



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 roadshow 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 **Roadshow** to engage 16 – 25 year olds at 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. Then we shared some facts about the difference treatment can make to people living with HIV and we asked people to wear a ribbon to show their support.
5. We took the roadshow to TCAT in Wellington – our target audience was **16 – 25 year old people**.

Highlights

- The enthusiasm with which over 200 students at TCAT took part in the roadshow activity. One student commented:
- 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 roadshow or workshop so that posters become part of another event.

Top Tips

- Start with an issue that is relevant to everyone. Focusing the 'right to treatment' makes it easier to engage a wide audience.
- For a roadshow – 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 people 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 website: <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.