

## Joint HIV prevention campaign in post offices

### What is the campaign?

It is a three-year campaign that aims to raise awareness of HIV prevention among the public and postal employees. In the initial phase, a set of posters and information on HIV will be displayed in post offices in seven pioneering countries, to raise awareness among the communities. The campaign will then be extended to more countries towards the end of the year. The second phase will focus on raising awareness among the postal workers themselves, while a final phase of the campaign will culminate with Posts issuing stamps to commemorate the 30<sup>th</sup> anniversary of the discovery of AIDS in 2011, at the invitation of the UPU and other campaign partners. The ultimate goal of the campaign is to help reduce numbers of new infections.

### Who are the partners of the campaign?

The Universal Postal Union (UPU), the Joint United Nations Programme on HIV/AIDS (UNAIDS), the International Labour Organization (ILO) and UNI Global Union.

### What is the role of each of the campaign partners?

UNAIDS is drawing on its wealth of data and expertise to produce information about HIV and how people can protect themselves against infection. UNAIDS is developing the posters and supporting materials and will be the public face of the campaign. People interested in knowing more about HIV prevention are being directed to the UNAIDS website.

The UPU is responsible for soliciting the participation of its member countries and public postal operators in the campaign, and providing communication and logistics support.

The second phase of the campaign will focus on raising awareness among postal employees. ILO is preparing a tool kit, which employers will be able to use to inform their staff about HIV/AIDS and how to protect themselves.

UNI Global Union, as the international organization representing an important number of postal labour unions and associations, will work towards obtaining the support of Posts and unions in the campaign.

### Which countries are participating in this initiative?

The campaign will initially be rolled out in seven pioneering countries: Brazil, Burkina Faso, Cameroon, China, Estonia, Mali and Nigeria.

More countries will be invited to take part as the campaign goes global at the end of 2009.

### When will this initiative be launched?

The campaign partners will announce the global launch of this initiative on 7 July 2009. The hope is that participating countries can launch their national campaigns around the same time or shortly thereafter. It is important that participating countries commit to rolling out this campaign in their post offices as effectively as possible.

The second phase of the campaign – an HIV prevention campaign among postal staff around the world – will occur in 2010.

### How will the campaign be rolled out?

The campaign will be managed in three phases.

### What will be done during the first phase?

The first phase of the campaign targets the greater public. The Posts of the UPU's 191 member countries are being invited to join the campaign voluntarily in support of this global effort to stop the

spread of the virus, which, despite major progress having been achieved over the past 20 years or more, continues to advance in various parts of the world.

**What is planned for the second phase?**

The second phase of the campaign will target postal employees. Together, there are more than five million people working for designated postal operators, making it one of the largest single-sector workforces in the world. More than five million people work in Posts worldwide, and there are millions more when we consider associated sectors (printers, direct mailers, philatelists, etc.)

**What is the third phase of the campaign?**

The third phase of the campaign will consist in inviting UPU member countries and their designated operators to issue a stamp in 2011 to commemorate the 30<sup>th</sup> anniversary of the discovery of AIDS.

**Which organization is participating in each phase of the campaign?**

In the first phase, the UPU and UNAIDS are involved. In the second phase, which will focus on HIV prevention among postal employees, the campaign will draw on the expertise of the International Labour Organization and UNI Global.

**Why are postal employees being targeted in this campaign?**

With more than 5 million postal employees, the postal sector makes up one of the largest workforces in the world. An effective way in ensuring people all over the world are better protected is through information and awareness. As socially responsible entities, employers can help in the response to AIDS by creating awareness among their workforce about HIV (what it is, how it is transmitted, how to protect oneself). A healthy workforce will help to ensure the success of the company and the sector in general, and ensure that the workers and their families can continue to depend on earnings to improve their livelihoods, education, health, etc.

The UPU and UNI Global are committed to ensuring the sustainable development of the sector.

**Why yet another campaign?**

We need more than one campaign to stop the spread of HIV. The response to AIDS needs to be addressed on many fronts. Indeed, in addition to awareness campaigns, other actions or activities have to go together to help stop the spread of HIV/AIDS.

Many people are now aware of HIV, but it is important that we are reminded that there is still no cure and that knowledge and prevention are the best means of protection.

Posts participating in this campaign are encouraged to couple the poster campaign with other activities that could contribute to raising awareness of HIV prevention.

**What advantages are there to participating in such a campaign?**

The UPU is collaborating with UNAIDS on this major worldwide campaign because it demonstrates the important role Posts play in the greater information society – sharing information and being active as social change agent by virtue of its vast physical network of contact points with the greater public. The postal network is the greatest physical network in the world, with more than 660,000 post offices. Millions of people visit post offices every day or perform postal operations through Posts' websites. Providing information on HIV prevention is one example of the many social services post offices can provide to the greater public. Participating in the campaign shows key audiences – the public, postal staff, health organizations, government, etc. – the important social role Posts play in people's daily lives.

**What other activities are associated with this initiative?**

Posts participating in the campaign are encouraged to find additional ways to draw attention to the HIV prevention campaign. There are several simple things that can be done and could be considered as

part of the national communications plan. For example, Posts could consider developing a franking mark bearing one of the designs of the posters and its key message “Your Post Office Cares – Protect Yourself” that could be used to date-stamp all letter post. That way, the message of the campaign will be given extensive reach nationally and internationally, and reach people who may not enter the post offices where the posters are placed.

Another initiative to consider is asking public health experts to be present in high-traffic post offices on 1 December, World Aids Day, to give out information about HIV/AIDS prevention to the public. The poster and accompanying fast facts on prevention will be useful. You may wish to speak to the UNAIDS national office regarding possible assistance in having HIV experts available to speak to the public and give information on HIV.

These are just two ideas that Posts should consider as they develop their national communications plan.

#### **Where can I get more information about this campaign?**

UNAIDS is the authority on HIV prevention. For more information, please visit the UNAIDS website ([www.unaids.org/preventHIV](http://www.unaids.org/preventHIV)).

#### **More information about the partners:**

##### **UNAIDS**

UNAIDS, the Joint United Nations Programme on HIV/AIDS, is an innovative joint venture of the United Nations family, bringing together the efforts and resources of ten UN system organizations to help the world prevent new HIV infections, care for people living with HIV, and mitigate the impact of the epidemic. With its headquarters in Geneva, Switzerland, the UNAIDS Secretariat works on the ground in more than 80 countries worldwide. Coherent action on AIDS by the UN system is coordinated in countries through the UN theme groups, and the joint programmes on AIDS. Co-sponsors include UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, ILO, UNESCO, WHO and the World Bank. UNAIDS helps mount and support an expanded response to AIDS. For more information about UNAIDS, please visit [www.unaids.org](http://www.unaids.org).

##### **Universal Postal Union**

The UPU is a United Nations specialized agency responsible for international postal services. Created in 1874, the UPU has 191 member countries. At the government and regulatory levels, the UPU promotes the value and social and economic importance of postal services so that investments will be made towards the postal sector’s development and that a proper regulatory framework is set up to ensure a level-playing field for all sector actors. The UPU also works alongside members from Posts around the world to improve many operational aspects of the postal service, including quality of service, postal security, the exchange of mail from country to country, customs, air transportation, and the like, and help many developing countries develop their postal infrastructure and the markets. For more information about the UPU, please visit [www.upu.int](http://www.upu.int).

##### **International Labour Organization**

As the world’s only tripartite multilateral agency, the ILO is dedicated to bringing decent work and livelihoods, job-related security and better living standards to the people of both poor and rich countries. It helps to attain those goals by promoting rights at work, encouraging opportunities for decent employment, enhancing social protection and strengthening dialogue on work-related issues. At the heart of its mission is helping countries build the institutions that are the bulwarks of democracy and to help them become accountable to the people. The ILO formulates international labour standards in the form of Conventions and Recommendations setting minimum standards of basic labour rights. For more information about ILO, please visit [www.ilo.org](http://www.ilo.org).

**UNI Global Union**

Created on January 1, 2000, UNI Global Union provides a voice and a platform for workers at the international level in jobs ranging from the night janitor in your office block to the big-time Hollywood director of your favorite movie. With 20 million workers in 900 unions worldwide, UNI fosters international solidarity and provides a voice at the international level for all its members. UNI works with its member unions to ensure that union organizing and bargaining rights are enshrined in law. In countries where these laws do not exist, UNI is joining the fight to get them on the books. Where these laws do exist, UNI works with unions, the ILO and other groups to sure that they are enforced. UNI also works in developing countries to build trade unions. For more information about UNI, please visit [www.uniglobalunion.org](http://www.uniglobalunion.org).