



+ peace – aids  
**FOUNDATION**

## **THE “MORE PEACE, LESS AIDS” FOUNDATION: GLOBAL CAMPAIGN**

The “More Peace, Less AIDS” Foundation is a contribution to the construction of a PEACE culture that opposes violence, which generates ignorance, prejudices, fanaticism, and inequality, finding in this an opportunity to stop AIDS.

### **I. INTRODUCTION**

#### **a. WOMEN, CHILDREN, AND HIV: A GENERAL OVERVIEW**

- ✚ Women represent 50% of people living with HIV.
- ✚ HIV is the principal cause of mortality and sickness among women of child-bearing age (15-49 years old) in the world
- ✚ In Sub-Saharan Africa, 60% of people living with HIV are women.
- ✚ The proportion of women living with HIV in respect to men living with the virus increased from 19% in 2000 to 35% in 2008.
- ✚ Suffering any type of violence triples the risk of HIV infection

#### **b. VIOLENCE AGAINST WOMEN AND CHILDREN: ONE OF THE PRINCIPAL DRIVERS OF THE HIV EPIDEMIC**

- ✚ Approximately 70% of women are victims of violence at some point in their lives
- ✚ The risk of HIV infection for women that have suffered some type of violence can be up to three times more than for the rest of the feminine community
- ✚ The risk of HIV infection increases in non-voluntary or forced sexual relations, due to the produced tears and lacerations

### **II. THE CHALLENGE OF PROMOTING PEACE AS A NEW OPPORTUNITY TO STOP AIDS**

Peace is not only the absence of war, but the absence of all types of violence. Violence against women is as much a cause as a consequence of HIV/AIDS.



+ peace - aids  
**FOUNDATION**

Gender inequality, differential access to services, and sexual violence increase the vulnerability of women to HIV, especially the youngest women.

Women-especially those from poorer sectors-face obstacles in accessing prevention, treatment, and support services due to their limited decision-making power, their lack of control over financial resources, restricted mobility, and the responsibility of caring for their children. Women and children often have less information about HIV and less resources to take preventive measures.

In many cases, the vulnerable situation of women living with HIV is aggravated by the stigma and discrimination that continuously keeps them from the power to assert their rights and live a dignified life.

When women living with HIV have peace in their homes, there are greater possibilities to guarantee that their sexual and reproductive health is not compromised and that they can enjoy a healthy and respected life, at the same time that they can make decisions about pregnancy. They live without suffering violence at the hands of those people that should give them support, they flourish and their loved ones prosper. They are not afraid to communicate their diagnosis to their families and they can look for the treatment and care that they need.

To have peace in their communities means to live without stigma and discrimination, to be able to walk without fear, to see their friends and neighbors and benefit from local services. They don't have to worry because people point the finger at them or avoid their children and homes.

When peace reigns in the countries of the world and ensures public safety concept in them, resources can be channeled where they are truly needed, towards health and education services. Women are not expelled from their homes and support networks, and they don't have to face the possibility of being used as weapons of war.

*Only when the international community recognizes the importance of peace in all levels and its role in eliminating conflict, poverty, and inequality will we be able to see meaningful global changes of broad range in the HIV epidemic. We will not only see how the number of people that must face situations that prevent them from protecting themselves from HIV infection decreases, but also that those people living with HIV will stop feeling that they have to hide themselves.*



+ peace – aids  
**FOUNDATION**

### **III. BACKGROUND**

In 2001, the United Nations General Assembly Special Session on HIV/AIDS (UNGASS) was held in New York from June 25<sup>th</sup>-27<sup>th</sup>, where HIV/AIDS was declared a global emergency that required urgent 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.

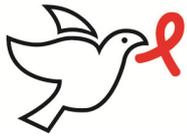
Three years later, one of the most important leaders of all time, Nelson Mandela, captured the attention of the world with his statements at the AIDS Conference in Bangkok. He demanded an immediate response from world leaders in order to avoid nothing less than the extinction of the human race as a result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

***Due to the size and support that the “More Peace, Less AIDS” Campaign accomplished, promoted by ICW Global in the five continents, we decided to create the “More Peace, Less AIDS” Foundation.***



+ peace - aids  
**FOUNDATION**

#### **IV. ADVANCES AND SUPPORT FOR THE “MORE PEACE, LESS AIDS” CAMPAIGN THAT DRIVE THE CREATION OF THE FOUNDATION**

- ✚ 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. He opened the way for more leaders to join the campaign.
- ✚ 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 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 investment in actions against HIV/AIDS.



+ peace - aids  
**FOUNDATION**

- ✚ By late 2010, the International Peace Bureau accepted ICW Global as an international partner. Thus, the network became the first 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 the 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 General Secretary of the OAS, José Miguel Insulza, accompanied by the Executive Secretary of the Inter-American Commission of Women, Carmen Moreno, received the Chair of ICW Global, Patricia Perez, who was accompanied by the Argentine Ambassador in U.S., Jorge Arguello and the Permanent Representative of Argentina to the OAS, Martín Gómez Bustillo, to discuss women, peace and AIDS from the political leadership in the Americas. The effort to enlarge the worldwide social answer to the pandemics 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.

## **V. THE FOUNDATION COMMEMORATES**

- ❖ **April 12<sup>th</sup>: Global Day for Reduction of Military Spending:** to continue recognizing this remembrance day to raise awareness among decision-makers that a world with less military spending and more investment in health and education will be a world with more peace and less AIDS.
- ❖ **June 27<sup>th</sup>: 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

Santiago del Estero 454 5to 22º - **Buenos Aires, Argentina** Tel: +54 11 4381-7946 / 4384-1117  
City of Knowledge - Building 120 Executive Offices – **Panama City, Panama** Tel: +507 306-3710  
[info@morepeacelessaids.org](mailto:info@morepeacelessaids.org)



+ peace – aids  
**FOUNDATION**

weakened by violence. On this day, 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 27<sup>th</sup>.

- ❖ **July 18<sup>th</sup>: Nelson Mandela Day:** Prepare an annual activity. Emphasize the importance of participation and commemorate this day.
- ❖ **September 21<sup>st</sup>: International Peace Day:** Join massive campaigns that take place on this day and look for support to link Peace to AIDS.
- ❖ **December 1<sup>st</sup>: 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

## **VI. CENTRAL THEMES OF THE FOUNDATION**

### **a. “More Peace, Less AIDS” Global Campaign**

The goal of the campaign is to mobilize, through the objective of peace as an opportunity to stop AIDS; political, social, cultural, sports, and religious leaders of the world, people and institutions that have won the Nobel Prize in any category, and the people of every country to achieve the display of the pandemic in other settings that transcend the traditional views of AIDS.

At the global level, in the 5 continents, the goal is to interest decision-makers that their presence in the campaign is a sign to the world, performing works of advocacy to look for support to strengthen the vision that creating a more peaceful society is critical to stopping AIDS.

At the national level, the goal is to drive and call different social, cultural, and political actors to the development of mass actions for the visualization of the social problem of AIDS. Generating distinct spaces for collaboration and exchange of ideas, where we can work together to expand our answer, since the Campaign should be useful in promoting themes about AIDS.



+ peace – aids  
**FOUNDATION**

#### **b. CORPORATE SOCIAL RESPONSIBILITY (CSR)**

Responding to the call of UNAIDS that urges the expansion of the Global Social Answer to the Pandemic, the “More Peace, Less AIDS” Foundation has as its objective the realization of different activities concerning HIV/AIDS and the world of work, calling unions, businesses, and ILO, framed in the UN Global Pact of CSR.

The Global Pact, signed in 1999, urges businesses to support and begin to practice a set of fundamental values concerning human rights, labor norms, the environment, and the fight against corruption. Within its 10 fundamental principles can be found the promotion and protection of human rights and non-discrimination in the work environment for reasons such as to live with the HIV virus.

The ILO, for its part, announced in 2001 a “Code of Practice on HIV/AIDS and the World of Work” where, in listing its fundamental principles, emphasizes that no action intending to prevent the spread of HIV infection will be effective if it does not include the search for more equal gender relations in a central way, since “women are more exposed to the infection than men, and frequently are affected more seriously...”

In points II.B.15 and II.E.26 of the 2010 Plan of Action created by the ILO, it is stated the necessity to pay “...special attention to women and children that have a double disadvantage due to gender inequality” and it specifies that “...gender and HIV are transversal questions that should be incorporated systematically in all ILO activities.”

It is because of this that the “More Peace, Less AIDS” Foundation, united with other described global initiatives and in accordance with its founding principles, took the responsibility of promoting any national, regional, and global initiative that moves forward in the framework of HIV/AIDS and the world of work, from the viewpoint and experiences of its protagonists, women living with HIV/AIDS.

#### **c. LEADERSHIP: “WOMEN LEADERS FOR PEACE TOWARDS AIDS”**

The Foundation, through the program “Women Leaders for Peace Towards AIDS,” attempts to generate actions of visibility of the challenges that are still missing in the world of AIDS that directly impact the agendas of world leaders of the most diverse activities.

For this, arising in a natural way, we put into action a program that brings together Women Leaders that have shown their irrefutable commitment to specify strategies that make possible the representation of the AIDS pandemic as a problem that needs to be seen not only from a health perspective, but also as a serious question



+ peace - aids  
**FOUNDATION**

of International Policy, as the UN defines it in the 2001 AIDS Declaration (UNGASS).

The task committed to perform in the spaces of women that impulse Leadership and Peace, has in UN Women a practical guide. Dr. Bachelet has designated our president, Patricia Pérez, as a member of the Civil Society Advisory Group; it is an invaluable support in the actions that take place against AIDS and towards peace.

Taken as background, the commitment shown by Mette Marit, princess and heir to the throne of Norway, or the cases of the First Ladies Xiomara Castro of Honduras, Margarita Cedeno de Fernandez of the Dominican Republic, and the experience fulfilled with the Coalition of First Ladies and Women Leaders of Latin America on Women and AIDS, that has brought together figures such as Pierina Correa of Ecuador and Margarita Zavalla of México, among others.

In the moment in which there exists a dangerous and worrying feeling in the population that HIV is under control, and that with the hard-hitting scientific advances in this sector, HIV has ceased to be a problem, is when we should alert the world to the still unresolved questions in the environment of AIDS.

The discrimination, stigma, and social rejection that people living with HIV, and especially women, children, and adolescents are subject to is in itself an issue that deserves the consideration of world leaders.

We need to create a space that will bring together women leaders, without prejudices or ideological, political, religious, and cultural limits that these important women perhaps must face in other aspects of their daily lives.

## **VII. PARTICIPATORY STRATEGIES FOR ACTORS WHO JOIN THE INITIATIVE**

### **➤ As an organization**

Sharing 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 an 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.



+ peace - aids  
**FOUNDATION**

➤ **As a business**

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 operate 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.

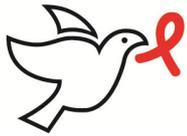
**VIII. OBJECTIVES OF THE ORGANIZATION**

**a. GENERAL OBJECTIVE**

*To construct a culture of PEACE that opposes the violence produced by ignorance, prejudice, fanatics, and inequality, taking advantage of this opportunity to stop AIDS.*

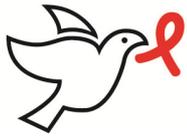
**b. SPECIFIC OBJECTIVES**

- ✚ To make an impact that broadens the Peace concept and develop 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, Education for Peace, Public Safety 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 engagement and sensitivity among employers, employees and the world of work all in the Corporate Social Responsibility theme and AIDS, bringing them closer the vision of Education for Peace and Human Rights to prevent prejudice, discrimination and stigma experienced by people living with HIV, making a friendly work environment.



## + peace - aids FOUNDATION

- ✚ 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, Public Safety, Human Rights, Health Rights, Peace Rights, and others.
- ✚ 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, and 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.



+ peace - aids  
**FOUNDATION**

- ✚ 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.
- ✚ 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.

## **IX. STRATEGIC AREAS**

The "More Peace, Less AIDS" Foundation is focused in the following strategic areas, with the goal of reaching its specific objectives: Institutional Development, Advocacy, Training, Consultancy, Sensitizing, and Communication.

The Operational Plan was created from the definition of the strategic areas. The Operational Plan determines which actions will be held to achieve our objectives, how to measure them, and what results we hope to achieve during the first year of the Foundation's activities.

### Strategic Area 1. Institutional Development

**Objective:** To carry out the creation and institutional organization and implement the necessary mechanisms for the mobilization of resources that give sustainability to the Foundation in time.

Activities	Indicators	Goal of the Indicators		Expected Results	M&E Activities	Months of the Foundation's First Year																
		Actual	Projected			1	2	3	4	5	6	7	8	9	10	11	12					
Creation of the International Committee (Global Multi-Sector Committee) to coordinate the "More Peace, Less AIDS" Campaign's actions at the global level	Global Multi-Sector Committee created and in operation	0	1-6 months	Global Multi-Sector Committee created and coordinating the Campaign's actions at the global level	Institutional report on the Global Multi-Sector Committee							x										
Creation of the National Multi-Sector Committees (NAMSCO) to coordinate the Campaign's actions at the national level	Number of NAMSCO created and in operation	0	2 in the first semester, 5 in the year	NAMSCO created and coordinating the Campaign's actions at the national level	Survey in countries where the Campaign has been spread and institutional report on the creation of the NAMSCOs							x										x
Creation of the International Honorary Council made up of public figures of global impact to be spokespeople for the message of the Foundation	International Honorary Council created and in operation	0	first three months	Persons of global impact committed and spreading the message of the Foundation at the global level	Institutional report on the creation of the International Honorary Council. Survey of public figures that make up the Council.	x	x	x														

Carry out activities to obtain financial, logistic, and human resources to achieve the objectives of the Foundation in unexplored areas, such as Education, Peace Culture, the Right to Peace, etc.	Number of activities carried out in order to obtain resources to achieve the objectives of the Foundation	0	10 a year	The “More Peace, Less AIDS” Foundation in operation and sustainable in time	Survey and follow-up of carried out activities	x	x	x	x	x	x	x	x	x	x	x	x
---	---	---	-----------	---	--	---	---	---	---	---	---	---	---	---	---	---	---

### Strategic Area 2. Advocacy

**Objective 1:** To interest, by means of politically impactful actions, decision-makers in the theme Women, Peace, and AIDS in order to achieve the incorporation of this theme in the political agendas of different countries.

**Objective 2:** To call and sensitize public figures from different social sectors and women leaders to the importance of peace in confronting AIDS and to expand the social response to the pandemic.

Activities	Indicators	Goal of Indicators		Expected Results	M&E Activities	Months of the Foundation's First Year											
		Actual	Projected			1	2	3	4	5	6	7	8	9	10	11	12
Survey and contact with leading politicians in the USA, Latin America, and Europe in order to sensitize them to the theme of the Foundation	Number of leading politicians surveyed and contacted	0	15 per year	Leading politicians from different areas of the USA, Latin America, and Europe sensitized in the theme of the Foundation	Survey of contacts by mail, phone, and personally	x	x	x	x	x	x	x	x	x	x	x	x

Onsite meetings with leading politicians from different areas of the USA, Latin America, and Europe in order to diffuse the actions and themes of the Foundation and to gain their support. (This will drive the propositions of reassigning state budgets or a tax on arms to increase investment in health and education)	Number of onsite meetings that take place with leading politicians	0	5 per year	Leading politicians from different areas of the USA, Latin America, and Europe supporting the actions of the Foundation	Survey of meetings that take place			x		x		x		x		x	
Establishment of alliances or strategic agreements with leading politicians from different areas of the USA, Latin America, and Europe so that they support the actions of the Foundation	Number of alliances or strategic agreements reached with leading politicians	0	5 per year	Alliances or strategic agreements reached with leading politicians from different areas of the USA, Latin America, and Europe to support the actions of the Foundation	Survey of strategic agreements with leading politicians.			x		x		x		x		x	
Contact and meetings with women leaders in order to sensitize them to the theme of Women, Peace, and AIDS and for them to form part of the International Honorary Council	Number of women leaders contacted and meetings taken place.	0	10 per year	Women leaders sensitized in the theme Women, Peace, and AIDS.	Survey of women leaders contacted via mail, telephone, and onsite meetings.		x	x	x	x	x	x	x	x	x	x	
	Number of women leaders that form part of the International Honorary Council	0	5 per year	Women leaders forming part of the International Honorary Council committed to the theme Women, Peace, and AIDS in order to make the AIDS pandemic visible not only as a health problem, but also a question of International Policy	Survey of women leaders that from part of the International Honorary Council												

Establishment of strategic alliances with women leaders to make visible and present the "More Peace, Less AIDS" Campaign at the global level and to be ambassadors for the Campaign.	Number of strategic alliances established with women leaders to make visible and present the "More Peace, Less AIDS" Campaign	0	5 per year	Women leader ambassadors for the "More Peace, Less AIDS" Campaign	Survey of established strategic alliances			x		x		x		x		x			
Presentation of the "More Peace, Less AIDS" Campaign and the Campaign for Women's Rights at the global level and at the highest level of international policy in forums, such as the OAS, the United Nations, the European Parliament, the Central American Parliament, etc. to expand the social response to the pandemic	Number of presentations of the Campaigns	0	3 per year	Public figures from distinct social sectors and leading politicians supporting the "More Peace, Less AIDS" and Women's Rights Campaigns recognizing peace as an instrument to stop AIDS	Survey of the Campaign presentations					x		x				x			
	Number of attendees at the Campaign presentations	0	600 per year																
	Number of social sectors represented at the Campaign presentations	0	10																



<p>Call to public figures from different sectors; social, political, cultural, religious, academic, sports, work, etc. So that they form part of the National Multi-Sector Committee, which will coordinate the actions of the "More Peace, Less AIDS" Campaign at the national level</p>	<p>Number of public figures contacted that form part of the NAMSCO</p>	<p>0</p>	<p>50 per year</p>	<p>Public figures from different sectors committed to the Campaign and forming part of the NAMSCO</p>	<p>Survey in countries where the campaign has been spread and contacted with different public figures</p>	<p>x</p>											
<p>To promote campaigns, together with other social organizations at the global level in order to make visible the necessity of reducing military spending and investing in health and education</p>	<p>Number of strategic alliances or agreements reached with other social organizations to promote campaigns  Number of realized campaigns with other social organizations to make visible the necessity of reducing military spending and investing in health and education</p>	<p>0  0</p>	<p>5 per year  2 per year</p>	<p>Necessity of reducing resources dedicated to military spending and investing in health and education, represented through awareness-raising campaigns</p>	<p>Survey of campaigns promoted with other organizations and repercussions in forms of communication</p>	<p>x</p>											



<p>Contact and implementation of meetings with businesspeople, workers, and trade unionists to sensitize them to the theme of Corporate Social Responsibility facing AIDS, bringing them closer to the vision of Education for Peace and Human Rights to prevent the prejudice, discrimination, and stigma that people living with HIV/AIDS suffer from.</p>	<p>Number of contacts and onsite meetings realized with businesspeople, workers, and the whole world of work, to sensitize them to the theme of Corporate Social Responsibility facing AIDS.</p>	<p>0</p>	<p>3 per year</p>	<p>Businesspeople, workers, and trade unionists sensitized to Corporate Social Responsibility facing AIDS</p>	<p>Survey of achieved contacts via mail, phone, and onsite meetings.</p>			<p>x</p>				<p>x</p>			<p>x</p>	
<p>Adopt the day June 27th (the day that the UNGASS 2001 Declaration was signed) as the International Day of Peace facing AIDS</p>	<p>June 27th declared International Day of Peace facing AIDS</p>			<p>June 27th declared International Day of Peace facing AIDS</p>	<p>Institutional report on the declaration</p>	<p>x</p>										

### Strategic Area 3. Training, Consultancy, and Sensitization

**Objective:** Move forward training, consultancy, and sensitization actions regarding the relationship between peace and AIDS, the necessity of education for peace, public safety and the framework of human rights, non-discrimination, non-violence, peace culture, and the benefits that these bring to people living with HIV.

Activities	Indicators	Goal of Indicators		Expected Results	M&E Activities	Months of the Foundation's First Year															
		Actual	Projected			1	2	3	4	5	6	7	8	9	10	11	12				
		Contact with other social organizations in order to interest them in carrying out local information-training and awareness-raising actions concerning peace and AIDS. (These actions could be workshops, chats, panels, campaigns)	Number of realized contacts with other social organizations to carry out local information-training and awareness-raising actions about peace and AIDS			0	5 per year	Social organizations interested in carrying out, together with the Foundation, information-training and awareness-raising actions about peace and AIDS	Survey of realized contacts with other social organizations via mail, telephone, and in person		x			x		x		x			
Realization of local information-training and awareness-raising actions about peace and AIDS together with other social organizations.	Number of information-training and awareness-raising actions about peace and AIDS carried out together with other organizations	0	3 per year	Local information-training and awareness-raising actions about peace and AIDS carried out together with other organizations.	Report on the actions carried out with other organizations					x				x							x
Realization of cultural activities (film debate, photography exhibits, literary cafes, annual	Number of cultural activities realized to involve artists and intellectuals in the	0	2 per year	Artists and intellectuals involved in the theme of peace and transmitting the message	Report on the cultural activities carried out																x

galas, recitals, etc.) to involve artists and intellectuals in the theme of peace and AIDS at the national and international level.	theme of peace and that they transmit the message.																	
Implementation of educational workshops, conferences, chats, seminars in different fields to spread the peace and AIDS theme at the national and international level	Number of educational workshops, conferences, chats, seminars carried out in different fields to spread the peace and AIDS theme	0	5 per year	People from different social and political sectors sensitized, involved, and qualified in the peace and AIDS theme	Reporto n the training activities			x		x		x			x			x
	Number of attendees at educational activity	0	500 per year															
Achievement of agreements with Universities at the national and international level in order to promote and teach the free curriculum "More Peace, Less AIDS" and " leadership, women, peace and AIDS" to bring students and the general public closer to the relationship between peace and AIDS from the perspective of women living with HIV.	Number of achieved agreements with Universities to promote and teach the free curriculum "More Peace, Less AIDS"	0	2 per year	Students and the general public qualified and sensitized to the theme Women , Peace, and AIDS	Report on the taught curriculum					x								x
	Number of people qualified and sensitized to the relationship between Women, Peace, and AIDS	0	200 per year															

Consultancy to official and private organizations in the theme of linking peace and AIDS	Number of official and private organizations consulted in the theme of peace and AIDS	0	5 per year	Official and private organizations consulted in the theme of peace and AIDS	Report on consultancy of official and private organizations	x	x	x	x	x	x	x	x	x	x	x	x
Implementation of informative chats or training and sensitization workshops in businesses and leading unions for businesspeople and workers, in order to achieve good integration practices and non-discrimination towards employees living with HIV, stressing respect for their human rights and gender equity for women with HIV in the moment of contraction.	Number of informative chats or workshops carried out in businesses or unions.	0	2 per year	Businesspeople, workers, and trade unionists qualified to achieve good integration practices and non-discrimination towards employees living with HIV, stressing gender equity in the moment of contraction.	Report on training talks or workshops.					x							x
	Number of businesspeople, trade unionists, and workers qualified in integration and non-discrimination towards people living with HIV.	0	200 per year														
Promotion of specific activities every June 27 <sup>th</sup> for people/ organization who haven't had contact with the Peace-AIDS theme (such as visiting a sick person in a hospital, implementing some kinds of procedure, take a walk with a child that doesn't have family, read stories, etc.)	Number of specific actions carried out for people having their first contact with the theme of peace and AIDS	0	25 per year	People/ organization sensitized and committed to the peace-AIDS theme through the specific actions every June 27 <sup>th</sup>	Report of the CONAMU.						x						



Production of graphic and audiovisual material of the Campaigns and activities of the Foundation (the materials will be created in at least 2 languages: English and Spanish)	Number of graphic materials produced	0	1000 brochures annually	Institutional material produced as a communicative support of the Campaigns and activities of the Foundation	Report on the area of communication	x	x	x	x	x	x	x	x	x	x	x	x	x
	Number of audiovisual materials produced	0	1 annual spot															
Update and maintenance of the Foundation's website and blog in content and aesthetics	Number of articles, notes, etc. added to the Foundation's website	0	8 per month	The Foundation's website and blog updated and in operation.	Report on the area of communication	x	x	x	x	x	x	x	x	x	x	x	x	x
Diffusion and promotion of the activities, Campaigns, and news related to the Foundation through its own communicative tools and social networks: webpage, blog, Twitter, and Facebook	Number of activities, campaigns, and news related to the Foundation spread through the Foundation's communicative tools and social networks	0	At least 1 a day	Activities, Campaigns, and themes related to the Foundation spread through the Foundation's communicative tools and social networks	Report on the area of communication	x	x	x	x	x	x	x	x	x	x	x	x	x