



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

HIV & AIDS PREVENTION THROUGH SPORT

UPDATE – JULY 2011

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THE CONTRIBUTION OF THE OLYMPIC MOVEMENT

Basic facts

- Over 33 million people around the world are living with HIV, and many of them are involved in sport, either as spectators or as participants. The sports community has not been spared. One-third of the estimated 33 mio. living with HIV are young people under age 25.
- Sexually Transmitted Infections (STIs), which contribute in the transmission of HIV, are more frequent in young people aged 15-24. Young people who become sexually active at a young age are more likely to change sexual partners and risk greater exposure to STIs.
- Young people are, for various reasons, more reluctant to seek help from health services.

The IOC's Involvement

- The IOC has a moral obligation, as indeed it is required by its Charter to place sport at the service of mankind. It is committed to playing a leading role in the Olympic Movement's contribution to the global fight against HIV & AIDS by committing effort and mobilising resources.
- AIDS is threatening to destroy our collective sporting future and everyone must play their part in this fight. This is why all of us – a father or mother, a son or daughter, a brother or sister, a teacher or a coach, an administrator or a community leader, an athlete or a spectator – are being called on to play a part in the response to HIV & AIDS and in the fight against discrimination.
- The IOC Policy on HIV & AIDS prevention through sport was adopted early 2004; this document outlines in particular the role of the National Olympic Committees (NOCs) as implementing arms of the IOC, in fighting the pandemic.
- An MoU was signed with UNAIDS on 1 June 2004, sealing a partnership at institutional level

and launching a world-wide advocacy programme.

Sport and HIV & AIDS

- Participation in sport benefits people living with HIV: moderate exercise indeed strengthens the immune system, better equips the body to fight HIV and may delay the onset of AIDS. Sport also provides an arena for social inclusion and support. Involving HIV-positive sportsmen and women proves extremely valuable in normalising HIV and fighting stigma.
- Sportsmen, and in particular successful athletes, are role models - their voice is hence another way to drive home prevention and care messages.
- Sports organisations should not only try to ensure that their players are protected from HIV infection and do not stigmatise or discriminate against people living with HIV & AIDS; they should also ensure that the workplace is a safe, non-discriminatory environment for discussing HIV & AIDS.

Advocacy & Peer Education

- The first **Toolkit on HIV & AIDS prevention through sport** was jointly published by the IOC and UNAIDS in 2005. It is available in French, English, Portuguese, Russian, Chinese, Swahili and Spanish. Specifically designed for members of the sports community, it offers:
 1. **more information about HIV & AIDS**, how prevention can be effective, how sport can be beneficial for HIV-positive persons, all about testing and counselling, and much more;
 2. numerous **activities and programmes to be developed** with practical suggestions, from basic information sessions with colleagues or players, to communication campaigns during sports events, or how to develop a comprehensive policy for sport organisations themselves;
 3. specific suggestions for youth **activities** for 10-15 year-olds and over, as they are a crucial target group for prevention;
 4. information on **who can assist you**, and which organisations can provide expertise and support.

For free download:

<http://www.olympic.org/development-through-sport/hiv-aids-prevention-and-promotion-of-healthy-lifestyles>



- **Regional Seminars** are organised by the IOC in cooperation with UNAIDS, the IFRC and UNICEF with the objective of discussing the role of sport in national and regional efforts against the pandemic, evaluating the impact of HIV & AIDS on sportspeople in participating countries, and creating working relationship between NOCs and partner institutions so that they may cooperate in their activities.
- **HIV & AIDS Information campaigns** are also run during the **Olympic Games** in the Olympic Village, in partnership with Organizing Committees, in addition to condom distributions, to raise awareness among athletes and officials on healthy and responsible lifestyles.

Some initiatives undertaken at country level

BARBADOS

In the Caribbean, the Barbados NOC has included modules on HIV & AIDS in seminars organised for young sportswomen, in cooperation with the National Sports Commission, and has partnered with the Commonwealth Sports Development Programme to develop the Caribbean Healthy Lifestyle Project for Caribbean Youth that addresses HIV & AIDS, and is currently developing a specific module on HIV & AIDS.

BRAZIL

The Brazilian NOC has undertaken HIV awareness-raising campaigns, advocacy work, document distribution, lectures by volunteer members of vulnerable populations to athletes, and distribution of free condoms, all of which is in keeping with the National AIDS Policy of the Brazilian Government. Furthermore, the Brazilian NOC has cooperated in the publication of the Portuguese version of the IOC/UNAIDS Toolkit on HIV & AIDS prevention through sport which has been made available to all Portuguese-speaking NOCs in the world.

CHINA

The sports community in China is involved in the prevention of HIV through advocacy work for healthy lifestyles during major competitions of popular sports. Sports icons, such as NBA player Yao Ming, are actively working as ambassadors of the HIV & AIDS cause to promote awareness among the public and children. As a follow-up to the 2nd Asian Workshop on HIV & AIDS prevention through, the Chinese Olympic Committee and the Red Cross Society of China (RCSC) jointly organised on 1 December 2007 a special event to celebrate World Aids Day.

FIJI

Fiji NOC runs workshops on HIV awareness and encourages sports people to become vocal. Patients

are encouraged to engage in sporting activities to stimulate their immune system. Advertising and TV campaigns featuring sports are run and sports role models are used on World Aids Day celebrations. Similarly the 2003 South Pacific Games and the 2007 Fiji Games were used as platforms for awareness activities for competitors and spectators. A 1st National Seminar on HIV & AIDS prevention through sport was organized in October 2007. The NOC of Fiji has planned to develop its own version of the IOC-UNAIDS Toolkit on HIV & AIDS prevention through sport in 2008.

INDIA

Sports organisations and stars have cooperated in "The Red Ribbon Express", a unique project based on the population's love for travelling by train. Some 29,000 events have been organised on the train route. Public service announcements on prevention, protection and condom use have been made, in particular with leading cricketers.

INDONESIA

The NOC of Indonesia has made a summary of the IOC/UNAIDS Toolkit on HIV & AIDS prevention through sport in Indonesian and arranged for its publication in a sports magazine widely read by the sports community.

KENYA

The Kenyan NOC liaises with the National AIDS Control Council. Role models, including the athletes Paul Tergat, Catherine Dereba and Margaret Okayo, participate in HIV prevention activities. HIV prevention awareness is also part of the Olympic Day Run programme.

LESOTHO

The Lesotho Red Cross is developing a sports manual in conjunction with the Lesotho NOC and plans to involve the NOC in coaching activities. Furthermore, since 2003, the Olympic Youth Ambassador Programme of the NOC, in cooperation with the National Volunteer Commission, has trained young people to organise sports activities for other young people and to use these activities as a platform for peer education on HIV prevention.

MALAWI

A joint working group of the Malawi NOC and the National Red Cross Society, which provides HIV-related messages in all the NOC activities, has been created, and the NOC is involved in all the sports activities organised by the Red Cross. In addition, the Malawi NOC, is working with Youth Net Counselling (YONECO) to stop HIV transmission and mitigate the impact of AIDS through sports. A national workshop on HIV & AIDS prevention for sports people and journalists, promoting, among other things, the use of



the IOC-UNAIDS toolkit on HIV & AIDS prevention was held by the NOC in 2006.

NEPAL

The NOC of Nepal and UNAIDS jointly launched the Nepali version of the IOC/UNAIDS Toolkit on HIV & AIDS prevention through sport in the spring 2009. On the occasion, NOC and UNAIDS also signed a Memorandum of Understanding to launch more programmes related to HIV awareness.

NEW ZEALAND

The New Zealand AIDS Foundation uses gay athletes as role models and the slogan "Your health is your greatest asset". The NZ Family Planning Association plans to use sports role models for their safe sex messages. All sporting bodies have blood-borne diseases policies. In addition to safe sex advocacy for travelling athletes. Testing is compulsory for boxing and kick-boxing at this stage, and is encouraged for all sports at risk.

PAPUA NEW GUINEA

The NOC, through its Medical Commission and in partnership with the IOC and various government agencies (including the National Aids Council-NACO, UNAIDS, as well as NGOs) with whom it recently formed a Committee on HIV and Sport, has undertaken various HIV advocacy and prevention activities. Teams are briefed prior to traveling and receive condoms. Information is also provided during Sport Science & Medicine Courses, since 1987, and athletes, particularly those practicing contact sports, are encouraged to undergo voluntary HIV testing and counseling. NACO has launched a general HIV campaign using high profile athletes as role models. National sports federations and local sports groups have also worked on awareness programmes, such as the Port Moresby Rugby League, the Soccer association, Greed River association, kickboxing and Taekwondo NF. The "Tingim Laip" programme, has been developed in local settlements to fight youth criminality and uses sport to run HIV awareness sessions. The newly formed Committee has launched a National Declaration on HIV Prevention through Sport including a fully-fledged plan of activities for 2008 and beyond. In this framework, the NOC has obtained major funding from the government to implement the programme over a 10-year period.

SAMOA

The Samoa NOC in partnership with the Ministry of Health and the Safe Games Committee has held an HIV and STI Safe Games campaign at the occasion of the 13th South Pacific Games held in August 2007, under the slogan "In Samoa be safe, be a winner!". As part of this policy, athletes were briefed prior to travelling, a safe Games kit, including condoms and information on HIV, was distributed to all athletes, posters and banners were displayed in sporting and

social venues and high profile athletes were used as role models.

SOUTH AFRICA

The South African NOC has been involved in AIDS since 2002 through the nationally organised Sports Heroes Annual Walk from Johannesburg to Bloemfontein, where several Olympic athletes join together, raising funds for projects and giving talks on HIV prevention.

SRI LANKA

The NOC of Sri Lanka implemented a special programme on HIV & AIDS prevention through sport for sports people and journalists on World Aids Day 2005. It also held a HIV & AIDS campaign in cooperation with the local Red Cross including displaying of banners in sport venues and major cities, distribution of t-shirts to medical volunteers and distribution of bookmarks at the occasion of South Asian Games held in Colombo in August 2006.

THAILAND

The NOC of Thailand set up multi-sectorial National Committee on HIV & AIDS prevention through sport in 2006. This committee developed the translation of the IOC Toolkit on HIV & AIDS prevention through sport into Thai. This publication has supported a fully-fledged action plan consisting of educational & awareness activities undertaken in the framework of sport competitions, such as the 2007 South Eastern Asia Games and the 2006 Bangkok Universiades, and special occasions such as World Aids Day.

UGANDA

The Ugandan NOC has been responding to HIV & AIDS since 1993, through its programme of Health Education through Sports, and has organised advocacy activities with several NGOs during sport events. Also, with the assistance of the Government, the Ugandan NOC has developed the National Sports Strategic Framework, aimed at providing financial and technical support to local partners and organising HIV prevention activities.

Some initiatives undertaken at regional level

The **Sports Training and Outreach Program on HIV (STOP HIV)** - born from a partnership between the Pacific Island Forum Secretariat (PIFS)/UNAIDS/The Asia Pacific Leadership Forum (APLF)/ the Pacific Islands AIDS Foundation (PIAF)/ the Oceania National Olympic Committees (ONOC) and the Secretariat of Pacific Community (SPC) - utilises the power of sport to deliver education and awareness on HIV & STIs to male and female youth in the Pacific.



http://www.sportingpulse.com/assoc_page.cgi?c=2-4052-0-0-0&slD=86454

CUAHA (Churches united against HIV & AIDS in Eastern and Southern Africa) is an ecumenical network whose main task is uniting churches and creating a shared commitment to HIV and AIDS issues. Through capacity-building and the exchange of ideas and experiences, the network helps churches and faith-based organisations build more effective programmes to tackle the epidemic. CUAHA has a strong partnership with the IOC and has taken up to rolling out the IOC Toolkit on HIV/AIDS prevention through sport in Eastern and Southern Africa through various workshops and sports activities, in cooperation with the local NOCs.

<http://www.cuaha.info>

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**PLAY YOUR PART IN PROTECTING THE
WORLD AROUND YOU –
HELP STOP HIV**