



LEGA ITALIANA PER LA LOTTA CONTRO L'AIDS
ONLUS NAZIONALE

RE-INFORM PROJECT

"INFORMATION LEAVES A SIGN"

REINFORM
il Denim che fa la differenza...



progetto in partnership con



SYNTHESIS

LILA NAZIONALE ONLUS - LEGA ITALIANA PER LA LOTTA CONTRO L'AIDS

Sede operativa: C.so Regina Margherita 190e - 10152 TORINO - Tel./fax 011 4369310
Sede legale: Via Maurizio Monti, 58 - 22100 COMO - Tel. 031 268828 Fax 031 303716 - Cod. Fisc. 97056650589



INTRODUCTION

In September 2000, together with other 190 United Nations member states, the Italian Government signed the United Nations Millennium Declaration, **committing himself to stopping the spread of HIV virus and to achieving, by 2010, universal access to treatment and health service for all those who need them.**

In Italy, hardly two years from its deadline:

- **there are about 150.000 HIV people** and every year there are other **3.500-4.000 new recorded infections**, to add to the large number already noted.
- the proportion of patients, that being HIV tested, result *close* to the *AIDS diagnosis* has increased. **More of the 54% of the people diagnosed to have AIDS didn't know they were HIV positive.**
- research has made enormous progress but **exclusion, stigma and discrimination against people living with HIV continue to be very common.**

Surveys, investigations, interventions in schools, keep on returning a painting of a country where the majority of people think that AIDS is a distant problem, of "another world", populated only by drug addicts, homosexuals and prostitutes.

It's been more than 25 years since the first diagnosis of HIV and still fears, confusion, strong prejudice about HIV, the ways of infection and all in regard to AIDS are still very common and present in our society.

Many of the false beliefs and irrational fears about HIV and AIDS depend on the past institutional campaigns full of moral and ideological messages, but definitely lacking in clear information on how prevent the spread of infection.

The main objective of the **RE-INFORM** is to undertake a process of RE-INFORMATION on national territory aimed to bring the information to his primary role, that is to provide news based on scientific evidence and real elements. That is what happen already in the rest of Europe where local governments have been active for a long time now to address the AIDS emergency in a rational way, but not in Italy where it still struggles to pronounce the word "condom".

Thanks to the meeting and the immediate agreement made with "Redesign the World" about the need to invest resources and energies in communication activities, also with the aim of facilitating the social integration of people with HIV, the RE-INFORM project could take shape and materialize.

OBJECTIVES

- A. Increase the general level of knowledge and awareness of the population with respect to the HIV virus and STI (Sexually Transmitted Infections)**
- B. Fight against the problems of exclusion, stigmatization and discrimination**, that are very common against people living with HIV
- C. Support the activity of the LILA help-lines.**



EXPECTED ACTIONS

- **To reach the A goal: Increase the general level of knowledge and awareness of the population with respect to the HIV virus and STI (Sexually Transmitted Infections)**

Dream up, design and realize specific actions of communication / prevention / information requiring the use of channels, tools and different media to reach the general population and, more specifically, the groups most at risk of infection, including women, migrants and young people.

Little simple and precise information on: way of HIV transmission, promoting condom use as the only mean to stop the infection, the importance of early testing in anonymous form and free.

- **To reach the B goal: Fight against the problems of exclusion, stigmatization and discrimination**

HIV-positive people live certainly longer than ten years ago, but the quality of their life is often threatened by a series of problems.

First of all, in our country the social stigma against them is still very strong and this certainly doesn't help. For a person with HIV it's still a problem to find a dentist willing to treat her/him, and there are instances of discrimination in the general health, and in the workplace.

This social pressure determines forms of self-exclusion and self-discrimination.

In a European research which also LILA took part of, showed, for example, that in the countries of northern Europe a number of people living with HIV said they had suffered incidents of discrimination related to the possibility of taking out insurance or to obtain funding from banks.

In Italy no one mentioned this situation of discrimination, since the interviewees considered that their serological condition precluded them automatically the access to these services.

By us, a lot of HIV-positive people give up in advance sexuality and / or romantic relationships because they are already sure to meet the rejection of others, and "others", on their side, rarely take into account the hypothesis of an emotional involvement of this type.

Misinformation and fear still reign supreme.

The project aims to develop specific communication activities that propose a new image and reality of HIV-positive person, not a patient sufferer, but a person who works every day, loves, has friends and interests.

In short, a person who lives his/her life actively and who finally may be 'visible' and fight for their rights without having to face the social stigma.



An example of what we propose to do is given by the launch of the Campaign RE-INFORM, which identified as its spokesperson Alessandra Cerioli, National President LILA Bologna, 49, HIV positive.

➤ **To reach the goal C: Support the activity of the LILA help-lines**

The telephone exchange of local LILA active throughout the national territory, including islands, have become over the years an important reference point for those requesting information and advice in relation to psychosocial, clinical, therapeutic and legal issues, related to HIV/AIDS infection.

The LILA operators, among them are also HIV-positive people, answer daily thousands of diversified questions.

The answers are designed to reduce anxiety, to remove doubts, to break the communicative dynamics that cause partial and unscientific alarmism and weigh very heavily on the maintenance of the prejudices suffered by people with HIV or AIDS.

The methodology employed for doing the project is to answer by phone or using the computer (mail) ensuring the anonymity of the person seeking support.

The telephone contact is the first phase of a path that provides, if it is shared by the caller, a second meeting vis a vis with a counsellor or a psychologist, with a doctor or social worker on the base of requests made at the first contact and at the possibilities in terms of specialist resources of the local office contacted.

The strengthening and the development of local telephone exchanges are exactly what LILA sees as another binding priority and that it must be realized through the organization of training and refresher courses.

 **RESULTS DIFFUSION**

The visibility and transparency of the project will be guaranteed through the engagement of:

- Of the logo and name of the project and of LILA and “Redesign the world” by Cornel Bamert on any medium and / or communication tool used to disseminate the initiative;
- Of the logo and name of the project and of LILA and “Redesign the world” by Cornel Bamert on any communication material made thanks to the proceeds of fundraising;
- Of the sites www.lila.it and www.redesigntheworld.eu, sites of information and updates regarding the progress of fundraising and activities implemented under the project RE-Inform.