



“If i were” awareness campaign

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Issues

Since 1984, AIDES, the largest french NGO, has been working with people affected by HIV/AIDS to identify the most appropriate solutions to their difficulties and expectations. As stigma and discrimination have been identified as major obstacles to effective responses to the AIDS epidemic, AIDES activists have also rallied their efforts around increasing initiatives for facilitating speaking out about HIV whenever the need arises and acceptance of PLWHAs. In 2006, we took another step with a campaign based on portraits of celebrities who call out to their audience about accepting PLWHAs: “If I were HIV positive?”

Description

First phase in October 2006 with 7 famous French sports people, media and entertainment celebrities. Second phase in March 2007: We decided to involve Presidential election candidates with another variation on the campaign: “Would you vote for me if I were HIV positive?”. Third phase in September 2007: New version with 3 rugby players from the French national team on postcards, posters and TV spots. At the same time, the campaign was broadcast on the internet by a community of webloggers. Then, we created a website: <http://www.sijetaisseropositif.com> where everyone can participate by posting his/her own picture and message. On 1st december 2007, we launched the last phase with 8 new celebrities.

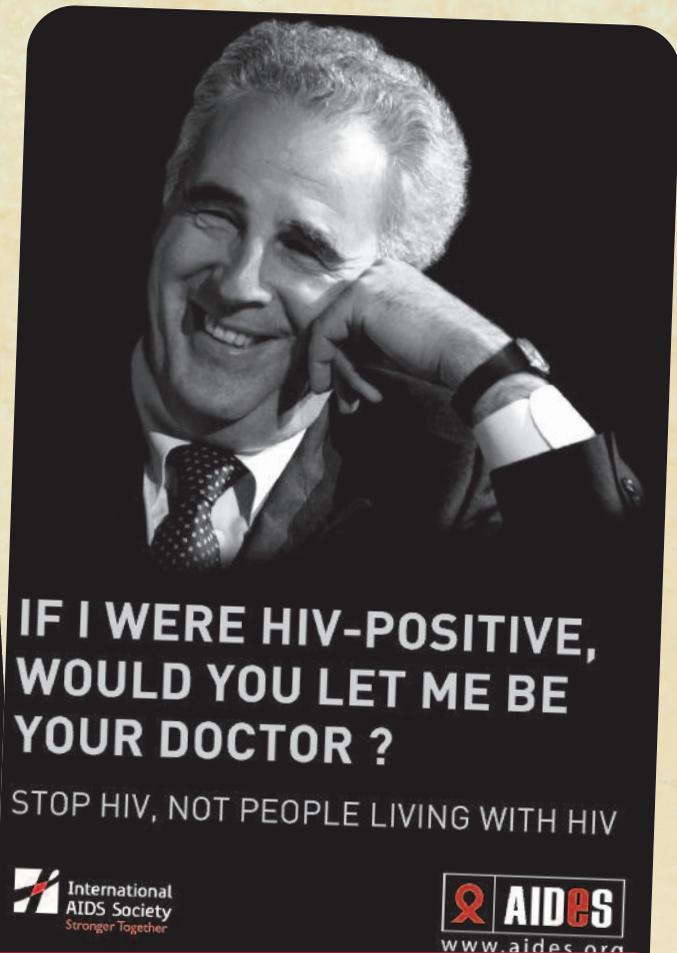
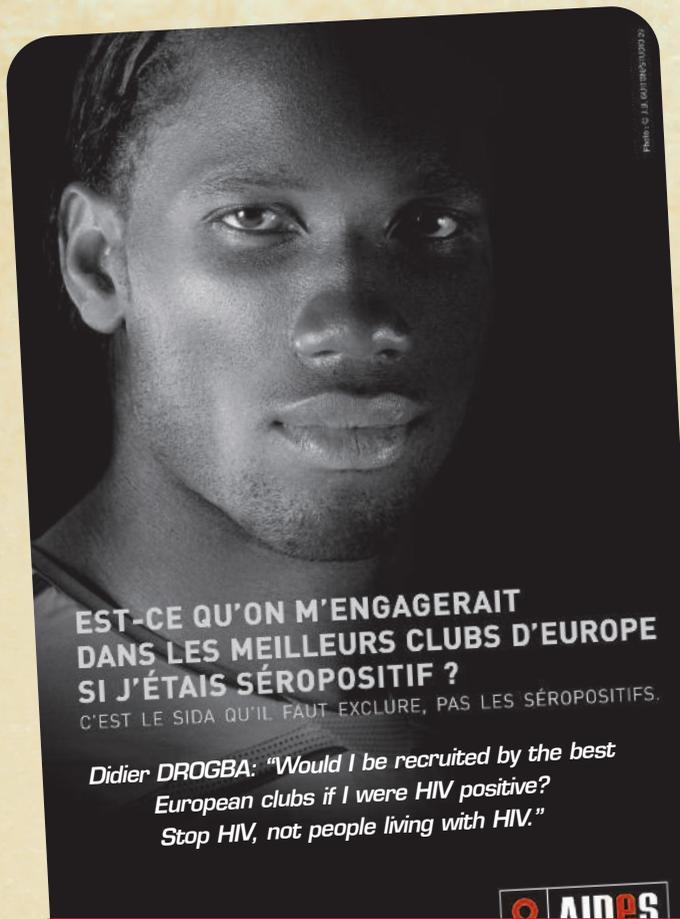
Lessons learned

255,800 postcards and 15,000 posters have been distributed and 600 profiles have been created on the website which has been visited 18,000 times. Interactivity is a key issue to involve the audience. People feel concerned but need innovative tools to take the first step in involvement. This campaign is easily adaptable in any country: for exemple, the poster with the famous football player Didier Drogba is well liked in the Ivory Coast.

Next steps

This campaign is no longer our property, and anyone can contribute and create his/her own variation. In the future, we would like to switch from using celebrities to directly involving PLWHAs in such campaigns.

“Come on and join us !”
Come and see us at the global village on AIDES' stand: We'll take your picture and YOU will create your own message !”
www.sijetaisseropositif.com



AIDES, a French NGO

Set up in 1984, AIDES is the largest HIV/AIDS community-based organisation in France, with centres in over 70 cities. We support partner organisations in Central and Eastern Europe, North Africa and sub-Saharan Africa.

Our main goals:

- To inform vulnerable people about HIV/AIDS prevention and testing
- To support PLWHAs, (social & professional integration, therapeutic education)
- To advocate for the rights of PLWHAs.



www.aides.org • AIDES is a co-founding member of PLUS

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To download AIDES' posters: <http://mexico.aides.org>