

“MORE PEACE, LESS AIDS” FOUNDATION

BACKGROUND

In 2001, the United Nations General Assembly Special Session on HIV/AIDS (UNGASS) was held from June 25 to June 27 in New York. HIV/AIDS was declared a global emergency that required immediate action.

The UNGASS Declaration of Commitment on HIV/ AIDS signified the turning of a page, characterizing the action against AIDS as political and calling local, national and international leaders to take immediate measures that would contribute to stop HIV/ AIDS in an effective, comprehensive, and above all fair way.

Three years later, one of the most important leaders of all time, Nelson Mandela, captured the attention of the world with his statements at the AIDS Conference in Bangkok. He demanded an immediate response from world leaders in order to avoid nothing less than the extinction of the human race as a result of the pandemic.

From then on, the International Community of Women Living with HIV/ AIDS (ICW Global) decided to gather efforts to assume this commitment against the violence of spreading HIV. ICW Global launched the ***MORE PEACE, LESS AIDS Global Campaign***.

Women from ICW Latina, ICW Global representatives in Latin America, introduced for the first time the MORE PEACE, LESS AIDS Campaign in Managua, Nicaragua, in November 2007. The Heir to the Norway throne, Mett-Marit, UNAIDS Executive Director, Peter Piot, and the First Lady from Honduras, Xiomara Castro de Zelaya, participated at the launch, along with other public figures.

The Campaign was launched to the world in support of another unprecedented fact: Patricia Pérez, Chair of ICW Global, was nominated for the Nobel Peace Prize. For the first time in history, a woman living with HIV was proposed for this award: Patricia Pérez, one of the five surviving ICW founders. Patricia has been traveling the five continents for almost 30 years. She promotes methods of social organization among women, girls and adolescents living with HIV/AIDS for the defense of their Human Rights. She has been nominated for the Nobel Prize seven times since then.

Due to the size and support that accomplished the “More Peace, Less AIDS” Campaign promoted by ICW Global in the five continents, we decided to create the “More Peace, Less AIDS” Foundation whose function is the complete development of the global campaign.

ADVANCES AND SUPPORT TO THE CAMPAIGN THAT IMPULSE THE CREATION OF THE FOUNDATION

While starting to develop the Campaign, we realized that this task exceeded the boundaries of a Campaign. Thus, the **More Peace, Less AIDS Foundation** was born.

- Since the launch of the Campaign in 2007, the support of the Coalition of First Ladies and Women Leaders of Latin America on Women and AIDS contributed to more visibility in Latin America.
- In 2008, Oscar Arias, Nobel Peace Prize winner and by that time President of the Republic of Costa Rica, received the ICW Latina women to discuss subjects concerning how to respond to the pandemic in his home. He made immediate decisions. He was one of the first to sign the petition to join “MORE PEACE, LESS AIDS” Campaign. This was an example for other leaders.
- The Dominican First Lady, Margarita Cedeño de Fernández, also joined the campaign.
- The Argentine Ambassador, Jorge Argüello, from the Permanent Mission of Argentina to the United Nations, supported the Campaign by introducing it to the Latin American Missions.
- After that, there was a work meeting with Dr. Migro. It was called by the UN Secretary General, Ban Ki Moon, where the Campaign and its goals were discussed.
- Laura Chinchilla, Costa Rican President, engaged herself in the initiative and became a promoter of the campaign.
- Vanda Pignato, the First Lady of El Salvador, also embraced the Peace cause as a tool to stop AIDS.
- In August 2010, ICW Global women held a meeting with Jeffrey Crowley, Director of the Office of National AIDS Policy, in the White House. The Campaign left its footprint in the USA.
- At the International AIDS Conference in Vienna, Patricia Pérez, Chair of ICW Global, gave the closing speech. She repeated the frequently asked question concerning the growing lack of resources: Where will we find the funds to face the epidemic? Then



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she talked about the innovative proposal of ICW Global, the global “More Peace, Less AIDS” campaign. In this opportunity, she expressed the need that world leaders understand the importance of reassigning military budgets and expenses to the health sector, especially those that prioritize the investment in actions against HIV/AIDS.

- By late 2010, the International Peace Bureau accepted ICW Global as an international partner. Thus, the network became the first NGO that aims to respond to AIDS within the Global Peace Movement.
- In March 2011, the Campaign arrived in South Africa. The University of South Africa (UNISA) welcomed the campaign in Pretoria. Johannesburg also opened its doors and the campaign visited the streets of Soweto, Nelson Mandela’s homeland, with positive women gathered at the Mercy Foundation and the South African Association Youth Club (SAAYC)
- In June 2011, the first regional agreement with an NGO, Aid for AIDS, was reached in order to work for an Education program on Peace tailored for young people from Latin America and the Caribbean in order to spread the Campaign in other continents.
- In July 2012, the OAS General Secretary, José Miguel Insulza, accompanied by the Executive Secretary of the Inter-American Commission of Women, Carmen Moreno, received the Chair of ICW Global, Patricia Pérez, who was accompanied by the Ambassador of Argentina in the U.S., Jorge Argüello, and the Permanent Representative of Argentina to the OAS, Martín Gómez Bustillo, in order to discuss Women, Peace and AIDS with political leadership in the Americas. The effort to enlarge the worldwide social answer to the pandemic that the More Peace Less AIDS Foundation is carrying out, show concrete and very visible results in the agreements of common actions that we are working on since July 2012 together with the OAS, his General Secretary, Dr Miguel Insulza and his Staff.
- In October 2012 we presented in UN Women the More Peace Less AIDS Campaign with great acceptance, being able to add essential contributions of political support that open the hope of reconstruction of World Leadership, in the near future.



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THE CHALLENGE OF PROMOTING PEACE AS A NEW OPPORTUNITY TO STOP AIDS

Peace is not just the absence of war but the absence of every kind of violence. Violence against Women, in many cases, is at the same time a cause and a consequence of HIV/AIDS.

Gender inequities, discriminatory access to health services, and sexual violence increase the vulnerability of women to HIV, especially young women.

Women, especially from poorer sectors, face boundaries in accessing prevention, treatment, and support services due to their limited decision-making power, their lack of control of financial resources, limited mobilization, and the responsibility of taking care of their children. Women and girls usually have less information on HIV and fewer resources to take preventive measures.

In many cases, the vulnerable situation of women living with HIV is aggravated by stigma and discrimination which impede women to be able to exercise their rights and have a dignifying life.

When women living with HIV have peace in their homes, there are greater possibilities that their sexual and reproductive health is not diminished and that they can enjoy a healthy and respected life. At the same time, women living with HIV can make joint decisions for pregnancy and reproduction. Women living with HIV can live without experiencing violence from those people who are supposed to support them. Women living with HIV are not afraid to communicate their diagnosis to their families and could look for the treatment and care that they need.

To have Peace in their communities means to live without stigma and discrimination, to walk fearless, to meet their friends and neighbors, and benefit from local services. They should not have to worry because people point the finger at women living with HIV or avoid their children and homes.

When Peace reigns in the countries of the world, resources could be addressed to true needs: the health and education sectors. Women are not expelled from their homes nor support networks. Women don't have to face the possibility of being used as arms.

Once the international community recognizes the importance of Peace at all levels and its role in eliminating conflict, poverty, and inequalities, we could witness broad meaningful global changes towards the HIV epidemic. We would not only watch decrease the number of people who ought to challenge situations that prevent them from protecting themselves from the HIV infection but also, people living with HIV would stop feeling that they have to hide themselves.

The "More Peace, Less AIDS" Foundation is a permanent contribution, through its global campaign, to building a culture of PEACE that opposes the violence produced by ignorance, prejudice, fanatics, and inequality, taking advantage of this opportunity to stop AIDS.



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GENERAL GOALS OF THE FOUNDATION

- To make an impact that broadens the Peace concept and develops actions from this perspective, which improve and amplify a social answer to AIDS.
- Develop actions in order to mobilize decision-makers, opinion formers, culture and sports personalities, natural leaders from different social sectors, and those who have political influence in order to strengthen peaceful social bonds between communities and within them at the local, regional and global level.
- Promote the engagement and sensitivity of the general population, bringing them closer to the vision of the Culture of Peace and Education for Peace and Human Rights to prevent prejudice, discrimination, and stigma against people living with HIV. The criteria of education for Peace and Peace Culture in which we are working, are ruled by UNESCO initiatives and we are learning them together with the International Peace Bureau IPB, where our partner ICW Global is a member since 2010.
- Promote the involvement of and raise awareness among entrepreneurs, workers, and the whole world of work on the topic of Corporate Social Responsibility towards AIDS, bringing them closer to the vision of Education for Peace and Human Rights to avoid the impact of discrimination and stigmatization on people living with HIV within the workplace.
- Develop all kinds of legitimate activities in order to obtain financial, logistic, infrastructural, and human resources to fulfill the goals proposed by the Foundation, especially in areas which have not yet been explored, such as Education and Peace Culture, Human Rights, Health Rights, Peace Rights, and others.



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- Develop an International Committee (Global Multi-Sector Committee) that will coordinate the actions of the campaign at the global level. Promote, at the same time, the creation of National Multi-Sector Committees (NAMUCO) that include: women's organizations, governments, Civil Society sectors not related to HIV/ AIDS, networks of people living with HIV/AIDS and NGOs, enterprises, organizations and foundations that work for peace, members of culture, sports, unions, media, religious communities, Aboriginal Peoples, among others, with a call to unite social, cultural, and religious leaders and politicians from all over the world to see in action Peace as a tool against AIDS. The Global Committee will coordinate the NAMUCO
- Promote the launch of the "More Peace Less AIDS" Campaign in countries across the different continents.
- Promote and execute interdisciplinary actions and research that allow, through direct or indirect intervention, the conceptualization of subjects referring to the improvement of HIV/AIDS prevention and care.
- Institutional support to campaigns headed by other organizations that work in similar fields as the Foundation. Additionally, to assess both public and private organizations and coordinate inter-institutional relations between those entities interested in the Peace- AIDS subject.
- Create opportunities for exchange, sharing of experiences, dissemination to visualize Peace as an opportunity to stop AIDS. Hold educational workshops, conferences, lectures or seminars, spreading this idea both at the national and international level; creating, performing, and producing social communication tools in the press through TV, film, radio, social networks and any other tool that would improve or compliment the current ones, producing the material and content that attempts to explain directly or indirectly the relationship between Peace and AIDS.
- Promote communicative, educational, and awareness actions to diminish violence and models of violence in many fields generated by the human race such as family, social, and labor violence, among others. Remove the obstacles that hinder HIV/ AIDS prevention through peace-related programs and actions, using peace as a tool.
- Promote women's leadership to advocate for respect of their economic, social, and cultural rights, using peace as a tool to support the reduction of gender violence.



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- Promote gender equality, in all senses, using Peace as a way to promote the elimination or reduction of HIV/AIDS-related stigma and discrimination that affect women, men, children, and elderly people across the world
- Name Ambassadors to the "More Peace, Less AIDS" Campaign in order to give greater visibility to the campaign across the world
- Promote the creation of the "International Honorary Council" made up of distinguished personalities that have global impact. They will be proposed by the Foundation's Administration Council.

THE FOUNDATION CONMEMORATES

- **April 12th. Global Day of Action on Military Spending:** to continue recognizing this remembrance day to raise awareness among decision makers for a world with less military spending and more investment of resources in health and education. It will be a world with More Peace and Less AIDS.
- **June 27th. International Day of Peace towards AIDS:** we adopt this day, in the context of the Campaign, to remind the world of the necessity to work together to stop AIDS. Peace is a powerful tool to confront human rights violations, domestic violence, stigma, and discrimination in society, at work, and in every bond weakened by violence. We will carry out different activities at the global level through dissemination and the search of partnerships with other Organizations. On June 27th, International Day of Peace towards AIDS is an idea that ICW Global and the More Peace Less AIDS Foundation are developing for the Supranational Agencies to make their own. Since 2007 we projected it, promoted actions in more than 30 countries in the world, we added leaders from the most diverse sectors that support and enrich this initiative and the OAS (Organizations of American States) has decided to work together in actions that cover the Americas every June 27th.
- **July 18th. Nelson Mandela Day:** prepare an annual activity. Emphasize the importance of participation and commemorate this day.
- **September 21st. International Peace Day:** Join massive campaigns that take place on this day and look for support to link Peace to AIDS.



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- **December 1st. World Day to Fight against AIDS:** be extremely aware of all the events that take place on this day. It is important to join efforts with other Organizations concerned with this subject, look for strategic allies to carry out activities that raise this theme to debate, not only on this day, but every day so that this subject is back to debate on national political agendas

WHICH ACTIONS DOES THE FOUNDATION INTEND TO ACCOMPLISH DURING THE NEXT THREE YEARS??

- Promote the institutional organization.
- Start creating the International Committee (Global Multi-Sector Committee) that will coordinate the actions of the campaign at the global level
- Start creating the National Multi-Sector Committees (NAMUCO) that include: women's organizations, governments, Civil Society sectors not related to HIV/ AIDS, networks of people living with HIV/AIDS and NGOs, enterprises, organizations and foundations that work for peace, members of culture, sports, unions, media, religious communities, Aboriginal Peoples, among others, in a call to unite social, cultural, and religious leaders and politicians from all over the world to see in action Peace as a tool against AIDS. The Global Committee will coordinate the NAMUCO
- Create the "International Honorary Council" made up of distinguished personalities who will be proposed by the Foundation's Administration Council, and encourage participation in it.
- Adopt June 27th, when the United Nations Declaration on AIDS (UNGASS) was signed, as the "International Day of Peace towards AIDS." A specific activity will be held on each June 27th. The intent of this action is that people who are not familiar with the PEACE-AIDS subject can approach it in a natural way.
- Carry out activities of political influence, with the goal that decision makers involve themselves in the topics of the Foundation and incorporate the subject on their different national political agendas. In order to accomplish this, we will gather with leaders and people from different areas in the USA, Central America, and Europe. Promote the proposal of reassigning national budgets or tax armaments to raise the budget for health, Human Rights, and Education for Peace training in connection with HIV/AIDS. Organize meetings with people related to the area of defense from the different countries.



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- Promote campaigns that make visible the need for reducing spending on military and defense and redistribute these funds to sectors such as education and health that allow and guarantee the comprehensive development of the person.
- Form alliances and agreements with different Civil Society Organizations and/ or Institutions to increase local information and training actions through workshops, panels, awareness and prevention campaigns for PEACE and AIDS, the need for an Education for Peace initiative whose basic premises are non-discrimination, Human Rights, Peace culture, non-violence concepts, and the benefits of Peace for people living with HIV. Focusing first on young people and then on the working population, with the goal of decreasing the level of corporate aggression and discrimination that people living with HIV face.
- Carry out cultural activities where artists and intellectuals involve themselves to this cause so they can spread the message of Peace.
- Involve social communicators trying to look at the AIDS and PEACE subject from the perspective of their commitment to communication.
- Hold educational workshops, congresses, lectures or seminars, disseminating this subject at both the national and international level.
- Present the “More Peace, Less AIDS” Campaign in different countries across the globe.
- Hold meetings with entrepreneurs, workers and unions representatives to introduce them to the idea of Corporate Social Responsibility towards AIDS, bringing to them the vision of Education for Peace and Human Rights in order to avoid prejudice, discrimination, and stigma suffered by people living with HIV.
- Strengthen the bonds at the local and regional level through the International Committees that coordinate the actions at the global level and the National Multi-Sector Committees (NAMUCO) that work locally.
- Promote the proposal of reassigning national budgets to collaborate in a larger budget addressing Health, Human Rights, and Education for Peace topics related to HIV/AIDS. Promote some sort of alternative tax to arms and ammunitions and use it



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in social and HIV/AIDS health programs that aim to support social inclusion policies, non-discrimination, and gender equality.

- Support campaigns carried out by other Organizations that work in fields related to the topics of the Foundation at the institutional level.
- Assess both public and private organizations, coordinate inter-institutional relationships between those entities interested in the Peace and AIDS subject.
- Create distribution campaigns on the mentioned subjects.
- Produce audio-visual material using new, different technologies in order to mobilize society and increase leaders' awareness of the scope of the Foundation's topics.
- Hold capacity-building and sensitization workshops in companies and unions addressing businesspeople and workers in order to achieve good integration and non-discrimination practices towards employees living with HIV. The core issue of this section will be focused on Human Rights and on the guarantee of a good quality of life in the labor sector. We will emphasize the promotion of equal labor conditions for women living with HIV in the companies.

PARTICIPATORY STRATEGIES for ACTORS who JOIN the INITIATIVE.

➤ **As An Organization.**

- Outsourcing our actions or promoting the campaign according to the programs that are being carried forward and taking into consideration a proper way to insert topics related to our initiative.

➤ **As a individual**

- Provide ideas on how to build a more peaceful world from the most basic level, the home. Help spread the initiative among colleagues and friends. Collaborate to create spaces for debate on the issue of AIDS, in order to achieve peace and reduce stigma and discrimination against people living with HIV.

➤ **As a company**

- Businesses can be a basic change engine to work together for peace, development, and rights of individuals. We embrace the idea that a successful business performance cannot be dissociated from the peaceful practices and the social impact that the performance sustains and develops. For this reason, the business sector, as a substantial part of the world of work (in which operates three quarters of people living with HIV) has the opportunity to create value and sustainability through a rational and effective social commitment, aimed at promoting better living conditions for people affected by the epidemic, through the protection of Human Rights, the reduction of stigma, and the effort to achieve more equal gender relations.