



## World AIDS Day 2009

### Universal Access and Human Rights

#### The – I AM theme

#### Background

The World AIDS Campaign arrived at the selection of the theme Universal Access and Human Rights after close consultation with representatives of various constituencies, communications and media representatives of partner organizations, and friends of the World AIDS Campaign.

#### Why I AM?

Understanding HIV and AIDS from a human rights perspective can be difficult. Human rights are often misunderstood and can sometimes be seen as abstract ideals with not much practical relevance for real people.

The slogans for the World AIDS Day materials were designed to bridge that gap and underscore the importance of awareness of Human Rights.

Among the key slogans adopted:

*I am accepted.*

*I am safe.*

*I am getting treatment.*

*I am well*

*I am living my rights.*

*Everyone deserves to live their rights*

*Right to Live*

*Right to Health*

*Access for all to HIV prevention treatment care and support is a critical part of human rights.*

The aim was to provide concise, informative texts designed to illustrate the relationship between Human Rights and Universal Access.

As of August 10th the supporting materials will be available in campaigning packages (four posters and two post cards) printed in English, Spanish, French and Russian. These will also be available to download from our website. Arabic, Mandarin, Hindi and Portuguese versions will also be available to download from our website.



## Universal Access and Human Rights



### Some opportunities presented by this theme

The possibility to draw attention to key populations

To be part of the current momentum around the issue of human rights

To take advantage of the theme of human rights as a comprehensive approach that ties directly to universal access

The language and framework of human rights makes new dialogue possible, and pulls together many issues including the right to information, right to treatment, non-discrimination as well as the right to health.

Human rights and universal access are very broad and encompassing themes that complement each other when combined

Internationally agreed conventions and definitions of human rights are a solid advocacy base, particularly in interacting with governments.

### Why is the theme timely?

2010 will be a milestone for the Millennium Development Goals—encouraging high level review of what has, and has not, been accomplished in the aim to achieve access for all to essential care by 2010.

The world's current economic woes are forcing governments to make some painful decisions. World AIDS Day is an important opportunity to emphasise the critical need for universal access to essential care. There have already been alarming instances of HIV and AIDS treatment programs being curtailed or shut down due to budgetary restrictions. The theme presents an opportunity to make understood the links between violations of human rights and HIV infection rates.

Our message is that access for all to prevention, treatment, care and support is a fundamental human right that is impossible to decouple from the discussion of how we tackle HIV and AIDS now and in the future.

In light of the approaching assessment of the Millennium Development Goals, the message that access to treatment for all is essential in how we approach HIV and AIDS globally is completely entwined



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This theme offers a good opportunity to highlight the plight of the most stigmatised and marginalised within communities who are often neglected.

Rights- based approaches are being strengthened in other campaign areas (e.g. there is a growing focus on the Right to Food) which helps to raise awareness about human rights and its language; and gives more credence to the international agreements related to human rights and their precedence in international law.

The theme and needs of human rights can be powerfully articulated through contextual stories and real life case studies to principles of equality and the value of all human beings.

The human rights approach is comprehensive, tying directly into the response needed for universal access to treatment, prevention, care and support. Linking Universal Access to Human Rights helps bring the HIV diagnosis and treatment issues into existing fora and before world leaders who are already committed to pursuing a human rights agenda.

South Africa will host the 2010 FIFA World Cup bringing visitors and reporters from across the globe to a country that has been, and continues to be, deeply affected by the AIDS epidemic.

2009 marks the 20th anniversary of the Convention on the Rights of the Child. This anniversary is a special occasion lending weight to the need to protect the rights of children- including their rights relating to HIV and AIDS.

### **A Truly Global Campaign**

In order to ensure maximum impact- the World AIDS Campaign and its partners intend to encourage, assist, and publicize events around the world spanning the 24-hour time zone on December 1st.

But of course we can all do more than that. Key events coming up include ICAAP, the G20, Rights of the Child anniversary and many more.

We want to hear your ideas to help build momentum leading up to December 1st. One idea we have already tested is the use of the postcards. They have so far been remarkably well received in South Africa where we have asked members of the general public to fill them in and post them to the Health Ministry urging it to live up to its international commitments on Universal Access and the right to health. We will update this bulletin at the start of each month and we welcome your feedback.

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