

Stigma Fuels HIV: Reporting on the Campaign in Asia and the Pacific

Country: Nepal

Number of UN employees: 1689

Launch date: 2 December 2011

Description of campaign launch, achievements, anecdotes, and other highlights. (250 words max)

The campaign in Nepal was officially launched during the World AIDS Day 2011. In front of over 200 UN staff, family members and supporters, Ms. Shoko Noda, UNDP Country Director and Chair, UN Theme Group on AIDS launched it. She emphasized that the campaign is actually the UN family's contribute to the new UNAIDS vision of 3 zero's: zero new HIV infection, zero discrimination and zero AIDS related death. She then called on the members of the UN Country Team to join her in cutting the ribbon and releasing balloons with "anti stigma" messages. The launching was made more meaningful when a UN staff spoke eloquently about his personal experience as a Nepali UN staff living with HIV. He encouraged everyone to "go for coffee with someone in your close circle living with HIV, and talk and learn".

To informally assess the level of knowledge and understanding about HIV, AIDS and related issues, a popular Nepali TV anchorperson acted as a Quizmaster. Questions coming from the "UN Living in the World with HIV" were asked, including those related to stigma and discrimination, and a lively competition from various UN agencies occurred.

To reinforce the anti-stigma messages, information materials in English and Nepali language were distributed, together with red ribbons and ID card holder, within the UN House and in some nearby schools. UN Learning team members and the HR task force actively disseminated the messages through emails and interpersonal communication.

The launching was concluded with the remarks of UN Resident and Humanitarian Coordinator Mr. Robert Piper. He thanked the team for observing the WAD including the launch of campaign. He urged all staff for a success implementation of the campaign thought-out.

A survey monkey is being designed to assess the impact of the campaign during May-June this year.



Number of UN Cares Focal Persons or volunteers who participated in setting up the campaign: 26

<p>UN Cares focal point(s):</p> <p>Shova Maharjan</p> <p>Bandana YonzonLepcha</p> <p>JagadishDhakal</p> <p>UN Plus focal point(s), if any:</p> <p>AnjayKumar K.C.</p>	<p>Photos available : (Say YES or NO and whom to contact)</p> <p>Yes. It can be accessed at https://picasaweb.google.com/lh/sredir?uname=111144057109217161815&target=ALBUM&id=5683738568099394865&authkey=Gv1sRgCOGc36q3puv8cQ&invite=Ci7sudsG&feat=email</p> <p>Video available : (Say YES or NO and whom to contact)</p> <p>No.</p>
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