



HIV DIGITAL ADVOCACY TOOLKIT FOR **YOUNG** PEOPLE IN AFRICA.

#HIVYouthChampions



THE ONE BY ONE: HIV Digital advocacy for young people in Africa campaign recognizes that addressing HIV is a fundamental precondition to achieving UHC in Africa. The campaign recognizes that Young people in Africa must be empowered to play leadership roles in shaping new social norms around HIV AIDS.

The purpose of this toolkit is to empower youth to get started with social media and other digital platforms to create social change and influence positive conversation around HIV AIDS.

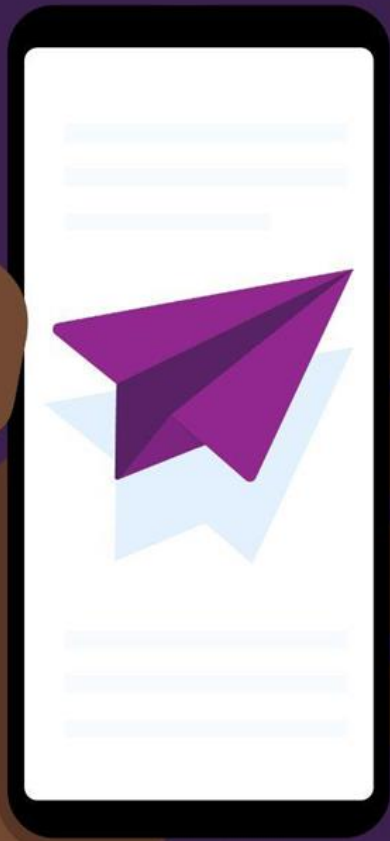
In this toolkit you will be introduced to Keza and Mugabo who are fictional characters who share stories adapted from real scenarios that are relatable to the African youth & will inspire them to start the conversation around HIV/AIDS on digital platforms. With this toolkit, the African youth will be encouraged to become trailblazers and more vocal about their perspectives on three important issues around HIV AIDS:



Reducing stigma & discrimination through impactful advocacy

Creating a safe space for open conversation around HIV, sexual & reproductive health

Normalizing conversation about getting tested from a positive and supportive perspective



By encouraging the African youth to express themselves shows that their thoughts and ideas are being valued, leading to tremendous strides in moving towards an HIV-free generation.

Overall this is a starter toolkit with the hope to build solidarity among African Youth and combat HIV stigma through digital advocacy. Keza and Mugabo are here to encourage African youth to become advocates for people affected by HIV by creating open and honest conversations that change the narrative on HIV.

Inside this toolkit you will find:

INTRODUCING KEZA AND MUGABO



KEZA: A 15-year-old school-going girl who loves to read books, and listen to stories her grandfather shares with her. Keza understands the power of words, and how positive conversations can change one's perspective for the better.

Keza is inspired by a fellow African youth who makes YouTube videos that promote the importance of getting tested for HIV. She notices the stigma that exists within her friend-circle and other youth, around HIV and AIDS and is encouraged by her grandfather to raise voice against this stigma.

Keza believes everyone has a role to play in reducing the stigma around HIV and in building a safe space for youth who have been affected by HIV. Keza believes that the way she was inspired by a fellow youth, she too, by bravely using her voice, will empower others like her to do the same, and make a positive difference.

Keza eventually wants to grow up to be involved in larger policy based-decisions that will address the social determinants of HIV/AIDS for people in her community and throughout Africa.

MUGABO: A 16-year-old school going boy who loves playing soccer with his friends and attending computer classes in school.

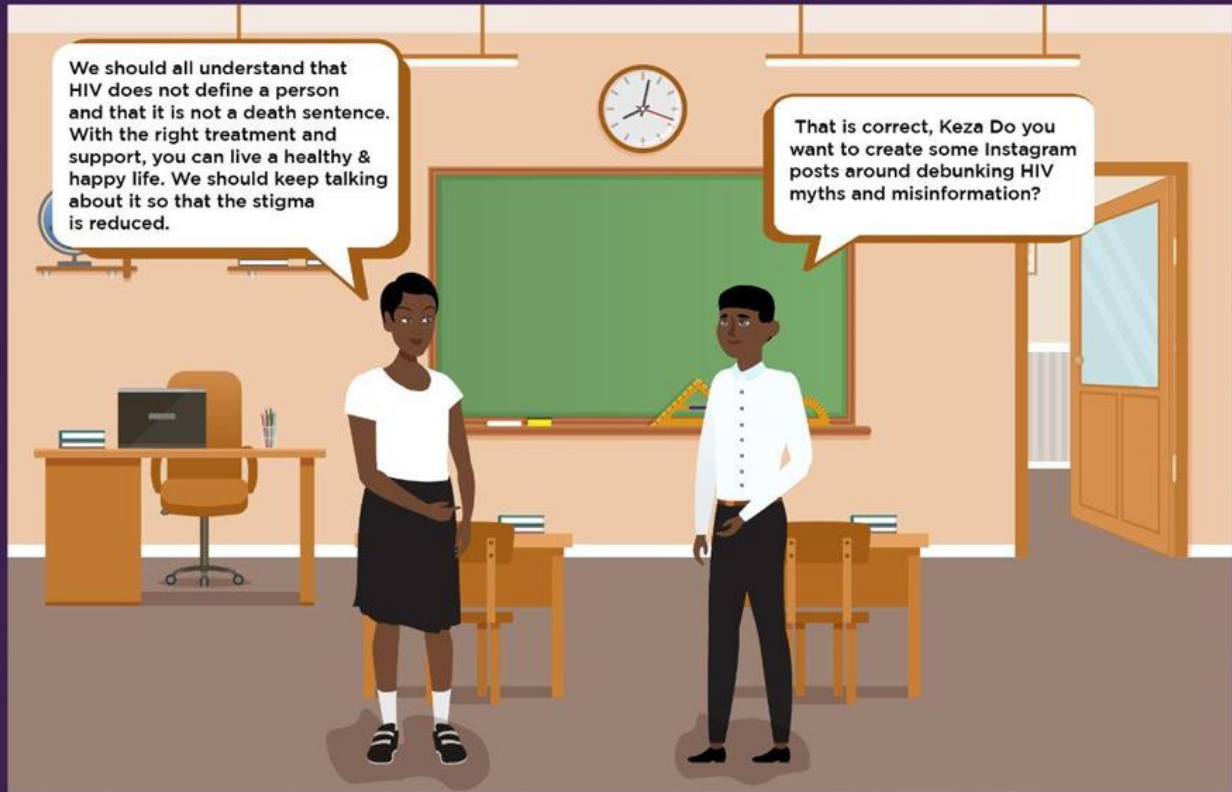
Since Mugabo was a young child, he loved telling stories from newspapers, books, and movies to his family and friends. Over the years, Mugabo's passion for telling stories has become stronger. He has been inspired by his computer teacher to cultivate digital culture with his storytelling skills.

Mugabo now uses social media to tell his stories and spark conversations on issues he is passionate about and one of them is creating a safe space around HIV. He is able to reach several youth through social media and he believes that by building solidarity amongst youth on social media, they will be able to change the conversation on HIV to a positive and supportive perspective that will promote testing without shame.



CONVERSATIONS BETWEEN KEZA AND MUGABO AND OFF THE SHELF POSTERS SPECIFIC TO THE THREE CALLS TO ACTION.





KEZA TO YOUTH TOOLKIT USER



HIV stigma and discrimination are irrational or negative attitudes, behaviors, and judgment towards people living with or at risk of HIV. It stems from a lack of knowledge and spread of myths and rumors around HIV AIDS.

It can negatively affect the health and well-being of people living with HIV by discouraging some individuals from learning their HIV status, accessing treatment, or staying in care.

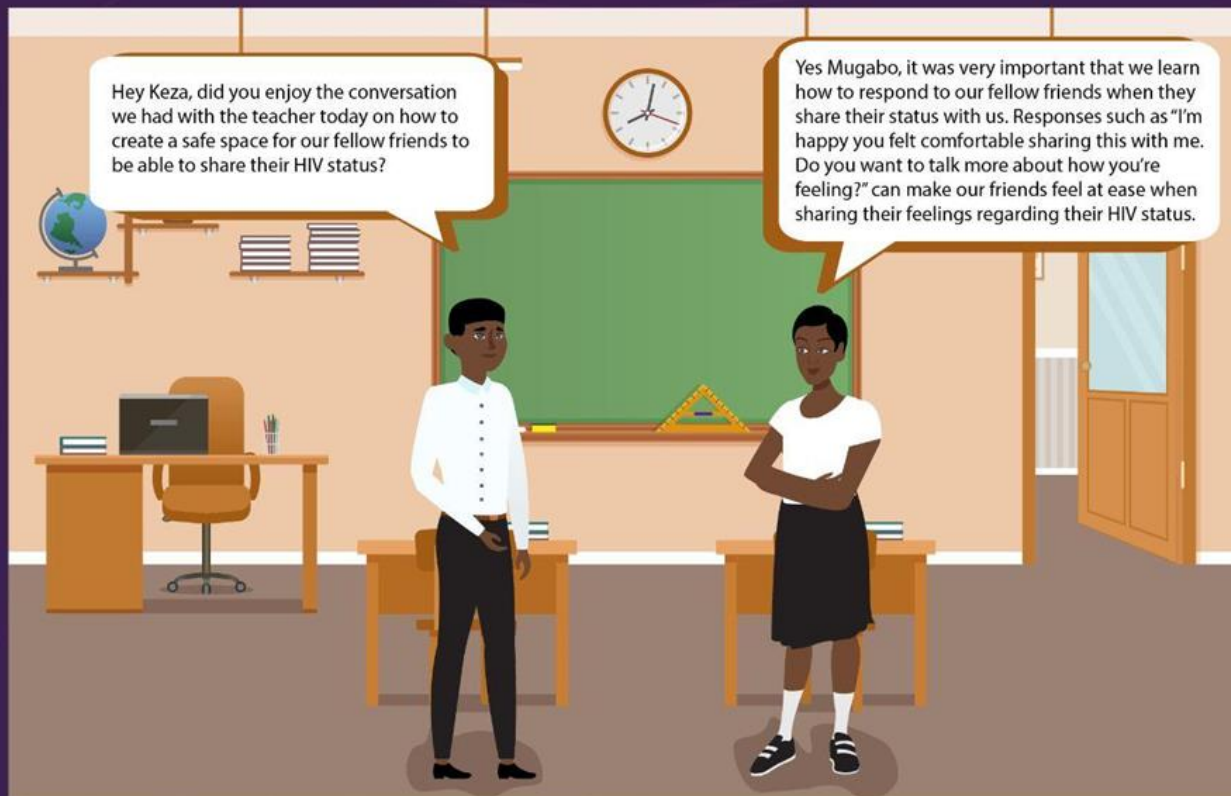
I am on the journey of becoming an [#HIVYouthchampion](#) by sharing facts about HIV on social media. Seeing my championship journey, I hope you feel empowered to step up as a leader and ally. I encourage you to start your journey by raising your own digital voice and become an [#HIVYouthchampion](#) as well and end stigma and discrimination.

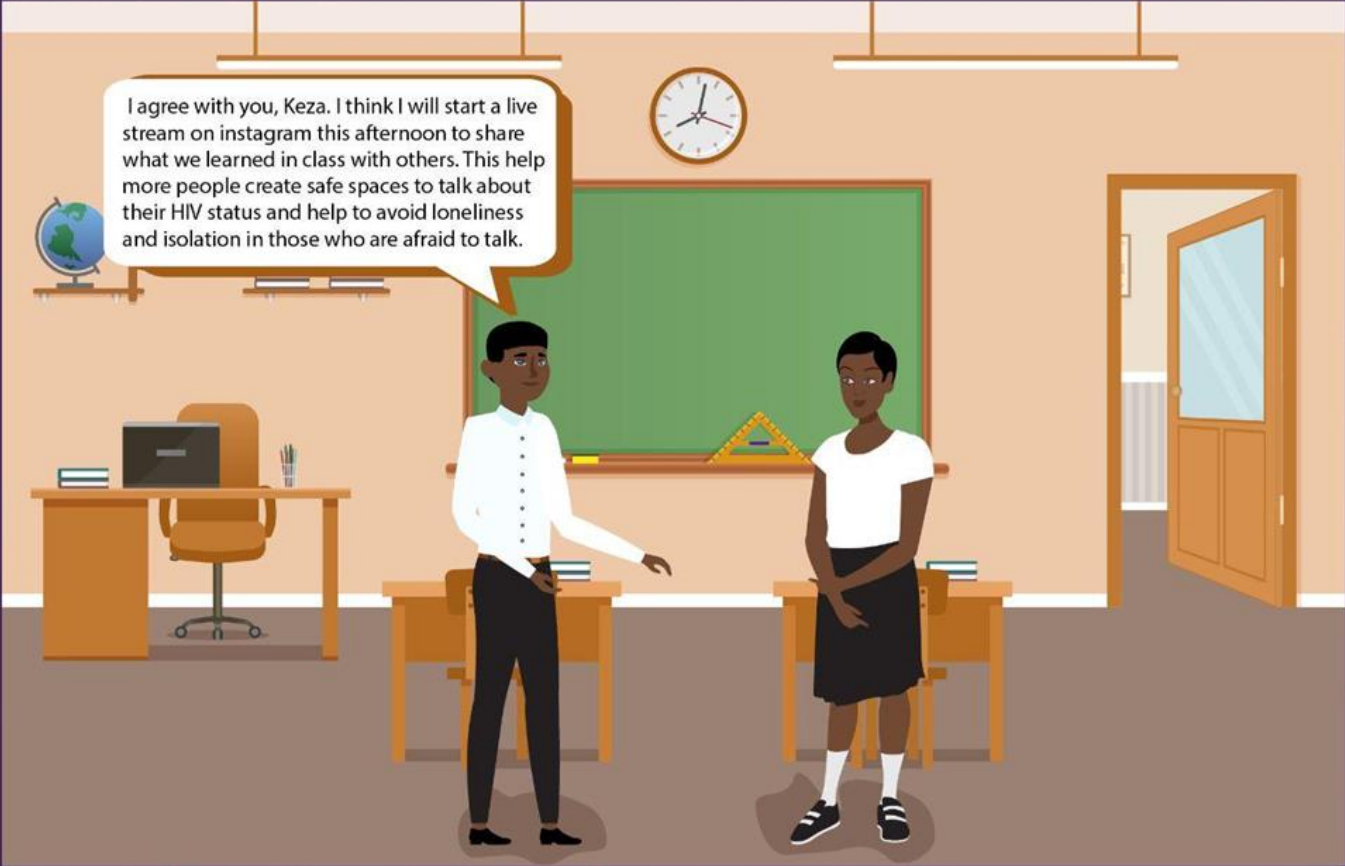


Join Mugabo and I in the fight against HIV stigma and discrimination so that we can improve the lives of people living with this chronic health condition.

You, as a budding [#HIVYouthchampion](#) should continue this conversation on social media in your own creative way or get inspiration from our posters. Educate yourself further and know the right facts about HIV AIDS so you too can be a voice in combating stigma and discrimination associated with HIV.

KEZA AND MUGABO CREATE A SAFE SPACE TO TALK ABOUT HIV RELATED STIGMA AND STATUS.



An illustration of a classroom. A male teacher in a white shirt and black trousers stands on the left, gesturing towards a female student in a white t-shirt and black skirt on the right. They are in the middle of a conversation. The classroom features a green chalkboard, a clock on the wall, a desk with a laptop, and several student desks. A speech bubble from the teacher contains the following text:

I agree with you, Keza. I think I will start a live stream on instagram this afternoon to share what we learned in class with others. This help more people create safe spaces to talk about their HIV status and help to avoid loneliness and isolation in those who are afraid to talk.

MUGABO TO YOUTH TOOLKIT USER



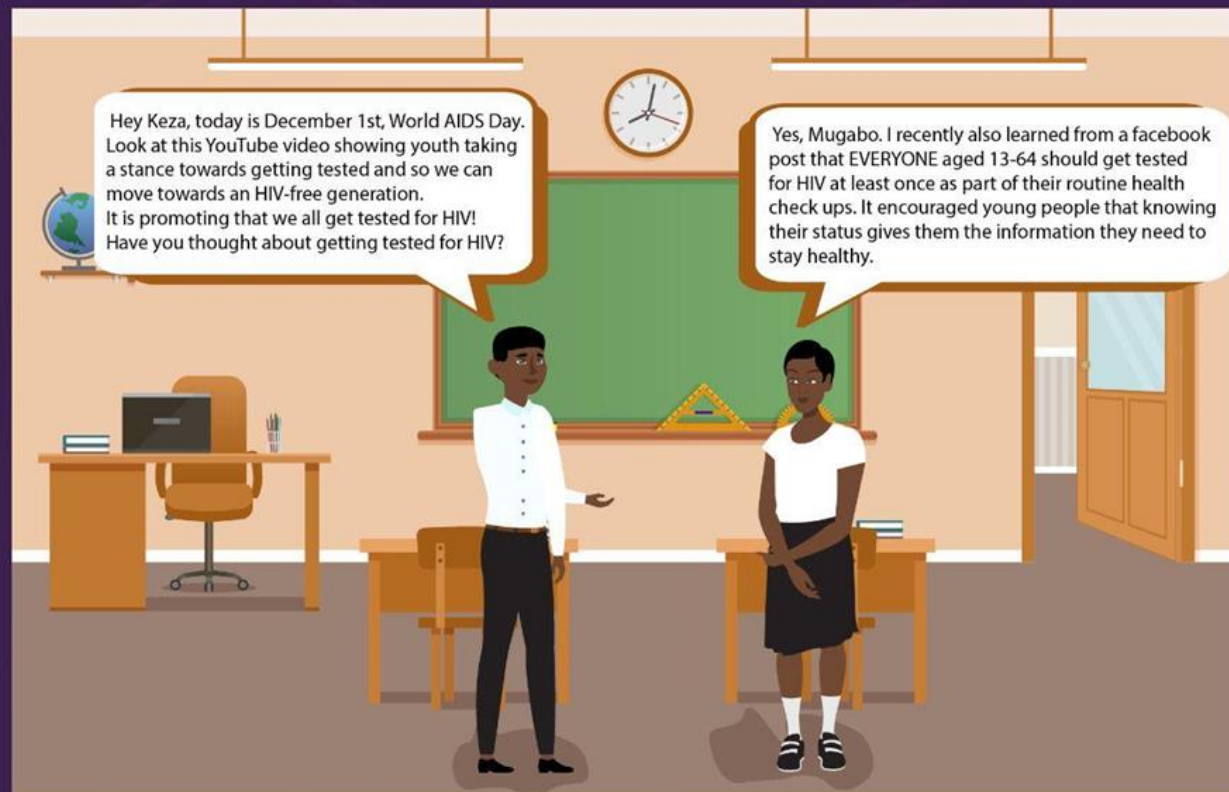
Creating a safe space for youth to talk about their HIV status is a very important step in helping to destigmatize HIV. Friends and other youth should respond in a caring manner and also remember that they should respect the privacy of the information their friend shared with them.

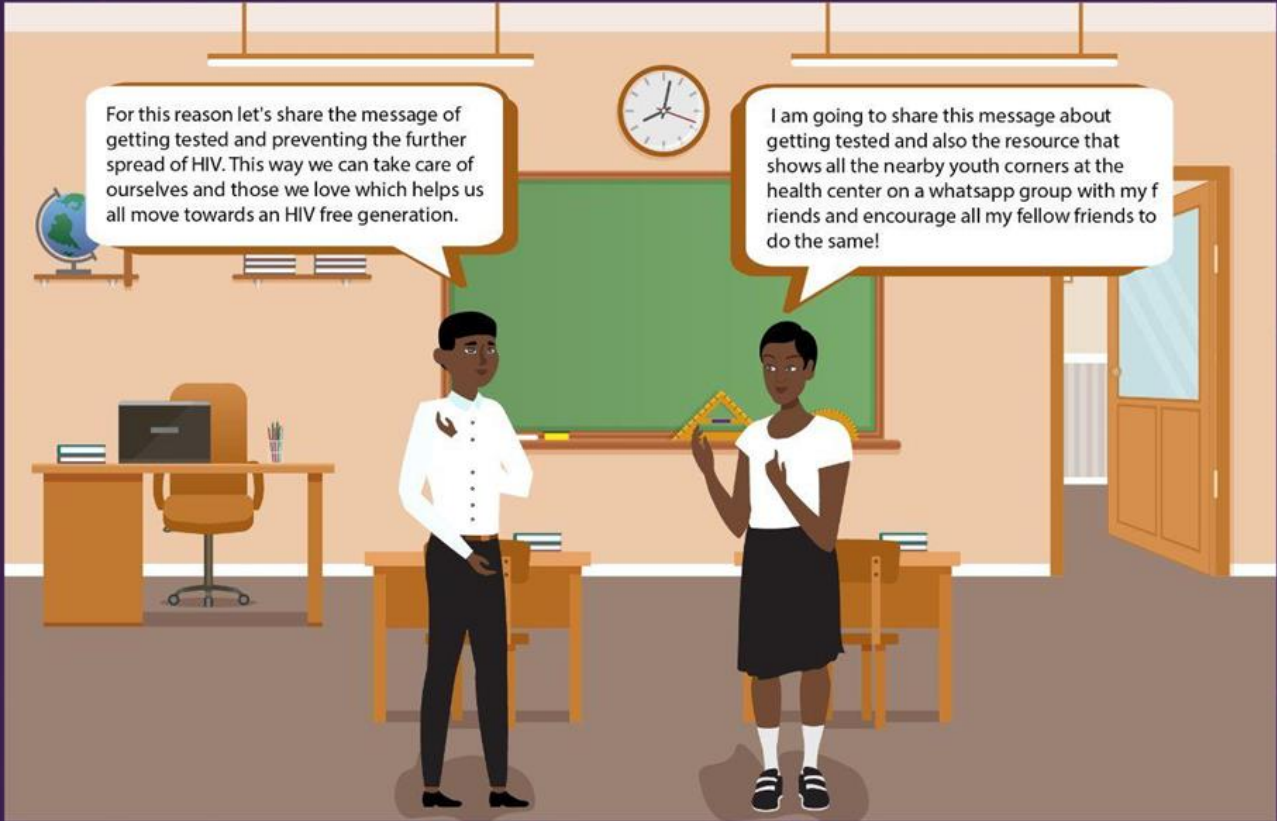
It is common for those with HIV to experience self-stigma, where they begin to apply the stigma associated with HIV to themselves. Creating a safe space and stepping up as an [#HIVYouthChampion](#) by allowing youth affected by HIV to have open conversations helps create community and it also lets the person know, through your words or actions, that their HIV status does not negatively affect your relationship with them.

Join Keza and I in creating safe spaces for youth to be comfortable to talk about HIV so we can move towards an HIV free generation.

You, as a rising [#HIVYouthchampion](#) should continue this conversation on social media in your own creative way or get inspiration from our posters. Educate yourself further and know the right facts about HIV AIDS so you too can create safe spaces for all youth affected by HIV.

KEZA AND MUGABO DISCUSS THE IMPORTANCE OF HIV TESTING.





An illustration of a woman with dark skin, wearing a white short-sleeved shirt and a black skirt, standing on a stage and gesturing with her hands. She is facing an audience of eight people seated in orange chairs, viewed from behind. A speech bubble above her contains the text "Now this is how i got started". The background is a solid dark purple color.

Now this is how i got started

I started my digital advocacy on Facebook. While at first I didn't understand how exactly to do it, I came across people from all over the world who are sharing their stories of how HIV stigma has touched their lives. I have found that it is a powerful and positive tool. Now I can be a true advocate and help educate, raise awareness and build confidence among my peers.



My first post was in December 2021 on Global AIDS Day, an internationally recognized awareness day.

