



HIV and AIDS Prevention

Context

According to the United Nations more than one percent of the sexually active Ukrainian population is infected with HIV, a prevalence which is ten times higher than in Germany. The number of infected people continues annually. Most affected are young people who become infected through unprotected sex or sharing syringes in drug use. But potentially every person is at risk. Therefore, the project is aimed not only at the high-risk groups: injecting drug users, commercial sex workers and men, who have sex with men, but also to the general population.

Objective

The project aims to reach people through preventive measures. They will be informed about the dangers of HIV and AIDS to change attitudes so that risk behavior will be avoided. This includes the reduction of stigma.

Approach

The following actions are performed:

Prevention for the general population

The Project implements based on the model of the German „Don't Give AIDS a Chance“-campaign of the Centre for Health Education (BZgA) similar measures.

Fair Play – Youth Development through Football

Youth learn through football a healthy lifestyle and socially responsible actions. This includes protective measures against HIV.

Primary Prevention among Youth

Teachers and students are trained through teaching materials and innovative prevention methods.

Workplace Prevention

The project advises managers and employees in companies that are particularly affected by the epidemic. For example, dock workers and railroad workers are at risk because of their labor mobility is above average.

Prevention for Most at Risk Groups

High risk groups are supported by specific preventive measures.

To achieve the objectives, the project cooperates with different partners at international, national and regional level. The political partner of the project is the Ministry of Health of Ukraine.

Results

By media (TV, radio, print) and major events about seven million Ukrainians were reached in 2011 through the campaign; celebrities are involved as “Anti-AIDS-Ambassadors”. Educational material for young people was developed and integrated into numerous schools. Companies have developed strategies for dealing with the epidemic, more than 100,000 workers will benefit from the measure. Self-help groups have been promoted.

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