

**SIYAM'KELA Stigma Project:**

***Measuring HIV and AIDS related Stigma in South Africa***

***From indicators to action***

Meeting the needs of People Living with HIV or AIDS

**NATIONAL STIGMA STRATEGY**

**Framework & Sector Plans**

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# **National Stigma Strategy Framework and Sector Plans**

## **1. Preamble**

HIV and AIDS-related stigma continues to be a major challenge for all those affected by, and working in, the HIV and AIDS epidemic. Stigma has an impact on prevention, testing, treatment and care, and hampers the efforts of government and civil society.

Primarily a negative attitude towards people living with HIV/AIDS (PLHA), stigma can also be attached to people merely suspected of being HIV positive, or those close to a person living with HIV/AIDS, such as a partner, family member or caregiver. When this negative attitude turns into acts which result in unjustified treatment, we call this discrimination. Sometimes stigma can be internalised, resulting in feelings of shame and self blame, and a range of self protective behaviours, including the inability to disclose HIV status.

Stigma has existed throughout history, usually based on a fear of disease and difference. In essence it is a form of social control, layered onto other forms of discrimination around race, class, gender, sexual orientation, disability and age. Because stigma and discrimination are rooted in social processes, from gossip at community level to media representations of PLHIV to differential allocation of resources, simply focusing on education about the routes of transmission of HIV and AIDS and the negative impact of stigma is insufficient to address it.

Anti-stigma work should challenge individual attitudes and beliefs but it should also address the social processes which perpetuate stigma. To do this a multi-level, multi-sectoral and holistic approach needs to be adopted. Based on good evidence and research, it should empower individuals and communities to sustain any stigma-reduction strategy, utilise a gender focus and be rights based. Tackling HIV and AIDS-related stigma is everyone's responsibility and an integrated effort from all role players and stakeholders in society is essential.

Perhaps the most crucial role is that of government as it is in a position to offer leadership and resources on stigma mitigation. This document sets out the role of government and locates a stigma strategy in the context of the National Strategic Plan on HIV and AIDS in South Africa for the next five years.

Since 2002 the Chief Directorate: HIV and AIDS and TB, National Department of Health has been working with the Health Policy Initiative-funded Siyam'kela Project of the Centre for the Study of AIDS at the University of Pretoria to develop tools to better understand and mitigate HIV/AIDS stigma. With technical assistance from the Siyam'kela Project, government hosted a National Consultative Workshop on HIV and AIDS-related Stigma in September 2005. A draft national stigma strategy was developed at this workshop. Task teams then conducted sector-based consultation to refine the strategy, which was presented to the sectors for final approval in November 2006.

### **Overall aim:**

This strategy aims: to provide clear and legitimate information on HIV and AIDS to all South Africans; to mobilise key stakeholders; to ensure that laws and policies are

non-discriminatory; to involve civil society in raising awareness of stigma and challenging attitudes and beliefs; to involve PLHA in these initiatives, both as partners in stigma mitigation and as recipients of supportive services, and to research stigma because it is dynamic and ever-changing. The strategy will be monitored and evaluated to assess its impact.

### **GOAL**

- To improve the quality of life of people living with and affected by HIV and AIDS

### **SUB GOALS**

- To promote the human rights of people living with HIV and AIDS (PLHA)
- To promote openness towards, and acceptance of, PLHA

### **Implementation and Partnerships:**

Some of the key stakeholders identified as partners<sup>1</sup> in the strategy with government include the workplace sector, media houses and practitioners, faith-based organisations, the health and education sectors, the PLHA sector, the human rights sector, social and cultural movements, and non-governmental organisations and other community-based organisations.

For the implementation of the strategy to be effective, the following steps need to take place: the plan is approved at multiple levels and by all relevant parties, including South African National AIDS Council (SANAC); agreement with provinces is reached on resource allocation; reporting on activities and spending is agreed upon; and each sector will develop more specific plans based on their role, activities and specific strengths. In addition, sector-specific indicators of stigma associated with HIV and AIDS will be developed, obstacles to stigma mitigation will be identified, best practices will be documented and reports to SANAC will be submitted. The Chief Directorate has also developed a resource and training manual on HIV and AIDS and the law for paralegals in South Africa, and has engaged with the paralegal sector to obtain its buy-in regarding stigma work.

### **Key challenges:**

An overview of some of the research and programmes on stigma nationally, revealed the following key challenges:

- There is lack of public support for programmes i.e. from government down to grassroots, as well as private sector from the top to the bottom of organisations/institutions.
- Lack of integration of anti - stigma into issues in wide ranging intervention to improve access to care, including housing, employment, government benefits and health care systems.
- The attempts to address stigma are fairly new as most of organisations that have projects on stigma mitigation, have introduced them onto existing HIV/AIDS programmes. In some government departments and organisations stigma is understood as part of HIV and AIDS with an assumption that prevention

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<sup>1</sup> See Sector Plans with suggested activities, under section 4

programmes automatically address stigma even when such programmes do not explicitly mention stigma.

- That few tools are available to assist NGOs and communities in tackling stigma (this was findings of a study carried out by International Centre for Research on Women (ICRW) 2005).

An integrated approach can work to address these key gaps; by challenging underlying causes of stigma and providing a policy framework. The ultimate goal is to build a nation that is caring and protect the rights those affected and living with HIV and their families.

## **2. Guiding principles**

1. Strategies should be based on evidence
2. Strategies should be multi-level, multi-sectoral and holistic
3. Strategies should use a gender lens
4. Strategies should use a rights approach
5. Strategies should be sustainable
6. Strategies should be mainstreamed
7. Strategies should involve PLHA

### **Principle 1**

- Strategies should be based on evidence:
  - good research can tell us what we know works and does not work
  - it stops us from repeating mistakes of the past
  - there is good African and South African research to draw on

### **Principle 2**

- Strategies should be multi-level, multi-sectoral and holistic:
  - there is no magic bullet which works every time
  - multi-level implies from government down to grassroots, as well as from the top to the bottom of an organisation
  - all sectors need to work together
  - holistic implies a coherent, integrated approach

### **Principle 3**

- Strategies should use a gender lens
  - we know that stigma plays itself out differently between men and women – while women are usually stigmatised men are not exempt
  - stigma can add to gender discrimination to doubly burden women

### **Principle 4**

- Strategies should use a rights approach:
  - human rights belong to all simply because they are human
  - PLHA are often denied their rights
  - promoting rights lessens the impact of HIV/AIDS
  - but rights on their own do not bring fairness and the hearts and mind approach is also necessary

### **Principle 5**

- Strategies should be sustainable:
  - both individuals and communities need to be able to sustain interventions
  - this implies long-term planning, a proper review of resources, and investment in human, intellectual and social capital

#### Principle 6

- Strategies should be mainstreamed:
  - stigma mitigation is not the preserve on any one agency or organisation or programme
  - within a stigma-mitigation programme it is important to use every opportunity to address it:
    - for example don't just have PLHA presentations in your stigma programme, think about how stigma can be flagged in the way your organisations functions

#### Principle 7

- Strategies should involve PLHA:
  - the voices of PLHA are crucial to stigma mitigation, not as an add on but as an integral part of planning, intervening and monitoring
  - PLHA voices remind us why we are doing this work in the first place

### **3. Six (6) priorities have been identified**

1. Providing legitimate information
2. Advocacy and lobbying
3. Promoting human rights/legislation/policy
4. Focusing on the needs of PLHA
5. Reaching communities through civil society
6. Conducting research and M&E

#### Priority 1

- Providing legitimate information:
  - while information on its own may not shift attitudes, good, clear, credible information can address misinformation, fears and myths
  - information can educate people about the impact of stigma
  - information can tell people about resources to address stigma

#### Priority 2

- Advocacy and lobbying:
  - is a planned effort to influence decision makers
  - organises and mobilises like-minded people and organisations
  - builds alliances and networks
  - provides information and education to empower people and responses

#### Priority 3

- Promoting human rights/legislation/policy:
  - good laws can go a long way to protect the rights of PLHA
  - good policies can do likewise, although policies may not always be implemented
  - a rights approach can use rights enshrined in the constitution to make challenges to courts

#### Priority 4

- Focusing on the needs of PLHA:
  - it is important to address counselling and support needs of PLHA

- internalised stigma is a challenging aspect of stigma and needs creative and intensive solutions
- The GIPA principle is crucial to all HIV and AIDS work

Priority 5

- Reaching communities through civil society:
  - social movements play a role in shaping attitudes and behaviour
  - cultural movements and organisations also role model attitudes to HIV and AIDS and to PLHA – including traditional leaders, healers
  - other civil society organisations can reach out to people

Priority 6

- Conducting research and M&E:
  - stigma is complex and multi-faceted, and changes all the time so we need constantly to strive for greater understanding of it
  - M&E allows to measure and change what we are doing

<b>PRIORITY AREAS/ STRATEGIC OBJECTIVES</b>	<b>RESULTS/SPECIFIC OBJECTIVES</b>	<b>INDICATORS</b>	<b>ANTICIPATED RESULTS</b>
Provide legitimate and accurate information	To provide up to date HIV and AIDS and stigma related information to the public through print and audiovisual media	<ul style="list-style-type: none"> <li>- A centrally available database of information exists (manual and electronic)</li> <li>- No. of workshops conducted</li> <li>- No. of people reached, with a gender breakdown</li> <li>- No. of materials distributed</li> <li>- No. of campaigns and road shows conducted</li> </ul>	<ul style="list-style-type: none"> <li>- Informed public</li> <li>- Behavioural change</li> </ul>
	To improve accessibility to up to date HIV and AIDS and stigma related information	<ul style="list-style-type: none"> <li>- No. of people reached, with a gender breakdown</li> <li>- No. of materials distributed, with a language breakdown</li> <li>- Geographic areas covered</li> </ul>	<ul style="list-style-type: none"> <li>- Improved access to HIV and AIDS and stigma related information</li> <li>- People have access to trusted agencies that provide accurate or up to date information</li> </ul>
Advocacy and lobbying	To mobilize key stakeholders to develop and implement stigma advocacy strategy	<ul style="list-style-type: none"> <li>- No of stakeholders who have developed and implemented stigma advocacy strategies</li> </ul>	<ul style="list-style-type: none"> <li>- Influential people advocate on stigma</li> <li>- Strong alliances and functional networks across communities and sectors</li> </ul>

	To ensure that issues of stigma are put on the agenda of the key role players in the public and private sector.	- No. of influential people advocating on stigma	- Influential people advocate on stigma
Promoting human rights / legislation policy	To ensure that existing laws and policies are not discriminatory to PLHA.	- No. of existing discriminatory laws and policies reviewed, amended and implemented - No. of discriminatory cases reported	- Existing laws and policies protect the human and legal rights of PLHA - Public informed and empowered on human rights and HIV and AIDS stigma related information - People know their rights
	To build the capacity of all key partners on HIV and AIDS related stigma and human rights.	- No. of key partners trained on HIV and AIDS related stigma and human rights.	- People understand when their rights are being infringed - Partners addressing or promoting human rights of PLHA
Focusing on the needs of PLHA	To implement the GIPA principles	- No. of agencies and partners implementing GIPA principles	- PLHA representation in policies, programme design and implementation process - PLHA have opportunities to network and support each other - PLHA experience less stigma and discrimination - People infected and affected have access to improved quality psychosocial support services
	To improve the participation of PLHA in policies, programme design and implementation process.	- No. of policies and programmes developed and implemented that involve PLHA	
	To establish and strengthen psychosocial support structures for people infected and affected by HIV and AIDS	- No. of established and functional support structures	
	To improve the quality of services rendered by psychosocial support structures for people infected and affected by HIV and AIDS	- No. of guidelines and standardized protocols implemented - No. of support structures adhering to the guidelines and standardized protocols implemented - Percentage of trained care and support providers - Percentage of clients who report satisfaction with services provided	

Involving civil society in stigma mitigation	To raise awareness in civil society of HIV related stigma through campaigns	<ul style="list-style-type: none"> <li>- No. of workshops conducted</li> <li>- No. of people reached</li> <li>- No. of materials distributed</li> <li>- No. of campaigns and road shows conducted</li> </ul>	<ul style="list-style-type: none"> <li>- Sensitized/informed civil society on HIV and AIDS related stigma</li> <li>- HIV and AIDS related stigma issues mainstreamed in existing programmes</li> <li>- Civil society organizations mainstream HIV and AIDS related stigma issues</li> </ul>
	To educate and train civil society organizations to mainstream (integrate) stigma in their existing programmes	<ul style="list-style-type: none"> <li>- No. of civil society organisations who have mainstreamed HIV and AIDS related stigma in their existing programmes</li> </ul>	
Conducting research and M&E	To develop a database of HIV related stigma mitigation interventions/programmes.	<ul style="list-style-type: none"> <li>- Existence of a database on HIV and AIDS related stigma</li> </ul>	<ul style="list-style-type: none"> <li>- Results of M&amp;E being done on interventions is fed back into research and planning</li> </ul>
	To identify the key research gaps and conduct relevant research on HIV and AIDS stigma and discrimination across HIV status, sexual orientation, race and gender in different contexts	<ul style="list-style-type: none"> <li>- No. of research projects being conducted</li> </ul>	
	To ensure that research results are made accessible and disseminated to all stakeholders	<ul style="list-style-type: none"> <li>- No. of research reports disseminated</li> <li>- No. of feedback sessions held</li> </ul>	
	Ensure that M&E is incorporated into all stigma mitigation interventions	<ul style="list-style-type: none"> <li>- Evidence of M&amp;E systems incorporated into stigma mitigation programmes</li> </ul>	

#### 4. Sector Plans

##### Suggested activities and plans for each of the six sectors

##### EDUCATION

Priority area/ strategic objectives	Results/specific objectives	Key activities	Lead agencies	Time frame
<b>Provide legitimate/ accurate information</b>	To provide up to date HIV and AIDS and stigma related information to the public through print and audiovisual media	- Training of educators, school management (pre-school, primary, secondary and tertiary), governing bodies as well as learners and all education stakeholders on basic HIV and AIDS info, stigma and human rights	DOE – national and provincial  HEAIDS  DOH  Lifeskills and HIV and AIDS coordinators	2007-2011
	To improve accessibility to up to date HIV and AIDS and stigma related information	- Develop peer educator material that promotes acceptance and openness  - Mainstream stigma in the Lifeskills Programme of the Department of Education  - Mainstream stigma in institutions of higher learning  - Disseminate peer educator material on HIV and AIDS to all institutions of higher learning	DOE – national and provincial  HEAIDS  DOH  Lifeskills and HIV and AIDS coordinators  Teachers' unions	2007-2011
<b>Conducting research, monitoring and evaluation</b>	Ensure that M&E is incorporated in all stigma mitigation interventions	- Monitor implemented programmes, policies and laws  - Develop monitoring tools	Senior management, HR department, Planning unit, Treasury department	2007-2011

<b>Advocacy and lobbying</b>	To mobilize key stakeholders to develop and implement a stigma advocacy strategy	<ul style="list-style-type: none"> <li>- Strengthen the existing Lifeskills programmes and HIV and AIDS structures</li> <li>- Encourage acceptance of children living with HIV and AIDS in learning institutions</li> <li>- Advocate for the integration of HIV and AIDS stigma mitigation into the current school health education curriculum, if any</li> <li>- Ensure that admission criteria do not discriminate against children living with and affected by HIV and AIDS</li> <li>-Develop guidelines that will ensure easy implementation of relevant legislation</li> </ul>	<p>DOE – provincial and national</p> <p>Officials from Inclusive Education</p> <p>Lifeskills HIV and AIDS educators</p> <p>School Governing Bodies</p> <p>Wellness coordinators</p> <p>Educators’ trade unions</p> <p>Educators</p> <p>Civil society</p>	2007-2011
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<b>Focusing on needs of PLHA</b>	To improve the participation of PLHA in the policy and programme design and implementation process	- Set up discussion forums involving learners, educators and parents and/or school governing body.	<p>Government</p> <p>Inter-departmental bodies</p> <p>PLHA sector</p> <p>Private sector</p> <p>Gender organizations</p> <p>Trade Unions</p>	2007-2011
	To establish and strengthen the psychosocial support structures for people living with and affected by HIV and AIDS	<ul style="list-style-type: none"> <li>- Establish psychosocial support structures for educators and learners</li> <li>- Orientate learners and educators on the support group guidelines</li> <li>- Orientate and educate learners and educators on the Advocacy toolkit for people living with HIV or AIDS</li> </ul>	<p>Government</p> <p>Inter-departmental bodies</p> <p>PLHA sector</p> <p>Private Sector</p> <p>Gender organizations</p> <p>Trade Unions</p>	2007-2011

<b>Priority area/ strategic objectives</b>	<b>Results/specific objectives</b>	<b>Key activities</b>	<b>Lead agencies</b>	<b>Time frame</b>
<b>Promoting human rights/ legislation/ policy</b>	To build the capacity of all key partners on HIV and AIDS related stigma and human rights	<ul style="list-style-type: none"> <li>- Provide training on stigma and human rights for all education structures</li> <li>- Develop guidelines that will ensure easy implementation of relevant legislations</li> </ul>	Government Inter-departmental bodies PLHA sector Private sector Gender organizations Trade unions	2007-2011
	To ensure that existing laws and policies are not applied discriminatory to people living with and affected by HIV and AIDS	<ul style="list-style-type: none"> <li>- Create task teams that will monitor and evaluate the implementation of programmes and policies.</li> <li>- Develop monitoring and evaluation tools for the implementation of policies and programmes</li> <li>- Build the capacity of HIV and AIDS coordinators to monitor and evaluate the implementation of policies and programmes.</li> </ul>	Government Inter-departmental bodies	2007-2011
		<ul style="list-style-type: none"> <li>- Establish networks and work collaboratively with human and legal rights organizations to empower them with information to mitigate stigma</li> </ul>	Government Inter-departmental bodies PLHA sector Private sector Gender organizations Trade unions	2007-2011

## HEALTH

Priority Area	Results/ specific objectives	Key activities	Lead Agencies	Time frame
<b>Provide legitimate/ Accurate information</b>	To provide up to date HIV and AIDS and stigma related information to the public through print and audiovisuals	<ul style="list-style-type: none"> <li>- Create awareness and train health care workers on basic HIV and AIDS info, stigma and human rights</li> <li>- Conduct desktop review of available info and guidelines on HIV, AIDS and TB related stigma for health care workers</li> </ul>	Select/identify service providers, e.g. academic institutions NDOH	2007-2011
		<ul style="list-style-type: none"> <li>- Develop and popularise IEC and training materials that address HIV and AIDS related stigma in health care settings</li> </ul>	Khomonani NDOH – HAST – HIV and AIDS and STI and TB Committees, SETAs, HRD, EPNP	2007-2011
		<ul style="list-style-type: none"> <li>- Develop stigma mitigation guidelines for the workplace and service provision settings</li> </ul>	Khomonani NDOH – HAST – HIV and AIDS and STI and TB Committee, SETAs, HRD, EPNP	2007-2011
		<ul style="list-style-type: none"> <li>- Develop a database of support/service structures for HIV, AIDS and TB</li> </ul>	Paralegals and all other sectors	2007-2011
		<ul style="list-style-type: none"> <li>- Develop strategies to address the dual stigma associated with TB and HIV and promote early diagnosis</li> </ul>	Programme managers  Health facilities and staff in provinces/districts  DOH	2007-2011
<b>Advocacy and lobbying</b>	To mobilise key stakeholders to develop and implement a stigma advocacy strategy	<ul style="list-style-type: none"> <li>- Establish, expand and promote paralegal centres Community Advice Centres to provide support to people living with and affected by HIV and AIDS (link with the Department of Justice and civil society initiatives)</li> </ul>	Community Leaders  Health committees  NGOs, CBOs  Health Facilities and staff in provinces/districts  Provincial AIDS Councils	2007-2011

		- Create awareness and train health care workers on basic HIV and AIDS info, stigma and human rights	NDOH Training agencies	2007-2011
<b>Promoting human rights/ legislation policy</b>	To build the capacity of all key partners on HIV and AIDS related stigma and human rights	- Train health care workers on issues related to stigma and human rights	Legal experts, ALP, AHRRU, LRC, training organisations, PLHA organisations, Traditional healers	2007-2011
<b>Focusing on the needs of PLHA</b>	To improve the participation of PLHA in the policy, and programme design and implementation process	- Develop guidelines for the implementation of the GIPA principle tools  - Train and roll out	DOH and PLHA sector DPSA FBO, NGO, CBO Private sector Gov. Departments SANAC – Health sector Media	2007-2011
	To establish and strengthen the psychosocial support structures for people living with and affected by HIV and AIDS	- Establishing support structures  - Orientate community health care workers on the guidelines to establish support groups	DOH and PLHA DPSA FBO, NGO, CBO Private sector Government departments AIDS council Media	2007-2011
	To improve the quality of services rendered by psychosocial support structures for people living with or affected by HIV and AIDS.	- Develop standardised guidelines for counselling, support groups and home based care for people living with HIV or AIDS  - Disseminate guidelines for establishing and maintaining support groups for people living with HIV or AIDS  - Monitor the quality of services rendered	All sectors Court system Gov. departments HR Commission SAPS EAPS Civil society	2007-2011
<b>Involving civil society in stigma mitigation</b>	To raise awareness in civil society of HIV related stigma through campaigns	- Develop and distribute promotional materials which promotes openness and acceptance	NDOH Government departments Institutions of higher learning Consultants and Other services Civil Society	2007-2011

<b>Conducting research, Monitoring and evaluation</b>	Ensure that M&E is incorporated in all stigma mitigation interventions  To identify the key research gaps and conduct relevant research on HIV and AIDS stigma and discrimination across HIV status, sexual orientation, race and gender, in different contexts	- Involve NDOH Research Unit  - Conduct relevant research on stigma in the workplace and service provision settings	Research organisations Tertiary Institutions NDOH Research Unit	2007-2011
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## PLHA

Priority Area	Results specific objectives	Key activities	Lead Agencies	Time frame
<b>Providing legitimate information</b>	To provide up to date HIV and AIDS and stigma related information to the public through print and audiovisual media	- provide education on HIV and AIDS in counselling sessions, support groups  - Develop fact sheets and educational materials on eternalised and internalised stigma  - Training of counsellors in relevant sectors on internalised stigma	PLHA sector  NDOH  NGOs  FBOs  Khomanani  Traditional healers/leaders  Media	2007-2011
<b>Advocacy and Lobbying</b>	To mobilize key stakeholders to develop and implement a stigma advocacy strategy	- Convene consultative meetings to identify gaps and existing structures  - Train PLHA on lobbying and advocacy related to human rights and stigma reduction	SANAC PLHA sector  PAC, NGO, PLHA Organisation  DAC, LAC  Government departments – NDOH	2007-2011

<p><b>Promoting human rights/legislation/ policy</b></p>	<p>To build the capacity of all key partners on HIV and AIDS related stigma and human rights</p>	<ul style="list-style-type: none"> <li>- Train people living with and affected by HIV and AIDS on HIV related stigma and human rights</li> <li>- Create awareness and train other stakeholders on issues related to HIV related stigma and human rights</li> <li>- Convene a National consultation forum to identify needs and gaps on human rights issues</li> </ul>	<p>SAPS</p> <p>Community advise sectors govt departments</p> <p>Human Rights organisations</p> <p>Human Rights Commission</p> <p>PLHA organisations Legal Experts</p>	<p>2007-2011</p>
<p><b>Focusing on the needs of PLHA</b></p>	<p>To improve the participation of PLHA in the policy and programme design and implementation process</p>	<ul style="list-style-type: none"> <li>- Identify capacity building needs among PLHA</li> <li>- Develop training manuals for PLHA capacity building</li> <li>- Provide the necessary capacity for PLHA</li> <li>- Place PLHA in positions of leadership in government, private sector and community forums</li> </ul>	<p>All government departments</p> <p>FBOs, NGOs</p> <p>Community forums</p> <p>Leaders</p> <p>PLHA sector</p> <p>Private sector</p>	<p>2007-2011</p>
	<p>To establish and strengthen the psychosocial support structures for people living with and affected by HIV and AIDS</p>	<ul style="list-style-type: none"> <li>- Develop guidelines and for establishing psychosocial support structures for PLHA</li> <li>- Train PLHA on internalised stigma and life skills ensure effective usage guidelines</li> <li>- Monitor the quality of psychosocial structures</li> </ul>	<p>All government departments</p> <p>FBOs</p> <p>NGOs</p> <p>Community leaders</p> <p>PLHA sector</p> <p>NDOH</p>	<p>2007-2011</p>

<b>Conducting research, M &amp; E</b>	To identify the key research gaps and conduct relevant research on HIV and AIDS stigma and discrimination across HIV status, sexual orientation race and gender, in different contexts	<ul style="list-style-type: none"> <li>- Conduct research nationally (including both urban and rural areas)</li> <li>- Collect stories on the experiences of stigma in communities highlighting gender issues and different race groups</li> </ul>	PLHA and affected  Research experts/institutions  NGO  Government departments	2007-2011
	Ensure that research results are made accessible and disseminated to all stakeholders	<ul style="list-style-type: none"> <li>- Dissemination of research findings</li> </ul>	PLHA and affected  Research experts/institutions  NGO  Government departments	2007-2011

### WORKPLACE

Priority Area	Results/ specific objectives	Key activities	Lead Agencies	Time frame
<b>Providing legitimate information</b>	To provide up to date HIV and AIDS and stigma related information to the public through print and audiovisual media	<ul style="list-style-type: none"> <li>- Develop a communication strategy on Health and Wellness in the workplace</li> <li>- Provide education and training on HIV and AIDS information to mitigate stigma (and attitudes, values, experiential learning) at all levels in the workplace</li> <li>- Disseminate updated information on HIV and AIDS at all levels and in relevant languages</li> <li>- Promote VCT at all levels</li> </ul>	DPSA  NDoH  All government departments  Private sector  PLHA sector  SABCOHA  NDOH	2007-2011
			All government departments  Private sector	2007-2011
<b>Promoting human rights, legislation and policy</b>	To ensure that existing laws and policies are not applied discriminatory towards PLHA	<ul style="list-style-type: none"> <li>- Analyze and review existing workplace policies for stigma mitigation</li> <li>- Design and adopt integrated Health and</li> </ul>	Senior managers  HR  Financial department	2007-2011

<b>Priority Area</b>	<b>Results/ specific objectives</b>	<b>Key activities</b>	<b>Lead Agencies</b>	<b>Time frame</b>
		<p>Wellness policies that address stigma</p> <p>-Develop business and operational plan and budget for personnel and health and wellness programme that addresses stigma</p> <p>-Implement stigma mitigation policies and programmes</p> <p>- Ensure that there is a code of conduct</p>	Wellness coordinators	
<b>Conducting research, and monitoring and evaluation</b>	To develop a database of HIV relates stigma mitigation intervention/programmes.	- Do literature review of issues related to the stigma in the workplace	NDOH SABCOHA	2007-2011
<b>Advocacy and lobbying</b>	To ensure that issues of stigma are put on the agenda of the key role players in the public and private sector	- Review the existing HIV and AIDS workplace policies to ensure that it includes information on stigma mitigation	NDOH SABCOHA PLHA Sector	

## **MEDIA**

<b>Priority Area</b>	<b>Result/ specific objectives</b>	<b>Key activities</b>	<b>Lead Agencies</b>	<b>Time frame</b>
<b>Provide legitimate information</b>	To provide up to date HIV and AIDS and stigma related information to the public through print and audiovisual media	- Educate and train journalists and editors on the basics of HIV and AIDS as well as HIV related stigma	<p>SANEF</p> <p>Government, especially GCIS &amp; and MoH Print media South Africa</p> <p>National Association of Broadcasters Media Monitoring Project (MMP)</p>	2007-2011

			<p>Advertising Associations</p> <p>Advertising Schools</p> <p>Media Trade Unions</p> <p>Media Training Institutions</p> <p>Professional Media Associations</p>	
<b>Advocacy and lobbying</b>	To mobilize key stakeholders to develop and implement a stigma advocacy strategy	<ul style="list-style-type: none"> <li>- Train journalists on issues related to stigma especially on appropriate language and images of PLHA</li> <li>- Support workplace initiatives for media workers</li> <li>- To campaign for the non-stigmatizing portrayal of PLHA, through images and language in the media</li> <li>- Share nuances of academic issues on stigma with media</li> <li>- Consultation with media houses with issues on HIV and AIDS related stigma</li> <li>- Disseminate the Southern African editors Forum (SAEF) Media Action Plan (MAP) for HIV/AIDS and Gender to media and other organizations (internal v/s external)</li> </ul>	<p>SANEF</p> <p>Government, especially GCIS &amp; and MoH Print media South Africa</p> <p>National Association of Broadcasters Media Monitoring Project (MMP)</p> <p>Advertising Associations</p> <p>Advertising Schools</p> <p>Media Trade Unions</p> <p>Media Training Institutions</p> <p>Professional Media Associations</p> <p>Tertiary institutions Research organizations</p> <p>CSA</p> <p>SABC</p> <p>Soul City</p> <p>Magazine publishers</p> <p>PLHA sector</p>	2007-2011

			Civil society	
<b>Involving civil society – reaching communities</b>	To raise awareness in civil society of HIV related stigma through campaigns	- Build partnerships within and between media organizations, civil society, PLHA and researchers	Media organizations PLHA organization Research institutions NGOs SANEF Government – especially through Khomanani	2007-2011
<b>Focusing on needs of PLHA</b>	To improve the participation of PLHA in the policy and programmes design and implementation process	- Set up community-based awareness programmes to develop the capacity of PLHA on interacting with the media	Siyam'kela PLHA organizations Khomanani sites Training organizations Media organizations	2007-2011

## FBO

<b>Priority Area</b>	<b>Results/ specific objectives</b>	<b>Key activities</b>	<b>Lead Agencies</b>	<b>Time frame</b>
<b>Provide legitimate information</b>	To provide up to date HIV and AIDS and stigma related information to the public through print and audiovisual media	- Develop awareness and educational materials on HIV and AIDS and stigma related information for FBO - Design educational programmes for the religious community and leaders		2007-2011
<b>Advocacy and lobbying</b>	To mobilize key stakeholders to develop and implement a stigma advocacy strategy	- Train religious leaders on issues related to stigma - To campaign for the non-stigmatizing portrayal of PLHA, through images and language in faith communities	FBO PLHA sector NDOH	2007-2011

		<ul style="list-style-type: none"> <li>- Advocate and lobby for acceptance of people living with and affected by HIV and AIDS</li> <li>- Lobby the faith sector to mainstreaming of HIV and AIDS prevention</li> </ul>		
<b>Focusing on needs of PLHA</b>	To improve the participation of PLHA in the policy and programmes design and implementation process	- Set up community-based awareness programmes to develop the capacity of PLHA on issues related to leadership and governance	Siyam'kela PLHA organizations Khomanani Training organizations	2007-2011
	To establish and strengthen the psychosocial support structures for people living with and affected by HIV and AIDS	- Establish support groups through churches and religious groups		
<b>Promoting human rights/ legislation/ policy</b>	To build the capacity of all key partners on HIV and AIDS related stigma and human rights	<ul style="list-style-type: none"> <li>- train faith leaders and groups on HIV and AIDS related stigma and human rights</li> <li>- Develop guidelines for stigma mitigation in the FBO</li> </ul>	Government NDOH PLHA sector Private sector	2007-2011
<b>Conducting research, M &amp; E</b>	To identify the key research gaps and conduct relevant research on HIV and AIDS stigma and discrimination across HIV status, sexual orientation race and gender, in different contexts	<ul style="list-style-type: none"> <li>- Conduct research nationally (including both urban and rural areas)</li> <li>- Collect stories on the experiences of stigma in communities highlighting gender issues and different race groups</li> </ul>	PLHA and affected Research experts and institutions NGOs Government departments	2007-2011
	Ensure that research results are made accessible and disseminated to all stakeholders	- Disseminate of Research findings	PLHA and affected Research experts and institutions NGOs Government departments	2007-2011

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