0 M - 0 Y - 0 K - 70	C - 30 M - 100 Y - 100 K - 45

Red Blend

C - 0 M - 100 Y - 100 K - 0	C - 15 M - 100 Y - 90 K - 10	C - 30 M - 100 Y - 100 K - 45

Secondary Colours

C - 75 M - 5 Y - 35 K - 0	C - 30 M - 0 Y - 0 K - 60	C - 0 M - 48 Y - 93 K - 0

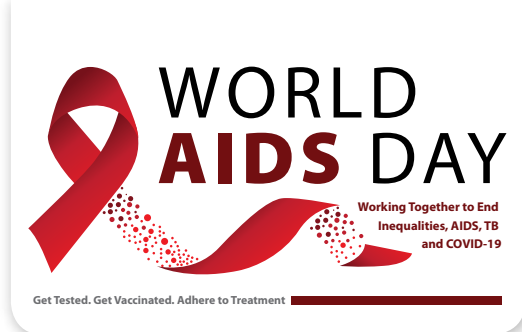
OFFICIAL FONT

Myriad Pro Light
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Bold
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



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WHAT YOU CAN DO FOR WORLD AIDS DAY 2021

The South African National AIDS Council (SANAC) encourages organizations to observe World AIDS Day on 1 December 2021, under the theme,

Working Together to End inequalities, AIDS, TB and COVID-19

The hashtags will be the following:

#Get Tested. #Get Vaccinated. #Adhere to Treatment

Let's make this year's WAD the biggest ever within the Risk-adjusted strategy!

These tips will help you and your organization to plan and implement events. You know your community best, and you know what messages it most needs to hear.

Use the ideas below to tailor your plans to meet your community's needs.

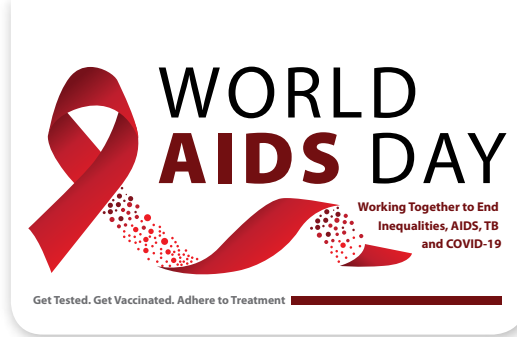


GETTING STARTED

Consider these questions and ideas as you plan an event:

- How can you raise awareness in your community in a way that reaches those most at risk and affected by HIV and TB?
- What type of event would interest your target audience?
- How can the unique voices in your community add meaning to your plans?
- How can you incorporate the knowledge, skills, and interests of diverse voices?
- Don't reinvent the wheel. Use the national theme to reinforce common messages.
- Research what's happening. Identify past local events, get advice and learn about new plans.
- Reach out beyond traditional partners. Large employers, faith-based organizations, schools and others may want to get involved.
- Consider how local media can help you reach your target audience.

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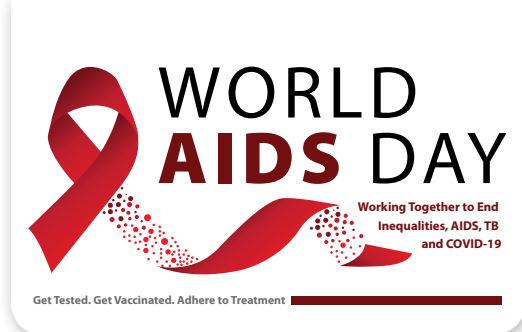
IDEAS FOR LOCAL EVENTS

Ensure that all gatherings are in line with COVID-19 safety protocols.

Everyone should wear a mask, sanitise or wash their hands, and always observe social distancing.

Hold a public meeting to talk about the impact of HIV and TB in your community. Include the perspectives of people living with HIV.

- Encourage your newspaper or schools to sponsor essays and painting exhibitions or other competitions.
- Hold a news conference with local officials to raise public awareness of the impact of HIV and TB on your community. Ask other public officials and leaders to talk about the challenges in the response to HIV and TB.
- Invite local officials to visit a local HIV service organization.
- Ask your mayor or councillor to send a letter/memorandum to all employees about the Day, and to tell them of HIV testing sites.
- Hold a cultural or faith-based event with speakers who can call attention to the local HIV response.
- Submit an editorial or letter on local needs to your newspaper.
- Encourage radio stations to air public service announcements.
- Offer free HIV testing at a special event. Offer incentives to attend. Get tested yourself to set an example or ask a local celebrity to take the test.
- Organize a health event to educate people about HIV and TB, testing options and other health issues.
- Honour a local leader or organization for their response to the epidemic.



PROMOTING YOUR EVENT

- Ask local media to report on the local impact of HIV and TB. Make yourself or other experts available to speak on local radio or TV shows.
- Issue a media advisory and press release to encourage coverage of your event.
- Register your event on the SANAC's database for WAD2021 activities by emailing the information to communications@sanac.org.za
- Publicize your event to community calendars, on TV, and through community centres, and neighbourhood markets.
- Add event information to your website, social network sites, your newsletter and other platforms.

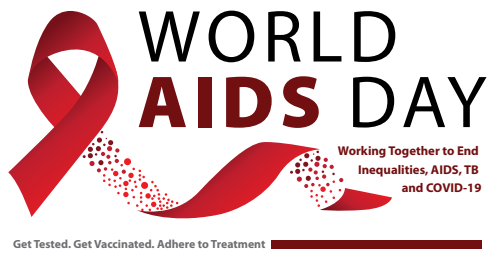


ENCOURAGING INDIVIDUAL ACTION

Local events are most successful when individual participants are encouraged to take action in response to HIV and TB. Here are some actions you can suggest:

- If you are sexually active, protect yourself and your sexual partners by always using a condom.
- If you have TB make sure that you finish your treatment so that you can be cured
- Help to reduce stigma and discrimination against people with HIV or TB and protect their human rights
- Check your HIV status regularly so that you can stay negative or get care to remain healthy
- Get screened for TB if you have symptoms of an active TB infection, including cough that last 3 weeks or longer
- Act against gender-based violence (GBV)
- Avoid alcohol and substance abuse
- If you are living with HIV, do everything you can to stay on your treatment and join a group of other people living with HIV
- Talk about HIV prevention with family, friends, and colleagues.
- Tell people about why World AIDS Day is important to you.
- Ask community leaders to increase their response to the epidemic.
- Get involved with or host an event in your community.

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POSTERS

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HEADLINE HERE

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HEADLINE HERE

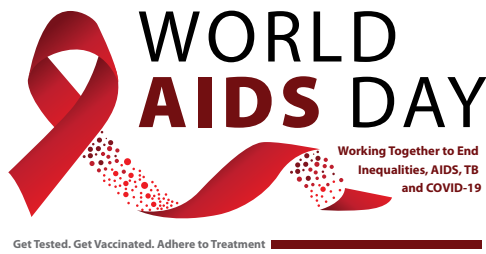
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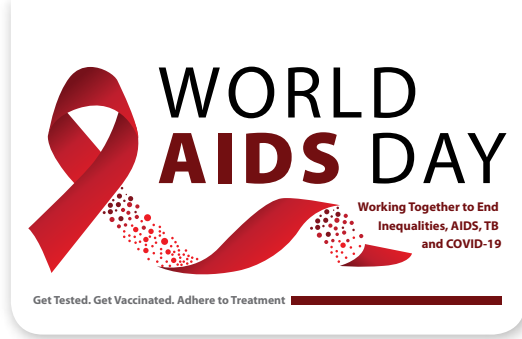
SOCIAL MEDIA



Official Hashtags

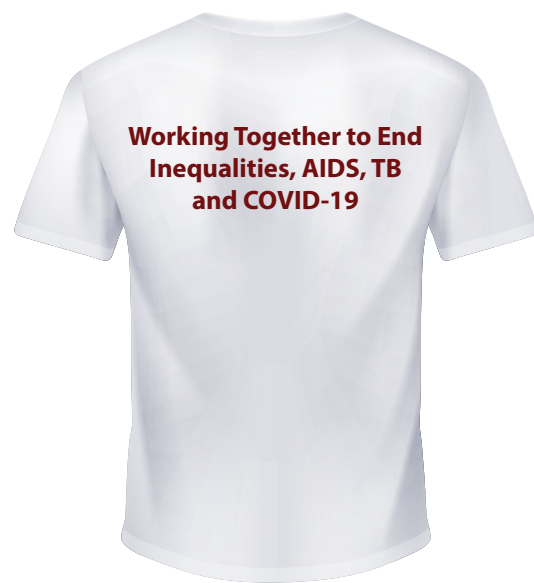
#Get Tested #Get Vaccinated #Adhere to Treatment

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CLOTHING ITEMS: T-Shirts



CLOTHING ITEMS: Caps



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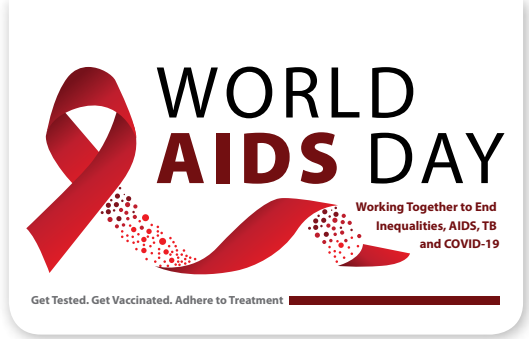
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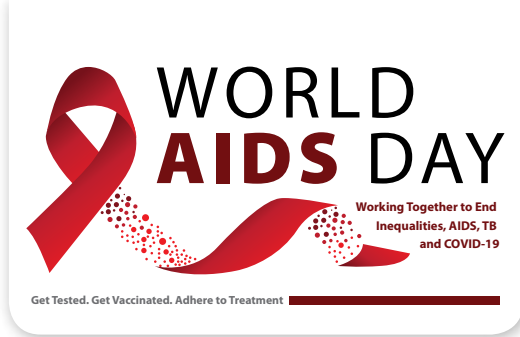
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PULL UP BANNERS 2000 x 850mm

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SOUTH AFRICAN NATIONAL AIDS COUNCIL
NDP
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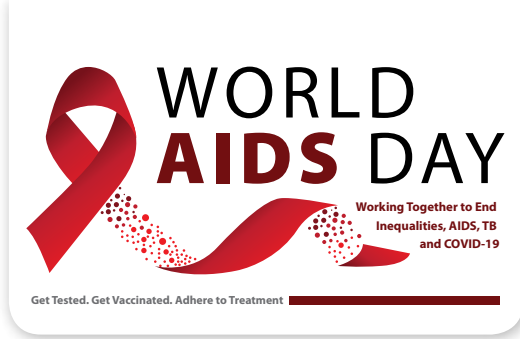
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VEHICLE BRANDING





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012 748 1000 | info@sanac.org.za | www.sanac.org.za

