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USAID | **HAÏTI**
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WORLD AIDS DAY BROUGHT TO THE PEOPLE!



Parades of children in school uniforms, music, banners, the President and Ambassador and other leaders from all sectors of society, a HIV and health fair, TV and radio journalists, star musicians, balloons, the national anthem, parachutists, and above all people – thousands and thousands of people!

Those are the impressions of Worlds AIDS Day 2013 in Haiti. Always an important event, this year the Ministry of Health and its partners decided to take a novel approach – to make this a day for the people. The population of Port au Prince, and particularly its youth, were able to enjoy a day full of excitement, while receiving important messages

about HIV prevention. The theme of the day, around which all activities were organized, was **“Sida: mwen pap pran, mwen pap bay” (AIDS – I won’t get it, I won’t give it).**

The main event was at the brand new stadium at Parc Sainte Therese. USAID and its partners were a driving presence: PrevSIDA’s implementing partner PSI-Haiti set up the massive sound system at the core of the festivities, and its Voluntary Counseling and Testing (VCT) teams encouraged people to learn their HIV status, testing 60; PrevSIDA sub-recipients FOSREF and SeroVIE staffed booths welcoming their at-risk target populations of youth, commercial sex workers and men who have sex with men; and

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USAID PROMARK had a team of youth promoting its family planning products PiIPlan, Confiance and Confiance Plus, and its water and diarrhea treatment products Dlo Lavi and Sel Lavi. Thousands of people visited the many booths of the “HIV and health fair” set up all along the street outside the stadium, while the capacity crowd of 2,700 inside the stadium heard important information on HIV prevention and treatment while enjoying the first football match and concert held in the new facility.



At the same time, on the other side of town, PrevSIDA took over the park at Place Boyer with a day of activities targeting youth.

Sound trucks canvassed the surrounding neighborhoods throughout the day, inviting people to visit the park where they could learn their HIV status (90 were tested that day) and receive important information about HIV prevention -- while enjoying the music of a DJ, entertaining docudramas with key health messages, and specially-designed board games which teach players how to protect themselves against HIV and other sexually transmitted infections. The festivities were capped at dusk with the grand event: the last of three giveaways of the “5 pou 1” campaign, a special promotion which has encouraged young peo-

ple to get to know and then consistently use the Pante condom that is socially marketed under PrevSIDA. Rock stars “Eud” and “Dead Crazy”, who are Pante spokesmen, attracted approximately 10,000 youth to the park, and then chose the lucky Pante winners who received valuable prizes.

Earlier in the day, PrevSIDA partnered with the USAID Health Through Walls project in a special event at the Women’s Prison of Petion-Ville. PrevSIDA’s team offered HIV counseling and testing to 27 inmates; the women also received assurances that their health is a priority concern, and encouragement and information to keep themselves healthy before and after release. The 250 women were pleased to receive the attention and visitors, and were particularly delighted by a surprise concert from the major singer Mikaben.

All in all, a very active and productive way for USAID to mark its strong and longstanding support of the fight against HIV/AIDS in Haiti, while generating important new health impact by reaching thousands of people with key AIDS prevention messaging.

