

LEADERSHIP FOR RESULTS
UNDP's Response to HIV/AIDS



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**ARTS AND MEDIA TRANSFORMING THE RESPONSE TO HIV/AIDS
STRATEGY NOTE AND IMPLEMENTATION GUIDE**

The Answer Lies Within



HIV/AIDS GROUP • BUREAU FOR DEVELOPMENT POLICY • 2005

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Foreword

The Arts and Media initiative is an integral and strategic part of the Leadership for Results programme. The participation of artists and media professionals is critical for scaling up the Leadership for Results programme and reaching the scores of people needed to create the critical mass that will fundamentally change our response to the epidemic.

Today, there is virtually no issue on which the media does not have an impact upon, and which, in turn, is not shaped by the media. Mass media dominates our thinking, perceptions and behaviour. In order to bring to the public domain critical issues about HIV/AIDS and the underlying causes that are fuelling the epidemic, it is essential to engage with the media in meaningful ways.

Our stories, icons and myths reside in art and culture – they shape our deepest beliefs and responses. To address the many complex challenges that HIV/AIDS poses, it is necessary to confront and transform attitudes that reside deep within us – including our responses to people living with HIV/AIDS, gender inequality and power relations that exist in society. This is only possible with the involvement of artists who can re-create and re-position icons and metaphors that we profoundly connect with.

Involving the artists and media to change the discourse around HIV/AIDS must go beyond replacing one set of ‘messages’ with another. The Leadership for Results programme is based on the principle that the *answer lies within* – within individuals, institutions and society. The Arts and Media initiatives engage artists and media practitioners to personally experience a shift in their thinking, perceptions, commitment and action regarding HIV/AIDS. In contrast to one-off events and celebrity endorsements, this initiative enables artists and media professionals to undergo personal transformations and builds on their inherent capacity to generate a complex and sensitive response to the epidemic.

The results of the arts and media initiatives have been extraordinary in countries and regions around the world, reaching millions of people. In Africa, countries such as Ethiopia, South Africa, Botswana, Lesotho, Swaziland and Ghana have shown breakthrough results; in Eastern Europe, Ukraine has demonstrated path-breaking arts and media initiatives; in Asia, countries such as India, Nepal, Cambodia and Malaysia have reached millions with innovative actions; and in the Arab States region, Tunisia, Morocco, Algeria and Djibouti have broken the silence around HIV/AIDS and done pioneering work through creative initiatives in media and the arts.

These results have further strengthened UNDP’s resolve to continue to address this critical area. The participation of media professionals in the Leadership Development Programmes will be essential to their success and will continue in the future. As part of the long-term strategy of the Leadership for Results programme, UNDP will continue to engage the arts and media sector in interactive forums and workshops to generate a scaled-up response to the epidemic. Resources committed to this initiative will pay rich dividends, as has been proven in countries where these programmes have taken root.

The challenges faced by the epidemic are varied and complex. For a truly multi-sectoral response that will create an enabling environment, the arts and media initiatives must necessarily play a critical role.

I would like to thank the many people in UNDP headquarters, regional and country offices around the world who have played significant roles in making the Arts and Media initiatives such a success.

Special thanks to those who developed the arts and media strategy along with me—Gulan Kripalani, Shivaji Bhattacharya and Pramod Kumar, with contributions from Soumya Sen.

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My grateful appreciation to Shivaji Bhattacharya, who planned and implemented the regional arts and media workshop in South Africa that brought remarkable results, and who has used this sector in innovative ways to address the complex issues that HIV/AIDS poses within our offices and outside. Thanks also to Catherine Moat, who has been a committed and passionate advocate of this work. Special thanks to the communication officers who were instrumental in making the South Africa regional workshop a success - Iddrisu Siddiq from Ghana, Malume Mohale from Lesotho, Agnes Phiri from Swaziland and Marx Garekwe from Botswana.

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1. Overview

HIV/AIDS is not just a 'fatal disease', but an extraordinary epidemic with wide-ranging development ramifications that affect every aspect of human life and national economies. It is fuelled and aggravated by deep-rooted socio-economic inequities; including gender inequality, social marginalization, stigma and discrimination, lack of access to information and services and denial of rights. The epidemic makes poor people poorer, exacerbates the oppression, exploitation and violence against women and girls, and severely impairs social cohesion.

Much has been done over the past couple of decades to meet the challenges posed by the pandemic. However, as the numbers of people affected continues to rise, it is clear that there is an urgent need for a paradigm shift in thinking and action at the individual, institutional and societal levels to effectively tackle the escalating crisis.

The spread of HIV/AIDS is a symptom of the way we think and behave; the values we hold and the principles we believe in. It is about relationships between men and women and the power equations between them. It is about individuals, societies and cultures that perpetuate gender imbalances and marginalize entire sections of the population. It is about our unwillingness to make deep and fundamental changes in the way we perceive ourselves and our relationship with the world around us.

UNGASS and Millennium Development Goals: Call for an Unprecedented Response

Successful reversal of the AIDS epidemic will require certain indispensable ingredients: courageous and innovative leadership, high-level political commitment and unprecedented levels of collaboration among all actors and stake holders. The UNGASS Declaration is a demonstration of commitment by global leaders in response to this challenging task. It calls for a concerted and coordinated strategic approach, with special focus on human rights and gender dimensions, greater accountability for results, and courageous and visionary leadership.

Similarly, the Millennium Development Goals (MDG) articulate the profound impact HIV/AIDS has on human development. It has been widely accepted that without progress in tackling HIV/AIDS, the prospect of achieving any of the goals is in great jeopardy.

This link between human development and HIV/AIDS is central to the response of UNDP, which is the UN's global development network advocating for changes and connecting countries to knowledge, experience and resources to help people build a better life. It is designed to address the root causes that make people, especially women, vulnerable and the factors that fuel the epidemic. HIV/AIDS is a key corporate priority of UNDP.

Leadership for Results (L4R)

UNDP's response to HIV/AIDS – and its unique niche—is to create an enabling policy, legislative and resource environment to achieve the MDG and UNGASS goals. The Leadership for Results programme is UNDP's contribution in response to the HIV/AIDS challenge. The programme is based on the conviction that the **answer lies within** people, societies and institutions to transform the response to HIV/AIDS and address the underlying socio-cultural causes that are fuelling the epidemic. It relies on the principle that everyone has the potential to be a leader, and that in order to transform the response to the epidemic, it is necessary to begin with the self.

UNDP's corporate strategy on HIV/AIDS works at country level with a synergistic set of 3 services, building upon the opportunities available and the country's needs:

- 1. Leadership and capacity development to address HIV/AIDS:** Promoting leadership at all levels, and developing the capacity of governments, civil society, development partners, institutions, communities and individuals to effectively respond to the epidemic
- 2. Development planning, implementation and HIV/AIDS responses:** Strengthening development planning and systems to comprehensively respond to HIV/AIDS at the national, district and community levels
- 3. Advocacy and communication to address HIV/AIDS:** Generating a society-wide response that is gender-sensitive and respectful of the rights of people living with HIV/AIDS

The **Leadership for Results** programme has been applied by UNDP to scale up and lead change in the national response in over 30 countries in every region of the world since 2001. It is composed of four mutually reinforcing programmes¹ with specific goals that progressively build leadership and institutional capacity over a three-year period to strengthen key components necessary for the achievement of strategic results on the ground.

Arts and Media: An Integral Part of UNDP's Leadership for Results Programme

The Arts and Media initiative is an integral and critical part of the Leadership for Results programme. The relevance of this initiative straddles all the service lines and is crucial in creating an enabling environment that transforms the discourse around HIV/AIDS and creates new icons for social change.

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