

***Generating social change and  
community empowerment to  
address stigma and  
discrimination of HIV+ and  
MARP***



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# Challenges



**Stigma and discrimination towards people living with HIV and MARP remain the main constraint to respond effectively to the epidemic**

- Low tolerance of accepting attitudes toward people with HIV (DHS result)
- Marginalization of PLHIV and MARP
- Lack of skills on HIV prevention
- Lack of knowledge PLHIV on their rights

# Outputs



**Support PLHIV and MARPs network to improve their peers' adherence to treatment and raise awareness on their rights (Peer support model)**

- conduct the peer groups for PLHIV and develop the session schedule in target communities
- brief PLHIV and family members on human and legal rights
- provide psychological support to PLHIV and family members
- develop “Know your rights” advocacy and educational materials for PLHIV

# Outputs



**To improve the coverage of HIV/AIDS in the Azerbaijani media (tackle common misconceptions and the stigmatization of people living with HIV by developing media capacity)**

- discuss HIV/AIDS in the socio-cultural context of Azerbaijan
- review understanding audience/readers' needs
- brief on ethical and legal issues
- raise awareness of the factors contributing to HIV/AIDS amongst key stakeholders and the public at large
- share experience based on life stories (**AVERT, National AIDS Trust**)
- ensure closer links between the media and civil society organizations
- maintain the development of action plan by media representatives

# Expected Outcomes



- ✓ Improved knowledge of treatments and adherence
- ✓ Increased confidence and self-esteem of PLHIV and MARP
- ✓ Improved skills of journalists necessary to cover HIV/AIDS in an informed, balanced and objective manner
- ✓ Increased talks in the community, maintained open dialogues
- ✓ Implemented action plans of media representatives (articles/programmes)

# Impact



By empowering communities and shaping attitudes we will reduce rights-based obstacles to universal access.



THANK YOU