



theCHAMPIONEER

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

Champions for an HIV-Free Generation Newsletter

April 2009

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Champions Urge Accelerated Response to HIV in Mozambique

Maputo, Mozambique – The Champions for an HIV-Free Generation urged for accelerated HIV prevention measures like male circumcision and strategies to reduce multiple concurrent partnerships during their first-ever country visit to the southern African region.

The Champions visited Mozambique in February as part of a regional mission to exchange ideas with governments and civil society, and encourage stronger, more visionary leadership in response to the epidemic in Sub Saharan Africa.

One of the biggest successes of the mission, according to in-country partners, was the unconventional level of access and support the Champions received from Mozambique’s president, prime minister and other top leaders.



Former Presidents Festus Mogae and Joaquim Chissano greet Prof. Miriam Were at the Maputo Airport during the Champions first country visit to Mozambique in February.

Led by His Excellency, **Mr. Festus G. Mogae**, the former president of Botswana, the Champions’ two-day visit (Feb. 9-10) included a private meeting and reception with Mozambique President Armando

Guebuza, meetings with Prime Minister Luisa Dias Diogo, Minister of Health Ivo Garrido, the entire board of the National AIDS Council (CNCS) and leaders of civil society organizations. “The Champions access to high-level leaders was good,” said one UNAIDS representative in Maputo following the visit. The issues brought by the Champions

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CHAMPIONS AT WORK



Liya Kebede and Prof. Miriam Were at ICASA along with Debrewerk Zewdie of the World Bank, December 2008



Former Zambian President Kenneth Kaunda at the Champions Inaugural Meeting, September 2008

In the News ...

Outside of their HIV advocacy activities, the Champions are recognized for their visionary leadership in their everyday lives. Below are a few of the highlights from Champions’ headlines.

Cameron Appointed to High Court

The *New York Times* profiled Justice Edwin Cameron in an article on Jan. 23 following his appointment to South Africa’s highest tribunal, the

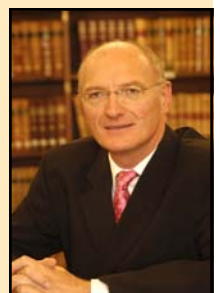
Constitutional Court. The article states Cameron “became the first – and still remains the only – senior officer

“I am not dying of AIDS. I am living with AIDS.”

— Justice Edwin Cameron

anywhere in southern Africa, and perhaps in all of Africa, to announce he was infected with HIV.”

Nearly 10 years ago Cameron “stunned” the judicial panel considering him for the appointment when he told them, “I am not dying of AIDS. I am living with



Justice Cameron

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What is a Champion?



The following is an excerpt from remarks by His Excellency, Dr. Kenneth Kaunda, the first president of Zambia, at the closing of the Champions Inaugural Meeting on Sept. 12, 2008. Kaunda spoke on what it means to be a Champion:

- **Champions give their all ... no matter the score**
- **Champions know winning is not necessarily measured by the final score.**
- **Champions take a stand for what is right, even when they stand alone.**
- **Champions see every challenge as an opportunity.**
- **Champions make those around them better.**
- **Champions do the right thing even when no one is watching.**
- **Champions put the success of others above individual achievement.**
- **Champions live by a higher personal standard.**
- **Champions stand firm when others around them fall.**
- **Champions live what they speak and speak what they live.**
- **Champions may fail, but they never quit.**

Champions in the News

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AIDS." He followed this with the decision to challenge then-South African President Thabo Mbeki's policies regarding HIV and AIDS. After revealing his HIV status and challenging Mbeki, Cameron was promoted to the appellate court but never sought again to win appointment to the Constitutional Court until last year.

Read the full article:

http://www.nytimes.com/2009/01/24/world/africa/24cameron.html?_r=1&em

Mogae Named "Man of the Year" by Africa Today Magazine

His Excellency, Mr. Festus Mogae, the former president of Botswana, was named "Africa's Man of the Year 2008" by *Africa Today Magazine* in January. Mogae, who stepped down from office last April, was also named as the winner of the magazine's "Face of Good Governance Award 2008." The magazine said in a continent blighted by bad leadership, Botswana presents a refreshingly different

picture.

It said he took office when the country had one of the highest HIV prevalence rates in the world, and that he responded by first combating the stigma associated with HIV and AIDS, and putting into place one of Africa's most progressive and comprehensive programs for dealing with the disease.

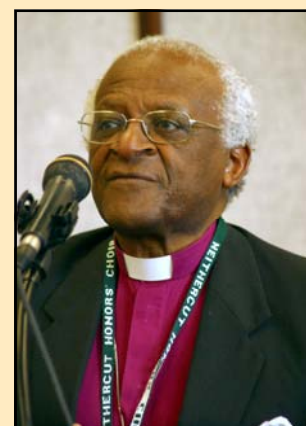
Archbishop Tutu Awarded 2008 Fulbright Prize

South African Archbishop Emeritus Desmond Tutu was awarded the "2008 J. William Fulbright Prize for International Understanding" by the U.S. State Department on November 21, 2008. Tutu accepted the honor on behalf of "many who have often been faceless, anonymous."

Prof. Miriam Were One of Kenya's Pearls of the Nation

The Standard, a newspaper in Kenya, featured Prof. Miriam Were as one of the country's "Pearls of the Nation" in an

article on Dec. 27, 2008. It said Prof. Were put "Kenyan women on the map of who is who in the world of medicine" when she became the first to win the prestigious Hideyo Noguchi Africa Prize in recognition of her contribution in the field earlier in 2008. Also in December, Moi University conferred an honorary Doctor of Science degree on Were for "her service to humanity."



Archbishop Desmond Tutu

Why Prevention?

Although prevention, care and treatment are all critically important in ensuring the health of people living in Sub Saharan Africa, a project that attempts to accomplish everything is likely to accomplish very little. To succeed, the Champions have a highly defined purpose and focus on HIV prevention.

Why prevention? For every patient who began antiretroviral therapy (ART) in 2006, it is estimated that six other individuals became infected with HIV. If current trends continue, it is projected that 60 million more HIV infections will occur by 2015. A strategy that focuses on prevention targets the underlying causes of the epidemic and therefore has the greatest potential to reduce the scope of the problem. Furthermore, effective prevention will lessen the need for treatment over the long term. Multi-pronged prevention programs have been shown to be more highly effective than any single solution. The Champions, therefore, advocate in Sub Saharan Africa for appropriate prevention strategies that include:

- Behavior change programs to **reduce multiple concurrent sexual partnerships** and **increase condom use**
- Biomedical strategies such as **male circumcision** and **prevention of mother-to-child transmission**
- Mechanisms for national authorities and their partners to monitor where, among whom and why new HIV infections are occurring (i.e. Know Your Epidemic)
- An environment that respects social justice and **human rights**



CHAMPIONS CALL FOR OUTSPOKEN LEADERSHIP



Champions Liya Kebede and Prof. Miriam Were

DAKAR, Senegal – African leaders should live up to commitments on HIV and AIDS, including the promise to spend 15 percent of their national budgets on health, according to two members of the Champions for an HIV-Free Generation.

The Champions, Prof. Miriam Were of Kenya and supermodel Liya Kebede of Ethiopia, called for stepped-up leadership in the response to the HIV and AIDS epidemic during a panel discussion at the 15th International Conference on AIDS and Sexually Transmitted Infections in Africa (ICASA) in Dakar in December 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. It was part of a special series of leadership sessions at ICASA.

Professor Were emphasized that good governance and accountability remained an important goal for leadership on the African continent. Both Were and Kebede said part of their role as Champions was to provide peer support to African heads of state and other leaders to provide more visionary and evidence-based solutions to the AIDS epidemic. With a focus on proven HIV prevention practices, the Champions speak freely and independently about the issues that need to be discussed, both publically and behind the scenes.

Asked how a supermodel and acknowledged celebrity would play a role in the Champions effort, Kebede responded that she planned to Champion issues around child and maternal health. “As a woman and a mother, I can speak to issues of importance to mothers and children, and being a Champion allows me to speak to these issues at the highest levels,” she said.

Community Champions

The idea for Community Champions was hatched during the ICASA panel discussion when Prof. Were answered a question with her own question: “You ask me what the Champions will do for you, but I have to turn it around and ask, ‘What are YOU doing for you?’ Why wait for the Champions to come to town when you can become a leader and champion for your own cause? We need Community Champions everywhere.”

With that, the idea of **Community Champions** was born. As the Champions visit countries in Sub Saharan Africa, they will seek out positive examples of grassroots leadership and recognize them for their dedication in the response to HIV and AIDS. Community Champions continue to advocate for issues in countries long after the Champions have left. **Do you have a suggestion for someone you think would make a good Community Champion?** If so, send your suggestions and details to:

champions@hivfreechampions.org.

CHAMPIONS Urge Accelerated Response During First Country Visit to Mozambique

Continued from Page 1

were also well-timed, she added. “All the issues are on the national agenda, so they are being followed up. This year is a good one as Mozambique is developing a new national AIDS strategy, so this gives them extra impetus.”

In addition to Mr. Mogae, other Champions taking part in the visit included His Excellency, **Mr. Joaquim Chissano**, former president of the Republic of Mozambique; **Professor Miriam Were**, chairperson of the Kenya National AIDS Control Council; and **Ms. Joyce Mhaville**, chairperson of the Steering Committee of the African Broadcast Media Partnership Against HIV/AIDS (ABMP).

Mozambique was chosen for the Champions’ first visit based on the government’s support for the mission, Chissano’s connections to the country and Mozambique’s position as one of the hardest hit countries in the region. More than 1.6 million people are estimated to be living with HIV and AIDS in Mozambique, the disease is estimated to claim more than 90,000 lives each year and about 440 people become infected every day, according to UNAIDS statistics.

One of the priority issues raised by the Champions was the scale –up of male circumcision as one of the tools in HIV prevention. Male circumcision, if implemented, could prevent an estimated two million infections in the southern African region over the next 10 years and save as many as four millions lives over the next two decades.

“We believe there is incontrovertible evidence that male circumcision helps reduce the chances of HIV transmission in heterosexual men by as much as 60 percent,” Mogae said. “It’s been demonstrated in Mozambique and in other countries that areas with high prevalence of male circumcision show lower prevalence of HIV.”

Mogae urged that any scale-up should be done responsibly and with the understanding that circumcision only provides partial protection. It

must be introduced as part of a comprehensive prevention strategy that includes correct and consistent use of condoms and faithfulness to one partner.

Garrido, the Minister of Health, agreed with Mogae that “scientific evidence exists” showing that male circumcision helps prevent against HIV and other STIs in men. However, he said,

“We believe there is incontrovertible evidence that male circumcision helps reduce the chances of HIV transmission in heterosexual men.”
— H.E. Festus Mogae

cultural diversity and surgery capacity posed challenges for Mozambique in scaling up the practice. He said preparatory work needed to be completed before the country could consider a government policy on male circumcision.

The Champions encouraged the National AIDS Council to meet those challenges and consider a policy as a priority. Furthermore, several in-country development partners — including UNAIDS and PEPFAR — have indicated they are willing to work with the government to identify gaps and invest in solutions needed to support the scale-up of circumcision.

The Champions also discussed issues surrounding multiple concurrent partnerships (MCP), gender, stigma and discrimination and adequate sustainable funding of anti-AIDS initiatives in the broader context of health system strengthening.

“Our regional governments have declared multiple concurrent partnerships one of the top

drivers of the epidemic, and the Champions believe this issue needs to be addressed immediately and urgently by leadership through example and personal attention,” Mhaville said during a meeting with civil society leaders.

Mozambique’s government leaders indicated they are currently working with the civil society on a new National Prevention Strategy that prioritizes MCP.

The Champions praised Mozambique for passage of the HIV Bill in December 2008, which, among other things, protects the rights of people living with HIV and AIDS against discrimination. However, they urged caution on use of the law for “criminalization of intentional HIV transmission.” Such legislation, if used wrongly, could lead to increased stigma and discrimination against people living with HIV and AIDS and could play a significant role in people’s decision to avoid or delay HIV testing, they said.

Mogae, the chairman of the Champions, said that overall he was pleased with the inaugural visit.

“Our first country visit in the southern African region turned out to be an inspiring and purposeful mission thanks to the extraordinary support received,” Mogae said.

“During our two days here, we met many Mozambican ‘Champions’ who work hard every day in this struggle against HIV and AIDS,” he said. “We commend these local Champions and congratulate your country for its progressive attitude.”



Photos from Mozambique Country Visit

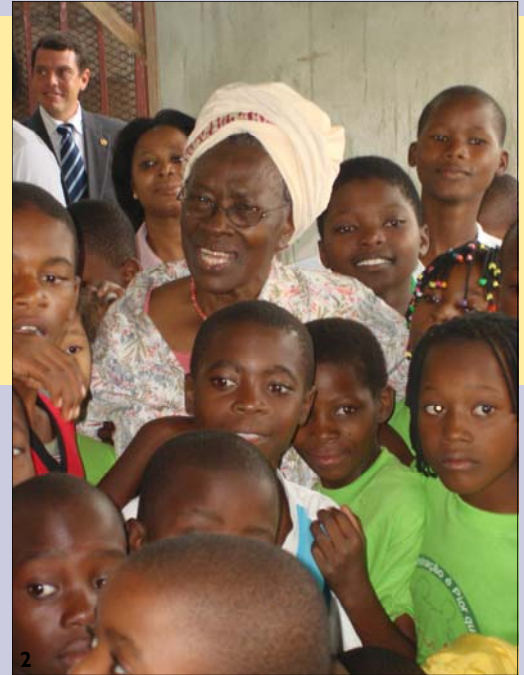


Photo Captions (clockwise): 1) H.E. Festus Mogae addresses the media outside of Mozambique President Armando Guebuza's office; 2) Prof. Miriam Were surrounded by children from Provita, a Maputo community development project visited by the Champions; 3) Provita youth providing the Champions with entertainment; 4) Champions (Were, H.E. Joaquim Chissano, Mogae, and Joyce Mhaville) with partners at debriefing; 5) Champions Mhaville and Were pose with Mozambique Prime Minister Luisa Dias Diogo.

Meet Our New Champions

During the country visit to Mozambique in February, Champions Chairman, Mr. Festus Mogae, introduced two new Champions to the public. Dr. Speciosa Wandira is the former vice president of Uganda, and Ms. Joyce Mhaville, who also took part in the Mozambique visit, represents the African Broadcast Media Partnership Against HIV/AIDS. The Champions are proud to be represented by two such outspoken and impactful leaders. Read more about the new Champions below:

Speciosa Wandira



Dr. Speciosa Wandira, the first female vice president of an African country, has dedicated her life to the advancement of women, reducing poverty and promoting social justice. Dr. Wandira was elected Vice President of Uganda from 1994 until 2003. She first began serving the administration of Yoweri Museveni in 1989 when she was appointed Deputy Minister for Industry. From 1991 to 1994, she was Minister for Gender and Community Development. She helped found the African Women Committee on Peace and Development (AWCDP) in 1998, and has chaired various national interest groups, including the Uganda Women Entrepreneurs Association Ltd., and the Uganda Women Doctors Association. Dr. Wandira resigned from her position as Vice President in 2003, but her influence helped spark debate surrounding proposed legislation to outlaw marital rape, ease divorce for women, grant property rights to wives and regulate polygamy in Uganda. Dr. Wandira currently serves as a Senior Advisor to President Museveni on micro finance, and recently earned a Doctor of Science Degree in Population and International Health from Harvard University.

Joyce Mhaville



Ms. Joyce Mhaville is the chairperson of the Steering Committee of the African Broadcast Media Partnership Against HIV/AIDS (ABMP). Ms. Mhaville is the Managing Director, ITV-Independent Television Limited and Radio One, Tanzania, a private broadcasting station where 62% of its programs are locally produced and has an actual share of 63% of viewership of the Tanzania population. Ms. Mhaville manages all television and radio operations for the company as well as oversees news and current affairs content. With more than 20 years of media industry experience, Ms. Mhaville is a qualified news and current affairs reporter, producer, presenter and photojournalist. Her media repertoire include the Tanzania Standard Newspaper (Daily and Sunday News), the Mwananchi & Express Weekly Papers, Radio Tanzania External Services, the BBC World Service (Swahili and Russian Services), and Reuters. Ms. Mhaville has been the Vice President of Media Council of Tanzania and Vice President of the Commonwealth Broadcasters Association.



Letter from the Executive Secretary ... Cont.

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Despite significant efforts by African countries and growing financial flows from development partners, the overall response to the epidemic has not reduced the rate of new HIV infections in most countries. Multiple sexual partnerships, low condom use and limited male circumcision appear to be some of the main drivers of the epidemic across much of southern Africa. But variable leadership, insufficient country ownership and inadequate systems of accountability have also significantly contributed to the slow response.

At the Inaugural Meeting in September 2008, the **Champions agreed to take on this leadership challenge**. Five of our Champions (Justice Cameron, Prof. Were, Bishop David Russel representing His Grace Archbishop Tutu, and Their Excellencies, Dr. Kaunda and Mr. Mogae) attended this meeting and agreed to several principles. By targeting sitting heads of state, the Champions committed to 1) Advocate for urgent action in the response to HIV and AIDS, **with a focus on proven prevention measures**; 2) Inform global leaders and policymakers so that responses reflect the evidence and burden of the epidemic and ensure that focus remains within Africa; 3) Promote accountability from African leadership and amplify positive and successful examples of leadership; 4) Form partnerships with organizations that mobilize leadership; and 5) Champion social changes needed to achieve a vision of a generation free of HIV and AIDS.

Following the Inaugural Meeting, the Champions initiative was registered as a non-governmental organization in Botswana. We are attached to the Southern Africa Development Community (SADC), and have been temporarily hosted within offices of the African Comprehensive HIV/AIDS Partnerships (ACHAP), which is a project funded partly by the Bill and Melinda Gates Foundation. The Secretariat has developed several guiding documents, including the Basic Document, the Communications and Advocacy Strategy,



Cameron, Mogae, Were and Kaunda at the Inaugural Meeting in September 2008

a Monitoring and Evaluation Framework and an Operations Manual, as well as established governance structures which include a Technical Working Group, an Operations Coordinating Committee and a High Level Coordinating Committee comprised of partners.

The Champions have been busy in the first few months since the inauguration. In November, the Champions filmed and distributed a World AIDS Day message on leadership. Two of our Champions, Prof. Were and Ms. Kebede, held a leadership panel discussion at the 15th International Conference on AIDS and Sexually Transmitted Infections in Africa (ICASA) in Senegal (see page 5). And earlier this year, four of our Champions launched the first-ever country visit to Mozambique (see page 1). The Champions are

now busy preparing for their next country visit to Namibia in June.

I would like to take this opportunity to thank our funding organizations, including the **World Bank**, the **Bill and Melinda Gates Foundation**, **PEPFAR**, **UNAIDS**, **UNICEF**, **WHO** and **SADC**, for their dedication and support to this initiative. I would also like to acknowledge our regional partnerships with the **Africa Forum** and **ABMP**. We look forward to a productive 2009 in the hopes that it will bring us one step closer to our dream of an HIV-free generation.

— **Dr. Kereng Masupu**
Champions Executive Secretary

Letter from the Champions' Executive Secretary



Dr. Keleeng Masupu

Greetings from Gaborone, Botswana!

Welcome to the first edition of the **CHAMPIONEER**, a newsletter of the Champions for an HIV-Free Generation. The purpose of this newsletter is to keep partners and the public informed of the latest activities and happenings of the Champions as the initiative unfolds over the next two years.

It's been a busy eight months since the Champions initiative was launched last year at the 17th International AIDS Conference in Mexico City. A Secretariat's Office has been established in Gaborone, an Inaugural Meeting took place in September 2008 and the Champions embarked on their first-ever country visit to Mozambique earlier this year in February. All in all, we've had a successful start.

Before I get too far, let me take a step back and introduce ourselves. The Champions are highly visibly leaders and outspoken advocates

for those affected and infected by the HIV and AIDS epidemic. Led by **His Excellency, Mr. Festus Mogae**, former president of Botswana, the founding members include **H.E. Dr. Kenneth D. Kaunda**, first president of the Republic of Zambia; **H.E. Joaquim A. Chissano**, former president of the Republic of Mozambique and chairperson of the Africa Forum; **H.E. Benjamin William Mkapa**, former president of the United Republic of Tanzania; **His Grace Desmond Tutu**, Archbishop Emeritus (South Africa) and Nobel Laureate; **Justice Edwin Cameron**, South Africa Constitutional Court judge; **Professor Miriam Were**, chairperson of the Kenya National AIDS Control Council; and **Ms. Liya Kebede**, maternal and child health advocate and international supermodel. Two new Champions have recently joined the group: **Ms. Joyce Mhaviile**, chairperson of the Steering Committee of the African Broadcast Media Partnership Against HIV/AIDS (ABMP), and **Dr. Speciosa Wandira**, former vice president of Uganda (see story page 4).

The Champions' efforts are focused in Sub Saharan Africa, home to more than 70% of all people living with HIV. Nearly a third of all new infections occur in this region.

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WHO WE ARE



Champions for an HIV-Free Generation was launched at the 17th International AIDS Conference in Mexico City. Led by His Excellency, Mr. Festus Mogae, the former president of Botswana, the founding members include four former African presidents, a Nobel Laureate, and other high-level African leaders from different walks of life.

With an emphasis on proven HIV prevention practices, the Champions embrace and promote key policy, legal, cultural and behavioral practices and messages that help accelerate the social outcomes needed to achieve an HIV-free generation.

For more information visit our website at www.hivfreechampions.org
Or contact: Doug Johnson at +267 391-4082



Mogae



Kaunda



Mkapa



Chissano



Tutu



Cameron



Were



Kebede

Our Partners



BILL & MELINDA GATES foundation

UNAIDS
Joint United Nations Programme on HIV/AIDS



unicef

World Health Organization

