

# Project Summary

## “We Are Friends” Anti-Stigma Campaign

### The Challenge

Stigma and discrimination against people living with HIV (PLHIV) remain enormous barriers to an effective response to the AIDS epidemic in China.

Low HIV awareness and continued misinformation about basic HIV transmission and prevention generate the fear that the contact with someone affected with HIV will result in contracting the disease.

Stigma and discrimination relating to HIV negatively affect preventive behaviors such as condom use, HIV test-seeking behavior, willingness to disclose HIV status, and thus undermine public health efforts to combat the epidemic.

### The Response

The wide-ranging ‘Anti-stigma and awareness raising campaign’ aims to advocate the reduction of stigma associated with HIV and AIDS among the general public and help increase public understanding of HIV and people living with the virus.

As part of UNDP’s overall regional efforts to engage the arts and commercial media sector to support social change and transformation and raise awareness of HIV and AIDS in China, the national campaign is a unique multi sector partnership involving four UN agencies, two national level government institutions, the private sector and both an international NGO and Chinese NGO.

The innovative and groundbreaking campaign includes the distribution throughout China of over 200,000 posters featuring Yao Ming / Pu Cunxin with young people from AIDS-affected communities and the development of a HIV resource kit containing the 10 Facts on AIDS, an HIV discussion guide and mini-documentary.

Through the use of different distribution channels, the message ‘HIV will not affect our friendship. We are friends!’ featured on the posters will reach universities, schools, NGOs, local health institutions, educate people against stigma and shift their perceptions, conversations and behaviors about HIV/AIDS.

The more tolerant and accepting attitude towards those most vulnerable to HIV and people living with HIV (PLHIV) will generate an enabling environment in which the rights of PLHIV are respected and HIV-related stigma is curbed.

### Achievements

- Over 200,000 Yao Ming/ Pu Cuxin ‘We Are Friends’ anti-stigma posters printed and disseminated by NPFPC to maternal health centers, health clinics and project sites at county level in 30 provinces
- HIV/AIDS resource kits containing 10 Facts on AIDS, discussion guide and mini-documentary produced and distributed to schools through UNESCO and UNICEF’s “Life Skills Education in a Box” programme
- 10,000 posters translated by the China Association of Ethnic Economy into the Tibetan, Uygur and Jingbo minorities languages and distributed to ethnic minority urban areas and minority schools in Gansu, Province, Xinjiang Uygur Autonomous Region and Yunnan Province
- 10,000 posters printed and distributed by ILO to workplaces in several provinces in China.
- posters and related awareness materials distributed through CHAIN channels to over 500 NGOs, community-led peer education groups and private sector workplace education programmes,
- posters distributed to Esquel’s textiles factories in Guangdong and Xinjiang Province
- posters displayed at TOTAL gas stations around China
- posters displayed on 18 billboards at Shanghai’s universities donated by Yun Xin, advertisement media company

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### At A Glance

Start Date: 1 April 2007  
End Date: 31 March 2009

Partner(s):  
UN System: UNESCO, UNICEF, ILO  
Government: National Population and Family Planning Commission (NPFPC), China Association of Ethnic Economy under the State Ethnic Affairs Commission  
Private Sector: National Basketball Association (NBA), TOTAL Ltd, Yun Xin Media Company, Esquel  
Donor: Aaron Diamond AIDS Research Center (ADARC)  
NGOs: China HIV/AIDS Information Network (CHAIN)  
Project ID: 00054033

MDG Goal 6: Combat HIV/AIDS, malaria and other diseases.  
UNDAF Outcome 4: HIV/AIDS, TB, malaria infection and disease rates are reduced, care and support for those infected improved, rights of PLHIV protected and stigma and discrimination reduced  
CPD Outcome 3: Enabling environment for civil society participation and its effective engagement in Xiaokang priority issues.  
UN JP Outcome 3.5: Increased support for and reduced discrimination against people affected by AIDS

Total Budget: US\$ 71,000  
Project location(s): Nation-wide

To contribute to this initiative, or to find out more about the programme, please visit our website or contact us at (86)-10 8532 0800 or registry.cn@undp.org

Last update: December 2007

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