

DOES HIV LOOK LIKE ME? CAMPAIGN EXECUTIVE SUMMARY

Agency Mission

Does HIV Look Like Me? International educates, inspires, empowers, and challenges stigma, through the production and presentation of innovative trainings, events, and print & media campaigns. We are driven by inspiring, relevant, real and often misunderstood realities and stories of hope from young people infected and affected by HIV or AIDS.

Vision of our Campaigns

The Emmy Award Winning DOES HIV LOOK LIKE ME? International Campaign, empowers and celebrates young people living with HIV or AIDS around the world to share their stories and take action. The DOES HIV LOOK LIKE ME? campaign extends to communities and countries around the world by empowering young people living with HIV or AIDS, challenging stigma and discrimination, advocating and creating awareness in schools by discussing the realities of living with HIV or AIDS and encouraging young people to get tested. The campaign ambassadors, young people living with HIV or AIDS, 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 and delivers a platform that provides a community and gives hope for those living with HIV or AIDS that they are not alone.

Goals

- To educate the general public about HIV and AIDS and to reduce stigma and discrimination against people living with HIV or AIDS.
- To show young people living with HIV and AIDS that they are not alone, and to provide them with the tools, skills and networks to take charge of their lives and redefine living with HIV.
- To produce the DOES HIV LOOK LIKE ME?campaign in each partner country that includes a two day leadership training, video interviews with ambassadors, production of a high impact print campaign, ambassador registration in the DOES HIV LOOK LIKE ME?online community, and partner representation on the international DOES HIV LOOK LIKE ME?website.
- To coordinate the DOES HIV LOOK LIKE ME?campaign in partnership with an In-Country Coordinator (a young person from the campaign country), a campaign coordinating committee, which is led by Hope's Voice International. This structure ensures local relevance, international connectedness, and assurance that each campaign is delivered by the award winning standards, which are set by HVI(has HVI won awards?).
- To produce the DOES HIV LOOK LIKE ME?campaign with a diverse group of local young people living with HIV or AIDS, who are identified and recruited by local partners(who have been noted for the commitment to the cause or however they are chosen - what makes them stand out?).

- To provide 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.

DOES HIV LOOK LIKE ME? is proud to accomplish these goals and to inspire a message of hope, not fear. The powerful and personal campaign, which targets age 15 - 29, features only young people but delivers memorable impact for people of all ages.

DOES HIV LOOK LIKE ME? CAMPAIGN OVERVIEW

Structure

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

The DOES HIV LOOK LIKE ME? campaign is co-coordinated by an In-Country Coordinator. This young 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 (DHLLM International), the CCC and young people involved in the campaign.

Outcomes

Pre-Production- A comprehensive three day meeting is held for the ambassadors and the CCC. The meeting provides a diverse group of YPLHIV/A the space for open dialogue, tools to develop messaging, learn advocacy skills and the opportunity for peer-to-peer sharing of experiences, support and empowerment. The meetings culminate with a debriefing conversation outlining next steps for the in-country campaign and it's messaging with ambassadors, agency staff and the CCC. The pre-production will strengthen the local institutional capacity by providing locally-trained young people who will use their voices to address stigma, educate the public, encourage young people to get tested and 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. Providing young people with the skills and tools to lead the movement in their communities and country. The meeting and campaign mobilizes young 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 young people living with HIV or AIDS. The daily recap videos captures the emotion and documents the process of building the national campaign. The ambassadors videos, in their native language are featured on the country campaign website, distributed by the CCC, international partners, regional offices and English sub-titled videos are featured on the international website.

DOES HIV LOOK LIKE ME?

MY FACE, MY VOICE, MY STORY

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.

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 In-Country Campaign Coordinator and the CCC, is an opportunity for the campaign supporters, partners, sponsors, influential individuals, stakeholders, press, CCC and HVI 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 In-Country Coordinator, the CCC and Hope's Voice International to develop an action plan and proposals 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.

Schedule - 12 months

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 3 day 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 and distributed by Hope's Voice.
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.