

Report on Recommendations of UNAIDS/SOUL CITY MCP and Communications Meeting

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- Meeting held in Johannesburg in Sept 2008
- Supported by the UNAIDS Regional Support team for Eastern and Southern Africa
- Building on the SADC Regional Consultation meeting that was held in Swaziland in October 2006

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- Meeting brought together experts, practitioners in the field of HIV and communication to discuss different interventions to address MCP in the region and take stock of what has been done

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- The objectives of the meeting was to:
 - Discuss and Review experiences and responses to MCP
 - Propose ways of promoting a coordinated response to MCP
 - Propose a set of activities and consistent messages to deal with MCP in the next 2 years

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- Commitment to motivate several tiers of participation and encourage multi-disciplinary engagement
- Work closely with the SADC Secretariat HIV Team

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- Overall Recommendations
 - Continue to develop a community of practice for HIV Prevention communication in Southern Africa
 - Contextualise MCP within a broader package of prevention efforts such as circumcision, etc.
 - Messaging: Bold and Clear – raising the issue clearly without moralising the issue

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- Encourage dialogue at community level and not only messages that tell people what to do – an acknowledgement that the best solutions will emanate from individuals and communities
- Regional campaigns should support and not replace in-country efforts.