



RELAUNCH PANCAP CHAMPION FOR CHANGE

Beyond Stigma and Discrimination.

Why Relaunching of the Champion for Change Initiative is important to ending AIDS in the Caribbean

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Dr Douglas Slater

Assistant Secretary-General, Directorate of Human and Social Development, CARICOM Secretariat

Beyond Stigma and Discrimination

- The past three Champions for Change focused on stigma and discrimination given their pervasiveness at that time.
- While overt manifestations of stigma and discrimination have eased considerably since the early days of the epidemic, it is clear that most people in the Caribbean continue to harbour deep reservations to legal reform on moral and aesthetic or cultural grounds, and are deeply suspicious of policy and law reform.
- Cognizant that legislative reform will not automatically change societal norms, PANCAP proposes to continue careful, consistent dialogue, interaction and education with influential mainstream organizations in order to win their support for specific policy steps and to find common ground to create the space for a shift in attitudes to occur.



Champions for Change for Ending AIDS

- Building on previous successful regional campaigns to reduce HIV-related stigma and discrimination, Champions for Change have been identified to advocate, including at high-level for a such as the Conference of Heads and with regional mainstream organizations, on behalf of changing attitudes and challenge discrimination in the community, professional associations and workplaces.
- We believe that engaging mainstream organizations and regional influential personalities as Champions for Change, to advocate on behalf of changing attitudes and reforming policies and laws, and to publically challenge discrimination in the community, professional associations and workplaces is critical to ending AIDS.
- I would like to compliment PANCAP's model of engagement with various stakeholders such as parliamentarians, faith leaders, youth.



Champions for Change for Ending AIDS

- Champions will utilize the finalized PANCAP's Regional Advocacy Strategy and 5-year plan of action to guide their advocacy,. This should be an impetus to accelerating the end of AIDS.
- Advocacy will be focused on the following areas: high-level engagement and policy dialogue with regional and national leaders; appropriate messaging and development of advocacy tools and materials; and monitoring the implementation and effectiveness of approaches.
- A two-pronged approach with high level targets and messages alongside those by and for the grassroots level, will provide a stronger, more effective overall advocacy programme that capitalizes on PANCAP's ability to work closely with all stakeholders to end AIDS.



Champions for Change for Ending AIDS

- I will undertake to bring this to the COHSOD for Health, Education and Youth
- We have to integrate this into the agenda of Human and Social Development



- Thank you
- Mucho gracias
- Merci Beaucoup
- Dan u wel