

## UNICEF Belarus

**Project:** Strengthening capacity of NSA (non-state actors) for HIV testing and counseling of most-at-risk adolescents and young people

**Visibility and communication plan** (developed by CO J. Novichenok and CYPHD&HIV Officer V.Lozyuk)

1. **The overall objective of the communication strategy** is to ensure awareness among adolescent and young people, professional groups, non-state actors, general public on HIV testing and counseling of at-risk adolescents and young people, reduction of stigma and discrimination towards at-risk adolescents and people living with HIV and the role of the EU, UNICEF and partners in implementation and accomplishments of the project.

### 2. Target groups:

- At-risk adolescents and young people namely IDUs, MSM, WSB, adolescents living and working on the streets, in conflict with the law and HIV positive youth;
- Decision makers, high level officials;
- Health care providers (physicians, psychologists and nurses of the children's policlinics, staff of youth friendly health centers);
- Specialists of non-governmental organizations (NGOs);
- International community, diplomatic corps, donors;
- General population.

### 3. Specific objectives for each target groups:

At-risk adolescents and young people namely IDUs, MSM, WSB, adolescents living and working on the streets, in conflict with the law and HIV positive youth:

- raise awareness on the importance of the regular HIV testing and counseling for preservation and strengthening of their own health including logistics to take HIV-tests and benefits of knowing their HIV-status;
- raise awareness on the modern express-systems for HIV testing.

Decision makers, high level officials:

- ensure that decision makers and high level officials have all necessary information for further legislation improvement on HIV testing and counseling of at-risk adolescents and young people;
- raise awareness and commitment for further regulatory consolidation of the interagency and state and non-state cooperation on HIV prevention among adolescents and young people who are at major risks to HIV contracting;

Health care providers:

- ensure that health care providers are aware of up-to-date information, documentation and services on HIV-testing and counseling of adolescents and young people including the methods of HIV express testing;
- ensure that health care providers understand the role of NGO specialists in particular the importance of their outreach work in HIV testing services development and provision to at-risk adolescents and young people;
- promote national and international cooperation and networking between professional groups.

Specialists of non-governmental organizations

- ensure that NGO specialists have appropriate information on HIV-testing and counseling of at-risk adolescents and young people;
- raise awareness of NGO specialists on meaningfulness of collaboration with state actors for effectiveness and sustainability of HIV testing and counseling services to at-risk adolescents;
- promote national and international cooperation and networking between NGOs.

International community, diplomatic corps, donors:

- raise awareness of international community on implementation and accomplishments of the project with specific focus on the roles of the EU, UNICEF.

General population:

- raise public awareness on HIV and reduce stigma and discrimination towards at-risk adolescents and PLHIV.
- create enabling environment for promotion of HIV testing and counseling for adolescents and young people.

All target groups will be informed of the role of the EU and UNICEF in the project activities development and implementation and that the project is funded jointly by the EU and UNICEF.

#### 4. Communications activities

Communication and visibility activities include press releases, conferences, seminars, briefings, reports, articles, TV and Radio broadcasts, events, publications and set of promotional items (banners, pens, notebooks, etc.)

Press-conferences, seminars and all related events funded under this project will be conducted with the use of EU flag and UNICEF banner.

All publications and information materials produced under this project will have the EU and UNICEF logos the and the following text displayed in an appropriate manner:

'This publication has been produced with the assistance of the European Union and UNICEF',

as well as include disclaimer:

'This publication has been produced with the assistance of the European Union and UNICEF. The contents of this publication are the sole responsibility of <name of the author/contractor/implementing partner> and can in no way be taken to reflect the views of the European Union.'

All invitation letters will feature the EU and UNICEF logos clearly identifying that the project was carried out 'with funding by the European Union and UNICEF'.

Communication Activity/ Instrument	Description	Responsible specialist	Cost (Euro)	Dates
1. Observing donors' visibility and communication requirements	Project activities are implemented in accordance with visibility and communication requirements of the EU and UNICEF.  Visibility and communication requirements are followed in all internal and external project activities, in project documents and publications, in the information published on UNICEF <a href="http://www.unicef.by">www.unicef.by</a> and NGO "BelAU" (the main partner) <a href="http://www.belau.info">www.belau.info</a> web-sites, in other activity areas of the project without exception.	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BelAU" PR Specialist	---	March-December 2012

Communication Activity/ Instrument	Description	Responsible specialist	Cost (Euro)	Dates
2. UNICEF and NSA web-sites	General information about the project, information about project donors and partners, project implementation status, main accomplishments, completed and up-coming activities, archive of project publications, information for the media, other relevant information are placed on UNICEF <a href="http://www.unicef.by">www.unicef.by</a> and NSA <a href="http://www.belau.info">www.belau.info</a> web-sites.	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BeIAU" PR Specialist	---	March 2012- December 2014
3. Media coverage of project activities	<p>3.1 At least four press-conferences highlighting implementation and main accomplishments of the project are held.</p> <p>Representatives of the donors (UNICEF, Delegation of the EU to Belarus), the national implementing agency, and partners of the project will be invited to participate in the press-conferences in line with an event objective and topic.</p> <p>Main issues to be covered by press-conferences are as follows:</p> <ol style="list-style-type: none"> <li>1. launch of consolidated legislation review and needs assessment report;</li> <li>2. launch of the standards on HIV testing and counselling services for at-risk adolescents and methodical recommendations,</li> <li>3. introduction of the HIV express testing for testing of at-risk boys and girls;</li> <li>4. closure of the project with main results achieved, etc.</li> </ol> <p>3.2 Organization of media coverage of main project activities through disseminating press-releases and ensuring presence of the media during project activities for their further coverage in the mass-media.</p>	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BeIAU" PR Specialist	4000	1. January 2013 2. May 2013 3. October 2013 4. November 2014
4. Project brief	General information about the implementation and main accomplishments of the project. Project brief is updated twice a year. Distribution: donors, partners, media.	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BeIAU" PR Specialist	500	June 2012- December 2014

Communication Activity/ Instrument	Description	Responsible specialist	Cost (Euro)	Dates
6. Publishing information about the project on web-sites and in periodicals of the project donors and partners	Preparation of press-releases, articles, interviews and other information materials for publishing on the web-sites of UNICEF, NGO "BelAU", UN Country Office in Belarus, the Delegation of the European Union to Belarus, in the periodicals 'UN Bulletin', etc.	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BelAU" PR Specialist	---	June 2012- December 2014
7. Project publications and their dissemination	Publication and dissemination of information, methodological, analytical and other types of reports/materials developed during Project implementation.	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BelAU" PR Specialist	20000  will be financed within the corresponding project activity area	September 2012- December 2014
8. Promotional Set for Outreach workers and Peer Volunteers for field work	The Set will include: <ul style="list-style-type: none"> <li>• 3 tablet computers;</li> <li>• ID card;</li> <li>• t-shirt;</li> <li>• arm bands;</li> <li>• shoulder bags.</li> </ul> Materials will be designed according to visibility requirements and will be marked with the EU and UNICEF logos.	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BelAU" PR Specialist	5 000	October 2012- December 2013
9. Stationary and banners for trainings and events	Note books, pens, 2 types of banners Materials will be designed according to visibility requirements and will be marked with the EU and UNICEF logos.	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BelAU" PR Specialist	5 000	January-June 2013
10. Youth mass communication events	The dissemination of information, promotional materials to raise awareness and motivation of adolescents for HIV testing and counseling will be conducted within the framework of 2 auto-marathons(1 per year) in 10 project sites	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BelAU" PR Specialist	7000	June 2013, June 2014

Communication Activity/ Instrument	Description	Responsible specialist	Cost (Euro)	Dates
11. Sociological survey	The questionnaires/tools will be developed and the main target groups will be interviewed to assess the level of awareness, motivation as well as changing behavior and services before and after the project implementation	UNICEF CYPHD&HIV Officer Communication Officer  NGO "BelAU" PR Specialist	1000	November 2012, December 2014
<b>Budget</b>			<b>TOTAL: 42 500</b>	

## 6. INDICATORS OF ACHIEVEMENT

Nº	Target	Indicators	Sources of data for verification
1	At least 60 articles, information materials, interviews, etc. are published	Number of publications on the implementation and main accomplishments of the project published/broadcasted by the national and regional mass media	Archive of relevant publications / broadcast documents / other relevant documents
2	5 project information briefs are developed and distributed	Number of project information briefs developed and disseminated on a regular basis	Project briefs archive / mailing list
3	4 press conferences are conducted	Number of press-conferences on the implementation and main accomplishments of the project are conducted	Reports of press-conferences placed on UNICEF/BelAU websites
4	12000 of adolescents participated in mass events	Number of adolescents covered with information-communication events	Narrative reports with photo documentation
5	100% of activities, project documents and materials are designed, developed and implemented considering visibility and communication requirements of the EU and UNICEF	Visibility and communication requirements of the EU and UNICEF are followed in all internal and external project activities, in project documents and publications, in the information placed either in hardcopies, electronic version or on the web-sites without exception	Reports, copies of publications, other relevant materials and documents.  Reports on implemented activities / copies of publications / other relevant materials and documents confirming that donors' visibility and communication requirements are followed
6	Set of promotional and visibility items developed and distributed	Set of promotional and visibility items marked with the EU and UNICEF logos developed and distributed among target groups	Developed materials / distribution list
7	The most effective communication channel for at-risk adolescents is defined	Share of tested at-risk adolescents who identified the communication channels (outreach workers, publications, mass events, website information, etc.)	Report of the results of questionnaire of adolescents

8	80% of youth friendly health centers (YFHC) staff understand the importance of work with NGOs on services provision to at-risk adolescents and young people	% of YFHC staff who understand the importance of work with NGOs on services provision to at-risk adolescents and young people	Results of the sociological survey
9	40% of YFHC provide HIV testing and counseling services to at-risk adolescents in close collaboration with NGOs	% of YFHC provided HIV testing and counseling services to at-risk adolescents in close collaboration with NGOs	YFHC reports

7. Provision of feedback

Special evaluation/feedback forms for project activities will be developed and distributed among the participants. The results will be summarized and used for the further improvement and adjustments of the project activities and communication materials to the needs and demands of the target groups.

**Resources:**

8. Human resources: 1-2 persons /90 days (1-2 persons/30 days per year)

Responsible persons:

- J.Novichenok - UNICEF Communication Officer
- V.Lozyuk – CYPHD&HIV Officer
- V.Nikanovich - NSA PR Specialist

9. Financial resources

<b>Budget total</b>	<b>TOTAL: 42 500</b>
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