

## **BOTSWANA LAUNCHES THE HIV/AIDS AND HUMAN RIGHTS CARTOON**

The WHO Representative in Botswana Dr J.A. Kalilani officially launched the “STAND UP FOR HUMAN RIGHTS” Cartoon amid hundreds of young footballers in Gaborone.

Participating in the launch were the Vice President (Admin) of the Botswana Football Association (BFA) Mr S.L. Ramothwa, the Chief Executive Officer of the BFA Mr Ntshinogang, Deputy Permanent Secretary in the Ministry of Health Dr T. Moeti and the Marketing and Communications Manager of the Botswana National Sports Council (BNSC) Ms. Hirschfelt Lawrence. Also present were WCO focal person for HIV/AIDS Dr Owen Kaluwa, officials and coaches from the BFA/BNSC program.



*WHO Country Representative handing over the cartoon to the BFA Vice President*

After several illuminating presentations by key personalities, 13 year old Tlotlo Otsile from the BFA/BNSC Development Program, gave some comments of appreciation and indeed motivation to his colleagues in the program to learn from the cartoon and respect, protect and promote human rights particularly for people living with or affected by HIV/AIDS. He challenged his colleagues to share the cartoon with family members and friends.



*Tlotlo speaking on behalf of his colleagues*

The formal part of the launch was followed by Football matches between Under 12 teams followed by Under 15s.

## **SPEECHES/STATEMENTS.**

## **Welcome Remarks by the BFA CEO**

WHO Representative

Representatives of various Ministries Distinguished Guests

Members of the Media

Coaches and other Volunteers

Ladies and Gentlemen, Bana. Good morning

On behalf of the Botswana Football Association I would like to welcome you all

A special welcome goes to the WHO Representative and her team for having found time to come and spend time with us, so that they could share an important message with the rest of us especially with the children.

I would also like to welcome our partners for having found it important to come to this occasion it is important to welcome the media especially that they continue to follow our programmes with keen interest

This occasion comes at a time when the Botswana Football Association National Executive Committee has resolved to set up its own sub-committee that will formulate strategies to fight the HIV/AIDS scourge. The Vice President Administration Mr S L Ramothlwa has therefore been appointed to coordinate HIV/AIDS activities and programmes

Since its inception in May 2002, the RE Ba Bona Ha programme has mainly focused on the skills development of the children and was somehow oblivious of the health issues affecting the children. It is therefore gratifying that this is now going to be part and parcel of our teaching to the children

In conclusion, I hope and I am very optimistic that whatever material we receive from WHO will go a long way in helping this country to effectively fight the HIV/AIDS scourge I am optimistic because addressing this problem by involving the children, who are the future, will save this country from being wiped out by the pandemic

Thank you all for your attention

## **Remarks of the BFA Vice President**

ALL PROTOCOL OBSERVED

SOME OF RE BA BONA HA OBJECTIVES

- To introduce sport to children in the age categories of 5 to 17 years
- To help in the transformation of the under -achieving image of Botswana sport by 2012
- To keep Botswana youth meaningfully occupied

Sport and health have always been synonymous, e.g.:

- can't play sport if one's health is not good
- One has to be fit to play sport
- Sport improves the health and well being of individuals hence the saying a sound mind in sound body

Incorporating sport with health issues is therefore not surprising Today's lifestyles demand that we should engage more in sports activities

As much as it is important to impart sport skills in children when they are still very young, it is important for children to be taught about health issues while still young. If we do that, we are sure that our future is secured

It is therefore appropriate to commend FIFA and WHO for having formulated a strategy with which they can address issues of HIV/AIDS that are particularly targeting the youth. The message that is being conveyed in the booklet that will be distributed to you later, more importantly focus on discouraging discriminating against those who are infected

The project that FIFA and WHO have come up with, is a challenge for us, not only at football but for other sporting disciplines to come up with projects that can help the governments to fight HIV/AIDS pandemic

The sport environment can be regarded as the most conducive for one to inculcate various kinds of teachings and guidance since sports persons absorb such teachings better than non-sports persons because they are socialized to tolerate each other and to exercise sportsmanship or Fair Play as we have come to know it in football

Therefore, in collaboration with WHO and whichever organization can be interested in helping us to fight the pandemic, we intend to embark on programmes that will safeguard

and protect the interests of all the children so that they can continue to enjoy playing football

### **Speech by WHO Representative**

Speech of the WHO Country Representative to Botswana, DR Jean A. Kalilani, on the  
Occasion of the Launch of the Comic booklet  
"HIV/AIDS: Stand up for Human Rights"

*National Youth Centre: Gaborone, 29th October 2005*

Distinguished delegates, Ladies and gentlemen,

In December 2004, that is 10 months ago, WHO and FIFA agreed to join hands to promote a human rights approach to responding to HIV/AIDS and to address stigma and discrimination that have always impeded our collective ability to effectively fight HIV/AIDS. This was in recognition of the complex linkages that exist between health and human rights. Violations or lack of attention to human rights can have serious health consequences. Health policies and programs can promote or violate human rights in the ways they are designed or implemented. Taking steps to respect, protect and fulfill human rights can reduce vulnerability and the impact of ill health. Ladies and gentlemen, we believe that all these three linkages between human rights and health apply not only to health in general, but more so to the problem of HIV/AIDS. We are glad therefore that today we are witnessing in Botswana this occasion to launch a cartoon booklet called "HIV/AIDS -Stand up *for* Human Rights" and related materials

Ladies and gentlemen, we will not win the fight against HIV/AIDS, if we do not adopt a human rights approach to fighting the disease. This includes putting people at the center of program planning and implementation of interventions for HIV/AIDS prevention, treatment, care and support. Fighting stigma and discrimination is therefore central to the provision of an enabling environment for responding to HIV/AIDS

The comic booklet and materials as you will notice, focus on young people. They aim to increase the young peoples' awareness and knowledge on HIV/AIDS as well as mobilize

the youth to stand up for human rights in the fight against HIV/AIDS. I find this special emphasis on young people particularly important

Ladies and gentlemen, as you are aware, HIV infection rates are very high in Botswana just like in most other Southern African countries. However the young people have much lower HIV infection rates. In this regard, the young people are a window of hope in our light against this disease, towards having an HIV free generation in the future. Educating them on HIV/AIDS and working with them to reduce stigma and discrimination will contribute significantly to the light against HIV / AIDS.

Indeed HIV infection is low in young people. However there are still young people who are HIV infected and some that are already with AIDS. Fighting stigma and discrimination will allow these young people to feel accepted and allow them and their families to cope well with their condition

At this juncture, allow me ladies and gentlemen to say a little bit about the importance of partnerships in the fight against HIV/AIDS. The complexity of HIV/AIDS requires that we forge strategic partnerships in dealing with it. Partnerships between the rich and the poor, Partnerships between the young and the old, Partnerships between the educated and the not so educated, Partnerships between men and women, Partnerships amongst the various organizations, agencies, departments, associations and so on. This is critical because everybody has something to contribute to the fight against HIV / AIDS.

The booklet that we are launching today is a result of such partnership, where WHO, UNAIDS, Office of the UN High Commissioner for Human Rights and FIFA have worked together. This comic booklet has utilized football as a medium for disseminating to youth, the important message of HIV / AIDS and human rights.

We urge that we utilize these materials in building and strengthening partnerships amongst all stakeholders involved in HIV/AIDS, and begin to bring more strongly the participation and involvement of the Botswana Football Association.

We do hope you will find these materials useful and that we will receive feedback on their use. This is important because with HIV/AIDS, we need to continuously adapt and

adjust the way we respond.

Ladies and gentlemen it is now my pleasure and honour to hand over the booklet and the associated posters. Before I do so, I would like to say: “**Let us all stand up for Human Rights**”.

Thank you for your kind attention

**VOTE OF THANKS BY THE BNSC SPORTS MARKETING  
& COMMUNICATIONS MANAGER, E. HIRSCHFELT LAWRENCE AT THE  
LAUNCH OF THE WHO/FIFA HIV/AIDS AND HUMAN RIGHTS INITIATIVE  
ON SATURDAY 29 OCTOBER 2005 AT THE NATIONAL YOUTH CENTRE.**

BFA CEO, Mr. T. Ntshinogang

BFA President, Mr. P. Makgalemele

FIFA Representative

WHO Representative

Distinguished Guests

Colleagues in Sport

Bonnake Ba Re Ba Bona Ha

Members of the Press present here today

I have been asked to give a Vote of Thanks on behalf of my Executive Secretary, Mr. K. Kemoeng, who could not make it here today due to prior commitments.

Before I proceed, Director of Ceremonies, I would like to express my heartfelt gratitude and appreciation to this Initiative, for issues of HIV/AIDS and Human Rights do concern all of us in this country.

I also wish to thank deeply the United Nations, for having declared year 2005 as the International Year of Sports and Physical Education, because it addresses fundamental issues that do touch on our daily lives and it advocates that nations do note the value of

sport in transforming the nations.

Kofi Annan said" Sport Is a universal language that can bring people together, no matter what their origin, background, religious beliefs or economic status"

Ladies and Gentlemen this statement says a lot and the launch of the WHO/FIFA HIV/AIDS and Human Rights Initiative could not have come at a more opportune time. May I draw member's attention to the Botswana National Council's motto "sports for all, health, leisure, and wealth and for national unity and pride". True to UN Secretary General's saying, sports know no color, sickness and in actual fact it advocates for Human Rights.

In reference to the launch here today, It is very obvious that a lot can be accomplished through sport and it is heartening to note that WHO/FIFA took note of this and I urge all to join in the bandwagon.

Let us all note, as they say, that a child in sport is a child away from crime. We are all aware of the ILLS of our societies needless to mention the rampant moral degradation, and we believe that by participating in sports, youth can be meaningfully occupied, thus keeping away from the undesirables.

Director of Ceremonies, sport can certainly assist in reaching out to the masses and provide positive role models delivering prevention messages. Sports through its inclusiveness can effectively help in overcoming the HIV/AIDS prejudice, stigma and discrimination by favoring improved social integration. I take it that we are aware that sport is crucial for life-long, healthy leaving as sport and play improve health and well-being and has potential to extend life expectancy.

I am hopeful that in pursuing this noble Initiative, especially in dealing with Human Rights, gender equality promotion, women empowerment and the inclusion of the marginalized and the disabled will be integral. For, we believe that in sport, women and girl's confidence can be built to enhance a stronger social Integration. By increasing girls participation in sport activities alongside boys can help overcome prejudices that often contribute to social vulnerability amongst both women and girls. By providing an arena for positive social interaction, reducing isolation and breaking down prejudice this will

surely increase mobility of the disabled, self sufficiency and most importantly self confidence.

Allow me Director of Ceremonies to borrow the word Passion-Killings, for there is nothing passionate about the killings but for now I chose to use this dreadful word which has become fashionable. I strongly believe that sport has potential to play a major role in one's emotional health and stability thus allowing one to build valuable and strong social connections.

Director of Ceremonies, having said that, please allow me to thank all those who are here today in support of this noble Initiative.

Our sincere and heartfelt gratitude goes to WHO/FIFA for having found it fit to conceive this noble Initiative.

Thank you to WHO, for having donated to the kids. Rest assured that your support will go a long way in helping to develop sport in our Country, for the talent identified and nurtured now will give Botswana our David Beckhams, our Williams sisters to mention but a few.

To BFA, whom we have been working together, in pursuit of the Re Ba Bona Ha project, we thank you for persistently and religiously pursuing youth development programmes. We must develop strategies that will protect the youth, our future leaders, our future heroes and heroines. Thank you to the Re Ba Bona Coaches

I also wish to thank the kids, who are just about to show case their playing skills for continuing to avail themselves for sporting programmes. I say to them a journey of a thousand miles begins with nothing.

Thank you to any other guests who have made it to this event, and those who have contributed in whatever way to make this event a success.

Thank you to members of the press for coming.

Thank you.



*The Re Ba Bona Ha kids and their coaches waiting to welcome the dignitaries*



*The under 12 teams shaking the hands of the dignitaries before their game*



*Two of the teams posed with the dignitaries before their game*



*Some of the many fans that received the cartoon and witnessed the football games*



*The victorious coach and some of her protégés and fans. Her under12 team won 2-0*



*Some of the female footballers*

Contact: [gaboronem@hw.afro.who.int](mailto:gaboronem@hw.afro.who.int)