



1 DEC '17 **WORLD AIDS DAY**

LET OUR ACTIONS COUNT IT IS MY RIGHT TO KNOW MY STATUS,  
PREVENTION IS MY RESPONSIBILITY

WORLD AIDS DAY TOOLKIT  
**2017**

#WAD2017



REPUBLIC OF SOUTH AFRICA



# World Aids Day brand - Contents

SANAC has developed this World AIDS Day (WAD) 2017 toolkit with the aim of creating one unified look and feel for WAD 2017 in South Africa. World AIDS Day 2017 brand is freely available for use by all South Africans. Users of the brand may add their logo next to the three existing stakeholder logos. Your cooperation in using and adhering to the WAD 2017 toolkit will ensure maximum visual impact and contribute to building one unified message that makes a difference.

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# World Aids Day brand - **CONCEPT NOTE**

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## **Background**

World AIDS Day is commemorated each year on the 1st of December and is an opportunity for every community to unite in the fight against HIV, show support for people living with HIV and remember those who have passed away.

The following concept note presents a proposed concept, theme and activities for World AIDS Day, 1 December 2017, in South Africa.

## **Global Theme for World AIDS Day 2017**

The global theme of this year's World AIDS Day will be "The Right to Health". The universal and inalienable right to health provides everyone with the right to realize the highest attainable standard of health without discrimination or stigma. Only by placing human rights at the centre of global health can we ensure that health care is accessible, acceptable, available and of good quality for everyone, leaving no one behind.

The AIDS epidemic brought the power of the right to health to the world's attention. The AIDS response is built upon the fundamental right to health and well-being and provides the best example of the global expansion of health services. The AIDS response leveraged rights, expanded access to life-saving medicines, expanded health systems and increased access to acceptable and quality health and social protection services, without discrimination or coercion. The rights-based approach has also benefitted the wider health movement, including improving services for tuberculosis, hepatitis C, sexual and reproductive health and non-communicable diseases.

## **South Africa's Theme for World AIDS Day Commemorations: past and present**

In 2011, the focus was on universal access to treatment – 'zero AIDS-related deaths'. In 2012, the attention shifted to HIV prevention and 'zero new infections', while World AIDS Day 2014 emphasised the role of stigma and discrimination with 'zero discrimination' as the theme. In 2015, World AIDS Day celebrated the role of communities in the response to HIV with the theme 'Rise. Act. Protect'; while last year's theme was "It is in our hands to end HIV and TB".

## **THEME FOR WORLD AIDS DAY 2017**

MY RIGHT TO KNOW MY STATUS, PREVENTION IS MY RESPONSIBILITY

## **SLOGAN**

LET OUR ACTIONS COUNT!

## Rationale

On 31 March 2017, SANAC Chairperson Deputy President Cyril Ramaphosa launched South Africa's National Strategic Plan for HIV, TB and STIs 2017 - 2022 (NSP), which serves as a roadmap for the next stage of the country's journey towards a future where these three diseases are no longer public health challenges. This plan sets out the destinations – or goals – of our shared journey and establishes landmarks in the form of specific measurable objectives. The NSP is a key pillar in the country's progress towards achieving universal health care, as it is driven by South Africa's long term vision reflected in the National Development Plan of a healthier, stronger and more equitable nation.

The core concept for World AIDS Day 2017 is to focus on Goal 1 "Accelerate prevention to reduce new HIV and TB infections and STIs" and Goal 6 "Promote leadership and shared accountability for a sustainable response to HIV, TB and STIs" of the NSP, while acknowledging the right to health, in line with the global theme.

### UNDER GOAL 1, THE 3 KEY OBJECTIVES ARE:

- 1 To reduce new HIV infections by more than 60% from an estimated 270,000 in 2016 to below 100,000 by 2022
- 2 To reduce TB incidence by at least 30% from 450,000 to 315,000
- 3 To significantly reduce sexually transmitted infections

### GOAL 6'S MAIN OBJECTIVES ARE:

- 1 Strengthen AIDS Councils to provide effective coordination and leadership
- 2 Improve collaboration and cooperation between government, civil society, development partners and the private sector.

Although the number of new HIV and TB infections has declined, the pace fell short of the 50% reduction envisaged in the previous NSP (2012-2016). As a result, the number of new HIV and TB infections and STIs remains persistently high. With this new NSP, we will restore prevention of HIV, STIs and TB to the top of our agenda by informing, educating and mobilising communities, and using the best available tools to reduce the spread of infection.

This year, World AIDS Day will emphasize leadership that goes beyond political leadership, with a particular emphasis on the critical role that traditional leaders can play in mobilizing their communities to prevent HIV and TB. Traditional leaders are considered the custodians of culture and are therefore critical to shift society's attitudes. They have significant influence and can promote positive behaviour change and address socio-cultural norms and beliefs that contribute to the spread of HIV. In addition to this, they have wide reach in their communities through various traditional fora. Such opportunities can be used to inform community members of prevention messages and the implementation of the NSP.

The World AIDS Day commemoration also provides an ideal opportunity to rally South Africans together under the new NSP.

## World AIDS Day campaign activities

World AIDS Day 2017 should be a massive call to action. We should challenge all sectors to demonstrate their leadership by making this year's event, the largest one the country has ever seen. The following are examples of some of the activities that will be rolled out in the lead up to World AIDS Day, during the event and after 1 December.

ACTIVITY	
Pre World AIDS Day	
<p>Friday Activations</p> <p>Friday 3 November – Friday 1 December</p>	<ul style="list-style-type: none"> <li>• Reach the lives of as many South Africans, through the use of Friday activations similar to Sports Friday and Casual Friday.</li> <li>• Get South Africans talking and our key questions every Friday will be: “What’s your responsibility? How will YOU prevent HIV and TB?”</li> <li>• Every Friday should be a visible demonstration of leadership in action in different settings across the country.</li> </ul> <p><b>The objectives of the month-long Friday WAD2017 activation are:</b></p> <ul style="list-style-type: none"> <li>• To mobilise all sectors in South Africa to join the conversation and countdown to World AIDS Day.</li> <li>• To publicise South Africa’s new NSP and overall response to HIV and TB.</li> <li>• To mobilise South Africans to share how they will prevent HIV and TB.</li> <li>• To mobilise traditional and other leaders to demonstrate leadership in action by sharing prevention messages in their communities, workplaces, churches, schools and other settings.</li> </ul>
<p>Vibrant Media campaign</p> <p>November - January</p>	<ul style="list-style-type: none"> <li>• Provocative social media messaging to get people talking about prevention, the right to health and the NSP.</li> <li>• Use of a wide range of other media platforms.</li> </ul>
<p>Prevention Revolution activation</p> <p>15 October</p>	<ul style="list-style-type: none"> <li>• Condom Promotion, HCT campaign at Max’s Lifestyle &amp; Eyadini Lounge at Umlazi, Durban.</li> </ul>
<p>PSL Games Messaging</p> <p>November</p>	<ul style="list-style-type: none"> <li>• Request the PSL communicate World AIDS Day scripted key message through team captains to fans and also allows clubs to take team photos with banner with WAD message before the kick-off during the month of November 2017.</li> </ul>
<p>Splash for Hope telethon event</p> <p>31 October</p>	<ul style="list-style-type: none"> <li>• Civil society fund-raising event.</li> </ul>
<p>Takuwani Riime Men’s Parliament and March</p> <p>18-19 November 2017</p> <p>Cape Town</p>	<ul style="list-style-type: none"> <li>• SANAC Men’s Sector in partnership with organisations working with men and boys will host National Men’s Parliament and the 100,000 men’s march themed “Stop Violence Against Women and Children”</li> <li>• The Takuwani Riime Campaign aims to bring together the private sector, government, media houses, businesses, labour and civil society to unite under the theme: “Takuwani Riime!” NO EXCUSES</li> </ul>
<p>Ubuntu Initiative activations</p> <p>24 – 30 November</p>	<ul style="list-style-type: none"> <li>• Week of activations in the North West province - will include 5 mines.</li> </ul>
<p>COSATU CEC</p> <p>27 November</p>	<p><b>CEC members will show leadership in action by:</b></p> <ul style="list-style-type: none"> <li>• Symbolically wearing masks as a prevention tool against TB.</li> <li>• Pledging their commitment with a written message on a poster to their members.</li> <li>• Testing for HIV, screening for TB.</li> <li>• Recording a message that will be seen by workers around the country as a show of leadership in action.</li> <li>• Participating in radio and TV interviews that will be arranged, to speak to workers about prevention of HIV and TB.</li> </ul>

**Partnerships between government departments and civil society sectors**

Government and other leaders to be linked to civil society sectors to roll out World AIDS Day events across the country, to make World AIDS Day as inclusive as possible.

Department	Civil Society Sector	Advocacy & Social Mobilisation Activities	Communication Message driven by GCIS
<ul style="list-style-type: none"> <li>Sports &amp; Recreation</li> <li>Arts &amp; Culture</li> </ul>	<ul style="list-style-type: none"> <li>Sports, Arts and Culture</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Labour</li> <li>Mineral Resources</li> <li>Energy</li> <li>Agriculture &amp; Forestry</li> </ul>	<ul style="list-style-type: none"> <li>Labour</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Women</li> <li>DSD</li> </ul>	<ul style="list-style-type: none"> <li>Women</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>DSD</li> </ul>	<ul style="list-style-type: none"> <li>Religious</li> <li>Children</li> <li>Disability</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Health</li> </ul>	<ul style="list-style-type: none"> <li>Health Professionals</li> <li>Traditional Health Practitioners</li> <li>PLHIV</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Performance, Monitoring &amp; Evaluation</li> <li>Basic Education</li> <li>Small Business Development</li> <li>Health</li> </ul>	<ul style="list-style-type: none"> <li>Youth</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Higher Education</li> </ul>	<ul style="list-style-type: none"> <li>Higher Education</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Science &amp; Technology</li> <li>Health</li> </ul>	<ul style="list-style-type: none"> <li>Research</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Justice &amp; Constitutional Development</li> <li>Police</li> </ul>	<ul style="list-style-type: none"> <li>Sex Workers</li> <li>LGBTI Sector</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Justice &amp; Constitutional Development</li> </ul>	<ul style="list-style-type: none"> <li>Legal &amp; Human Rights</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>DSD</li> </ul>	<ul style="list-style-type: none"> <li>NGO Sector</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>COGTA</li> </ul>	<ul style="list-style-type: none"> <li>Traditional Leaders</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>

General Build up activities	<ul style="list-style-type: none"> <li>• Advocacy, communication and social mobilization.</li> <li>• Delivery of Health and Social services.</li> <li>• Policy in action (Political Principals' engagement with communities).</li> <li>• Community dialogues supported by the use of theatre, music and sport.</li> <li>• HCT revitalization and MMC expansion.</li> <li>• Distribution of IEC materials.</li> </ul>
<b>During World AIDS Day</b>	
1 December 2017	<ul style="list-style-type: none"> <li>• Launch of Provincial Implementation Plans (PIPs) to demonstrate in practical terms how the NSP will be implemented through the use of videos, theatre or music.</li> <li>• Live streaming of event across community radios and national media.</li> <li>• Video links to provincial World AIDS Day events.</li> <li>• As an example of leadership in action, a dialogue is proposed between community members, and traditional leaders.</li> </ul>
<b>Post World AIDS Day</b>	
A campaign to promote responsible behaviour beyond 1 December	<ul style="list-style-type: none"> <li>• Condom distribution partnership with SANRAL.w</li> </ul>

## Toolkit

A toolkit will be developed that will guide stakeholders – from provinces to small grassroots organisations – on how to implement activities on World AIDS Day under the unified theme. The toolkit will include the concept note, message booklet, fact sheet, proposed activities, branding and minimum package of services to offer on the day, with appropriate targets for HCT and TB screening and condom distribution. Key deliverables of the toolkit:

**SLOGAN**

**KEY MESSAGES**

**DIGITAL TOOLKIT THAT WILL INCLUDE STYLE GUIDE - GRAPHICS/PHOTOGRAPHS CAMPAIGN, COMPREHENSIVE CREATIVE CONCEPT, CUSTOMIZED USE OF THE SLOGAN AND CREATIVE CONCEPT AS PRINT-READY BRANDING DESIGNS FOR POSTER, FLYERS, T-SHIRTS AND CAPS / HATS, STICKERS AND BADGES ETC.**

## World Aids Day brand - **KEY MESSAGES**

KEY MESSAGE	SUPPORTING STATEMENTS
<b>WE NEED A PREVENTION REVOLUTION TO URGENTLY REDUCE NEW HIV INFECTIONS</b>	<ul style="list-style-type: none"> <li>• We will restore the prevention of HIV, STIs and TB to the top of our agenda by informing, educating and mobilising communities, and using the best available tools to reduce the spread of infection.</li> <li>• We will prevent new infections using the best methods and focusing strongly on those in greatest need. We will ensure that nobody is left behind.</li> <li>• If you are sexually active, protect yourself and your sexual partners by always using a condom.</li> <li>• All sexually active South Africans should get tested for HIV at least once a year in order to make informed decisions on preventative measures, treatment, care and support.</li> <li>• Female and male condoms are freely available at all health facilities and there is no excuse not to practise safer sex.</li> <li>• South Africa now has Max a new brand of public sector condoms that are freely available in grape, banana, vanilla and strawberry.</li> <li>• Test for HIV today and start treatment immediately if HIV positive</li> <li>• Being HIV positive is not a death sentence – take treatment and live a healthy lifestyle.</li> <li>• Everyone in South Africa from individuals, communities, businesses and government should take personal and collective responsibility to prevent new HIV infections.</li> </ul>

KEY MESSAGE	SUPPORTING STATEMENTS
<b>WORLD AIDS DAY IS COMMEMORATED EACH YEAR ON THE 1ST OF DECEMBER</b>	<ul style="list-style-type: none"> <li>• The national commemoration this year will be held in the Eastern Cape province under the theme: “It is my right to know my status, prevention is my responsibility” using the slogan: “Let Our Actions Count”.</li> <li>• It is an opportunity for every community to unite in the country’s TB and HIV efforts, show support for people living with HIV and remember those who have passed away.</li> </ul>



KEY MESSAGE	SUPPORTING STATEMENTS
<p><b>SOUTH AFRICA'S NATIONAL STRATEGIC PLAN FOR HIV, TB AND STIS (2017-2022) WANTS TO REDUCE NEW HIV INFECTIONS FROM 270,000 PER YEAR TO LESS THAN 100,000 BY 2022</b></p>	<ul style="list-style-type: none"> <li>• The National Strategic Plan (NSP) is a roadmap for united action to take South Africa's HIV,TB and STI response to a new level and put us firmly on the path to overcoming these major public health challenges.</li> <li>• Despite the great progress in recent years in treating people with HIV (we have 3.7 million on ARVs) and reducing the death rate, we have not done so well in protecting people from HIV infection.</li> <li>• To achieve this goal we all need to work together: Each one of us can play a part and must take responsibility to meet the goals of the National Strategic Plan.</li> <li>• Government and all sectors of society represented in the South African National AIDS Council are providing leadership to ensure that we successfully implement the National Strategic Plan.</li> </ul>

KEY MESSAGE	SUPPORTING STATEMENTS
<p><b>LET OUR ACTIONS COUNT</b></p>	<ul style="list-style-type: none"> <li>• We all have a role to play in ending HIV,TB and STIs.</li> <li>• Say NO to stigmatisation and discrimination against people living with HIV &amp; TB and protect their human rights.</li> <li>• Check your HIV status regularly so that you can stay negative or get care to remain healthy.</li> <li>• Get screened for TB if you have a cough that is not going away or if you know someone who has TB.</li> <li>• TB is a curable disease – just complete your treatment.</li> <li>• Act against gender based violence and alcohol abuse.</li> <li>• If you have HIV do everything you can to stay on your treatment and join a group of other people living with HIV.</li> <li>• Protect young women and girls against HIV infections and teenage pregnancies.</li> </ul>

## World Aids Day brand - Logo with hands

The logo with the hands is considered the 'full logo' and is to be used as the logo of 'first choice'. However, in order to accommodate reproduction and other technical restrictions, alternative logo usage options have been developed. Please use the logo that will best suit the end product.

### *Preferred Use*

#### Landscape

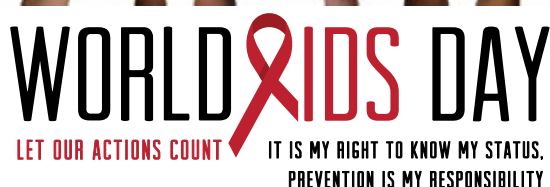
1.



3.



2.



4.

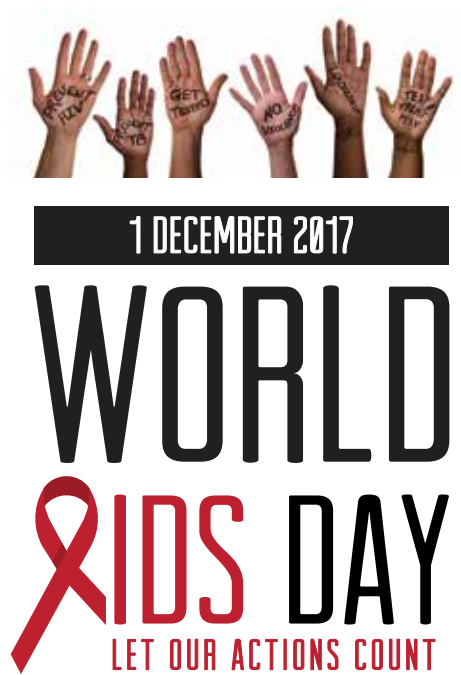


Portrait

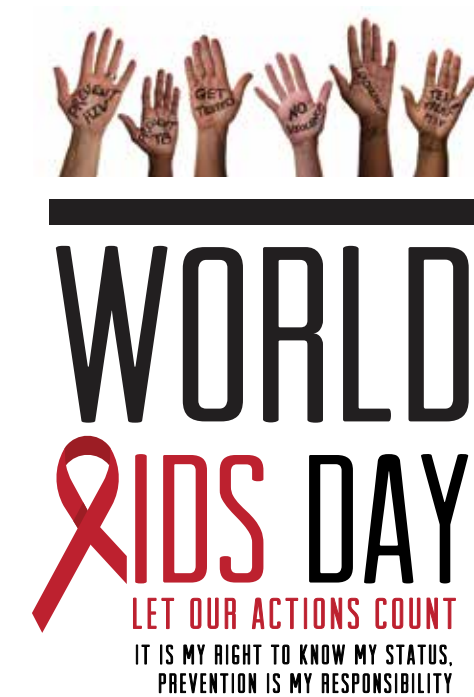
1.



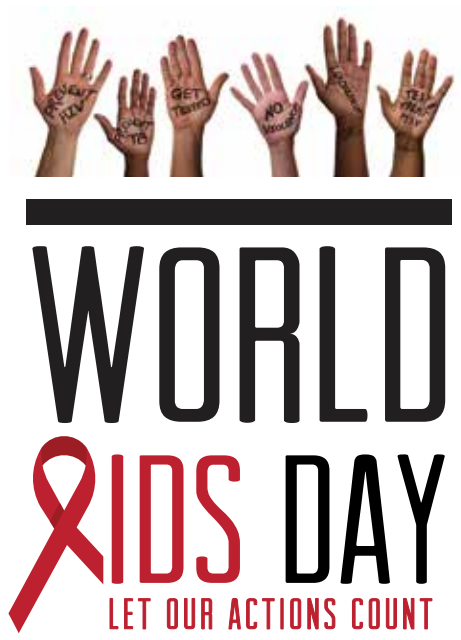
3.



2.



4.



## World Aids Day brand - Logo variations

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World Aids Day (WAD) logo may only be used without the hands where reproduction of the hands is not practical (e.g. embroidery). In cases where the slogan and date are illegible due to size, the following variations may be used.

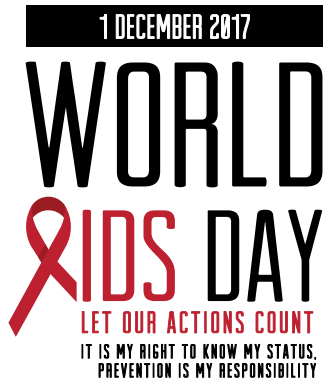
### *Optional Correct Use*

#### Landscape



## Portrait

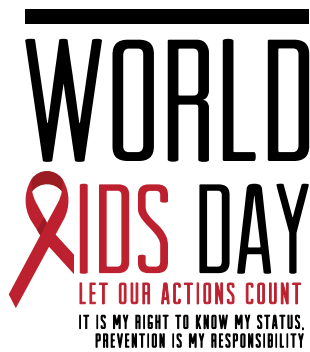
1.



2.



3.



4.



5.



6.



## World Aids Day brand - Logo usage

The logo may not be modified nor changed in anyway. The only way it may be used is as outlined per the previous pages. Below are some examples of incorrect uses of the World Aids Day logo. This is applicable to the 'full logo' as well as variations thereof.

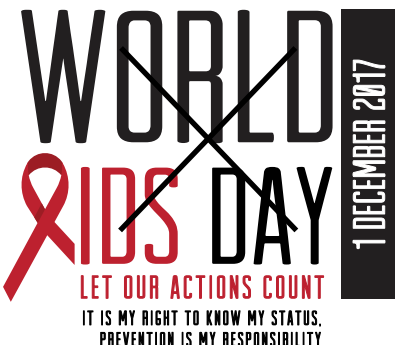
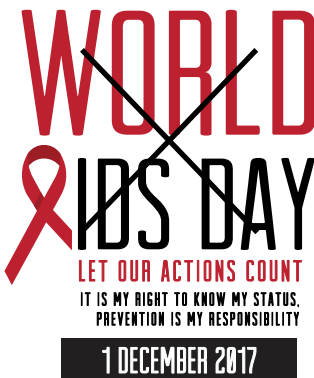

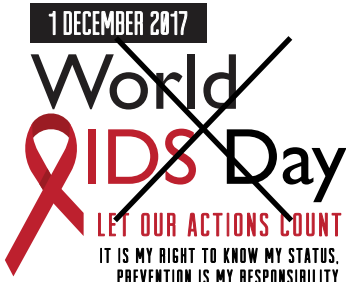
### *Incorrect Logo Use*

#### Landscape

1. 
2. 
3. 
4. 

1. Colours may not be changed
2. The slogan and date may not be moved
3. The ribbon may not be lengthened when used in conjunction with WAD brand
4. The WAD may not be retyped nor used in a different font

#### Portrait

1. 
2. 
3. 
4. 

## World Aids Day brand - Logo background

The WAD logo must always be used on a white background, if placed on a darker background a white block must be placed behind the brand.

### *Incorrect Use*

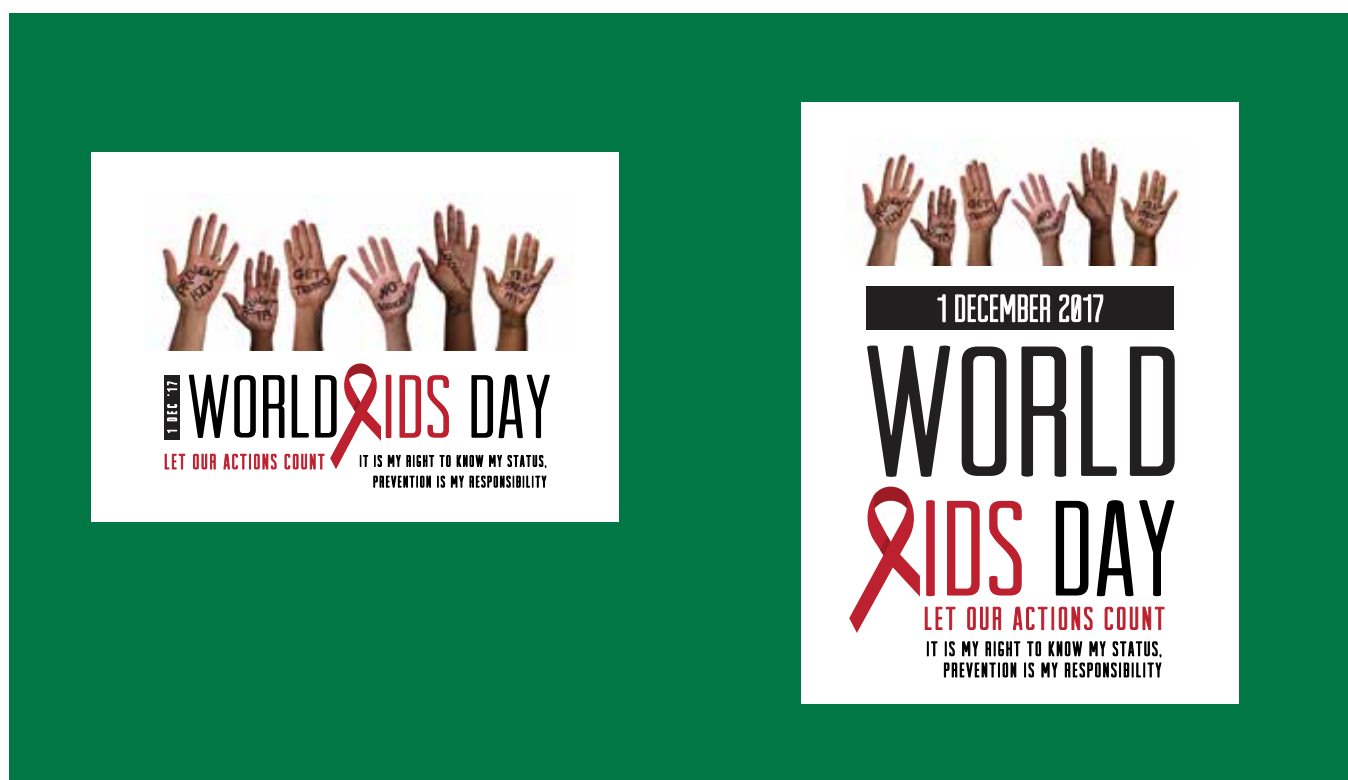


### *Correct Use*

The white space around the logo should be a minimum of the height of the 'date block'.

1 DECEMBER 2017

Height of the 'date block' = white space around the logo



## World Aids Day brand - Official stakeholder logos

The World AIDS Day 2017 and beyond campaign uses three stakeholder logos consisting of the South African Coat of Arms, PHILA and the South African National AIDS Council (SANAC). Wherever possible these logos should be used in all reproduced material. Additional government or private entity logos may be added. Additional logos should not overpower any one of the three stakeholder logos.

As a general rule of thumb, logos should be clearly visible on printed material in comparison to the full and overall visual. A good guide would be to allocate one eighth of the page to the stakeholder and additional logos.

Stakeholder logos should be placed on the bottom left hand side of the visual where possible and should always be used on a white background.

Logos should not be too close to one another. Please take note and use the 'breathing space' allocated to the logos as illustrated below as a guide when using additional logos.





## World Aids Day brand - **Fonts**

Gill Sans is the official font for all corporate type applications. Wherever the official font can not be used such as emailer and PowerPoint presentations, Arial is the alternative font.

### Gill Sans

AaBbCc123 *Light*  
AaBbCc123 *Regular*  
**AaBbCc123** *Bold*

### Arial

AaBbCc123 *Regular*  
*AaBbCc123* *Italic*  
**AaBbCc123** *Bold*

## Colour Palette

These are the official colours for the World Aids Day 2017 campaign. They should always be used according to the specifications. CMYK is used for print and RGB on electronic elements.

### Primary colours



#### PANTONE 7621C

C - 18    R - 169  
M - 100    G - 10  
Y - 91    B - 34  
K - 8



#### PANTONE 7628C

C - 25    R - 132  
M - 100    G - 12  
Y - 95    B - 26  
K - 23



#### PANTONE BLACK

C - 0    R - 35  
M - 0    G - 31  
Y - 0    B - 32  
K - 100

### Secondary colours



#### PANTONE 1595C

C - 4    R - 220  
M - 74    G - 78  
Y - 95    B - 29  
K - 0

# World Aids Day brand - **ACTIVITY GUIDE**



## **WHAT YOU CAN DO FOR WORLD AIDS DAY 2017**

The South African National AIDS Council encourages organizations to observe the World AIDS Day on 1 December 2017, under the theme, 'It is my right to know my status; Prevention is my responsibility' and the slogan, 'Let Our Actions Count!'. Let's make this year's World AIDS Day the biggest ever yet!

These tips will help you and your organization to plan and implement events. You know your community best, and you know what messages it most needs to hear. Use the ideas below to tailor your plans to meet your community's needs.



## **GETTING STARTED**

Consider these questions and ideas as you decide to plan an event:

- How can you raise awareness in your community in a way that reaches those most at risk and affected by HIV and TB? What type of event would interest your target audience?
- How can the unique voices in your community add meaning to your plans? How can you incorporate the knowledge, skills, and interests of diverse voices?
- Don't reinvent the wheel. Use the national theme to reinforce common messages.
- Research what's happening. Identify past local events, get advice and learn about new plans.
- Reach out beyond traditional partners. Large employers, faith-based organizations, schools and others may want to get involved.
- Consider how local media can help you reach your target audience.



## IDEAS FOR LOCAL EVENTS

- Hold a public meeting to talk about the impact of HIV and TB in your community. Include the perspectives of people living with HIV.
- Encourage your newspaper or schools to sponsor essays and painting exhibitions or other competitions.
- Hold a news conference with local officials to raise public awareness of the impact of HIV and TB on your community. Ask other public officials and leaders to talk about the challenges in the response to HIV and TB.
- Invite local officials to visit a local HIV service organization.
- Ask your mayor or councillor to send a letter/memorandum to all employees about the Day, and to tell them of HIV testing sites.
- Hold a cultural or faith-based event with speakers who can call attention to the local HIV response.
- Submit an editorial or letter on local needs to your newspaper.
- Encourage radio stations to air public service announcements.
- Offer free HIV testing at a special event. Offer incentives to attend. Get tested yourself to set an example, or ask a local celebrity to take the test.
- Organize a health event to educate people about HIV and TB, testing options and other health issues.
- Honour a local leader or organization for their response to the epidemic.



## PROMOTING YOUR EVENT

- Ask local media to report on the local impact of HIV and TB. Make yourself or other experts available to speak on local radio or TV shows.
- Issue a media advisory and press release to encourage coverage of your event.
- Register your event on SANAC's site for the specific Day.
- Publicize your event to community calendars, on TV, and through community centres, and neighbourhood markets.
- Add event information to your website, social network sites, your newsletter and other platforms.



## AFTER YOUR EVENT

- Send news releases to media who didn't attend your event.
- Thank those who attended or contributed to your activities.
- Write a follow-up article for your newsletter, board and community publications.
- List the media and community leaders you invited, with notes for next year.
- Submit a short narrative about your best practices and success to the SANAC site.



## ENCOURAGING INDIVIDUAL ACTION

Local events are most successful when individual participants are encouraged to take action in response to HIV and TB. Here are some actions you can suggest:

- If you are sexually active, protect yourself and your sexual partners by always using a condom.
- If you have TB make sure that you finish your treatment so that you can be cured
- Help to reduce stigma and discrimination against people with HIV or TB and protect their human rights
- Check your HIV status regularly so that you can stay negative or get care to remain healthy
- Get screened for TB if you have a cough that is not going away or if you know someone who has TB
- Act against gender based violence and alcohol abuse
- If you have HIV do everything you can to stay on your treatment and join a group of other people living with HIV
- Talk about HIV prevention with family, friends, and colleagues.
- Tell people about why World AIDS Day is important to you.
- Ask community leaders to increase their response to addressing the epidemic.
- Get involved with or host an event in your community.
- Help fund an event for World AIDS Day or support it with in-kind donations.

PLANNED ACTIVITIES		WHAT YOU CAN DO
Pre World AIDS Day		
<p><b>“Red Ribbon Fridays”</b></p> <p><b>Friday 3 November – Friday 1 December</b></p>	<p>Reach the lives of as many South Africans, through the use of Friday activations similar to Sports Friday and Casual Friday.</p> <p>Get South Africans talking and our key questions every Friday will be: “What’s your responsibility? How will YOU prevent HIV and TB?”</p> <p>Every Friday should be a visible demonstration of leadership in action in different settings across the country.</p> <p><b>The objectives of the month-long Friday WAD2017 activation are:</b></p> <ul style="list-style-type: none"> <li>• To mobilise all sectors in South Africa to join the conversation and countdown to World AIDS Day.</li> </ul>	<ul style="list-style-type: none"> <li>• Wear a red ribbon.</li> <li>• Take a picture and write out what YOU will be doing to prevent HIV and TB, share on social media with the following hashtags:  <b>#RedRibbonFriday</b>  <b>#PreventionRevolution</b>  <b>#WAD2017</b></li> <li>• Use the Friday to organize HIV testing services at your workplace and in your community.</li> <li>• Use the Friday to host an HIV/TB awareness event or talk at your school, your tavern and in your community.</li> </ul>

PLANNED ACTIVITIES		WHAT YOU CAN DO
<b>Pre World AIDS Day</b>		
<b>Vibrant Media campaign</b> November - January	<ul style="list-style-type: none"> <li>Provocative social media messaging to get people talking about prevention, the right to health and the NSP.</li> <li>Use of a wide range of other media platforms</li> <li>Provocative social media messaging to get people talking about prevention, the right to health and the NSP.</li> <li>Use of a wide range of other media platforms.</li> </ul>	<ul style="list-style-type: none"> <li><b>Post messages on social media with the following hashtags:</b>  #PreventionRevolution  #RedRibbonFridays #WAD2017</li> <li>Call in to your favourite radio station and share what you will be doing to prevent HIV.</li> </ul>
<b>Prevention Revolution activation</b> 15 October	<ul style="list-style-type: none"> <li>Condom Promotion, HCT campaign at Max's Lifestyle &amp; Eyadini Lounge at Umlazi, Durban.</li> </ul>	<ul style="list-style-type: none"> <li>Host a condom distribution event at your local tavern, tshisanyama and other social gatherings.</li> </ul>
<b>PSL Games Messaging</b> November	<ul style="list-style-type: none"> <li>Request the PSL communicate World AIDS Day scripted key message through team captains to fans and also allows clubs to take team photos with banner with WAD message before the kick-off during the month of November 2017.</li> </ul>	<ul style="list-style-type: none"> <li>Host a soccer match in your local community with HIV activations and messages.</li> </ul>
<b>Splash for Hope telethon event</b> 31 October	<ul style="list-style-type: none"> <li>SMS "HOPE" to 36239 to donate to organizations working with HIV.</li> </ul>	<ul style="list-style-type: none"> <li>SMS "HOPE" to 36239 to donate to organizations working with HIV.</li> </ul>
<b>Takuwani Riime Men's Parliament and March</b> 18-19 November 2017 Cape Town	<ul style="list-style-type: none"> <li>SANAC Men's Sector in partnership with organisations working with men and boys will host National Men's Parliament and the 100,000 men's march themed "Stop Violence Against Women and Children"</li> <li>The Takuwani Riime Campaign aims to bring together the private sector, government, media houses, businesses, labour and civil society to unite under the theme: "Takuwani Riime!" NO EXCUSES</li> </ul>	<ul style="list-style-type: none"> <li>Join the march in Cape Town to stand up against violence against women and children.</li> </ul>
<b>Ubuntu Initiative activations</b> 24 – 30 November	<ul style="list-style-type: none"> <li>Week of activations in the North West province - will include 5 mines.</li> </ul>	
<b>COSATU CEC</b> 27 November	<p><b>CEC members will show leadership in action by:</b></p> <ul style="list-style-type: none"> <li>Symbolically wearing masks as a prevention tool against TB.</li> <li>Pledging their commitment with a written message on a poster to their members.</li> <li>Testing for HIV, screening for TB.</li> <li>Recording a message that will be seen by workers around the country as a show of leadership in action.</li> <li>Participating in radio and TV interviews that will be arranged, to speak to workers about prevention of HIV and TB.</li> </ul>	<ul style="list-style-type: none"> <li>Get your trade union to host an awareness event.</li> </ul>

Partnerships between government departments and civil society sectors	Government and other leaders to be linked to civil society sectors to roll out World AIDS Day events across the country, to make World AIDS Day as inclusive as possible.	Get your department to work with civil society and host a World AIDS Day event	
Event & Date	Proposed Activities	Lead entity and partners	
		Government Department(s)	Civil Society Sector
26 November 2017	<ul style="list-style-type: none"> <li>Fun run with HCT with dialogues on healthy lifestyle and use of arts for HIV prevention in North West, Rustenburg &amp; Marikana on 26 Nov 2017.</li> </ul>	<ul style="list-style-type: none"> <li>Sports &amp; Recreation</li> <li>Arts &amp; Culture</li> </ul>	1. Sports, Arts and Culture
27 November 2017	<ul style="list-style-type: none"> <li>HCT and TB engagement and prevention by COSATU leadership at COSATU House in Gauteng, Braamfontein on 27 Nov 2017.</li> </ul>	<ul style="list-style-type: none"> <li>Labour</li> <li>Mineral Resources</li> <li>Energy</li> <li>Agriculture &amp; Forestry</li> </ul>	2. Labour
November 2017	<ul style="list-style-type: none"> <li>Takuwani Riime dialogue in KZN.</li> </ul>	<ul style="list-style-type: none"> <li>Presidency</li> <li>Women</li> <li>DSD</li> <li>DoC</li> <li>GCIS</li> </ul>	3. Men
November 2017	<ul style="list-style-type: none"> <li>Dialogue on placing women in the centre of HIV response.</li> </ul>	<ul style="list-style-type: none"> <li>Women</li> <li>DSD</li> </ul>	4. Women
November 2017	<ul style="list-style-type: none"> <li>Church services promoting the NSP, with emphasis on #prevention messaging.</li> </ul>	<ul style="list-style-type: none"> <li>DSD</li> </ul>	5. Religious
November 2017	<ul style="list-style-type: none"> <li><b>Dialogue on the NSP and Children:</b> What are the benefits</li> </ul>	<ul style="list-style-type: none"> <li>DSD</li> </ul>	6. Children
November 2017	<ul style="list-style-type: none"> <li>Disability Rocks event for people with disabilities.</li> </ul>	<ul style="list-style-type: none"> <li>DSD</li> </ul>	7. Disability
March 2018	Training for Traditional leaders on their role in the NSP and a dialogue on indigenous knowledge systems.	<ul style="list-style-type: none"> <li>Health</li> <li>DSD</li> <li>DST</li> </ul>	8. Traditional Health Practitioners
December 2017	<ul style="list-style-type: none"> <li>The role of youth in the prevention revolution with a focus on She Conquers through a dialogue– young women to the forefront of the response.</li> </ul>	<ul style="list-style-type: none"> <li>Performance, Monitoring &amp; Evaluation</li> <li>Basic Education</li> <li>Small Business Development</li> <li>Health</li> </ul>	9. Youth
February 2018	<ul style="list-style-type: none"> <li>First Things First activations for orientation week</li> </ul>	<ul style="list-style-type: none"> <li>Higher Education</li> </ul>	10. Higher Education
November 2017 – March 2018	<ul style="list-style-type: none"> <li>Community action research and focus for impact – using data to make the greatest impact workshops.</li> </ul>	<ul style="list-style-type: none"> <li>Science &amp; Technology</li> <li>Health</li> </ul>	11. Research
2 or 3 November 2017	<ul style="list-style-type: none"> <li>Dialogue on NHI as a tool to address issues of universal access to health.</li> </ul>	<ul style="list-style-type: none"> <li>Health</li> </ul>	12. PLHIV and all SANAC CSF Sector Leaders

November 2017	<ul style="list-style-type: none"> <li>The NSP and decriminalisation of sex work – consensus building and ongoing engagement.</li> </ul>	<ul style="list-style-type: none"> <li>Justice &amp; Constitutional Development</li> <li>Police</li> </ul>	13. Sex Workers
February 2017	<ul style="list-style-type: none"> <li>The role and responsibilities of the Health Professionals in the delivery of an efficient NHI – dialogue on what is to be done.</li> </ul>	<ul style="list-style-type: none"> <li>Health</li> </ul>	14. Health Professionals
10 December 2017	<ul style="list-style-type: none"> <li>Sensitisation workshops for society on understanding and embracing key populations.</li> </ul>	<ul style="list-style-type: none"> <li>Justice &amp; Constitutional Development</li> <li>Police</li> <li>Justice &amp; Constitutional Development</li> </ul>	15. LGBTI Sector 16. Legal & Human Rights
February 2018	<ul style="list-style-type: none"> <li>Compliance by NGOs as part of community system strengthening – challenges and solutions training.</li> </ul>	<ul style="list-style-type: none"> <li>DSD</li> </ul>	17. NGO Sector
November 2017– March 2018	<ul style="list-style-type: none"> <li>Effective leadership in the response to HIV and TB – Kings, Chiefs and Headmen to the front in understanding issues and using their understanding to influence their people to be partners in prevention and treatment. Workshops with CONTRALESA and National House of Traditional Leaders.</li> </ul>	<ul style="list-style-type: none"> <li>COGTA</li> </ul>	18. Traditional Leaders
General Build up activities	<ul style="list-style-type: none"> <li>Advocacy, communication and social mobilization.</li> <li>Delivery of Health and Social services</li> <li>Policy in action (Political Principals' engagement with communities).</li> <li>Community dialogues supported by the use of theatre, music and sport.</li> <li>HCT revitalization and MMC expansion</li> <li>Distribution of IEC materials.</li> </ul>		
<b>During World AIDS Day</b>			
1 December 2017	<ul style="list-style-type: none"> <li>Launch of Provincial Implementation Plans (PIPs) to demonstrate in practical terms how the new HIV and TB plan will be implemented through the use of videos, theatre or music.</li> <li>Live streaming of event across community radios and national media.</li> <li>Video links to provincial World AIDS Day events.</li> </ul>	<ul style="list-style-type: none"> <li>Attend a World AIDS Day event</li> <li>Host your own event</li> </ul>	
<b>Post World AIDS Day</b>			
A campaign to promote responsible behaviour beyond 1 December	Condom distribution partnership with SANRAL		



## World Aids Day brand - Images

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Keeping in line with the overall hand theme use images of individuals with messages written on hands. Messages on hands must be relevant to the WAD 2017 theme. A limited amount of “ambassador” photos will be available for download. Users are welcome to photograph their own ambassadors.





## World Aids Day brand - Clothing Items

### T-shirt & Caps

Option 1 - Silk Screen



Option 2 - Silk Screen



Option 3 - Silk Screen



Option 4 - Embroidery



*Option 1 - Embroidery*



*Option 2 - Embroidery*



*Option 3 - Embroidery*



*Option 4 - Embroidery*



[illegible][illegible]

1 DECEMBER 2017

WORLD

AIDS

DAY

LET OUR ACTIONS COUNT

IT IS MY RIGHT TO KNOW MY STATUS. PREVENTION IS MY RESPONSIBILITY

HEADLINE

Subheading

AIDS HELPLINE

0800 012 322

AufCo (1234567890) est un service d'urgence qui vous aide à tout moment. Pour en savoir plus, contactez le 0800 012 322.

AufCo est un service d'urgence qui vous aide à tout moment. Pour en savoir plus, contactez le 0800 012 322.

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## World Aids Day brand - Printed elements

### Printed flyers - 99mm x 210mm

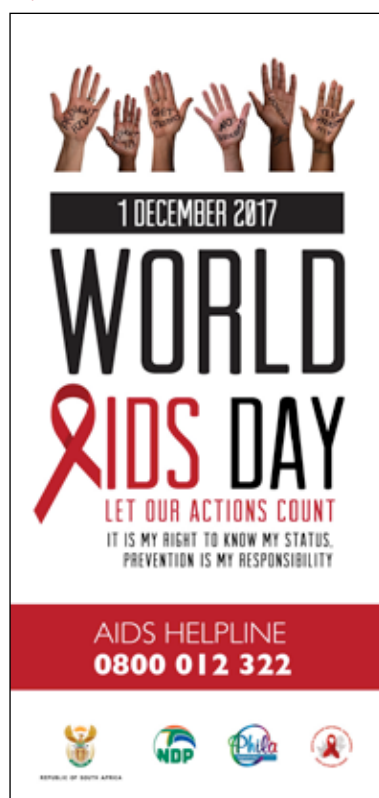
Option 1



Option 2



Option 3 - Front



Option 3 - Reverse





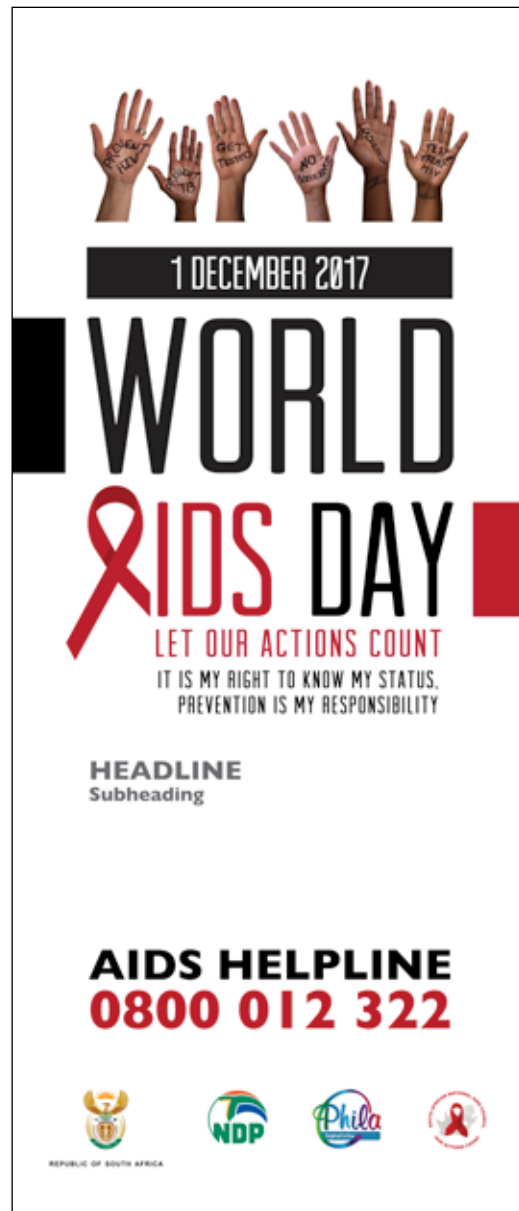
## World Aids Day brand - Printed elements

### Pull-up Banners - 2m x 850mm

Option 1



Option 2



## World Aids Day brand - Printed elements

### Pop-up banners

Option 1



Option 2



## World Aids Day brand - **Printed elements**

### Sharkfin / Flying Banners - 2m or 3m

Option 1



Option 2





## World Aids Day brand - Printed elements

Banner wall - 3m x 2,25m



## World Aids Day brand - Printed elements

### Billboards - Portrait and Landscape



## World Aids Day brand - **Printed elements**

Stickers - 80 x 80mm diameter

Option 1



Option 2



Option 3



## World Aids Day brand - Digital elements

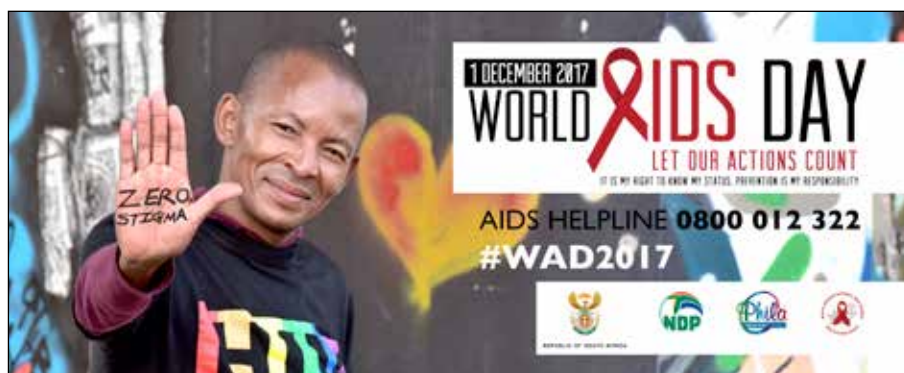
### Email signature

Please use the hashtag '#WAD2017'

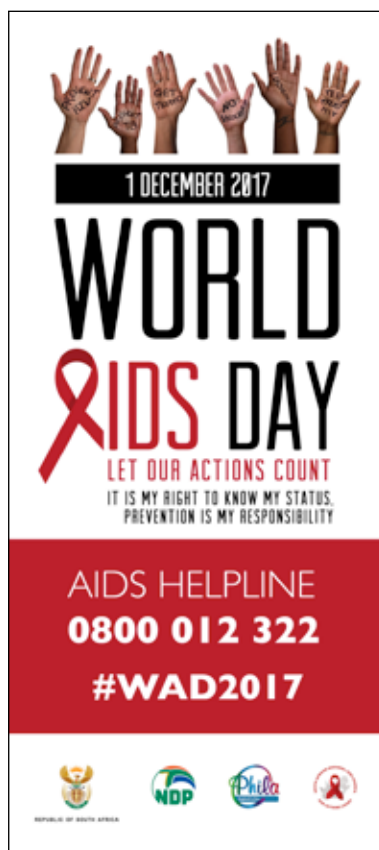
Option 1

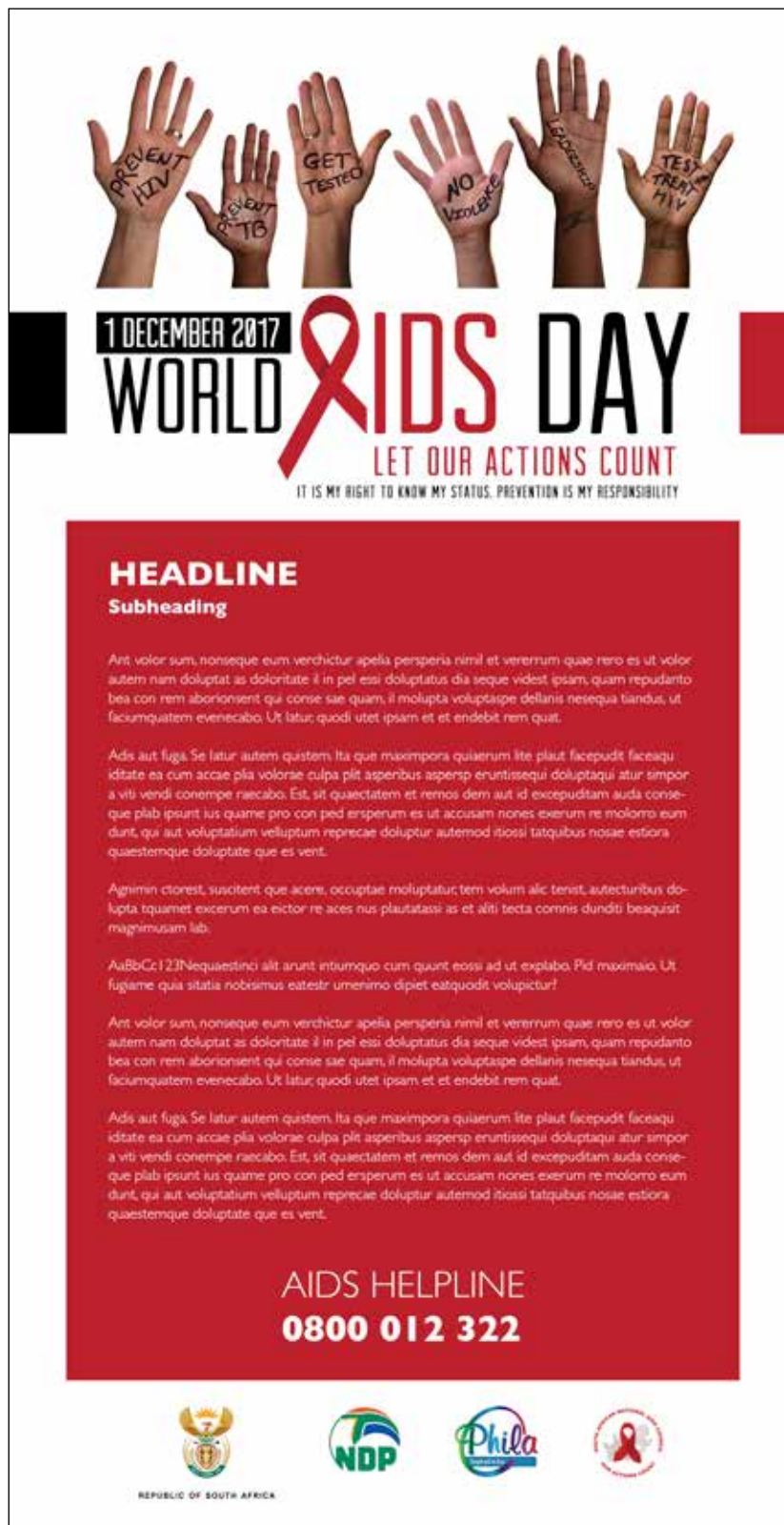


Option 2



Option 3





1 DECEMBER 2017  
**WORLD AIDS DAY**  
 LET OUR ACTIONS COUNT  
 IT IS MY RIGHT TO KNOW MY STATUS. PREVENTION IS MY RESPONSIBILITY

**HEADLINE**  
**Subheading**

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**AIDS HELPLINE**  
**0800 012 322**

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NDP Phila



## World Aids Day brand - Social Media messaging

### Facebook cover page - 851x 315px

Please use the hashtag '#WAD2017'

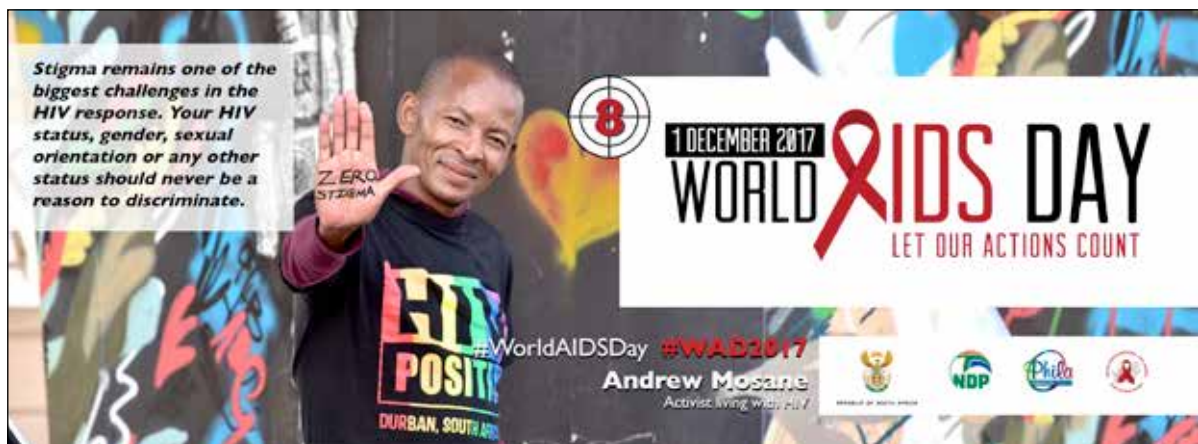
#### Option 1



#### Option 2



#### Option 3



## World Aids Day brand - Social Media messaging

### Twitter cover page - 1,199 x 417px

Please use the hashtag '#WAD2017'

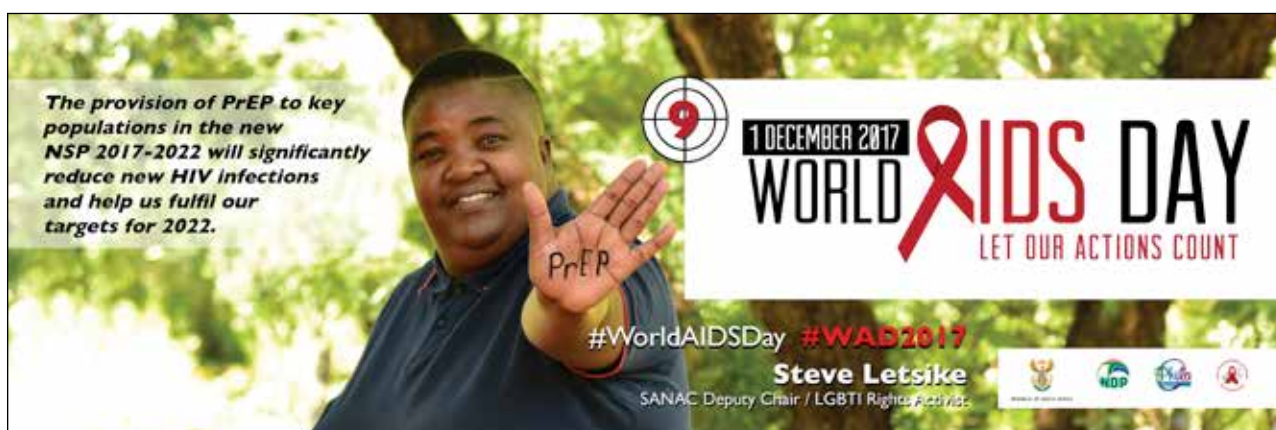
#### Option 1



#### Option 2



#### Option 3



Please use the hashtag '#WAD2017'

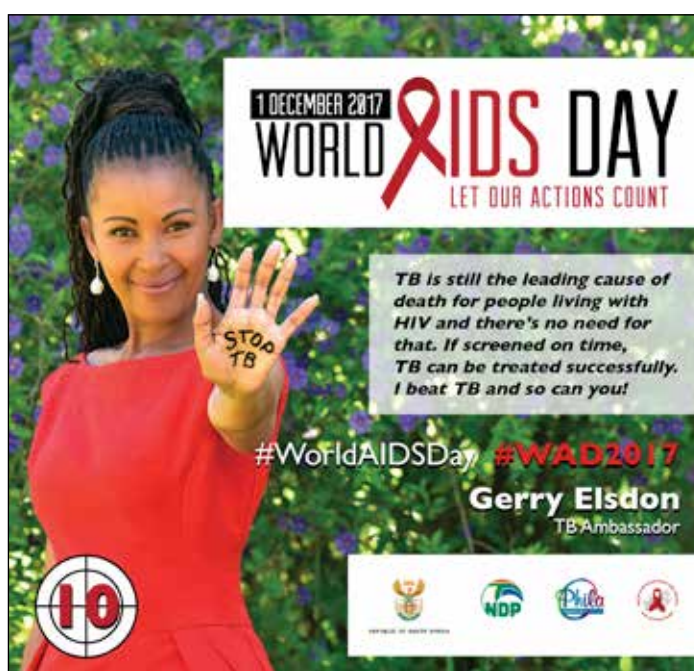
Option 1 - 760 x 120 pixels



Option 2 - 160 x 600 pixels



Option 3 - 420 x 400 pixels

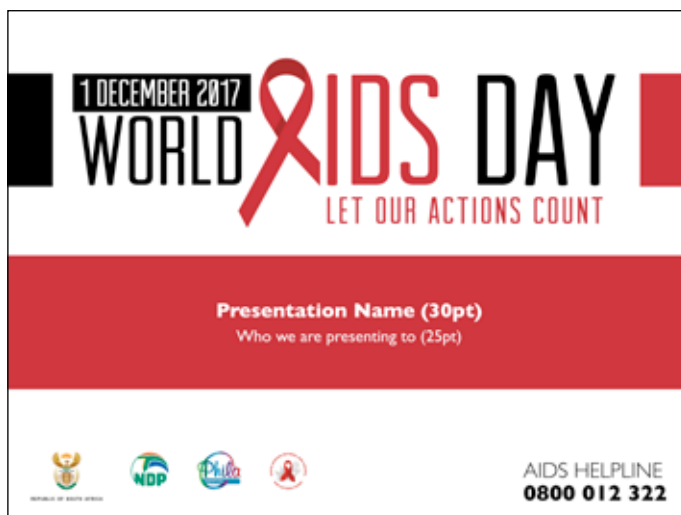




## World Aids Day brand PowerPoint presentation templates

### Cover slide options

#### Option 1



#### Option 2

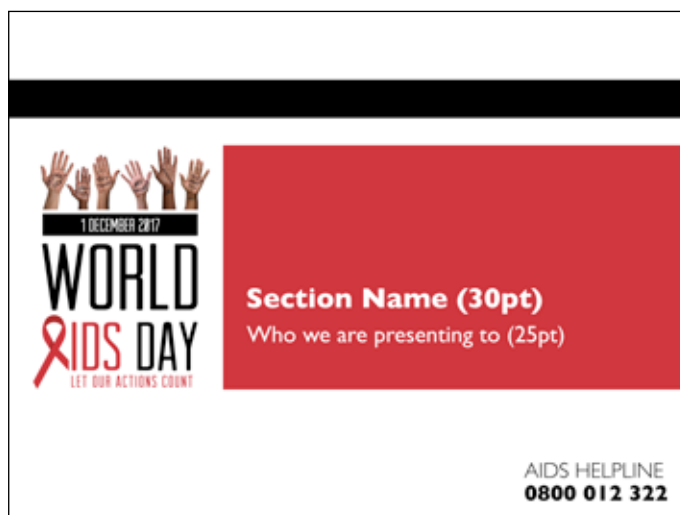


#### Option 3



## Divider slide options

### Option 1



### Option 2

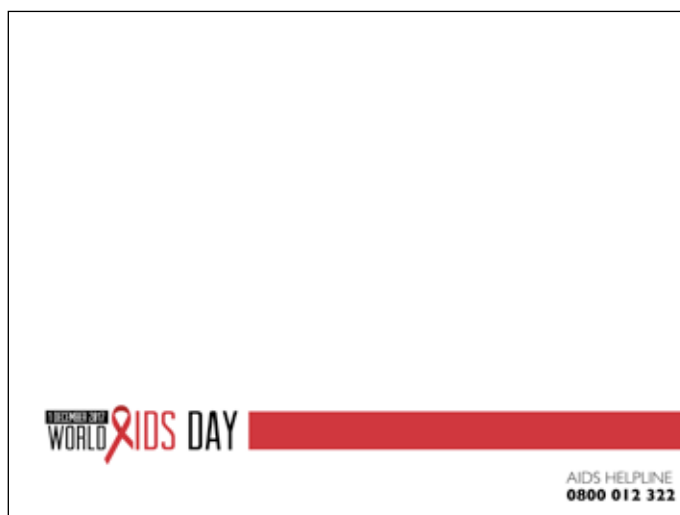


### Option 3



*Typical content slides options*

*Option 1*



*Option 2*

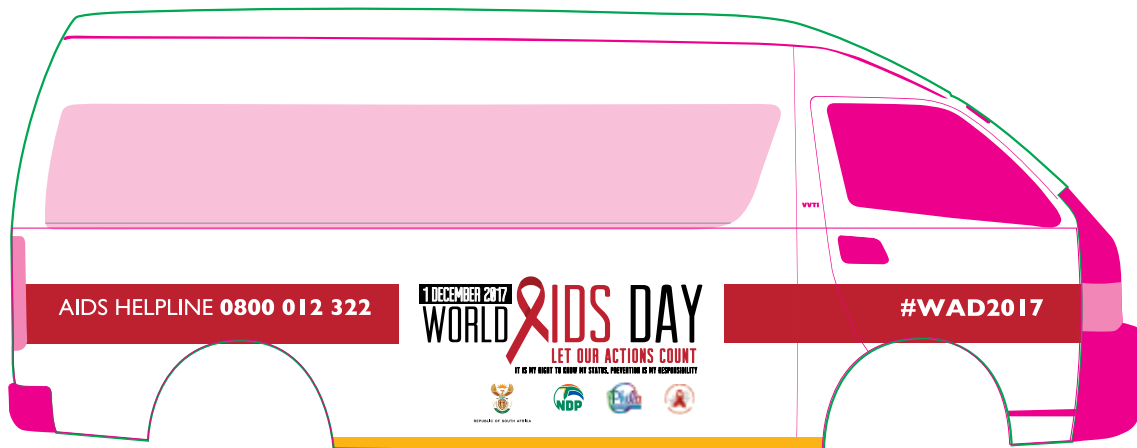


# World Aids Day brand - Taxi Wrap

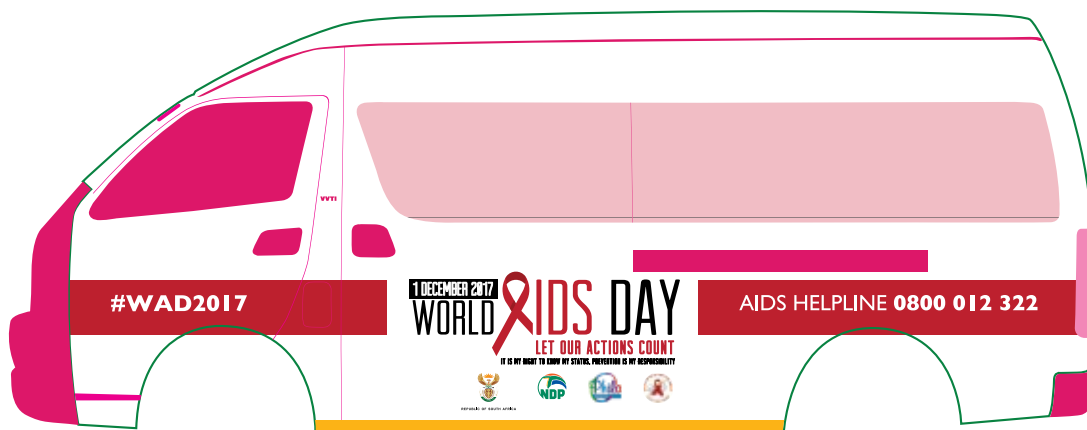
## Half-body Taxi Wrap

Option 1

Right side



Left side



Front view





# World Aids Day brand - Taxi Wrap

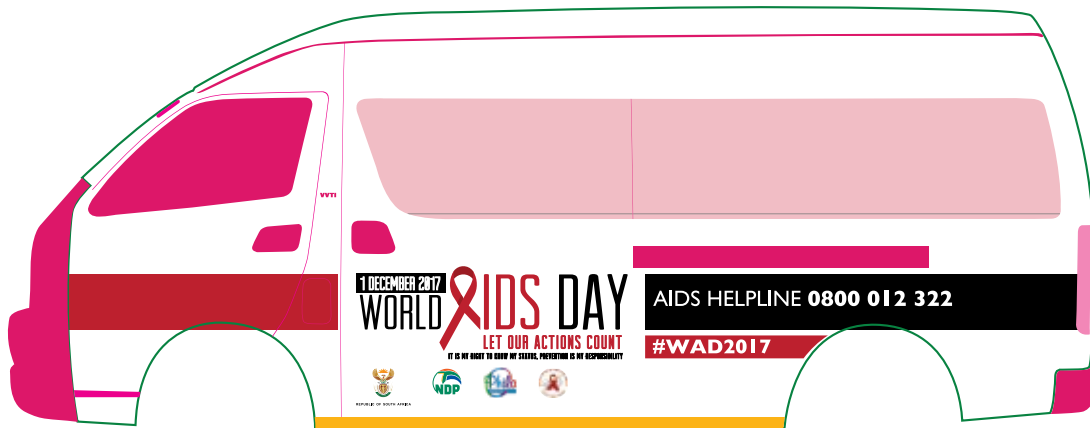
## Half-body Taxi Wrap

Option 2

Right side



Left side

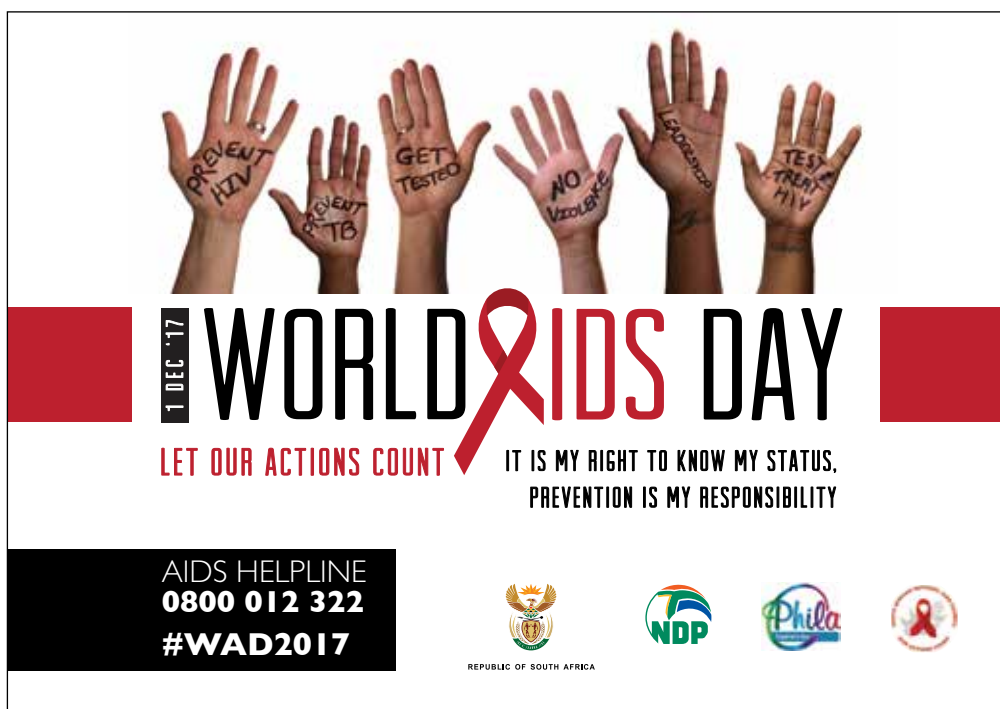
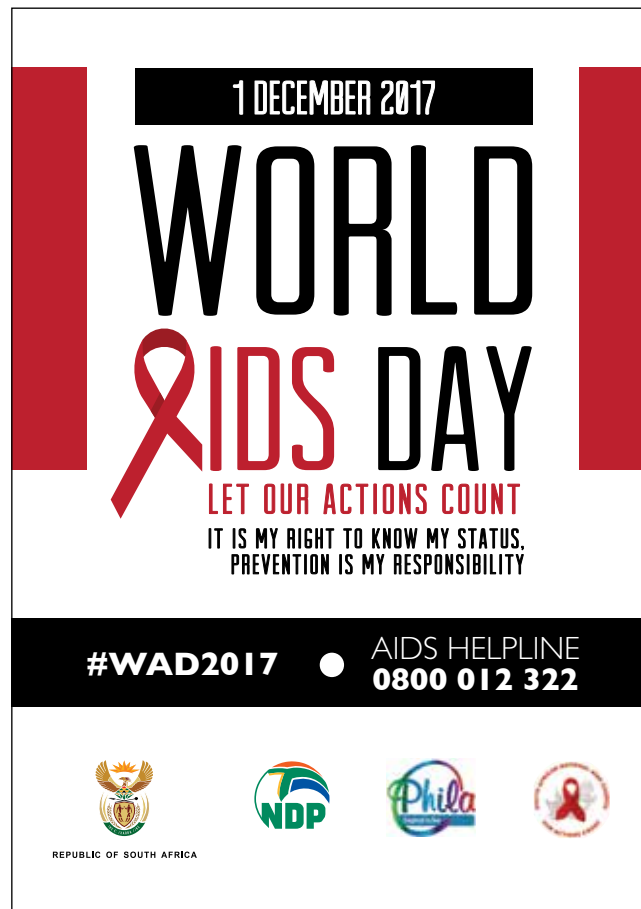


Front view













1 DECEMBER 2017  
WORLD **AIDS** DAY  
LET OUR ACTIONS COUNT  
IT IS MY RIGHT TO KNOW MY STATUS, PREVENTION IS MY RESPONSIBILITY



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