



Champions for an HIV-Free Generation

2009 Annual Report

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*"Stronger, more visionary and outspoken leadership must come from
the continent most affected by this epidemic"*

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Message from the Chairman

The launch of the Champions for an HIV-Free Generation during the XVII International AIDS Conference in Mexico City was a milestone in the African response to HIV and AIDS. This is one of the first initiatives to advocate for increased commitment to HIV prevention from top political and social leaders on the continent. It is a tremendous undertaking with potential to make a real difference in the lives of Africans.

What makes this initiative unique is its focus on leadership. Responses to HIV and AIDS in Africa have shown leadership at its best and its worst. Denial and victim blaming have been among the low points, but there has also been much compassion, creativity and courage shown. Leadership at all levels and in all walks of life is vital. But political and other top-level leaders bear a special responsibility to set the examples that spur others into action.

Who are the Champions? Together, the Champions represent a group of highly visible statesmen and outspoken advocates for those affected and infected by the HIV and AIDS epidemic. Some of us have been touched personally by the epidemic; others have played leading roles in the response to HIV and AIDS in their own countries.

Without doubt, **AIDS represents one of the biggest leadership challenges of our time.** Leaders at all levels play a crucial role: Presidents, ministers, parliamentarians, traditional leaders, religious leaders, and other civil society leaders have a tremendous influence on public opinion. At our Inaugural Meeting on September 11-12, 2008, the Champions for an HIV-Free Generation **agreed to take on the leadership challenge.** During this meeting in Gaborone, Botswana, the Champions committed themselves to: 1) advocating for urgent action in the response to HIV and AIDS, with a focus on proven prevention measures; 2) influencing global leaders and policymakers so that responses reflect the evidence and burden of the epidemic and ensure that focus remains within Africa; 3) promoting accountability among African leaders and amplifying positive and successful examples of leadership; 4) forming partnerships with organizations that mobilize leadership; and 5) advocating for the social changes needed to achieve a vision of a generation free of HIV and AIDS.

The single most important activity by the Champions is visiting countries in Sub Saharan Africa at the invitation of their leaders. These visits are a chance for us to consult with our peers to share ideas and best practices for scaling-up HIV prevention. In 2009, the Champions visited Mozambique and Namibia to meet with the sitting heads of state, cabinet ministers, parliamentarians and Ministry of Health officials. We visited community projects and recognized the good work being done by “Community Champions” – those people who spend their days making a difference in their communities.

Outside of country visits, the Champions advocate for key issues through panel discussions and speeches at international forums, interviews with various media houses, letters addressed to African heads of state, public announcements broadcast on television and radio, and through our website and newsletters. We also hold open discussions with international donors, media and civil society organizations on the best way forward for the region.

Are the Champions effective? We have seen many successes in our first year, including good participation by our Champions in many activities, the extraordinary access to regional political leaders and invaluable technical and financial support from our co-sponsors, namely the Bill & Melinda Gates Foundation, the World Bank, the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), the Southern African Development Community (SADC), UNAIDS, WHO and UNICEF. We owe these successes largely to the facilitation of country visits by the United Nations system in these countries. They have provided, among others, specific country epidemic and response information that has rendered the discussions with countries to be within context.

Determining the effectiveness of this kind of advocacy may not be simple a task. The assumption is that the Champions will influence leadership at the highest levels towards more effective policies, programmes and actions. Measuring the impact will be difficult, but important nonetheless. We do not expect change to happen overnight, but we think the Champions initiative is an important contribution to the work being carried out by the countless others in the region.

Starting 2010, we plan to double our efforts to make HIV prevention a regional priority. The Champions must be catalysts of change. Justice Cameron said it best during the launch of our program in 2008 when he stated, "Stronger, more visionary and outspoken leadership must come from the continent most affected by this epidemic." It is up to us to ensure that it does.

Thank you.

Festus G. Mogae

Former President of the Republic of Botswana and
Chairman of the Champions for an HIV-Free Generation



Message from the Champions Interim Executive Secretary

The year 2009 marks the end of the first year of operations for the Champions for an HIV-Free Generation. What started as an idea hatched and endorsed by several African leaders more than a year ago has since burgeoned into reality, with a functioning Secretariat Office in Gaborone, Botswana.

The first year has been an important one for mapping the strategic direction of the Champions. As the Secretariat's Office slowly grew from a one-person operation to a staff of four, important milestones were met including the development of the Basic Document, the Communications and Advocacy Strategy, the Monitoring and Evaluation Strategy, the Operations Manual and the 2009 Work Plan and Budget. Oversight of the program was ensured through the formation of the High-Level Coordination Committee (HLCC) and other governance structures with support from the major global sponsors. Office space and equipment for the Secretariat was generously provided by the Bill & Melinda Gates Foundation through the African Comprehensive HIV/AIDS Partnerships (ACHAP).

A unique staffing arrangement for the Secretariat's Office was devised under which employees are supported by different agencies and attached to the Champions program. For instance, the Executive Secretary's position is supported by the World Bank, the Communications Specialist by PEPFAR, the Office Manager by UNICEF and Assistant Office Manager by the WHO. There is also commitment from the Bill & Melinda Gates Foundation to provide a Program Manager and UNAIDS to provide a Strategic Information Specialist by early next year. The addition of the two positions would greatly compliment the work being carried out now by a small but productive staff.

The Secretariat provides full professional, technical, analytical and logistical support to the Champions. It ensures the effective preparation and implementation of the program of activities, monitors the impact and results of efforts and provides regular reports to the Champions and to the co-sponsor partners on the work.

Paramount for the Secretariat may be the preparation of country visits. The office must liaise with in-country stakeholders, ministries, government and non-government agencies, donors and advocates to develop meaningful missions for the Champions. Logistics and protocol surrounding visits by these VIPs can be a challenge. One of the most important of the Secretariat activities is the development the "Issues Brief" for each country visit with background information and recommendations based on consultations with in-country partners.

When we aren't preparing for the next country visit, the Secretariat's office is busy with other forms of advocacy. This year marked the launch of the Champions newsletter (called "the Championeer") and the Champions new Website. We have filmed two Public Service Announcements (the latest one was released on World AIDS Day on television and radio stations across the African continent) and forged partnerships with regional groups like the Africa Forum, Soul City and the African Broadcast Media Partnership Against HIV/AIDS.

In summary, 2009 was a building year starting from the ground up. The year didn't pass without a few growing pains, but the foundation has been laid for something great. Two country visits conducted this year gave the Champions a foothold in the region and put a face on this new initiative. We look forward to working next year with the Champions, co-sponsors and local partners towards a successful 2010.

Thank you.

Serwalo S.G. Tumelo
Interim Executive Secretary

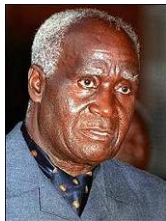
THE CHAMPIONS

Champions are those who stand for what is right, even when they stand alone. They see challenges as opportunities. They do the right thing, even when no one is watching. Champions speak out for those who need a voice. Together, **the Champions for an HIV-Free Generation** represent a moral authority to guide and support regional leaders in the response to HIV and AIDS. The Champions transcend political partisanship to speak freely and independently about the issues that need to be discussed.

The Champions include:



His Excellency, Mr. Festus G. Mogae, Former President of the Republic of Botswana; Chairman of the Champions for an HIV-Free Generation



His Excellency, Dr. Kenneth D. Kaunda, First President of the Republic of Zambia



His Excellency, Mr. Joaquim A. Chissano, Former President of the Republic of Mozambique; Chairman of the Africa Forum



His Excellency, Mr. Benjamin W. Mkapa, Former President of the United Republic of Tanzania;



Dr. Speciosa Wandira, former vice president of the Republic of Uganda



His Grace, Desmond Tutu, Archbishop Emeritus and Nobel Laureate (South Africa)



Justice Edwin Cameron, South African Constitutional Court Judge



Professor Miriam Were, Chairperson of the Kenya National AIDS Control Council; Laureate of the Hideyo Noguchi Africa Prize



Ms. Liya Kebede, maternal and child health advocate, WHO Goodwill Ambassador and international supermodel



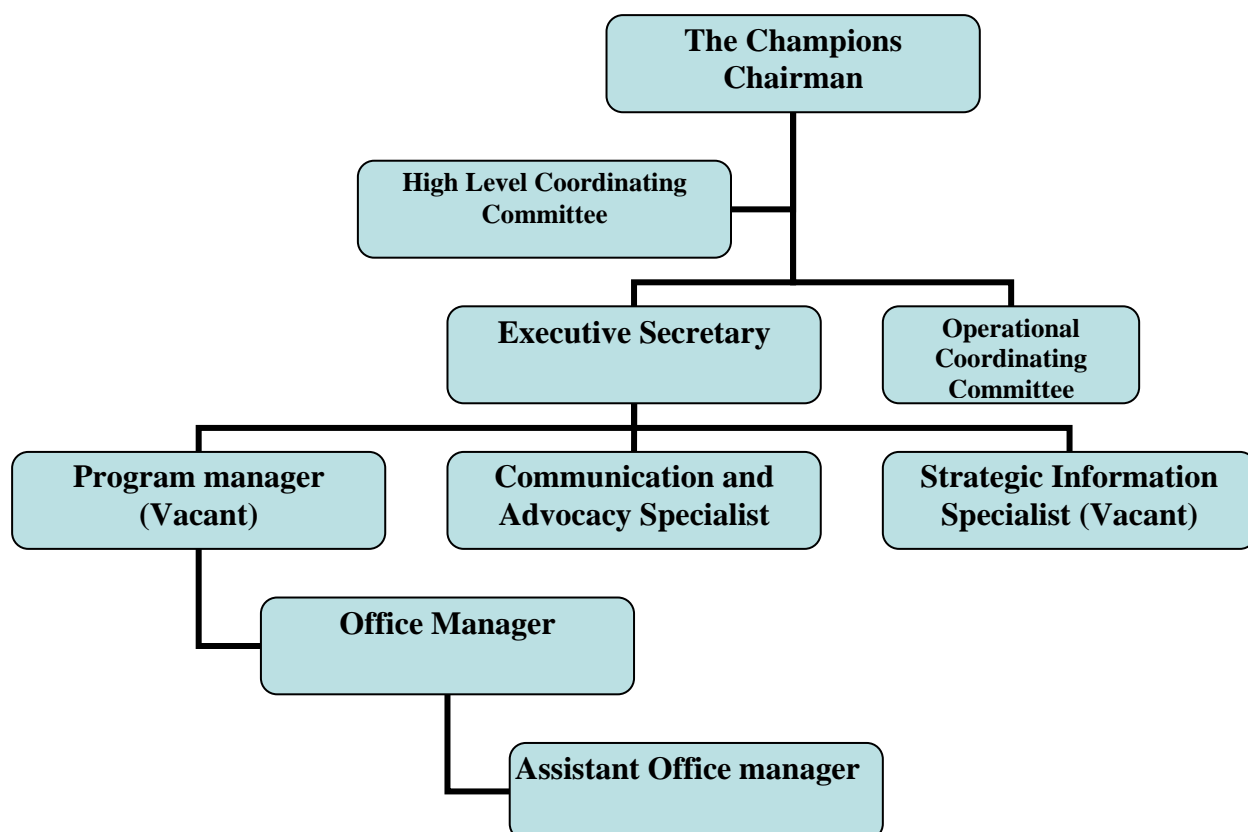
Ms. Joyce Mhville, Chairperson of the Steering Committee of the African Broadcast Media Partnership Against HIV/AIDS (ABMP)

Governance Structure

The work of the Champions is directed under the guidance of the High Level Coordinating Committee (HLCC). The HLCC is chaired by H.E. Festus Mogae, and members comprise the following sponsors:

- Bill & Melinda Gates Foundation
- Office of the Global AIDS Coordinator (OGAC/PEPFAR)
- SADC
- UNAIDS
- UNICEF
- World Bank
- WHO

Additionally an Operational Coordination Committee (OCC) is constituted by co-sponsors to provide technical advice to the Champions as appropriate. The Champions' Secretariat is the operational arm of the Champions for an HIV-Free Generation. It is headed by an Executive Secretary with authority to recruit other staff member of the Secretariat. The Secretariat is responsible for coordination, policy advice on regional and global issues related to the implementation of the mandate of the Champions for an HIV-Free Generation.



Champions Commitment

Champions Vision:

The Champions for an HIV-Free Generation envision a world with dignity, free from stigma and discrimination, where leaders commit to and follow through on actions that result in the end of new HIV infections and a healthier global community.

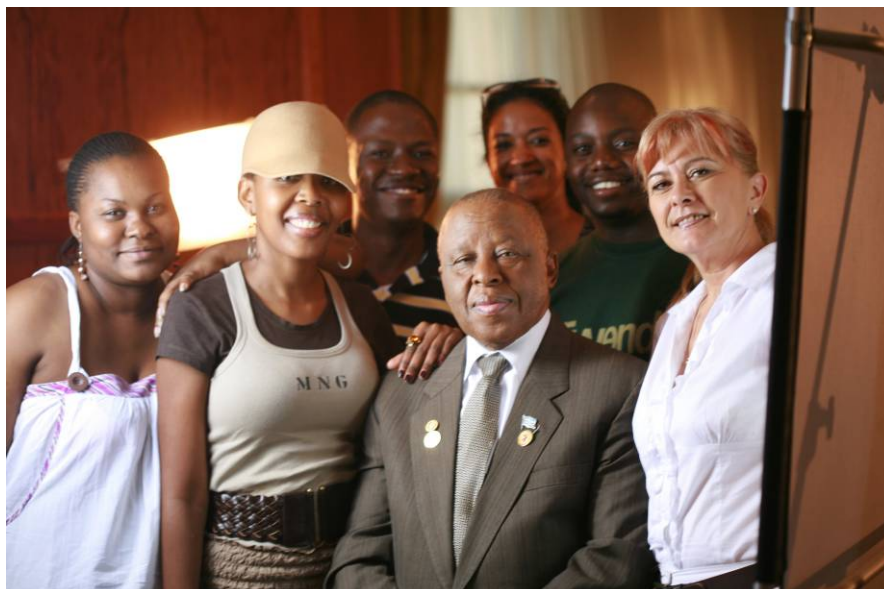
Champions Objectives

Objective 1: Champion for stronger, more visionary and outspoken leadership from the continent most affected by the epidemic through peer support in Sub Saharan Africa.

Objective 2: Champion for global responses to reflect the evidence and burden of the HIV and AIDS epidemic in Africa through mobilization of the international community and its resources.

Objective 3: Champion for the collaboration of strategic partner organizations in Africa that mobilize and inform high-level leadership.

Objective 4: Champion the social changes needed to achieve the vision of an HIV and AIDS free generation.



Advocacy Activities

This activities report covers the period from the launch of the Champions for an HIV-Free Generation in August 2008 to December 2009. It summarizes the major advocacy activities under the Champions four major objectives. The major activities include:



I. Launch of the Champions for an HIV-Free Generation – August 2008

H.E. Festus Mogae, Justice Edwin Cameron and Professor Miriam Were were launched the Champions for an HIV-Free Generation initiative during the XVII International AIDS Conference in Mexico City on August 5, 2008. During a press conference, the Champions were announced as highly visible leaders from all over Africa and different walks of life on a mission to mobilize leadership and advocate effective policies and action on HIV prevention.

"Thanks to the unprecedented effort of the global community, millions are now receiving life-saving AIDS treatment - but for every two people we treat in Africa this year, five more are infected. We urgently need innovation and invigoration of HIV prevention in Africa," President Mogae said at the announcement.

The Champions emphasized that they would specifically target leadership in Sub-Saharan Africa, "home to more than one third of all new HIV infections and AIDS deaths. 22 million Africans are living with HIV/AIDS and AIDS killed 1.5 million people in 2007, making it the leading cause of death in Africa," a press release stated.

During the press conference, Justice Cameron found the words which would later become a mantra for the Champions: "Stronger, more visionary and outspoken leadership must come from the continent most affected by this epidemic."

II. Inaugural Meeting of the Champions – September 2008

The Champions met for the first time after the launch at their Inaugural Meeting in Gaborone, Botswana on September 4-5, 2008. During the meeting, the Champions agreed on the vision, goals and approach to the efforts, set out plans for a Secretariat's office and discussed initial activities for the immediate term.

Overall, the Champions agreed their specific roles should be to:

- Lend authority and experience to promote best practice interventions of proven efficacy, with an emphasis on HIV prevention;
- Mobilize media and public support in the region; and
- Foster mutual accountability among governments and development partners for resources and strong, effective policies and action on HIV prevention, treatment and care.



The Champions also agreed at the Inaugural Meeting to identify other potential members to join the Champions group, especially women, possible role models for the young and representatives from other parts of sub-Saharan Africa.

III. Release of the First Champions Public Service Announcement – December 2008

H.E. Festus Mogae delivered a message of hope and called on leadership to fulfill their commitments during the first Public Service Announcement (PSA) for the Champions. The PSA was released in several African television and radio markets on World AIDS Day, December 1, 2008. The announcement was released shortly after the announcement that Champions chairman, President Mogae, had won the 2008 Mo Ibrahim Award for Achievement in African Leadership. His message in the PSA encouraging African leaders into action was all the more relevant.

The message in the announcement was as follows:

“Today is the 20th Anniversary of World AIDS Day. I am proud to say we have come a long way in the last 20 years. Today, millions of Africans living with HIV are on antiretroviral treatment and living normal lives. Today, hope exists.

But while we celebrate our achievements, we cannot forget that we have a long way to go. Last year there were nearly 2 million new HIV infections in sub-Saharan Africa – that’s nearly 4 new people infected every minute.

Now more than ever, we need leadership. We need leaders to make a stand and fulfill their commitments on AIDS. We need leaders to ensure that human rights are respected, and appropriate funding is steered towards evidence-based HIV prevention programs.

Starting today we should all stand up and take the lead against AIDS. We have made the promise, now it’s time to deliver.”



IV. Panel Discussion on African Leadership In Senegal – December 2008

Professor Miriam Were and Liya Kebede called for stepped-up leadership in the response to the AIDS epidemic during a panel discussion at the 15th International Conference on AIDS and Sexually Transmitted Infections in Africa (ICASA) in Dakar, Senegal, on December 4th, 2008. The panel, entitled “**African Leadership and Reinvigorating Prevention,**” was chaired by Dr. Debrewerk Zewdie, director of the Global HIV/AIDS Program at the World Bank. Nearly

130 people attended the panel discussion which covered the role of the Champions and the uniqueness of the new initiative, challenges African leaders face in responding to the epidemic, the push for leaders to fulfill commitments and the need to recognize “local champions” for the good work being done at the grassroots levels.

V. First Country Visit to Mozambique – February 2009

The first country visit by the Champions for an HIV-Free Generation was to Mozambique on Feb. 8-10, 2009. Chairman H.E. Festus Mogae, H.E. Joaquim Chissao, Professor Miriam Were and Ms. Joyce Mhaviile took part in the two-day visit in which they met with H.E., President Armando Guebuza, the Hon. Prime Minister and the board of the National AIDS Council, civil society leaders, development partners and the media. They also visited a community development project in Maputo and presented the organization with a Certificate of Recognition as a "Community Champion." (More on the visit to Mozambique can be found below under "Country Visits")



VI. Country Visit to Namibia – June 2009

The Champions' second country visit for 2009 was to Namibia from June 14-17, 2009. The Champions delegation to Namibia included H.E. Festus Mogae, H.E. Joaquim Chissao, Dr. Speciosa Wandira and Ms. Joyce Mhaviile. The delegation met with many of the government's top leaders, including President of the Republic of Namibia, H.E. Hifikepunye Pohamba; Founding Father, Dr. Sam Nujoma, former president of Namibia; Minister of Health and Human Services, Hon. Dr. Richard Kamwi, and other cabinet ministers; Deputy Speaker of the National Assembly, Hon. Doreen Sioka, and other parliamentarians. They also met leaders of civil society, SADC ambassadors, development partners and the media. The delegation made site visits to a condom factory and a mobile health clinic, and conducted an hour-long television interview on the national talk show "Talk of the Nation." (More on the visit to Namibia can be found below under "Country Visits")



VII. Launch of the Champions Website – July 2009

H.E. Festus Mogae launched the new Champions Website on July 10, 2009, at a press conference in Gaborone. The website – www.hivfreechampions.org – is designed to encourage renewed leadership in the response to the epidemic in Sub Saharan Africa.

Highlights on the site include:

- Profiles on each of the Champions
- Video clips and reports from country visits and other Champion activities
- A Press Room with newsletters, press releases, pictures and other relevant media information
- Background and history of the Champions initiative
- Information and links to co-sponsors and local partners
- Relevant information on **HIV and AIDS in Africa, Leadership and HIV, Prevention,** and links to **resources** relevant to the issues prioritized by the Champions.
- Secretariat information and job postings
- A page to ask questions and make recommendations to the Champions

VIII. Visit by the Regional Director of the WHO



The World Health Organization Regional Director for Africa, Dr Luis Gomes Sambo made an official visit to the Chairman and the Secretariat of the Champions for HIV-Free Generation on August 4, 2009, in Gaborone. The aim of the visit was to further strengthen collaboration between the two organizations towards the acceleration of HIV prevention in the African region. Key issues included the need for continued WHO support to the Champions, and the need to sensitize

other African governments and development partners to strengthen the multi-sectoral response to HIV and AIDS in accordance with the spirit of the Maputo Regional Committee meeting of 2005.

IX. International Meetings

In addition to country visits and other scheduled activities, the Champions were represented throughout the year at several international forums. His Excellency, Mr. Festus Mogae, delivered the keynote address at the **59th Session of the WHO's Regional Committee for Africa** in Kigali, Rwanda from 31st August to 4th September; Mr. Mogae also addressed the **World Health Summit** in Berlin, Germany, 14-18 October; and His Excellency, Mr. Benjamin Mkapa, gave the keynote at the **African Broadcast Media Partnerships Against HIV/AIDS** annual meeting in 2009 in Maseru, Lesotho.

During the WHO Regional Committee in Rwanda, with participation from 46 health ministers, a resolution calling for intensified action for HIV prevention in Africa was adopted. This resolution makes special mention of the Champions for an HIV-Free Generation, urging member states to be mindful of the critical roles of leadership and governance and to “support the initiatives of the Champions for an HIV-free Generation...” The Champions Chairman was present at the meeting and delivered the keynote remarks at the opening ceremonies.

X. Emerging Issues

At various times throughout the year, the Champions have advocated for specific issues or evidence-based practices in public arenas outside of country visits. Sometimes those took the form of a letter to the editor from one Champion, or a letter to an African president endorsed by all the Champions. They included:

- **December 2008:** The Champions Chairman sent a letter to Senegalese President Abdoulaye Wade encouraging the release of nine gay men who were arrested for “committing acts against nature” and “establishing an illegal organization.” The men were members of a group working to provide condoms and HIV treatment in Senegal. Their jail sentences were later overturned by country’s court of appeal.
- **June 2009:** Ms. Liya Kebede wrote an Op-Ed piece about the plight of maternal, newborn and child health. The letter was in support of the recommendations made at a meeting held by the WHO, UNAIDS and UNICEF to strengthen services and AIDS treatment for women in Africa. The letter was printed in newspapers in Ethiopia, Kenya, Tanzania and South Africa.
- **October 2009:** The Champions sent a letter to Ugandan President Yoweri Museveni encouraging action on two bills being considered in the Ugandan Parliament that could impact negatively on HIV prevention efforts and services directed at vulnerable populations. The letter encouraged action against the “Anti-Homosexual Bill 2009” and certain provisions in the “HIV and AIDS Prevention and Control Bill” which stipulates incarceration for offenses related to transmission of HIV.

XI. Other Advocacy Activities for 2009

The Champions Secretariat introduced the first and second editions of “theChampioneer” – a quarterly newsletter from the Champions. The name is a combination of the words **Champion** and **Pioneer** to reflect the nature of the Champions as a groundbreaking advocacy program. In November 2009, the second Champions’ Public Service Announcement was filmed. The Secretariat teamed up with local partner ABMP to create a smart and fast-moving message about fatherhood in time for World AIDS Day. Their Excellencies, Festus Mogae, Kenneth Kaunda and Benjamin Mkapa contributed to this message, which also included a young rap star from South Africa called Proverb. The PSA was duplicated in English, French, Portuguese and Arabic, and was distributed to 60 ABMP broadcasters (television and radio) across 38 African countries. The estimated audience reach of this combined platform is 200 million television viewers.



Evaluation of the Champions Initiative

The Champions for an HIV-Free Generation is a small initiative with a giant purpose – to catalyze the social changes needed to achieve an HIV-free generation in Africa. The Champions, with their collective experience and stature, are well placed to influence sitting heads of state and government, other high-level government and civil society leaders, through advocacy for increased evidence-based HIV and AIDS initiatives. Indeed, the number one function of the Champions program is advocacy, and the majority of its resources and time go into advocacy activities.

As originally envisioned, the Champions Secretariat was to include a Strategic Information Specialist among its staff. The purpose of this position, in part, was to develop a **Monitoring and Evaluation Framework** to capture true indicators of program success. Unfortunately, due to funding constraints and other delays, this position has not yet been filled.

Meanwhile, other Secretariat staff developed a draft M&E Framework that does not attempt to measure societal changes or long-term outcomes. The draft framework looks at programmatic outputs and short-term outcomes that speak to the advocacy and communication objectives of the Champions. Monitoring tools such as “Key Informant Interviews” and “Activity Reports” were developed in an attempt to track immediate and short-term responses to the Champions effort.

The following assessment includes two parts: 1) An overall assessment of the strengths and weaknesses of the Champions program based on information collected in the draft M&E Framework; 2) An evaluation of the Mozambique country visit based on key informant interviews. These reports will help inform further program development and guide discussion on the medium- and long-term goals during the year-end review.

Overall Assessment

The project is a commendable undertaking. It provides a unique opportunity to address one of Sub Saharan Africa’s most critical economic, social, and health issues – the limited progress of HIV prevention. Its focus on leadership is correct and critical. The overall objectives, approach and deliverables of the Champions are reasonable.

The program has strong support from major international organizations, including the World Bank, Bill & Melinda Gates Foundation, PEPFAR, UNAIDS, WHO, UNICEF and SADC. These donors have provided commitments of technical assistance, human resource support and programmatic funding. Regionally, the Champions have engaged partners with the Africa Forum and the Africa Broadcast Media Partnership Against HIV/AIDS.

The first year has been an important one for mapping the strategic direction of the Champions. Essential founding documents like the Basic Document and Communications and Advocacy

Strategy were drafted and approved by the Champions governance structures. There have been a number of successful activities undertaken, including two country visits and engagement of senior political leadership from the region, participation in a number of international forums, engagement of the international media and the establishment of a functional Secretariat's Office.

There have also been several stumbling blocks in the first year. The Champions met only half of its projected number of country visits in 2009. Despite best efforts from the Secretariat, partners and the Chairman, the highly anticipated country visit to South Africa never took place because the invitation was never extended from the Office of the President. A follow-up visit to Namibia was cancelled due to elections there. Funding of activities remained a challenge throughout the year as commitments from several co-sponsors went unmet. Leadership changes in the Secretariat's Office and the lack of a Program Manager and Strategic Information Specialist has also challenged the productivity level of the office.

Overall, the strengths and weaknesses of the initiative after one year are as follows:

Strengths

- Initiative addresses critical economic, social and health issue in southern Africa
- Provides a unique mechanism to support evidence-based HIV prevention
- Uses moral stature of the Champions to gain access to an important target group – political leadership
- Supports effective governance structure among major global players on HIV/AIDS – BMGF, PEPFAR, World Bank, WHO, UNAIDS, UNICEF and SADC
- Enjoyed major international media coverage from county visits and international forums
- Champions' messaging has been relevant and timely
- Secretariat offices and governance structures have been established
- Champions participation has been good overall, but could be improved
- Two country visits successfully conducted in terms of access to leadership, message delivery and acceptability by target groups
- Successful launch of new website and newsletters

Weaknesses

- Measuring results, impact and sustainability of the Champions effort needs attention
- Assumption that Champions influence leadership has not been fully tested or established
- Failed to meet country visit target of 4 visits in the first year
- Secretariat is still working outside its capacity without Program Manager and Strategic Information Specialist
- Timelines on co-sponsor commitments are sometimes unclear or unmet making implementation a challenge
- Small number of Champions (10) and not all have been active

Way Forward

- Preparations for country visits by the Secretariat should be given time to attain the best program possible. Agendas for meetings should be clear and agreed upon by all parties. Buy-in from the host government and in-country partners is essential.
- As a means of follow-up, a separate country visit report should be sent to the countries visited to remind leadership of agreed upon action items. This would help establish the bench marks for any follow-up visits by Champions.
- The Secretariat should be fully staffed with a Program Manager and Strategic Information Specialist
- An appropriate Monitoring and Evaluation Framework should be developed by new SI Specialist with eye towards outputs and outcomes indicators to help measure the impact of Champions activities.
- Discussion on program lifespan should be considered. The Champions originally was envisaged as a two-year program. However, co-sponsor commitments would take the program to the end of 2012.

- Capacity of Champions to deliver messages effectively will depend on their own interests, knowledge, etc. Secretariat should meet individually with Champions to assess particular strengths and interest
- The inclusion of more Champions should be considered. Younger Champions from the world of sports and entertainment could be effective in targeting the youth. A figure like Maria Mutola might be considered.

Report on Findings from Key Informant Surveys in Maputo, Mozambique

Interviews with key informants were conducted by the Champions Secretariat in Maputo, Mozambique, in November 2009, more than nine months after the Champions' first visit there. Respondents included stakeholders from United Nations and United States agencies, the Ministry of Health, the National AIDS Council (CNCS), provincial coordinators, civil society and the Joaquim Chissano Foundation. Key questions from the survey included whether the first Champions visit worked well, whether the issues were relevant, whether the visit was effective, and finally, whether a follow-up visit by the Champions would be necessary.

Summary findings

The majority of respondents interviewed by the Secretariat said the Champions visit was well-planned, well-executed and useful for the country of Mozambique. The visit drew much interest from media and government officials due to the high stature of the Champions. Respondents said it was one of the first times a coalition of imminent figures visited Maputo to discuss a singular issue like HIV/AIDS.

Respondents said the issues presented by the Champions were on target and timely. The Champions' discussions at high-levels opened the door for issues that are sometimes uncomfortable or sensitive to talk about (i.e. male circumcision and multiple partnerships). Limiting the issues to four areas was important and helped to keep the mission focused. Respondents from Provida, the community based project visited by the Champions, said the words of encouragement from the Champions was "a huge honour" and brought much attention to the Maputo City project.

Was the trip impactful? There is no overall consensus from respondents as to the effectiveness of the Champions visit. On one hand, several respondents said the sheer level of access and audience the Champions received could be considered a big success. The Champions provided a platform for putting sensitive issues like male circumcision (MC) and multiple concurrent partnerships (MCP) "on the radar screen" in the Office of the President and at other top levels of government. No other intervention has had that particular kind of access. In addition, several issues brought by the Champions have seen degrees of progress since the visit: The Minister of

Health has approved a pilot study on male circumcision, and the issue of MCP is now on the agenda of HIV prevention planning in a way it wasn't before. On the other hand, many of the Champions' specific recommendations still have not been addressed by the government. Also, few respondents were willing to unequivocally attribute progress in Mozambique to the visit by the Champions.

There is strong consensus from the respondents that a follow-up visit by the Champions is desired and necessary to keep the momentum going. A follow-up would further develop the relationship started between the Champions and the Government of Mozambique. The tone of a follow-up visit should be positive with an eye to praising officials for the country's successes. But, respondents said, it should also be seen as a chance to keep track of progress specific to the issues raised in the first visit. Suggested dates for the follow-up visit were between March and April 2010, which would be after any new members of government take their places and before the planning period begins.

Conclusion

The Champions first country visit to Mozambique represented a significant contribution to the regional response to HIV and AIDS. The Champions were on-target with messages and achieved access to the highest officials in the country. In conclusion, it can be inferred from the respondents that the trip to Mozambique was reasonably effective and worthy of follow-up by the Champions. Now that the groundwork has been laid, it is time for the Champions to come back and continue the debate around issues of male circumcision, multiple concurrent partnerships and sustainability. The next visit should take place with an objective of gaining personal commitment from the President and other leaders on the chosen issues.



Annex I: Snapshot of Champions Headlines From 2009

Warriors and Champions: Building Structures Key To Curbing HIV

Mmegi (Botswana) – Sept. 12, 2008

Champions Call For Accountability From African Leaders

AllGambian.net (The Gambia) – December 15, 2008

Botswana: Mogae Recommends Circumcision to Halt Spread of HIV

AllAfrica.com (Uganda) – February 2009

Champions for HIV-Free Generation Officials Visit Mozambique ...

Kaiser network.org (Mozambique) - Washington,DC,USA, Feb 13, 2009

“Champions for an HIV-free generation” visit Mozambique

UNAIDS - Geneva,Switzerland, Feb. 13, 2009

HIV-Free generation champions call for regional response to HIV

The Guardian (Tanzania) – February 13, 2009

Male Circumcision Should Be Considered Part of Efforts to Curb HIV

Kaiser network.org - Washington, DC, USA – Feb 2009

Ex-Presidente tswanês apoia luta contra HIV

Panapress (Angola) – Feb 2009

Mozambique's ex-president suggests circumcision to halt HIV spread

Le Mali en ligne – (Mali) – Feb. 2009

'Champions for an HIV-Free Generation' Visit Maputo

Agência de Informação de Moçambique (09/02/2009)

Africa's AIDS Future Worries Ex-Presidents -

New Era (Namibia) – June 2009

Ex-Präsident als Aids-Aktivist

Allgemeine Zeitung Namibia - Jun 12, 2009

Mixed messages during AIDS Champions visit

The Namibia – June 19, 2009

Champions Launch new Website

Mmegi (Botswana) – June 11, 2009

Annex II: Country Visits

One of the priority activities of the Champions for an HIV-Free Generation is to visit countries in Sub Saharan Africa at the invitation of their political and HIV and AIDS leaders. Their mission is to meet with sitting heads of state, political leaders, the media and civil society, including people living with HIV and AIDS, in order to share and promote practices that accelerate the social outcomes needed to achieve an HIV-free generation. The countries visited by the Champions are prioritized by prevalence rates, political climate, scheduled elections, and other criteria.

Mozambique

The Champions embarked on their first country visit mission to Mozambique from February 8-10, 2009. The mission included His Excellency, **Mr. Festus Mogae**, former President of



Botswana; His Excellency, **Mr. Joaquim Chissano**, former President of Mozambique; **Prof. Miriam Were**, the head of the National AIDS Control Council in Kenya; and **Ms. Joyce Mhaville**, Chairperson of the Steering Committee for the African Broadcast Media Partnerships. The Champions held meetings with His Excellency, President Armando Guebuza, the Hon. Prime Minister and the board of the National AIDS Council, civil society leaders, development partners and the media. They also visited a community development project in Maputo called Provida. The goal of the Mozambique visit was to consult with leadership on effective strategies and actions to reduce the rate of new HIV infections.

During the two-day visit, the Champions emphasized four key issues based on consultations with in-country partners. The issues included:

1. **Effective Scale-Up of Combination Prevention**

- The Champions recommended political commitment from top leadership for the scaling up of combination prevention, with specific emphasis on male circumcision. Leaders should speak publically about the benefits of male circumcision, and prioritize scaling up the practice as an HIV prevention tool.

2. **Addressing Multiple and Concurrent Partnerships**

- Regional bodies have declared multiple concurrent partnerships one of the top drivers of the epidemic in most southern African countries. The issue needs to be addressed immediately and urgently by leadership through example and personal attention.
- The Champions recommended mobilization of all sectors in Mozambique to urgently prioritize a coordinated effort to reduce MCP through increased data collection and a large-scale communications campaign promoting changes at individual, community and society levels.

3. Better Laws and Policies

- Violence against women and spousal rape are not criminalized under current legislation, yet both expose women to a greater risk of HIV infection. The Champions recommended that legislators commit to approval of the Domestic Violence Bill.
- Champions praised Mozambique for passage of the HIV Bill in December 2008, which, among other things, protects the rights of PLWHAs against discrimination. However, a passage on the criminalization of HIV for intentional transmission could unintentionally undermine HIV prevention efforts with a result of increased stigma and discrimination.

4. Funding for Health Systems Strengthening

- The Champions recommended innovative strategies to secure predictable and sustainable funding for the health sector; and increasing absorption capacity by programs through improved human resources planning and public fiscal management that would increase access to funding by civil society networks.
- Mozambique could utilize and expand Public-Private Partnerships to create a larger network platform for implementation of projects and increased coverage.

Mozambique Activities and Accomplishments

I. Meeting with President Armando Guebuza

The 30-minute encounter with the President was a private meeting with the Champions in his office. The visit was followed by a press conference led by the Champions Chairman in which he introduced the Champions program and spoke of the four key issues brought to Mozambique.

II. Meeting with Civil Society

Around 40 participants attended the two and a half hour “town hall” discussion hosted by the Champions. Groups represented included HIV/AIDS service providers, trade unions, advocates for People Living with HIV and AIDS, advocates for people living with

handicaps, media organizations and others. The “town hall” style meeting opened with discussions of Champions’ key issues, followed by a question and answer session.

III. Luncheon for Development Partners

An hour-long luncheon was hosted by the Champions for Ambassadors from SADC countries, U.S. Charge d’ Affaires, World Bank, PEPFAR, UNICEF and others. The UN Resident Coordinator opened with a welcome and Mogae gave a brief rundown on the Champions and the key issues. Each Champion sat at a different table in order for the development partners to have individual conversations with them.

IV. Meeting with National AIDS Council

The meeting was chaired by Honorable Prime Minister Luisa Dias Diogo and included the Minister of Health, the Minister of Education and Culture, Minister of Women & Social Action, Minister of Youth and Sports, Minister of Finance, Minister of Development and Planning, a board member representing a media trade union and the University Chancellor.



V. Reception with President Guebuza

The Champions participated in a private dinner reception with the President at his residence.

VI. Field Visit to Community Development Project

The Champions visited a community project in Maputo called PROVIDA run by a former football star from the national team. PROVIDA targets youth in disfavored neighborhoods and introduces life skills and health through sports and arts. The aim of the project is to build self-esteem in the children and harness positive behaviors.

VII. Final Debriefing

The Champions and Partners met in a final debriefing session at their hotel following the field visit. The session was a chance to get feedback on the trip.

Namibia

The Champions for an HIV-Free Generation visited Namibia on June 14-17, 2009, at the invitation of President Hifikepunye Pohamba. Champions participating in the visit were H.E. Festus Mogae; H.E. Joaquim Chissano; Dr. Speciosa Wandira and Ms. Joyce Mhaville.

Based on consultations with in-country partners in advance of the visit, four priority issues were developed for discussions at each of the meetings. Priority issues covered in the visit were:



1. Leadership of the HIV Response

- The Champions recommended that the National AIDS Committee, as national coordinating authority, should be empowered and strengthened to effectively coordinate the multi-sectoral response, which includes the civil society and private sectors outside of government. The **Office of the President** is strategically placed within the Government framework to effectively lead that coordination.

2. Develop a Prevention Strategy

- The Champions recommended that a **National Prevention Strategy** be developed to guide the HIV response in Namibia with explicit targets, costs and evaluation plans. Development of this strategy should be given top priority to expedite the scale-up of prevention.
- The **Male Circumcision** policy must be approved and endorsed publically by Namibian leadership. Namibia should invest heavily in MC and consider ways to involve traditional circumcisers. **Multiple Concurrent Partnerships (MCP)** should also be addressed immediately with a coordinated campaign and personal commitment from leaders.

3. Sustainability of the Response

- The Champions recommended a plan to ensure the future sustainability of the HIV/AIDS response, including a strategy for gradually reducing the reliance on external financing of antiretroviral drugs; further engaging the private sector; and committing at least 15 percent of the National Budget to health.

4. Stigma and Discrimination

- The Champions recommended that leaders take every opportunity to speak out against stigma and formulate and endorse laws and policies that create a social environment that cares for people living with HIV and AIDS.
- They congratulated Namibia's government for its swift action in removing travel restrictions for people living with HIV.

Namibia Activities and Accomplishments



I. Meeting with President Hifikepunye Pohamba

A 45-minute meeting with the President was private between the Champions and a small delegation. The visit was followed by a press conference at the State House led by the Champions Chairman in which he introduced the Champions and spoke about the mission to Namibia.

II. Courtesy Visit to Namibia's Founding Father

The Champions met privately with Namibia's Founding Father, Dr Sam Nujoma, the former president of Namibia. Afterwards, they came into the boardroom for photographs and public introductions.

III. Meeting with Key Cabinet Ministers, Prime Minister's Office:

This high profile meeting was chaired by the Minister of Health and Human Services, Hon. Dr. Richard Kamwi. Twelve other ministers attended representing:

- Ministry of Presidential Affairs
- Ministry of Defense
- Ministry of Safety and Security
- Ministry of Finance
- Ministry of Foreign Affairs

- Ministry of Youth, Sports and Culture
- Ministry of Lands and Resettlement
- Ministry of Gender Affairs and Child Welfare
- Ministry of Education
- Ministry of Regional Local Government, Housing and Rural Development
- Ministry of Information, Communication and Technology
- Ministry of Labor and Social Welfare

IV. Luncheon with Ambassadors and Key Development Partners, Safari Hotel:

This hour-long luncheon was hosted by the Champions. Attendees included ambassadors from SADC countries, local United Nations heads, local U.S. Government heads, and others.

V. Meeting with Women, Youth and Sports Bodies, Government Office Park:

This two-hour meeting was chaired by the Permanent Secretary of Ministry of Health and Human Services, Mr. K.K Kahuure, with more than 50 people in attendance.

VI. Meeting with members of Civil Society, Private Sector, Faith-Based Organizations and the media

This meeting was moderated by both UNAIDS Regional Coordinator, Dr. Mark Stirling, and Michael Mulondo, executive director of the **Namibia Network of AIDS Service Organizations (NANASO)**. There were about 50 participants from a range of non-governmental organizations. The Champions asked the Civil Society what they think their role is in the response to HIV in Namibia.

VII. Meeting with the Hon. Doreen Sioka, Deputy Speaker of the National Assembly, and the Parliamentary Standing Committee on Human Resources, Social and Community Development

This session took place in the historic Constitution Room of the Namibian Parliament, where the Namibian Constitution was drafted. The session was chaired by the Hon. Doreen Sioka. In attendance were the Minister of Health Hon. Richard Kamwi and his Deputy, Hon Petrina Haingura, Members of Parliament as well as Dr Nobert Forster, Deputy Permanent Secretary of Ministry of Health and Social Services and other senior government officials.

VIII. Site Visits to Commodity Exchange and Mobile Clinic

The Champions visited two Namibian prevention projects, including a condom factory (Commodity Exchange) and a mobile health clinic stationed outside of the Namibian Breweries.

IX. Taping of the television program “Talk of the Nation”, NBC Studio

The Champions spent an hour being interviewed by an NBC (Namibian Broadcasting Corporation) talk show host for the nationally broadcast show, “Talk of the Nation.”

X. Final Debriefing with President Pohamba and Reception at the State House

The Champions had a final private briefing with President Pohamba at the State House. It was followed by a few brief public remarks from President Pohamba to the State House guests and a response by HE Mogae.

XI. Final Press Conference, Safari Hotel

H.E. Mogae gave a final press conference from his Presidential Suite. He read the Champions final communiqué to the press. Also in attendance was the Minister of Health and Human Services.