



Get it, Carry it, Use It (Condom-Use Message): The 'Get it, carry it, use it' adolescent condom use campaign was developed in 2004. This campaign did not gain significant attention until it was placed (publicised) during the 2008 Olympics. The Office of the Children's Advocate and the Broadcasting Commission expressed concern about the age of the talent used in the commercial.

This was based on feedback from calls they received from the public. Similar calls were received at the Ministry of Health and the topic was also discussed by popular radio talk shows. All young people used as 'talent' in the campaign were above the age of consent.

The new campaign: 'Be in the know - get tested for HIV' was designed to raise awareness of the need for VCT among the general population (15-49 years). It was used to motivate persons to get tested for HIV and thereby assist in increasing the number of persons who know their HIV status annually. The VCT campaign featured a 20 second television and radio commercial, posters and billboards.

The television advertisements were aired during a 16 week period. The commercials were also aired during an Olympic special of "Barber Shop". During the "Barber Shop" special, discussions on HIV/AIDS issues were juxtaposed through a BCC officer also on set.

Superboards were erected between October and December at Port Henderson Road and Harbour View Roundabout, while billboards were on show at 110 Red Hills Road and the Corners of Slipe Road and Lyndhurst Road. The second flight of the billboards and superboards were contracted to be on-site between June 2008 and June 2009.

A new condom-use and skills building campaign dubbed 'Pinch, Leave an Inch and Roll' was created and tested during 2008. It features posters, mini-brochures and a television commercial. The campaign was also designed to be used during party interventions.

The complementary television 45 & 60 sec. advertisement was developed for airing during the first quarter of 2009.

Video Docu-Drama: An adolescent ARV adherence documentary was produced in 2008 through funding from the United Nations Children's Fund (UNICEF). Another video docu-drama on the prevention of mother to child transmission was developed for use in group intervention settings such as antenatal clinic waiting areas.

Website Development: The National HIV/STI Programme has selected PANMEDIA to re-design/develop the website. The website, www.jamaica-nap.org, is unattractive, outdated and lacks interactivity. Therefore, no changes were made to the layout since a contract has been signed to give a fresh look. However, the latest HIV/AIDS statistics were uploaded on the website.

Special Events

Over the past two decades, World AIDS Day and Safer Sex Week have been commemorated every year in Jamaica. During the observations, opportunities were provided for free HIV testing, condom-use skills building and other empowerment activities. Safer Sex Week activities were implemented in every parish with the national event staged in Kingston and St. Andrew during February around Valentine's Day.

Safer Sex Week 2008 (February 14, 15): The BCC teams were deployed to two KSA-based communities at Gregory Park and Braeton equipped with information and interactive activities using the slogan: 'Condom is a Mus, Know Yu' Status'. Partners in the national HIV/AIDS response – HEART Trust NTA, Children First, Rise Life Management, Jamaica AIDS Support for Life and the Women's Centre - united with the NHP and the National AIDS Committee. There were opportunities for free HIV testing and rewards for correct responses during booth interactions. There was a high level of community participation in condom skill races and condom durability contests among other events. The Bashy Bus Kru also provided entertainment. Over the two days, 485 persons were tested for HIV and offered pre and post test counselling.



Safer sex week outreach in Gregory Park

Table 23: Outreach Testing by Parish & Gender in SERHA - Safer Sex Week 2008

Parish	15 - 24		24 - 49		> 50	
	Male	Female	Male	Female	Male	Female
St. Ann	56	99	31	78	6	2
St. Mary	11	13	27	33	7	7
Portland	23	65	25	44	4	3
TOTAL	90	177	83	155	17	12

In the northeast region, 533 (189 male & 344 female) persons were tested during Safer Sex Week. In the west, 692 persons were tested during Safer Sex Week. The southeast region focused on Safer Sex Week by including HIV testing at workplaces and communities. Awareness sessions were conducted in educational institutions and communities. About 210 persons were counselled and tested for HIV within the southeast region.

World AIDS Day 2008: Reported sexual practice among youth prompted the NHP to urge youth to take the lead during its observance of World AIDS Day (WAD) on December 1, 2008. World AIDS Day (WAD) was marked internationally under the general theme of leadership. The latest research findings at the time provided the stimulus for targeting youth when dealing with leadership. The HIV/AIDS Knowledge, Attitudes, Practices and Behaviour (KAPB) survey, conducted by Hope Enterprises reported the highest level of non regular sexual partners within the past year, among young people 15 to 19 years old. At the time, surveillance data also revealed AIDS as the second leading cause of death among the 15 to 24 age group.



World AIDS Day Proclamation
Rev. Canon the Hon. Weeville Gordon (L) greets Dr. Kevin Harvey,
Mrs. Miriam Maluwa looks on

World AIDS Day was proclaimed on Monday, November 24, 2008 at Kings House by Rev. Canon the Hon. Weeville Gordon, O.J., C.D., Custos of Kingston. He read the proclamation on behalf of the Governor General. A small team represented the NHP and partners in the national HIV/AIDS response – Dr. Kevin Harvey, NHP Director; Mrs. Miriam Maluwa, UNAIDS Country Representative to Jamaica, Belize and the Bahamas; Miss Lovette Byfield, HIV Prevention Director; Miss Faith Hamer, Policy Programme Manager and Miss Roshane Reid, Behaviour Change Communications Officer.

World AIDS Day Church Service: Swallowfield Chapel in Kingston opened its doors to the National HIV/STI Programme and its partners to commemorate World AIDS Day on Sunday, November 31, 2008 at 7:30 am.



NHP staff marking WAD at Swallowfield Chapel:
Back row (from left): Kevin Nembhard, Lecelle Brown, Jason Richards, Andrea Campbell,
Kerrel McKay, Roshane Reid, and Nastacia Grant.
Front row: Rose-Marie Bryan, Doreen Gibson, Lovette Byfield, Faith Hamer,
Jamie-Ann Rodgers and Shirley Rose

Faith Hamer and 'Jason' highlighted the importance of knowing your HIV status and reducing discrimination to people living with HIV. The World AIDS Day message was delivered by Lovette Byfield on behalf of the Minister of Health, Hon. Rudyard Spencer. A special prayer was offered for the national HIV/AIDS response team in Jamaica.

National World AIDS Day Event (Devon House)



A peer educator from Children First (middle) demonstrates correctly how to use a condom to a member of the HEART Trust/NTA (right) while Kerie-Ann "KIKI" Lewis (MC) looks on.

Approximately 5,000 persons converged on the lawns at Devon House on Monday, December 1, 2008 to get their free HIV test and interact in empowerment and entertainment activities. Booth holders promoted HIV/STI risk reduction among other things. On display were samples of involvement in the national HIV/AIDS response. The team included the South East Regional Health Authority, Vaccine Trials Unit, the Creative Production and Training Centre, CARIMAC, Jamaica Defence Force, National Youth Service, Rise Life Management, the Jamaican Network of Seropositives and the Ministry of Labour and Social Security. The empowerment opportunities from HEART Trust NTA covered areas such as tiling, computer repairs and hospitality. Career tips were provided by Choices Career Advice. Children First dealt with barbering and cosmetology. The skills-empowerment booths were the most enticing and attracted a large number of persons.



A student associated with Children First gives a young man a "trim and shave".



Left: Camille Davis sings to a member of the Bashy Bus Crew.



Members from the HEART Trust/NTA (in hard hats) showed two members of the public how to help themselves.

The entertainment segment in the evening featured popular artistes such as Camille Davis (2008 Digicel Rising Stars winner) and Laden (Okeefe Aarons) as well as aspirants who entered the small DJ competition.

The number of persons tested for HIV and who received their results reached 1100. Of that number, 18 blood samples tested positive. HIV testing was conducted using 10 tents as booths. A 40-member team facilitated counselling and testing.

Table 24: Summary, HIV Testing for WAD by Age Group and Gender 2008			
World AIDS Day (WAD) National Outreach and Testing Event			
Sex	Age Group	Number of persons	Positive Result
Males	15-24	163	
	25-49	156	
	Over 50	28	
Females	15-24	251	
	25-49	349	
	Over 50	33	
Total Positives from National Event			16
HIV Testing at C.H.A.R.E.S (Papine) - November 28			
		120	2
Total		1100	18

The event generated prolonged media coverage on radio, television and in the print media, which kept the issue of youth and sex on the public agenda. There were over 25 stories published in Jamaica's two leading newspapers.

VCT was also conducted at worksites and among students. Organisations hosting VCT included Ministry of Finance and the Public Service, the University of the West Indies and the Ministry of Agriculture. Together, these organisations documented 692 persons who were tested and given their results. Many more participated in the discussions and other participatory activities.

Public sector and business sector high level leaders attended the second annual leadership breakfast held at the Pegasus Hotel at 7:30 am. Prime Minister Bruce Golding who was the keynote speaker called for old laws such as the Venereal Disease Act, The Quarantine Act and the Leprosy Act to be removed from the "books". He was among several receiving awards for leadership advocacy.

Other events were held across Jamaica to mark World AIDS Day. In St. Catherine, the BCC team linked up with the Health Department and the Parish AIDS Association to conduct VCT across the parish. A fundraising dinner was held to assist self support groups of persons living with HIV. Special Guest Christopher Martin made an appearance and entertained the crowd. Residents of St. Thomas had two opportunities for outreach VCT held at the Rudolph Elder Park and at the Fire Department. This resulted in 163 persons being counselled and tested. Within the northeast region, over a two-day period, 1046 (396 male & 650 female) participants were tested in the parishes of St. Ann, St. Mary and Portland.

Table 25: Number of Persons Tested by NERHA Parishes, 2008

Parish	Number Tested for HIV
ST. ANN	578
ST. MARY	161
PORTLAND	307
TOTAL	1046

The western end of the island was not left out. Within Trelawny, the main activity was held in Falmouth, Trelawny. It was a day for the promotion of a healthy lifestyle. Men were able to get tested for prostate cancer while women opted for pap smears for early detection of cervical cancer. Diabetics were able to get involved with foot care among other medical checks – all without charge. Westmoreland recorded some 364 persons counselled and tested in one day. A road march and concert also took place in the capital. St. James staged a health fair in the Catadupa Square in association with the Citizens Action Committee. Some 350 persons benefited from free dental care, blood pressure and blood sugar checks, pap smears and doctor's consultations. Other agencies had representatives and booths on hand such as the Registrar General Department, HEART/NTA and the Ministry of Education. The evening culminated with a cultural programme and a talent show which showcased HIV prevention messages. The main activity in Hanover was held in the Lucea Bus Park where the crowd was entertained through music and interactive games. Blood pressure and blood sugar tests were carried out by the medical team. About 906 persons were tested for HIV in the western region.

Over in the south central side of Jamaica, the parishes of Clarendon, Manchester and St. Elizabeth was abuzz with activities among them festivities at Bull Head Mountain, at the Denbigh Show and at the GT Taylor Show in Clarendon. Activities included interactive booths, risk assessments, HIV tests and condom demonstrations. The interventions reached 3,348 persons. Seventy five (75) risk assessments and 134 condom demonstrations were conducted by patrons and 590 persons were tested for HIV.

Multisectoral Collaboration

Under the prevention component partnerships with non-government, faith-based organizations, private sector, other civil society groups as well as government entities help to contribute to a comprehensive multi-sectoral response. In keeping with this, technical support and grants are provided to partners to support critical prevention interventions that contribute to increased coverage of the vulnerable populations. In 2008, as part of Round 3 of the Global Fund grant, eleven sub-recipients continued to receive support. Partnerships were established with each sub recipient through a Memorandum of Understanding (MOUs) for the period April 2007 to March 2008 fiscal year. These sub-recipients were:

SUB-RECIPIENT	MOU BUDGET (J\$)
Ministry of Labour & Social Security	3,039,906
Children First	6,595,820
Jamaica AIDS Support for Life	7,564,592
Ministry of Education	16,553,920
Jamaica Red Cross	4,291,313
Bureau of Women's Affairs	426,600
Family and Parenting Centre	2,489,625
3D Projects	3,918,706
Combined Disabilities Association	3,300,356
Hope Worldwide	4,598,252
Trelawny and St. Ann Parish AIDS Associations.	689,063
TOTAL	J\$53,468,153

Under Round 7 of the Global Fund grant, sub-grants were awarded in August 2008 to the 16 agencies listed below. The sub grants covered the period 2008 to 2010.

SUB-RECIPIENT	MOU BUDGET (J\$)
Children First	20,550,163
Red Cross	21,093,346
Hope Worldwide	11,054,340
3D Projects	11,186,100
Ministry of Labour and Social Security	6,555,000
Combined Disabilities Association	5,399,213
Ministry of Education	66,737,806
National Council on Drug Abuse	6,126,525
PANOS	2,623,163
Jamaica Family Planning Association (FAMPLAN)	3,549,937
Council of Voluntary Social Services	3,054,251
Children and Community for Change (3Cs)	4,930,398
Jamaica Youth Advocacy Network	3,996,438
Joint Board of Teacher Education	4,599,585
University of the West Indies Health Centre	2,926,500
Jamaica AIDS Support for Life	10,990,313
YPM Youth Centre	3,303,000
TOTAL	J\$188,676,078

ENABLING ENVIRONMENT AND HUMAN RIGHTS

JAMAICA earmarked resources since 2004 to help it create interventions specifically to help pave the way for an enabling environment. By 2005, the Government of Jamaica voiced its support of the national HIV/AIDS response by approving the National HIV/AIDS Policy in Parliament. An enabling environment free from discrimination is necessary to achieve universal access to HIV prevention services and to treatment care and support. Enabling Environment and Human Rights is one of three priority components of the national HIV/AIDS response. All sectors and sub sectors have roles and responsibilities to ensure protection of the basic human rights of all Jamaicans including the most-at-risk. Within this context, HIV/AIDS is not just a developmental, business, labour and health concern; it is also a rights-based issue.

Business entities in Jamaica have a special role to play in helping the National HIV/STI Programme (NHP) and the National AIDS Committee (NAC) create and sustain an enabling environment. The business sector has the potential to jolt the Government into passing the relevant laws to sustain an enabling environment. This kind of environment is needed to ensure that the rights of people living with and affected by HIV and AIDS are protected. The business sector is the engine of growth and therefore an important link for the implementation of HIV/AIDS workplace programmes in Jamaica.

In September 2006, the Jamaica Business Council on HIV/AIDS was established with the support of 21 leading company chief executive officers (CEOs). During 2008, a partnership between the NHP and four business sector coalitions led by the Jamaica Business Council on HIV/AIDS (JaBCHA) began showing tangible outputs. Other business sector players involved in the partnership were the Jamaica Employers' Federation (JEF), the Jamaica Manufacturers' Association (JMA) and the Private Sector Organisation of Jamaica (PSOJ). The cooperation with the companies was achieved through signed commitment to the HIV/AIDS workplace principles first developed by the International Labour Organisation (ILO).

This partnership provided the fillip needed by the NHP in 2008 to exceed its HIV/AIDS workplace policy adoption target. By December, the workplace policy adoption process pulled into the national HIV/AIDS response, over 150 large organisations. Just 59% of them (106) had created a company workplace policy by the end of 2008. The target set by the NHP was 90 large business sector organizations by June 2009. At the end of 2007, just 72 private sector organisations and all government ministries were on board. By December 2008, the target was exceeded.

The Ministry of Labour and Social Security (MLSS) as a sector ministry carried out its own role to get the Draft National HIV/AIDS Workplace Policy approved in Parliament. During 2007 and 2008, Cabinet approved the draft the document and it was debated in Parliament as a Green Paper during 2008. The NHP joined the MLSS in the Joint Select Committee of Parliament on the Green Paper to provide sensitisation for the parliamentarians regarding the 10 guiding principles for the workplace policy and their application. The MLSS also assumed responsibility for 16 enterprises that had developed HIV/AIDS workplace programmes under the guidance of the ILO/USDOL Education Workplace Programme. During 2004 the International Labour Organisation (ILO) received support from the United States Department of Labour (USDOL). Jamaica was among the Caribbean countries selected for the five-year response of the ILO/USDOL to HIV/AIDS. The project in Jamaica targeted 22 enterprises and established HIV/AIDS workplace programme within 16 of them. The project life ended during 2008 and was handed over to the Ministry of Labour and Social Security.

The workplace policy adoption process led by the NHP since 2004 is based on the tenets of the overarching National HIV/AIDS Policy. As the National HIV/AIDS Workplace Policy was a draft document since 2003, it was also used by the NHP and its partners during public education interventions within the public and private sectors. A template was created from the National HIV/AIDS Policy and the draft National HIV/AIDS Workplace Policy to guide policy development and implementation.

The policies include workplace guidelines, objectives and basic rights and responsibilities of management and workers and a programme plan of action. The companies reached had other indicators of achievement. Steering committees were set up by 63 companies and 85 companies had designated Focal Points (Coordinators) on HIV/AIDS. Selected representatives of companies were sensitised and trained to deal with HIV risk reduction, HIV-related discrimination reduction and other interventions to mitigate the impact of HIV/AIDS on the business sector.

Four workplace programme officers were hired by the NHP and deployed to JaBCHA, JEF, JMA and PSOJ respectively. Each officer was given a mandate to work with at least 20 private sector companies. Chief executive officers were invited to approve the project within their spheres and among their constituents. JMA's Omar Azan, PSOJ's Sandra Glasgow, Phil Green and his successor, Earl Moore of JaBCHA, appended their signatures to commitment forms and approved the participation of their membership in the process.

Leadership advocacy was another tried and proven strategy undertaken with support from the private and public sectors and the rest of civil society. During June 2008, the United Nations General Assembly heard a special address from the Minister of Health; the Hon. Rudyard Spencer. Mr. Spencer led a delegation to the United Nations Special Session on HIV/AIDS (UNGASS) held in New York from June 11 to 12, 2008.

The mission was supported under the Global Fund using resources earmarked for study tours. Such tours were part of the Memorandum of Understanding (MOU) with the National AIDS Committee (NAC). Financing for the special trip was also provided by the Joint United Nations Programme on HIV/AIDS (UNAIDS). Other members of the delegation were Dr. Kevin Harvey, NHP Director, Mrs. Salomie Evering, Ministry of Education, Mr. Omar Azan, JMA, Miss Sherry Ann McGregor representing the Legal and Ethical Sub Committee of the NAC; Mrs. Rosemarie Stone and Miss Faith Hamer, Programme Manager, Enabling Environment and Human Rights.



Delegation accompanying Minister of Health, Hon. Rudyard Spencer to UNGASS 2008, held in New York, June 11-12, 2008. L-R: Khaleen Grant, Ministry of Foreign Affairs & Foreign Trade; Salomie Evering, Ministry of Education; Rosemarie Stone, Faith Hamer, NHP, Dr. Kevin Harvey, NHP, Omar Azan, JMA; Sherry Ann McGregor, NAC.

Within the context, of leadership advocacy, the Prime Minister of Jamaica, the Hon. Bruce Golding was invited to give the keynote address during a special commemorative breakfast held on World AIDS Day on December 1, 2008. Mr. Golding also handed over a copy of the HIV/AIDS workplace policy for the Office of the Prime Minister/Office of the Cabinet to Permanent Secretary, Mrs. Patricia McCalla.

Over 90 persons attended the leadership breakfast, among them parliamentarians and other decision makers and high level leaders. During this ceremony, leaders in HIV/AIDS were acknowledged. Among persons receiving special awards were Prime Minister Bruce Golding, Leader of the Opposition, Portia Simpson Miller, Mrs. Rosemarie Stone, Mr. Ainsley Reid and Miss Annesha Taylor. Acknowledgements for stellar work were also made to Professor J. Peter Figueroa, former Chief of Epidemiology and AIDS in Jamaica; Mr. Lascelles Chin, Director of Lasco Distributors; Mr. Howard Hamilton, NAC Chairman and Mrs. Miriam Maluwa, UNAIDS Country Representative to Jamaica, Belize and the Bahamas.

Three private sector companies contested a Best Practice HIV/AIDS Workplace Competition that was launched in November 2008. The competitors, who met the requirements, were rewarded with special trophies presented by the Minister of Health, the Hon. Rudyard Spencer. The awardees were Sandals Montego Bay (1st Place), Red Stripe Limited (2nd Place) and University of the West Indies (3rd Place).



Minister of Health, Hon. Rudyard Spencer in the UN General Assembly, New York during a special session on HIV/AIDS, June 11-12, 2008
(Front - L-R) Salomie Evering, Dr. Kevin Harvey
(Back - L-R) Omar Azan, Faith Hamer

Four of eleven government ministries hosted ceremonies to officially launch workplace policies to commemorate World AIDS Day. These were the Office of the Prime Minister/Office of the Cabinet, Ministry of Finance and the Public Service, Ministry of Foreign Affairs and Foreign Trade and the Ministry of Water and Housing. Regrettably, a Gleaner account of the policy launch at the Ministry of Water and Housing, distorted the interpretation of the workplace principles.

At the end of 2008, The Jamaican Network of Seropositives (JN+) coordinated the process of documenting 52 complaints of HIV-related discrimination, with 48 of them receiving some degree of redress. By the end of the year, preliminary steps to set up a National HIV-Related Discrimination Reporting and Redress System (NHDRRS) were realised. The NHDRRS outlines how documented complaints about discrimination should be processed including redress and closure. Also created were draft documents for submission and approval by Cabinet and Parliament at a later date. The process was facilitated through a National Advisory Group representing a number of national organisations and the resident office of the Joint United Nations Programme on HIV/AIDS (UNAIDS). Persons living with HIV were part of this advisory group through the Jamaican Network of Seropositives (JN+).