

## TERMS OF REFERENCE FOR THE PREPARATION OF THE WORLD AIDS DAY IN THE FIGHT AGAINST AIDS–2007.



### The National Campaign and the World AIDS Day in the fight against AIDS

National theme:

**“The responsibility of the family vis-à-vis the children in the fight against AIDS”.**

#### 1. Introduction

The World AIDS Day (WAD) in the fight against AIDS, a day observed on the first December of every year, attracts attention the world over, mobilize political decision makers and development partners, men, women and youth, to combine efforts during a specific period of time over particular problems related to AIDS Prevention and treatment. Each one of us ought to think about the theme chosen by the UNAIDS and organize activities geared to fighting against HIV/AIDS. The CNLS has, for four years now, been organizing a two months national mobilization campaign for the World AIDS Day throughout the country on the theme of the year.

This is a logical continuation, here are themes that were developed in the last four years according to the international themes proposed by the UNAIDS and are as follows:

- ❖ *In 2003, the National theme of the WAD was, “The fight against stigmatization and discrimination against children and youth infected and affected by HIV/AIDS”.*
- ❖ *In 2004, the National theme of the WAD was, « Let’s have a Voluntary HIV Test since Antiretroviral drugs are now available »*
- ❖ *In 2005, the National theme of the WAD was, “ The responsibility of the population in the fight against AIDS”.*
- ❖ *In 2006, the National theme of the WAD was, “The family responsibility in the fight against AIDS”.*

The main international theme of this year is **“Let us keep our promises”**, and the theme of the campaign at the national level is tinged to the already set international theme for the World AIDS Day defined in relation to the national reality, **“The responsibility of the family vis-à-vis the children in the fight against AIDS”**.

This document has been prepared by the CNLS with support from various partners aimed at providing guidance, both to individuals and organizations in their involvement in the campaign. It gives a brief outline on the statement of the problems; the theme adopted the target group and the template, on which different activities at national, district and community levels can be realized.

## 2. International context

Based on the last figures published by the UNAIDS/WHO on the epidemic, the number of people already infected are 39.5 million the world over. In the region of Sub-Saharan Africa alone, the number of infected people has now reached 24.5 million. The cases of death amount to 2.9 million people in 2006; the number of orphans is estimated at 15.2 million Worldwide whereas the number of Orphans in Sub Saharan countries is estimated at 12 million.

## 3. National context

The killer HIV/AIDS pandemic is a concern of each and every citizen of Rwanda and nobody is spared. Based on DHS carried out in 2005, the HIV prevalence remains 3%, and is 2.3% in rural areas against 7.3% in urban areas.

To reverse the trend, greater improvement efforts have been directed towards the following:

- Access to diagnostic tests with 278 VCT sites established throughout the country but 75% of Rwandans do not know their HIV status,
- Creation of 255 PMTCT sites but only 28.2% of pregnant women go to health facilities for PMTCT service (throughout the country) and since 71.8% of women deliver their babies at home. Among those who use those services and who are infected only 68% of them comply with the prophylaxis.
- Access to treatment of opportunistic diseases ;
- Access to treatment, care and biological follow-up. By the end of July 2007, 40981 PLWHA *have received tritherapy*,
- Improvement of pediatric care for children infected by HIV;
- Initiatives aiming at reducing the shameful character of the disease ( fighting against stigma and discrimination against PLWHA)
- Allocate necessary resources to the fight against HIV and AIDS etc.

Thus, emphasis is put on challenges to be addressed like:

- sustainability of the current interventions funded by bilateral and multilateral programmes;
- Reduction of neonatal and maternal mortality rate in Rwanda, which remains high, with the rate of 37/1000 live births and 750/100 000 live births respectively; and AIDS is among the major killers.

## 4. Why make “responsibility of the family” the epicenter of our theme vis-à-vis children in the fight against AIDS?

The family is the foundation of the society and the hard core of development of the child, the future of our society. The family must participate in all interventions related to management of health for the welfare of its members with a bid to improve health of a spouse and children.

Health services programmes (VCT, PMTCT) are used by more women than men and children come in the last time whereas strategies and programmes like Family Planning, Antenatal consultations and Pediatric consultations cannot reach their objective unless the man is as involved as the woman and both involve their children.

According to the report from MOH, only 28.2% of women deliver their babies at health facilities and this means that 71.8% of women deliver their babies at home; however, this puts them at a high risk causing maternal mortality which is estimated to be 750/100 000 live births. The under five mortality rate is estimated at 152/1000. If the situation continues to raise unabated, efforts made by the Government and other development partners will remain insufficient and development efforts shall be compromised.

## 5. The campaign and the World AIDS Day

### 5.1. The objectives of the campaign and of the World AIDS Day:

The general objective of the campaign is mainly, to break the chain of HIV transmission in general and particularly in children.

Specific objectives of the campaign are:

- Remind the crucial role of the family in HIV prevention in general and particularly in a child;
- To mobilize political decision makers and development partners to reinforce sensitization initiatives for HIV prevention and care;
- To sensitize the Rwandan community make test their children exposed to risks;
- To mobilize the population for VCT promotion in families (FVCT);
- To sensitize couples to attend antenatal consultations services to avoid pregnancy risks;
- To sensitize the population and partners on the promotion of better nutrition for pregnant women and children, and particularly those born of HIV positive mothers;
- Sensitize adults on children protection;
- Remind prevention means of EABC appropriate for the youth and the family.

### 5.2 Duration

The campaign shall begin the **1<sup>st</sup> October and end on the 1<sup>st</sup> December 2007**. Based on the campaign assessment, activities will go on through out the year 2007 and a plan of action, to the effect, shall be prepared.

### 5.3 The national slogan

A national slogan that **"In families, let us break the transmission chain and protect our children against HIV and AIDS"**. The slogan should target families, communities, and the civil society, on responsibility of breaking the transmission chain with a bid to protect children.

The slogan shall be echoed in all sectors of the society, at the institutional level, in field offices and at the community level. With this common slogan through the entire period of the campaign, the CNLS and her partners shall broaden, quite considerably, the impact of the campaign, whereas the continuity of the slogan and its wider range of broadcast shall also be attained. All will be geared towards common objectives.

#### **5.4 Propositions of activities to be carried in the campaign**

The activities will be proposed by umbrellas and other partners in accordance with the theme of the 2007 campaign as well as the target groups as presented below:

##### **THEMES**

- Promotion of EABC ;
- Promotion of the use of PMTCT by pregnant women and their partners;
- Correct and regular taking ARV;
- HIV testing before marriage;
- Promotion of VCT in families in order to increase the number of Rwandans knowing their HIV status;
- Fighting against TB and Malaria;
- Live positively with HIV in the family;
- Support of the family for its infected and/or affected members;
- Support to children infected and affected by HIV/AIDS;
- Break the silence around AIDS within the family;
- Good nutrition;

##### **TARGET GROUPS**

- Children between the age of 0 and 15 years
- Young girls and boys
- Women and men

To coordinate these activities, CNLS will work with a steering committee for the campaign that is composed of the following members:

1. MOH
2. MIGEPROF
3. MINADEF
4. POLICE
5. Umbrellas
6. UNAIDS
7. WHO
8. UNICEF
9. Public projects for the fight against AIDS
10. ATRACO
11. Pro femmes

## 12. PSI

### **Institutions to participate in the preparation of the WAD:**

#### **Multilateral and bilateral Co-operations:**

1. UNAIDS
2. UNICEF
3. UNDP
4. WHO
5. UNFPA
6. WFP
7. UNIFEM
8. GTZ etc....

#### **Private sector and parastatals**

All

#### **Community Sector**

- All the Umbrellas of CNLS
  - Forum of NGOs
  - RRP+
  - ABASIRWA
  - APELAS
  - National Youth Council
  - National Council of women
  - The Umbrella of the Public sector
  - Umbrella of the disabled people

#### **Some community associations and partners supporting the community:**

- ATRACO
- Transport companies
- PSI
- IMPACT Rwanda
- Women Network;
- SWAA Rwanda ;
- Profemmes Twese hamwe ;
- PACFA
- JOC
- ARBEF
- The Scouts of association of Rwanda
- Associations of artists
- Associations sportsmen/sportswomen

#### **The public sector:**

- MOH
- CNLS

- TRAC
- MSU
- CNLS/UNDP PROJECT
- MINEDUC
- MINADEF
- MIGEPROF
- MININTER
- MINALOC
- MIJESPOC
- MIFOTRA

## **5.5 The role of the CNLS and different partners:**

### **5.5.1 The role of CNLS**

- Ensure and coordinate the implementation of the campaign throughout the country;
- Render technical assistance to partners' plans of action for mobilization;
- Funds mobilization;
- Ensure the follow up of the thorough running of the 2007 campaign.

### **5.5.2 The role of CDLS**

- Mobilize the community and coordinate the implementation of the campaign in their respective districts;
- Render technical assistance to District partners to define specific activities to be conducted according to the theme and objectives of the campaign;
- Ensure the follow up of the campaign activities in the district.

### **5.5.3 The role of partners in general:**

The CNLS holds the view that partners should **mobilize people they target**, and involve them **in the planning and in the realization of the activities** related to the campaign. It would, therefore, be advisable that each partner **have his role clearly known and prepares an action plan thereof**. The following is a list of the CNLS partners and what the latter expects of them: Ministries, provinces, districts, financiers, NGOs, Human Rights Organizations, notably the Rights of a Child and Woman, Religious denominations and members of the business community.

### **The role of the National Youth Council and the national Women Council**

- To mobilize and organize the youth (both the educated and the un- educated) during the campaign. The campaign should be extended to all levels (national, provincial, district and community);
- To identify and accompany spokesmen to campaign at the national level, in provinces and districts;
- To prepare a plan of action for the campaign.

### **The role of the media**

- Plan, produce and broadcast on radio and television and write press- articles, which accurately and noticeably inform the population about the theme and the activities related to the campaign.
- To prepare a plan of action for the campaign.

### **The role of religious denominations**

- To mobilize their followers to participate in the campaign;
- To identify and accompany spokesmen to campaign at the national level, in provinces and in districts;
- To prepare a specific plan of action for the campaign.

### **The role of the national network of people living with HIV/AIDS**

- To mobilize people who have been infected with HIV/AIDS to become the prime participants during the campaign;
- To identify and accompany spokesmen to campaign at the national level, in provinces and in districts;
- To prepare a plan of action.

### **The role of the APELAS**

- To mobilize employers and employees for the campaign
- To identify and accompany spokesmen to campaign at the national level, in provinces and in districts.
- To prepare a plan of action

### **The role of the National Commission for Human Rights:**

- To mobilize all participants who work for the Promotion and Protection of the Rights of persons
- To plead for the protection of the Children's Rights, particularly, the children and the youth infected with HIV/AIDS
- To prepare a plan of action

## **6. Methodology**

CNLS will mobilize funds to partners that will be used to implement the campaign; meetings of coordination and with umbrellas will be organized by CNLS.

Mobilization of community leaders, sensitizing the population, selecting sites, community workers, community volunteers, provision of products and necessary materials will be ensured by hospitals and CDLS according to their respective zones.

Districts hospitals and TRAC will ensure technical supervision of the campaign of VCT for children.

The organization of testing will be organized according to the districts provided the objectives of the campaign are attained.

Complementary activities that will be organized in the campaign are the following:

- Cultural competitions of the youth on poems, songs and plays at the national level;
- Sensitization campaigns at the level of all the administrative sectors of the country;
- Media campaigns on different national and community radio stations; and
- Social support campaigns, "It is easier to orient a tree while it is still small or educating a child starts at early age."

## 7. Follow up and assessment of the campaign:

The CNLS shall ensure a follow-up of every step of the coordination made during the campaign. Assessment will dwell on what shall have been accomplished and achieved, and on the impact they bear on the population. **Levels that will be assessed shall be based directly on the set and defined objectives and activities.**

### Inputs / contributions:

- Financial resources, human and material support availed for the realization of the campaign as well as the World AIDS Day
- Easy access to the above resources

### Output / products:

- The number of mobilizers /partners who will participate in the campaign
- The number of persons who shall have participated in the campaign
- Effective and timely implementation and execution of the plans of action as predetermined, and the use of exact resources allocated thereof
- The number and quality of work accomplished
  - Media campaign
  - Marketing kit produced and distributed

### Expected results are:

- Leaders of all sectors, development and community actors will take part in the activities of the campaign;
- Administrative leaders, more particularly the young children and women will participate in the campaign;
- Increase in the use of VCT/PMTCT by couples and families;
- Increase of the number of children who will have undergone HIV testing and the number of HIV positive children having access to care and treatment;
- Key messages are conveyed to specific groups by the umbrellas and concerned partners.

To make this activity a success, CNLS calls upon all of you to attend and take part  
For effective involvement and participation.

