UKRAINE: Reducing discrimination towards the marginalized groups through promotion of humanitarian values and respect for human dignity.

Project Summary:

In keeping with the Strategy of the Federation, and following studies that have shown that stigma reduction is essential in halting the spread of HIV/AIDS, Ukraine Red Cross (URCS) has prioritized reducing the level of discrimination and stigmatization of people living with HIV/AIDS (PLWHA) through the active promotion of humanitarian values.

Ukraine was the first country in the Commonwealth of Independent States (CIS) to face an HIV epidemic and it is continuing to experience a massive outbreak, being the first country in Europe to reach an adult HIV prevalence rate of over 1%. In many countries PLWHA feel themselves socially excluded and Ukraine is no exception. URCS has already built up a bank of experience in campaigning aimed at reducing stigma and discrimination, principally using the International Federation’s “Truth about AIDS…Pass it on” and “Come closer…” campaigns at events such as World AIDS Day and when Ukraine hosted the Eurovision Song Contest in May 2005.

This humanitarian values programme will focus on changing the public perception towards marginalized groups (i.e. people living with HIV/AIDS) through organizing workshops and seminars as well as public campaigns aimed at dissemination of Fundamental Principles and humanitarian values that promote respect for human dignity.

In addition, information and public relations department of the Ukrainian Red Cross Society will regularly produce and publish news articles on URCS website (http://redcross.org.ua) and in local mass media, thus raising the awareness of general public on Red Cross fundamental principles and contributing to the reduction of discrimination and stigmatization towards marginalized groups.

Logical framework planning matrix: Reducing the Level of Discrimination towards the Vulnerable Groups

<table>
<thead>
<tr>
<th>Overall Goal</th>
<th>Indicators</th>
<th>Sources of verification</th>
<th>Assumptions/Risks</th>
</tr>
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</table>
| Respect for human dignity as well as tolerance towards marginalized groups is increased through increased public awareness of Fundamental Principles and humanitarian values in Ukraine | • Ukrainian population is aware of humanitarian values, mutual understanding and respect towards vulnerable groups  
• Decrease in number of suicides and criminal statistics  
• Decrease of negative press-coverage of                                                      | • Mass-media reports  
• National legislation  
• UN reports  
• Criminal and social statistics                                                               | • Stable political and economical situation in Ukraine  
• Corresponding financial and methodological support                                           |
## Project Objective
The Ukrainian Red Cross Society has strengthened its capacities to reduce discrimination towards marginalised groups in the country by advocating for the respect of human dignity and tolerance.

### Expected results

#### Result 1
URCS staff, members and volunteers as well as other groups of society have achieved better understanding and positively perceive Red Cross principles and values, show tolerance and understanding towards vulnerable groups.

- 50 Red Cross staff and volunteers have increased awareness/knowledge on fundamental principles and humanitarian values.
- 3 public campaigns promoting tolerance and non-discrimination towards marginalized groups are held.
- Printed materials with anti-stigma message are produced and distributed.

#### Result 2
URCS has strengthened its capacity to reduce discrimination, negative behavioural practice and perceptions through education, media campaign, and distribution of printed materials.

- Number and quality of articles, press-releases, news and publications.
- Video materials developed according to timetable.
- Essay/photo competition.

### HIV-positive people related issues

- Cooperation with ICRC.

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<th>Project Objective</th>
<th>URCS staff achieved better understanding of Red Cross Movement’s principles and values</th>
<th>General public understand the Fundamental Principles that guide Red Cross and are motivated by its humanitarian mission inspiring people in Ukraine to join action and campaign for tolerance.</th>
<th>Mass-media reports, Statistics, Opinion surveys, Research</th>
<th>Corresponding financial and methodological support, PLWHA and other vulnerable groups support the project, HIV/AIDS and TB statistics doesn’t show an increase in epidemic proportions</th>
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<th>Activities</th>
<th>Resources</th>
<th>Sources</th>
<th>Preconditions</th>
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<tbody>
<tr>
<td>Result 1</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• To organize training for URCS staff in PR and communication skills</td>
<td>Human resources URCS (1 Project Coordinator, 1 Information Officer)</td>
<td>IFRC, ICRC</td>
<td>Support of relevant programmes</td>
</tr>
<tr>
<td>• To conduct two trainings for URCS volunteers, journalists and local staff in dissemination of humanitarian values, reducing of stigma and discrimination towards vulnerable groups</td>
<td>Regional URCS branches provide volunteers</td>
<td>Other donors</td>
<td>URCS high public profile</td>
</tr>
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<td>• To organize 3 public campaigns promoting tolerance and non-discrimination towards marginalized groups</td>
<td>Financing (printing expenditures, production of social information, copy of Betacam and VHS tapes)</td>
<td>Joint financing of activities with ICRC</td>
<td></td>
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<td>• To develop radio and video spots on anti-discrimination and tolerance towards marginalized groups</td>
<td>Stickers and posters with anti-stigma messages are produced and distributed</td>
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<td></td>
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<tr>
<td>Result 3</td>
<td></td>
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<tr>
<td>The capacity of Information and Public Relations department of URCS to disseminate information on RC work has been strengthened</td>
<td>Public awareness about regional URCS activities</td>
<td>Support/approval by URCS Governance</td>
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<td></td>
<td>News stories are posted on URCS, IFRC and other web pages</td>
<td>Support of IFRC and other donors</td>
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<td></td>
<td>URCS is well presented in mass-media as a leading humanitarian organization</td>
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<td></td>
<td>Improved quality and timely update of information materials</td>
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### Result 2
- Regional URCS branches participate in essay/photo competition aimed at reduction of stigma and discrimination, the results of competition are presented in different regions.
- URCS participates in joint campaigns promoting humanitarian values and tolerance towards marginalized groups (World AIDS Day, launch of anti-stigma campaign).

### Result 3
- Information and PR department produces articles, video/radio spots and facilities developing of printed materials.
- Establishing contacts with national and international mass-media.

### Activities
- To hold an essay/photo competition
- Activities on World RC Day, First Aid Day, World Donor’s day, World AIDS Day

### Additional Information
- Ukrainian Red Cross web site is regularly updated with information on RC activities and global anti-stigma campaign.