

APLF



**Asia Pacific Leadership
Forum on HIV & AIDS**

**BUILDING LEADERSHIP
ENGAGEMENT IN
ASIA/PACIFIC:**

**The Achievements, Challenges
& Future Directions of the
APLF**



Joint United Nations Programme on HIV/AIDS

UNAIDS

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APLF Achievements and Challenges
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A. Introduction

Strong foundations for leadership engagement have been laid in key countries across the region through the strategic work of the Asia Pacific Leadership Forum (APLF) over the last 18 months. Many of these achievements are outlined in the following report. Also covered in the current report are the constraints and challenges under which the APLF has operated since its inception, as well as future directions for the APLF. An APLF monitoring and evaluation system has now been established to comprehensively measure results and progress over the next twelve months.

The key achievements of the APLF towards engaging leadership include:

⌘ High level government officials/decision makers engaged and mobilized through Shared Learning

Country Engagement with the APLF

- Development of country work plans with a focus on influencing senior political leadership.
- Engagement of UN systems in APLF priority countries
- Establishment of multi-stakeholder APLF advisory groups or leadership forums
- Identification of potential country leadership champions
- Stimulation of other leadership activities

⌘ Innovative thinking provoked around the complex issue of leadership engagement

⌘ Regional events used to promote leadership on HIV/AIDS

⌘ Significant resources mobilized

⌘ Development of advocacy and education materials

⌘ Press

Each of these achievements will be described in detail in the following report. Although some of these achievements may not be strictly defined as APLF activities, the importance of the APLF in stimulating thinking and activity in and around issues of leadership cannot be underestimated.

B. High level government officials/decision makers engaged and mobilised through Shared Learning

The table below outlines the dates and locations of the shared learning courses conducted during the first phase of the APLF.

Sub-region	Date	Venue	Countries represented
Southeast Asia	August 2003	Bali, Indonesia	Cambodia, China, Indonesia, Myanmar and Viet Nam
Pacific	October 2003	Madang, Papua New Guinea	Fiji, Kiribati, PNG, Solomon Islands and Tonga
South Asia	December 2003	Hendala, Sri Lanka	Bangladesh, India, Nepal, Pakistan and Sri Lanka

An independent evaluation of the shared-learning courses was conducted by the Burnet Institute's Centre for International Health. A summary of the country-level impact of APLF Shared Learning in Southeast Asia, the Pacific and South Asia in 2003 is detailed below.

B1 Southeast Asia

- Upon returning from the APLF Shared Learning Course in Bali, the participants from **Viet Nam** (including the Vice Director of the Health Department of the Central Party Commission for Science and Education and the Vice Director of the Department of International Organizations, Ministry of Foreign Affairs) together drafted a national action plan for addressing leadership on HIV/AIDS and established the Viet Nam Leadership Forum (VLF) as the mechanism to implement this. Planned activities include a multi-ministerial consultation on HIV/AIDS to be facilitated by the Ministry of Foreign Affairs.
- The Deputy Director, Directorate for Health and Community Nutrition from the Ministry of National Development Planning in **Indonesia** reports that he has been active in incorporating HIV/AIDS into the 2004 Development Plan and making HIV/AIDS an important aspect of the National Poverty Alleviation Strategy.
- The Director of the Department of Local Administration, Ministry of Interior, **Cambodia** reports that he has encouraged his staff to build HIV/AIDS into their work and that two provincial consultations on HIV/AIDS have been organised.
- The participant from the Ministry of Finance in **China** has made policy suggestions to his superiors on investing to address HIV/AIDS.

B2 Pacific

- The Deputy Permanent Secretary to the Prime Ministers Office in **Fiji** has reported that as a direct outcome of his involvement in the APLF Shared Learning Course in Madang, the Prime Minister is now engaged in HIV/AIDS issues. The sharing of the recommendations from the course coincided with discussions on HIV/AIDS that took place at the Pacific Islands Forum in August 2003 and as a result there is now more action taking place at a high level in Fiji. The Deputy Permanent Secretary from the

Ministry of Education has prepared a Ministerial Policy Paper for Cabinet Approval on making "Family Life", a national curriculum that includes content on STDs and HIV/AIDS, compulsory in schools by the end of 2004. In his speech at the opening of the Commonwealth 7th WAMM several weeks ago, the Prime Minister announced that he has offered to take over the Chair of the Fiji NAC – this can be attributed to the influence of the Deputy Permanent Secretary as well as from the recent UNAIDS regional consultation which engaged high level political and traditional leaders. A Parliamentary working group also issued a statement calling for increased attention to HIV/AIDS issues in the country. Those who attended the Shared Learning course also pressured the MoH to employ a full-time HIV Focal Point and an appointment was recently made. The Pacific Theme Group are currently seeking funding through the Government of Japan to host a "mini-summit" of Pacific traditional leaders to develop advocacy strategies at country and regional level. The media campaign associated with high-level participation at the UNAIDS Pacific regional consultation, "Accelerating Action Against HIV/AIDS in the Pacific" also generated in excess of 50 print features throughout the Pacific, daily radio broadcasts, and radio and TV coverage in both Australia and New Zealand.

- The participants from **PNG** included the Deputy Secretary of the Department of Health, the First Assistant Secretary – Education Standards, Department of Education, Assistant Secretary – Social Sector, Department of Planning and Rural Development and the Deputy Secretary of the Department of Social Welfare and Development. They have been active as a group in forming a Leadership Advisory Group in PNG and developing a work plan of activities in consultation with the UNAIDS Country Coordinator.
- The participants from **Kiribati**, including the President of the Kiribati Island Overseas Seaman's Union, have developed a series of radio programs on HIV/AIDS and the Senior Assistant Secretary has become a member of the country's HIV/AIDS Task Force. They plan to establish a multi-sectoral group to look at policy issues relating to HIV/AIDS.
- The Deputy Secretary, Prime Minister's Office, **Tonga** is now an active member of the national HIV/AIDS committee and is particularly focusing on sensitisation of government officials and building women and young people's leadership to respond to HIV/AIDS.
- The participants from the **Solomon Islands** including the General Secretary, Solomon Islands Christian Association and the Acting Permanent Secretary, Home Affairs, Youth, Sports & Women, have been active in advocacy work within their own departments, communities and families. Recommendations on addressing HIV/AIDS have been made to the Cabinet through the Ministry of Education and Human Resources as a result, including incorporating HIV/AIDS into school curriculum.

B3 South Asia

- The participants from **Bangladesh** included the Joint Secretary of the Ministry of Finance, the Deputy Chief of the Ministry of Information, and the Additional Secretaries of the Ministries of Education and Health and Family Welfare

respectively. These decision-makers have been actively engaged in HIV/AIDS work since their return from the APLF Shared Learning course in Henda. They have briefed their Ministers, brought together 12 ministries to discuss how to take what was learned at the course further, and initiated training of master trainers through the Ministry of Education with the aim of incorporating HIV/AIDS into the national education curriculum. The Additional Secretary from the Ministry of Education has since been promoted and the commitment generated at the course has led him to motivate his successor to also be actively involved.

- The Chief (Health) of the Planning and Development Division of the Ministry of Planning in **Pakistan** has been very active in working with colleagues to raise their awareness on HIV/AIDS and to explore ways by which the Ministry of Planning can be involved in the response to HIV/AIDS, this included leading a study to visit to Thailand by senior planning officials.
- The participants from **Sri Lanka** included the Director General of Policy Development and Implementation and the Acting Deputy Director Department of National Planning. These ministers and other participants are organizing an awareness training program for public servants across all departments of the Ministry of Policy Development and Implementation and HIV/AIDS has been included in the curriculum for the management training program for senior public servants.
- The Principal Secretary of the Women and Child Development Department, Government of Karnataka, **India** reports that he has been promoting the need for a multi-sectoral approach to HIV/AIDS among all State Government Secretaries, has strengthened the HIV/AIDS component in the Action Plan for Children and got in principle agreement to include HIV in the school curriculum.

C. Country Engagement with the APLF

C1 Development of country work plans with a focus on influencing senior political leadership.

All of the countries in the region have now completed their APLF work plans. The completed work plan indicates that a significant amount of thinking has been undertaken around leadership issues in the country. Substantial networking and strategic planning has been accomplished, resulting in an APLF vision for each country, encapsulated in each of the current work plans.

See attachment 1, which summarizes the key components of APLF country work-plans to date. Thus far, two work plans have been approved and funding transferred (Pacific and Vietnam). Work plans for eight priority countries are currently being fast-tracked.

C2 Engagement of UN systems in APLF priority countries

Since the launch of the APLF the UN system in the Asia Pacific region has become increasingly engaged in national leadership issues around HIV/AIDS. Some of the actions of the UN in key countries of the region are highlighted below.

C2.1 South East Asia

A notable increase in the leadership and commitment of the Government to respond to HIV/AIDS in **China** has been seen in 2003 and the first half of 2004. UN system and APLF advocacy have contributed to this with the joint assessment of the HIV/AIDS situation in China by the Ministry of Health and the UN Theme Group playing a key role in making a compelling case for the need for increased attention to HIV/AIDS in China.

In line with this, the UN Resident Coordinator and the UN Theme Group on HIV/AIDS met with Mme Wu Yi, Vice Premier and Minister of Health in November 2003. This is the highest-level meeting between the UN Theme Group and the Chinese Government to date. Mme Wu Yi confirmed the importance of leadership in fighting HIV/AIDS, and HIV/AIDS as a priority for her term as Vice Premier. She welcomed the role the UN Theme Group has played in donor coordination, requested support in a number of areas, and expressed interest in increased and periodic dialogue with the UN Theme Group on HIV/AIDS.

The **UNAIDS South-East Asia Intercountry Team** together with the UNAIDS Country Coordinator in Indonesia, has continued to engage the ASEAN Secretariat to garner ASEAN engagement in leadership work on HIV/AIDS.

C2.2 South Asia

In **Sri Lanka**, members of the UN system had always considered leadership the key to kick-starting a serious response to HIV/AIDS. The APLF has provided the UN system an opportunity to bring together a high-level leadership Advisory Group to stimulate and enable leadership action on HIV/AIDS. Given the high level composition of the Advisory Group, which includes the executive director of the country's largest NGO and advisors to both the president and the prime minister, the opportunities for advocacy at the highest political levels are significant.

In **Bangladesh**, at the invitation of the UN Theme Group (TG), the team leader of the UNAIDS South Asia Inter-country Team and Regional APLF Advisor visited Dhaka, Bangladesh in February 2004 to brief the UNTG, Government and NGOs about APLF and to mobilize them for enhanced action to fulfil the goals of APLF. A key outcome was agreement on the establishment of a bi-partisan Parliamentary Forum on HIV/AIDS, similar to India's Parliamentary Forum.

The **UNAIDS South Asia Intercountry Team** has engaged SAARC in the issue of leadership and HIV/AIDS and continues to provide technical support, through the APLF, for the SAARC Secretariat to develop a SAARC Programme of Action on HIV/AIDS.

C2.3 Pacific

The Pacific UN Theme Group on HIV/AIDS have commissioned an initial mapping of HIV/AIDS activities in the **Pacific** to try to identify gaps and overlaps in leadership

engagement by governments, bureaucracies and community leaders. This mapping exercise should assist to identify key change agents for influencing and building leadership commitment and action on HIV/AIDS in the Pacific. The Theme Group is engaging both the **Pacific Islands Forum** and the **South Pacific Commission** as key APLF partners.

C3 Establishment of multi-stakeholder APLF advisory groups

C3.1 South East Asia

Following on from three APLF Consultative Meetings held in Hanoi and the attendance of four senior officials from **Vietnam** at the 1st APLF Shared Learning course in Bali in 2003, the Vietnam Leadership Forum has been established and mobilised. This group brings together high-level leaders who are committed to HIV/AIDS work. Planned activities of the group include a multi-ministerial consultation on HIV/AIDS to be facilitated by the Ministry of Foreign Affairs.

C3.2 South Asia

In **Sri Lanka** the APLF Advisory Group is composed of various high level and well-respected leaders including the Executive Director of the largest local NGO in Sri Lanka, Patron of the AIDS Coalition (and sister to the President) and Advisors to the President and to the Prime Minister.

While each of the Advisory Group members is supportive of the national response, previously only one was active. Since being named to this group by the former Secretary to the Prime Minister, their consciousness has been raised and they are now committed to active involvement. HIV/AIDS is no longer just another important issue, the process of planning for leadership initiatives has engaged them and made them more focused on the response. Given their influence in their own sectors, they are now actively engaging their peers to talk up leadership work in the response to HIV/AIDS. The Advisory Group will guide the APLF work plan over the next 12 months.

C3.3 Pacific

In **Papua New Guinea** a high-level APLF working group has been formed, many members of which have already become highly mobilized around the issues. The Chair, Sir Paulias Matane, a respected and reputable national citizen, gave a series of addresses focusing on HIV/AIDS in several Provinces at both religious and provincial council gatherings. With the recent appointment of Sir Paulias as the new Governor General the Director of the National AIDS Council Secretariat and other stakeholders are considering to make him Patron of the APLF. This will give the APLF greater visibility, and additional strategic positioning power in influencing leadership action on HIV/AIDS.

C4 Identification of potential country leadership champions

C4.1 Global

Various leadership champions have identified since the launch of the APLF. The APLF together with the Bangkok-based Regional Directors of the UNAIDS Co-sponsoring agencies

identified and approached the famous action star Jackie Chan who has accepted a position as UNAIDS Ambassador. Other leadership champions have been identified regionally and nationally.

C4.2 Regional

Eminent leaders in the region have been brought together by the APLF to form the APLF Steering Committee. Members of the Steering Committee include Anand Panyarachun, Former Prime Minister of Thailand, Marina Mahathir, President of the Malaysian AIDS Council, Inder Kumar Gujral, Former Prime Minister of India, Jeremia Tienang Tabai Former Kiribati President and Former Secretary General of the South Pacific Forum and Lady Roslyn Morauta, Former First Lady of Papua New Guinea and Dr Nafis Sadik the United Nations Secretary General's Special Envoy for HIV/AIDS in Asia Pacific. A more recent and very welcome addition to the group is the charismatic Maire Bopp Dupont, famous journalist, and HIV-positive woman from Tahiti who is the founder of the Pacific Islands AIDS Foundation.

Since its inception the group has strengthened and become more cohesive. The second APLF Steering Committee Meeting was held in Shanghai in May 2004. Members of the group continue to be mobilized and to conduct high-level HIV/AIDS advocacy, in their respective spheres of influence, globally, nationally and regionally to advance leadership work on HIV/AIDS in Asia Pacific. For example, committee members of the PNG Parliamentary Advisory Group on HIV/AIDS met with Dr Nafis Sadik, the UN Secretary General's Special Envoy for HIV/AIDS in Asia Pacific and APLF Steering Committee Member. Fruitful discussion ensued at this meeting on the de-criminalisation of commercial sex, which will be taken up by the Advisory Group in Parliament. UNAIDS/APLF will then assist with the drafting of legislation, as part of APLF's contribution to advancing engaging and galvanising leadership action in PNG's national response to HIV/AIDS.

C4.3 National

Various countries in the region have begun to identify key leaders as champions in the fight against HIV/AIDS. In **Cambodia** for example the Her Royal Highness Princess Ratana Norodom Devi has been identified by UNAIDS to be part of the Global Coalition of Women and AIDS. In **Papua New Guinea** Lady Carol Kidu, Minister for Community Development has been identified as a national APLF Champion and is very active promoting HIV/AIDS and leadership in PNG. Through her efforts, the Parliamentary Advisory Group on HIV/AIDS has been formed. The Chair of the Parliamentary Advisory Group, Dr Banare Bun, highly respected Parliamentarian and medical practitioner, is yet to be brought into the APLF Working Group but he is keen to be involved. Members of this group include key and influential Ministers and Parliamentarians.

C5 Stimulation of other leadership activities

C5.1 South East Asia

Stimulated by APLF, a reference book on HIV/AIDS was developed in **China** in 2003 with UNAIDS support and used during consultations conducted at the Central Party School. A number of other consultations/courses on leadership in the response against HIV/AIDS were also organized (by UNDP and others under the overall APLF umbrella of promoting

leadership). These have increased the awareness of leaders at different levels and their commitment to a multi-sectoral response to HIV/AIDS (e.g., in Hubei and Shangdong provinces, where UNDP leadership training courses were conducted).

Meanwhile various other leadership activities have been ongoing in China since the launch of the APLF, which in part have been stimulated by the enabling environment that the APLF has helped to foster. These include the government making five commitments or articulation of the policy on four “frees” and one “care”: free ARV treatment; free testing; free prevention of MTCT; free schooling for AIDS orphans; and, care for people living with AIDS. High-level leaders have become more visibly involved in the plight against HIV/AIDS. For example, the premier Wen Jiabao visited AIDS patients in Ditan hospital in Beijing in December 2003, and Mme Wu Yi, Vice Premier and Minister of Health, visited Shangcai County in Henan province on 18-20 December. Shangcai County is one of the counties most affected by HIV/AIDS due to unsafe blood plasma collection practices. Meanwhile a State Council Working Committee on HIV/AIDS has also been established. This standing committee on AIDS under the Council of State is made up of all key line ministries and key provincial governors. The Committee recently sent a directive to all sectors and provinces calling for accelerated action nationally on HIV/AIDS.

C5.2 South Asia

In **Sri Lanka** various NGOs have been identified to implement APLF activities and they have been energized by the prospect of getting involved in this work. These include:

- Sri Lanka Red Cross are currently doing some work in the North and East and have now been offered the chance to design and provide sensitisation/training to civil society and political leaders across the entire region.
- Salvation Army is a key NGO in terms of care and support. They are very excited to take the lead on a component to ensure leadership for quality of care in four key hospitals.
- Centre for Policy Alternatives had previously done work on human rights issues around HIV/AIDS, and are now keen to revisit the HIV/AIDS field and work on documenting what stigma and discrimination means today in Sri Lanka as a way to influence leadership engagement on key policy and community issues in responding to HIV/AIDS.

With UNICEF support, an Orientation and Sensitisation consultation for Parliamentarians was held in **Bangladesh** in January 2004 to discuss the role of Parliamentarians in response to HIV/AIDS. This meeting was chaired by the Minister of Women’s and Children’s Affairs. The Speaker of Parliament made a presentation and urged all Parliamentarians for their active involvement in providing leadership and support to the national response to HIV/AIDS. From the proceedings and discussions of the meeting it became evident that significant efforts need to be made to build and enhance the capacity of Parliamentarians for their expected role on HIV/AIDS. The APLF will have an important role to play in supporting such efforts in the future.

C5.3 Pacific

Talks were held in early June 2004 with the leadership of the **Vanuatu** Great Council of Chiefs and Government leaders including the Secretaries of Foreign Affairs, Youth and Sports, Health, and Women's Affairs on implementing community level prevention and

awareness programmes under the banner of APLF through their various constituencies. UNAIDS Pacific under the APLF programme has agreed to assist the UNICEF Pacific Vanuatu field office in providing training to traditional leaders through the Vanuatu Great Council of Chiefs on issues related to HIV/AIDS particularly in areas where traditional leaders are not yet convinced of the importance of the Ministry of Health's initiatives in social marketing, e.g. condom promotion. UNAIDS hopes to be able to offer the opportunity for the **Fiji** Great Council of Chief Chair to travel to Vanuatu to brief his counterpart on Fiji's initiatives.

Meetings have also been held under the banner of APLF with senior government officials in **Palau, Marshall Islands**, and the **Federated States of Micronesia (FSM)**, including the President of FSM, members of the international diplomatic corps, and prominent community leaders, to advance leadership involvement and action in the response to HIV/AIDS.

D. Innovative thinking provoked around the complex issue of leadership engagement

D1 Regional

The APLF Steering Committee was formed and has met twice, in Bangkok in 2003 and in Shanghai in 2004. The Steering Committee meetings are opportunities for eminent leaders who are motivated and committed to HIV/AIDS, to come together to think about and discuss ideas associated with HIV/AIDS, and leadership and provide policy guidance and vision for the APLF. One result of this high level think-tank has been the development of a strategy for the APLF, "the way forward". Currently the way forward for the APLF is to target different types of leadership at the highest level. These include political, business, religious and women's leaders.

Innovative thinking on leadership work has also been done at the country level, stimulated either directly or indirectly by the APLF. Highlights are summarized by region and described below.

D2 National

In **Bangladesh** a participatory process for the preparation of the 2004 – 2009 National Strategic Plan on HIV/AIDS (NSP) was undertaken during April and May 2004 with technical support from UNAIDS. The NSP spells out the priorities on HIV/AIDS for Bangladesh for the coming five years and it details key strategies that include advocacy and leadership mobilization and strengthening for a comprehensive response to the epidemic. Further, with facilitation from UNICEF Bangladesh, a comprehensive national Behaviour Change Communication and Advocacy Strategy for the period 2004-2005 has been developed. This will be supported through the World Bank/DfID/GoB funds for HIV/AIDS Prevention Project (HAPP). Although the strategy, which includes a cross section of interventions targeting various groups including political and civil society leadership has been finalized, it is yet to become operational. Implementation should begin soon, with partnership support from APLF.

APLF through the UNAIDS Pacific Office has been working closely with the **Fiji** Great Council of Chiefs (GCC) ever since an initial APLF/GCC meeting in July 2003. The UNAIDS Pacific Programme Coordinator has continued discussions with the GCC, drafted information and awareness materials for the GCC to use in their community HIV/AIDS programmes, and sought and secured the sponsorship of the GCC in hosting the UNAIDS regional consultation, Accelerating Action Against HIV/AIDS, held in March 2004.

E. Regional events used to promote leadership on HIV/AIDS

E1 Regional

The **APLF/UNESCAP** Shared Learning Course was held in Bangkok during 1-3 September 2003 as a side event to the 59th UNESCAP Commission Session that had as its theme "Integrating economic and social concerns, especially HIV/AIDS, in meeting the needs of the region.

The Objectives for the course were:

- (i) To increase awareness among key decision-makers in finance and planning ministries/departments of the multi-ministerial and multi-sectoral policy and programme implications of HIV/AIDS; and
- (ii) To encourage them to play a more proactive role in addressing HIV/AIDS by fulfilling their UNGASS commitments through advocacy and action.

The target group was 24 senior finance and planning civil service decision makers at Permanent Secretary/Director General level or the equivalent from 11 countries of the region.

The course was very successful. There was high level participation from seven countries throughout Asia and the Pacific (Bangladesh, Cambodia, China, Nepal, Pakistan, Papua New Guinea and Sri Lanka). Participants developed country plans, the success of which will depend on critical follow-up by UN Theme Groups and UNAIDS Country Coordinators the country level.

At the most recent Asia Pacific Economic Congress (**APEC**) held in Bangkok in 2003, APLF/UNAIDS hosted a booth that distributed written materials on HIV/AIDS generally and on HIV/AIDS and leadership specifically. Included in the booth were the APLF brochure and the APLF advocacy tool kit (see section 6)

APLF is actively involved in the 2nd Asia Pacific Ministerial Meeting on HIV/AIDS (**APMM2**) to be organized in conjunction with the Leadership Programme of the 15th International AIDS Conference in Bangkok in July 2004. In addition to preparing the three background papers that will inform the core agenda of the meeting, APLF will also organize a one-day shared learning course for the senior advisers of Ministers attending the meeting.

The Asian Federation of Parliamentarians on Population and Development (**AFPPD**) is an active partner of the APLF. The APLF Advisor has engaged with the AFPPD including co-chairing a session on Political commitment for HIV/AIDS in the Asia-Pacific and CIS Region at the 7th General Assembly and 20 years celebration of AFPPD on

the theme of Asian Population and Development in the 21ST Century in Beijing in October 2002. The partnership with AFPPD will be further strengthened through building partnerships with AFPPD promoted Parliamentary Committees at the national level.

APLF Steering committee members are currently being mobilized to take part in important regional forums held by these and other regional associations such as ASEAN to further stimulate and promote leadership as key in the response to HIV/AIDS.

E2 South Asia

UNAIDS/APLF participated in the Expert Meeting on HIV/AIDS and Human Rights in Asia-Pacific organized by OHCHR and met with a delegation of senior officials from the Ministry of Planning in **Pakistan** to promote leadership efforts around HIV/AIDS.

E3 Pacific

The UNAIDS regional consultation, "Accelerating Action Against HIV/AIDS", was held in **Fiji** in March 2004. This consultation is now seen as a landmark HIV/AIDS event in the Pacific, was held in the meeting hall of the Great Council of Chiefs (the first time a group other than the GCC had secured permission to use the facility). The consultation was jointly hosted by the Chair of the GCC and Fiji's President, and included active participation from a wide range of key leaders such as the Speaker of the House of Representatives and the First Lady. Also present was the Chair of the **Cook Islands** Council of Chiefs who agreed to begin implementation of a similar programme in Cook Islands through the community programmes of the Cook Islands Council of Chiefs. Subsequently, UNAIDS Pacific has engaged with the Great Council of Chiefs in **Vanuatu** in a continuation of APLF-branded mobilization of traditional leaders in the region.

F. Significant resources mobilized

The following table shows the resources mobilized for the APLF to date and the source of these funds.

Work is currently being undertaken to mobilize further resources, in particular through the governments of Scandinavia (Norway, Sweden) and the Netherlands. Further support is expected from the United Kingdom (DfID).

Donor	Funds committed (US\$)	Funds received (US\$)
AusAID	1,032,719	1,032,719
Japan	300,000	300,000
DFID	875,000	166,250
EU	675,000	296,912
USAID	1,500,000	500,000
NZAID	223,111	223,111
Total	4,605,830	2,518,992

G. Development and dissemination of Materials

High quality evidence-based education and advocacy materials have been developed or are in the process of being developed which are stimulating thinking and discussion around HIV/AIDS and leadership. An attractive APLF logo has been designed to brand each of these materials as well as the APLF stick-pin, which is provided to leaders as a mark of their leadership commitment to work on HIV/AIDS issues.

An APLF toolkit “The Challenge of HIV/AIDS: Resources for Effective Leadership” was produced to support the APLF Shared Learning Courses with high-level government officials/decision makers. The toolkit is being distributed more widely. The toolkit contains 21 glossy, user-friendly sheets on understanding HIV/AIDS, how to mobilize an effective response to HIV/AIDS and practical advice on what leaders can and should do. The toolkit also includes a CDROM for leaders and decision-makers who would like to download the information and share it with others. To date, approximately one thousand copies of the advocacy toolkit have been disseminated, primarily through the shared learning courses. Toolkits have also been distributed at APLF donor forums.

The APLF brochure has been developed and printed. The brochure contains information on the APLF including its origins, mission and goal and information on how leadership can turn the tide of the HIV epidemic. Around one thousand copies of the brochure have been disseminated through various channels within countries.

Preparation is well underway for an APLF advocacy publication for leaders in the Asia Pacific region to be launched by the Nobel Peace Laureate and Minister of Foreign Affairs of Timor Leste, H.E. Jose Ramos Horta together with the Executive Director of UNAIDS Dr Peter Piot and the Vice Minister of Health for China, Wang Longde, at the International AIDS Conference in Bangkok in July 2004. This publication includes images of and quotes from key leaders in the region who are respected for their work around HIV/AIDS issues.

The APLF has also been partnering the joint work of UNAIDS and the Asian Development Bank in a series of critical new studies to improve the knowledge base to enable leadership advocacy for appropriate levels of financing for HIV/AIDS programmes in the Asia and the Pacific and for more properly understanding the implications of failing to achieve an adequate and effective response. This studies series will be launched at the 15th International AIDS Conference in Bangkok during July 2004.

H. Press

Since the launch of the APLF, the profile of HIV/AIDS and leadership as a concept has been heightened. This is reflected in a number of ways including the increasing number of newspaper articles referring to HIV/AIDS and leadership. HIV/AIDS and leadership generally has been mentioned frequently in national newspapers in the region, as has the APLF specifically. Further, more and more leaders, whether they be health experts or not, are speaking out in the press about HIV/AIDS. Some of the general articles about HIV/AIDS and leadership are summarized below, as are those pertaining to the APLF shared learning courses. Meanwhile the APLF continues to receive press attention through UN channels.

H1 General

NEWS

Asia and the Pacific can "win the fight against AIDS" but only if government leaders in the region "mount a sustained and effective response using the tools that we know work," Anand Panyarachun, former Prime Minister of Thailand and Chair of the Asia-Pacific Leadership Forum Steering Committee, and Peter Piot, Executive Director of UNAIDS, write in an opinion piece in Thailand's Nation. Currently, more than seven million HIV-positive people live in Asia, and the number could rise to more than 18 million by 2010 if the epidemic is "left unchecked," Panyarachun and Piot say. Therefore, fighting AIDS should be a "major priority" for governments in Asia, but many leaders in the region "have yet to respond to AIDS with the seriousness it demands," the authors say. A "crucial first step" in building an effective response to AIDS is gaining "strong commitment" from political leaders because those commitments "transform a society's attitudes and actions and mobilize new partners from diverse communities", the authors write. Panyarachun and Piot conclude, "The region's governments have now to join this global movement. There is no more time to waste. AIDS is a problem with a solution. The time to act is now" (Panyarachun/Piot, Nation, 10/16).

The above example appeared in **Thailand's** the Nation newspaper.

In **China**, the Universal Daily News published an article in October 2003, where Khun Anand Panyarachun requests all governments in the region to "Act now using the Asia Pacific Leadership Forum on HIV/AIDS".

H2 Shared Learning

In **Papua New Guinea**, in October 2003 alone, six articles which mentioned HIV/AIDS and leadership appeared in the in National and Post-Courier newspapers. Of these, five mentioned the APLF and three quoted the APLF advisor.

In **Thailand**, the Nation also ran a story on HIV/AIDS in Papua New Guinea, leadership and the Pacific shared learning course.

NEWS

A consultation in Madang has brought together senior government officials of several departments not engaged with the HIV/AIDS issue to look at what their roles would be in addressing it. The five-day Asia Pacific Leadership Forum course themed "Shared Learning, Working Together on HIV/AIDS" is being funded by the United Nations (UNAIDS). The course is being facilitated by the staff of Burnett Institute Centre for International Health (BICIH) and assisted by regional resource people from Tonga, PNG and Tahiti. The regional adviser of UNAIDS APLF based in Bangkok, Thailand, Tony Bates told the National on Tuesday that this is the first regional course in the Pacific to be held in PNG. He said the APLF aim of organizing such a course is to encourage effective leadership for HIV/AIDS. This is why the course has brought together senior government officials from various ministries including Planning, Finance, Education, Social Welfare and Women's Affairs, particularly those not really engaged with HIV/AIDS. Mr Bates said that participants include permanent secretaries and deputy secretaries from PNG, Fiji, Tonga, Solomon Island and Kiribati. He noted that during the course the participants would be looking at what their role to HIV/AIDS is and how they would work together addressing the issue along with the health sector. (The National, Papua New Guinea, Thursday October 9, 2003)

I. Constraints and Challenges

The lack of APLF reach to influence senior political leadership has been one of the primary concerns of APLF. Reaching the right level of leaders is correctly identified as one of the main challenges. However, while reflecting on the challenges it is also important to recognize the constraints APLF has faced not least of which have been a lack of adequate human resources and the changing expectations of APLF stakeholders on how best to engage leadership in the region.

- ⌘ There is no standard template or methodology for extra-ordinary leadership engagement in the Asia Pacific region. In many ways it is unknown territory and structures and modalities at country level are not necessarily in place to implement APLF.
- ⌘ The lack of a monitoring and evaluation framework and system to measure the impact of APLF has been a constraining factor, although this has now been addressed.
- ⌘ Funds from APLF donors have largely been in instalments causing difficulties in forward programming commitments for external APLF contracts and staff salaries etc.
- ⌘ The high profile of APLF with key stakeholders, particularly donors and the UNAIDS Secretariat, has led to significant expectations for quick, high impact results. The nature of engagement with senior leaders means this is not always possible or practical.

J. Future Directions

As a result of expressed concerns expressed that the current direction of APLF was not stimulating enough high-level leadership in the region, the UNAIDS Senior Management Team initiated an internal review of APLF to reorient and refocus the initiative to sharpen its effectiveness and impact. While there is recognition of the good progress made by APLF to date, it is also recognised that there is now a need to look forward and take APLF to the next level of engaging and influencing senior leaders. A revised APLF business plan will shift the focus to political level engagement at the country level through working with political strategists, media executives, religious and women's leaders, and the business community.

Attachment 1: Summary of Key Components of APLF Country Strategies to date

Country	Components
<u>Bangladesh</u>	<i>Focusing on influencing senior political leadership through targeting faith-based organizations, business executives, PLWHA leaders and senior media personnel</i>
	Engaging and empowering leaders of Faith-Based Organizations to take necessary action to promote and support appropriate responses to HIV/AIDS through their institutions and members.
	Mobilizing and enlisting business leaders commitment and support to introduce and promote effective workplace policies and programmes on HIV/AIDS.
	Promoting and strengthening the voice of leaders of PLWHA and enhancing the capacity of Support Groups to meet the HIV/AIDS challenge.
	Mobilizing media policy and decision makers and enhancing their capacity for improved reporting and coverage.
<u>Cambodia</u>	<i>Focusing on influencing senior political leadership through provision of strategic information and targeted advocacy with national and local leadership.</i>
	Strengthening leadership for a multi-sectoral approach
	Adaptation and translation of APLF advocacy materials, with an emphasis on GIPA
<u>India</u>	<i>Focusing on influencing senior political leadership through targeting State level leadership</i>
	Increased political response at the state level.
	Sensitisation of political leadership to HIV/AIDS
<u>Indonesia</u>	<i>Focusing on influencing senior political leadership through targeting emerging leaders in six priority provinces</i>
	Capacity building of the new cadre of leaders
	Building the capacity of the leaders of women's organizations to play an active role in their province/district
<u>Pacific</u>	<i>Focusing on influencing senior political leadership through targeting mid-level officials, civil society and private sector leadership</i>
	Increasing the leadership, skills, knowledge of and commitment to HIV/AIDS among key mid and senior level decision makers from a range of sectors in the Pacific region
	Increasing the committed engagement of political leaders to sustained action on HIV/AIDS

Country	Components
	Building the capacity of civil society and the private sector for leadership and developing cooperation and understanding on HIV/AIDS among civil society and political leaders
<u>PNG</u>	Increasing the momentum of commitment and action by leaders at national and sub-national levels <i>Focusing on influencing senior political leadership through targeting traditional, religious and private sector leadership</i>
	Creating awareness of HIV/AIDS and its impact among political leaders and senior bureaucrats
	Engaging Traditional Leaders on HIV/AIDS issues.
	Engaging Religious Leaders in sensitising on HIV/AIDS.
	Involving Private Sector Leaders in advocacy and involve leadership of Workers' Union.
	Collaboration with other projects on Leadership and Advocacy.
	Understanding effective Leadership and Advocacy Strategy and Practices.
<u>Sri Lanka</u>	<i>Focusing on influencing senior political leadership through targeting political, civil society and religious leadership</i>
	Strengthening high-level leadership
	Strengthening religious leadership
	Strengthening political and civil society leadership in the North and East of Sri Lanka
<u>Viet Nam</u>	<i>Focusing on influencing senior political leadership through targeting mid-level and senior government and party officials.</i>
	Strengthening HIV/AIDS advocacy and dialogue among leaders of key ministries
	Empowerment of the National Assembly leadership for HIV/AIDS action
	Strengthening the involvement of the Centre Party Institutions in HIV/AIDS
	Strengthening Government technical capacity to support an expanded response (six line ministries)
	Raising awareness and building common action on HIV/AIDS and development among the top leaders.