



Sharing Approaches: Does everyone have the right to treatment?

A rights based campaign aimed at raising awareness about HIV and the need to improve access to treatment.

A Bridges campaign to raise awareness about HIV and access to treatment to coincide with World Aids Day 1st December 2010. The campaign comprised a road-show to directly engage the general public in the issue and the design and distribution of a poster to raise awareness with a wider audience.

1. We used the **Stop AIDS campaign** focussing on the right to treatment as an inspiration for our work.
2. We used a **story** about Joyce in Malawi, who is living not dying with HIV.
3. We produced an eye catching colour **poster** and put it up in busy venues such as community centres, health and shopping centres.
4. We produced a **road-show** to engage 16 – 25 year olds at Telford College of Arts & Technology (TCAT) in Wellington. We asked: “Does everyone have the right to treatment?” If people agreed we asked them to sign a giant ribbon in support of the Stop AIDS campaign. We shared facts about the difference treatment can make to people living with HIV and asked people to wear a red ribbon to show their support.

Highlights

- The enthusiasm with which over 200 students at TCAT took part in the road-show activity.
- Watching students come back from their lunch break wearing their red ribbons in support of the Stop AIDS campaign.

And what we might have done differently...

- A way to improve this campaign would be to use posters at a venue in advance of a road-show or workshop so that posters become part of another event.



Top Tips

- Start with an issue that is relevant to everyone. Focussing on the 'right to treatment' makes it easier to engage a wide audience.
- For a road-show – make sure you choose a busy venue and you start with a non-threatening question.
- Link to a major campaign like Stop AIDS. There will be plenty of additional information and actions you can signpost people to. The approach you use will have been tried and tested.
- Use personal stories that make the issue come alive.

Additional Resources Stop AIDS campaign; <http://stopaidscampaign.org/>

Bridges promotes knowledge and learning in Shropshire for a fairer world.
Our vision is a world where all people are respected, learn together and are able to take action.