

Using the power of sport to address HIV/AIDs: Initiatives from Papua New Guinea

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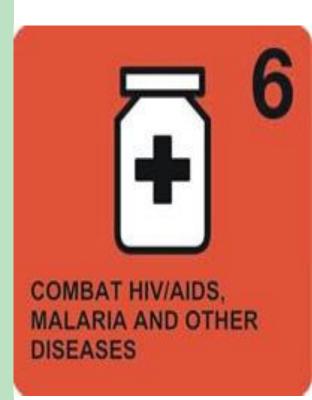


## Human right to health

- Good health is a human right (UN Declaration of Human Rights, 1948)
- Enjoyment of highest attainable standard of health is fundamental right of every human being (WHO Constitution, 1946)
- Right to participant in physical activity, education, sport (UNESCO Charter of Physical Education and Sport, 1978)

#### MDGs... COMBAT HIV AND AIDS

- Sports being used to convey information about HIV in a non-discriminatory, nonthreatening and age-appropriate manner.
- Sports is seen to provide a way of bringing people together to participate in fun and educational games and activities.
- Sports and physical activity are used to build awareness about HIV and AIDS.



### **Context: PNG and HIV**

- Globally, 39.5 million people are estimated to be living with HIV.
- HIV prevalence among adults in PNG aged 15-49 is 0.9% (PNG HIV estimation 2010)
- Estimated 34,100 People Living with HIV in PNG(including 31,000 adults and 3100 children) (Source: NACS/UNAIDS)

# **HIV Prevention Through Sport**

- Sports programs can be used to reduce stigma and increase social and economic integration of people living with HIV and AIDS
- Sports programs are associated with lower rates of health risk behaviour that contributes to HIV infection
- Programs providing HIV prevention education and empowerment can further reduce HIV infection rates
- Involvement of celebrity athletes and use of mass sport events can increase reach and impact of HIV and AIDS education and prevention campaigns



## **Using League**

 One such example: League is being used to address HIV

PM XIII (Australia and PNG) - Elite players - HIV messaging



## Reflection on league

- Stand alone not effective however ...
- Can endorse existing activities, resources services
- Train role models /be selective
- Integrate change behaviour at the junior level
- Must address HIV simultaneously with gender
- Must connect to broader Strategy Framework HIV Prevention and grass roots Tingin Laip
- Refocus messaging: inclusiveness, care support for those with HIV, address stigma and discrimination
- M& E

## Concluding remarks

- Role of sport in combating stigma & discrimination especially HIV and AIDS
- Impact of physical activity on HIV positive individuals
- Effectiveness of 'sport and HIV' programs in relation to local and national prevalence rate