

NO LONGER SEPARATE BUT EQUAL

Scale-up of ARV treatment: Opportunities and challenges for HIV/AIDS communication

Sunday, July 11, 2004: 9:30 - 11:30 a.m. Room G, Session Hall

The increasing focus on providing access to antiretroviral and other treatment for HIV/AIDS to all who need it provides substantial opportunities to accelerate HIV/AIDS prevention, including a massive scale-up in the numbers of people aware of their HIV status. This session will examine both the opportunities and challenges created by increased availability of ARVs for HIV/AIDS communication and strategies that are likely to be needed. The session will highlight communication for social change strategies, in particular strengthening civil society voices and greater ownership by infected and affected communities.

The session will be interactive and provide substantial space for discussion and debate. It will focus on two questions:

- How can increased availability of treatment contribute to communication strategies that lead to fundamental changes in stigma reduction and normalisation of HIV/AIDS as a disease?
- How can the treatment response, and communication strategies that accompany it, both be rooted in and contribute to strengthening civil society movements which can increasingly shape agendas for treatment and the broader HIV/AIDS response?

The session will focus on how new communication for social change strategies can contribute to changing *attitudes* to HIV/AIDS, encouraging greater *ownership* of the response to HIV/AIDS and identifying opportunities for treatment availability for *accelerated prevention*.

Presentations will include:

- *Treatment: the reality on the ground* by Zachie Achmat, Coordinator, Chairperson, Treatment Action Campaign, Winnie Ssanyu-Sseruma, Chair, African HIV Policy Network
- *Treatment and Prevention: an integrated communication approach – conclusions of WHO consultation on communication* by Lori Hieber-Girardet, World Health Organization
- *Who sets the treatment agenda: the challenge for civil society*
Thomas Scalway, Director, HIV/AIDS Programme, Panos Institute, London
- *From communication for behaviour change to communication for social change –*
James Deane, Managing Director, Communication for Social Change Consortium.

Sponsored by:

**Communication for Social Change Consortium, Panos Institute and
World Health Organization**