**Communication Initiative Framework (CIF)**

**World Aids Day 2019: *No Time To Lose* report launch – a dashboard on countries progress on advanced HIV**

**Why**

Despite noticeable progress in terms of access to treatment for people living with HIV in many parts of the world, a high number continue to die and the yearly number of AIDS-related deaths is stagnating. In and around MSF projects in many places, MSF teams see large numbers of people reaching health facilities with an advanced stage of the disease.

There are many reasons for this situation ranging from lack of access to diagnosis and treatment to lack of capacity to monitor the evolution of the disease of people on treatment, especially at primary health care level

MSF has been talking about advanced HIV in several communications in the last couple of years, and this initiative is framed in the continuity of this. For example, [this article](https://www.msf.org/high-number-aids-deaths-shows-fight-against-hiv-far-over?component=pull_quote-267778) from July 2019.

A new report collecting information on 15 countries will be published ahead of World Aids Day and ICASA (International Conference on Aids and STIs in Africa) that will be held in Kigali, Rwanda, from 2nd to 7th December. The report presents a dashboard of the level of progress in some countries.

The communication initiative will serve to give visibility to this report and our key messages related to it.

**Objective**

The objective of the communication is to continue exposing the neglected story of advanced HIV to a wide audience as well as provide visibility for this issue in support of continued bilateral advocacy with health actors and international donors.

**What (main message)**

* **MSF release new report on Advanced HIV**: The report, *No Time to Lose*, spans 15 countries in Africa and Asia, and presents a dashboard their policies, implementation and funding to address advanced HIV, which killed 770,000 worldwide in 2018. Despite the existence of WHO guidelines since 2017 on advanced HIV, governments have been slow to include them in national guidelines, while meaningful implementation and funding lag even further behind.
* **Time and proximity are of the essence**: The lack of access to basic diagnostic tests for CD4, TB and other opportunistic infections at primary health care levels means too many people continue to die of advanced HIV (or AIDS) as the health deterioration of those who interrupted treatment gets spotted too late.
* **HIV treatment path is not linear**: The global UNAIDS 90-90-90 targets (90% living with the disease knowing their status, 90% of people with living with HIV get treatment and 90% of people on treatment have undetectable virus levels in their body) assumes a succession of stages in a linear way, but the reality is that the model is circular for lots of people who need to go back to the testing, and initiating phases after having passed those stages in the past

**Caveats (only if needed, not systematically included)**

*Flag important ‘red lines’ on messaging and/or practical difficulties to be aware of when pitching to press or disseminating on social media*

**To whom**

**🡺**Target audience

1. Primarily audiences with an existing interest in HIV including journalist, civil society and individuals following the proceedings at ICASA
2. Broad audiences in the 15 countries covered in the report with specific focus on civil society, and key media.
3. Considering the donor environment on HIV, and the fact that the messages will help some bilateral meetings, key media in the following countries: US (PEPFAR, CDC, USAID), UK (DFID), Switzerland (Global Fund), Belgium, Norway, Germany, Netherlands, France, China, India
4. Wide media and social media audiences to sensitise on the issue and positioning MSF in home societies on this key issue.

**Who**

OCB led report, but covering 15 countries where all five OCs are operational

**When**

Most of the package will be released to the movement with a soft embargo until 1st December (World AIDS Day). Another milestone is the MSF side event on Advanced HIV in Kigali during Icasa.

**How**

* **Communication tools**

All audiovisual tools for this package can [be found here](https://media.msf.org/Folder/24BDHUQF5TRC)

*List of tools (and in which language) accompanying this communication. Any social media guidance on hashtags, specific accounts, etc?*

1. *Press Release (EN, FR)*
2. *Malawi (Nsanje) web article photo package (EN, FR) + 2 patient testimonies (EN, FR)*
3. *Video: Interview with Florence Anam on advanced HIV (EN + FR subtitles)*
4. *Infographics (EN, FR)*
5. *Full report (likely on 27th)*

* **Spokespeople**

Dr Eric Goemaere (FR, EN) – Senior HIV Adviser

Dr Gilles Van Cutsem (FR, EN) - Senior HIV Adviser

Florence Anam (EN) – HIV/TB Advocacy Coordinator (author of the report)

Dr Mit Philips (FR, EN, NL)

* **Communication contact**

*Jean-Marc Jacobs for general questions on package and messaging*

*Joffrey Monnier on AV production linked to package*

*Catinka Agneskog (MSF Sweden) on specific Malawi (Nsanje) web story, photos and testimonies*

*Audrey Hulet for infographics*