




---

**PLAN FOR AIDS CAMPAIGN  
COMMUNICATION MONTH**

**HCMC Provincial AIDS Committee**



---

**AIDS CAMPAIGN COMMUNICATION MONTH**

- ❖ **Slogan:** “Stop AIDS. Keep the Promise.”
- ❖ **Time:** 15/11-15/12
- ❖ **Where:**
  - At City level
  - At district/Commune level: “World AIDS Day Ceremony”
  - At ward level



## OBJECTIVES

- Raise awareness of leaders at all level and all people on the Directive 54, HIV Prevention and Control Law, Nâng cao nhận thức của lãnh đạo các ngành các cấp và người dân đối với Chỉ thị 54, Luật PC AIDS, National AIDS Prevention and Control order, Decree 108
- Create enabling environment and support on implementation of AIDS prevention and control activities, especially the Harm Reduction Programme, ...
- Broadly introduce, create condition for people, high risk behaviour groups, PLHIV access to prevention services and HIV/AIDS care and treatment
- Continue to improve awareness of community on living with HIV: without staying far away, stigma and discrimination towards PLHIV; promote roles of PLHIV on HIV/AIDS prevention and control activities
- Mobilize other social sectors, unions, charity, religious organizations, actors and actresses to take part in HIV/AIDS prevention and control



## AIDS CAMPAIGN COMMUNICATION MONTH

### → To make plan for the AIDS Campaign Communication Month.

- ✓ According to the common objectives and topics
- ✓ Diversified, attractive and appropriate
- ✓ Mobilizing community and other DT groups to join
- ✓ Depth and width.



## ACTIVITIES ON 1<sup>st</sup> DECEMBER

- ❖ **Topic:** “*Stop AIDS. Keep the Promise*”
- ❖ **Timing**
  - Meeting, art performance: 19h00-22h00, Friday (30/11)
  - Camping: Whole day Saturday (1/12/2007)
- ❖ **Venue:** 30/4 Square
- ❖ Carry out advocacy activities, broadly introduce to people about the event “Meeting – Art performance – Camping”



## ACTIVITIES ON 1<sup>st</sup> DECEMBER

- ❖ **Meeting, art performance**
    - 19h00-22h00, Friday (30/11)
    - Stage at 30/4 Park
    - Representatives from Central Government, sectors and unions of Ho Chi Minh City and 4000 people.
    - Programme: Speech of Central Government and City leaders  
Display of AIDS prevention masses  
Art performance on AIDS prevention communication
- The meeting and art performance will come live on Television*



## ACTIVITIES ON 1<sup>st</sup> DECEMBER

### ❖ Meeting and art performance

- Mobilize the masses:
  - ✓ HCMC Youth Union: 2.000
  - ✓ HCMC Red Cross: 200
  - ✓ Department of Training and Education: 200
  - ✓ DOLISA: 200
  - ✓ HCMC Women's Union: 200
  - ✓ HCMC Labour Union: 200
  - ✓ HCMC Youth Volunteer Force: 200
  - ✓ Other sectors, groups: 800



## ACTIVITIES ON 1<sup>st</sup> DECEMBER

### ❖ Camping

- There are about 40 booths of 6mx6m to display posters and images of specific activities and to introduce advocacy activities.
- Decoration for booths will be from 1500 30/11
- One stage for art performance, game shows for camping and exchange information on AIDS Prevention of all participants into the camping.

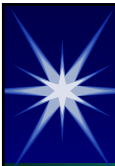


## ACTIVITIES ON 1<sup>st</sup> DECEMBER

### ❖ Camping

#### ▪ Booths

- ✓ Each participant will be responsible for decoration and activities on AIDS Prevention at each booth.
- ✓ Sound and light system and other contents will be also under each participant responsibility to make sure it is accordance to the topics and themselves.
- ✓ Games at each booth: Each participant design games on HIV knowledge and prevention to attract campers and visitors.



## ACTIVITIES ON 1<sup>st</sup> DECEMBER

### ❖ Camping

#### ▪ Mobilize masses:

- ✓ Sectors and Unions of HCMC
- ✓ AIDS Prevention Unit of District, Department and Center for Community Counseling and Support
- ✓ Religious organizations and volunteer groups
- ✓ Clubs and other groups
- ✓ ...