



The **Faith and Hope Association (FAHA)** in the Seychelles carried out a media campaign to advocate for the rights of people living with HIV/AIDS and to help reduce stigma and discrimination.

Who's involved?

Project leader: Reginale Hoereau

Lead organisation: The Faith and Hope Association (FAHA)

Other organisations: UNAIDS; AIDS Right Alliance for Southern Africa (ARASA); UNDP; Ministry of Health;
Ministry of Education;
NGO's such as CARE, HIV/AIDS support Organization (HASO); Youth Department;
Seychelles Broadcasting Corporation;
Other media and local newspapers.

Timeframe: November 2010-September 2011

Objectives:

- To make the general public more aware about HIV/AIDS issues
- To reduce the negative attitudes towards those infected by using accounts from people living with or affected by HIV/AIDS.

Activities:

- Awareness in schools, the workplace and the community
- Development of IEC materials (1000 leaflets and 500 posters explaining the rights of a person living with HIV/AIDS)
- Advocacy for the rights of people living with HIV/AIDS through media with the production of a variety show
- Regular monitoring of the project by the project coordinator over a period of one year

Results:

The project improved knowledge amongst youth on HIV/AIDS, helped them to adopt a positive attitude towards those living with the virus and to reflect on their sexual behavior and safe practices.

Downloads:

[Final Report \[PDF\]](#)