



PART IX

*Using the convening power of
sport for development and peace*



United Nations Development Programme

Communications Office

PRESS RELEASE

African Cup of Nations Soccer Matches To Rally Fans Against Poverty, AIDS

Soccer Officials Team With UNDP To Promote Millennium Development Goals

Tunis, 21 January 2004 □ In a partnership among soccer stars, soccer officials and a UN agency, organizers of the African Cup of Nations tournament plan to use the high-profile games in Tunisia from 24 January to 14 February to promote a growing "Africa 2015" campaign against poverty and the spread of HIV/AIDS.

Billboards in the five stadiums hosting the games, jerseys worn by 170 ball boys, declarations by prominent speakers at the opening ceremony and the presentation of a giant banner to the President of Tunisia all will be employed in the effort, following decisions by the African Football Confederation, the Organizing Committee of the African Cup of Nations and top Tunisian officials to join in the Africa 2015 campaign, an initiative of the United Nations Development Programme (UNDP).

The aim of the Africa 2015 campaign is to mobilize popular participation in the global drive to achieve the Millennium Development Goals, a set of eight time-bound, measurable goals adopted by all member countries of the United Nations at the Millennium Summit in 2000. The goals include halving the proportion of people living in extreme poverty and stopping the spread of HIV/AIDS before 2015.

"Achieving the Millennium Development Goals is nowhere more imperative or urgent than in Africa," said UNDP Associate Administrator Zéphirin Diabré. "But it is not the responsibility of governments alone. Everyone can and must contribute. We congratulate the African Football Confederation, the Organizing Committee, national football federations and African players who have decided to make the commitment, and we hope that many others will join the *Africa 2015* team," he added.

The Africa 2015 campaign uses the Millennium Development Goal on HIV/AIDS, an especially high priority for Africa, as an entry point to raise awareness about the other Goals. The eight Millennium Development Goals to be achieved by 2015, constituting a roadmap for humanity set by the international community for the beginning of the 21st century, include: rolling back extreme poverty and hunger; achieving universal primary education; promoting gender equality; reducing child mortality; improving maternal health, combating HIV/AIDS, malaria and other diseases; ensuring environmental sustainability; and developing a global partnership for development. The latter Goal embodies a two-way compact between the wealthier countries of the North and the developing countries of the South, in which the wealthier countries have pledged fairer trade, debt relief, technology transfer and increased development assistance to those developing countries that, for their part, institute effective pro-poor policies and governance reforms.

Today, almost one African in two lives in poverty, three-quarters of the 40 million people in the world who are HIV-positive are found in Africa, and in over 15 African countries, per capita income has fallen below levels of 10 years ago.

According to Issa Hayatou, President of the African Football Confederation, "of course, all of African football will use its extraordinary ability to communicate in the service of these goals, which are vital for Africa."

Africa 2015 billboards will be displayed in the African Cup of Nations 2004 stadiums with the slogans "With Africa against poverty" and "For an AIDS-free generation." These slogans will be seen in Arabic, English and French on the jerseys of the 170 ball boys who will be present in the stadiums during the competition. A giant banner (7.0 metres x 2.5 metres) carrying the joint African Football Confederation and UNDP appeal "With Africa against poverty"—and bearing signatures of the top officials of African and world football, who signed it at the previous African Cup of Nations in Mali, as well as signatures of all the players on the national teams in that competition—will be unfurled at the stadium in Tunisia during the opening ceremony, and will be carried onto the field at halftime of the first game featuring Tunisia against Rwanda.

After the opening ceremony, a replica of the banner will be presented to Tunisian highest authorities. This "passing of the torch" will be shown on a screen in the stadium. For its part, the city of Tunis has facilitated the display of "Africa 2015" banners and posters of UNDP Goodwill Ambassadors Ronaldo and Zidane, who support the efforts of African football to combat poverty and AIDS. The British Broadcasting Corporation and Radio France Internationale, who are helping to promote the Millennium Development Goals, are associated with the "Africa 2015" initiative.

Well before the opening of the African Cup of Nations, the participating national teams have set the tone by carrying out a broad range of activities. In each country, players have committed themselves to the "Africa 2015" movement at public ceremonies, including government officials and national football federations -- calling on the people, businesses and institutions to take action on local priorities so that the Millennium Development Goals will be achieved by 2015. In most countries of sub-Saharan Africa with a high incidence of HIV/AIDS, the players have signed a "pledge" to protect themselves and others in all circumstances against HIV transmission.

The President of the Organizing Committee of the African Cup of Nations, Mr. Slim Chiboub, said the Committee "will spare no effort to support the Millennium Development Goals and the Africa 2015 initiative."

"Africa 2015" is a pan-African movement, launched by UNDP, relying on famous artists, singers and musicians from all over the continent, as well as sports champions, filmmakers, writers, journalists, various religious authorities and numerous municipal officials, aimed at promoting the Millennium Development Goals. "Africa 2015" belongs to all those who want to add their energy and creativity to the global drive to achieve the Millennium Development Goals.

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Congo-Brazzaville: African Athletes to Join Race for Millennium Goals At Brazzaville Championships

New York — UNDP and the organizing committee of the African Athletics Championships in the Republic of the Congo will encourage Africa's track and field stars to join the race to halve world poverty and reverse the spread of HIV/AIDS by 2015. The sports event will take place in the capital, Brazzaville, from 14 to 18 July.

The effort stems from a partnership between UNDP Brazzaville and the Organizing Committee for the Brazzaville Athletics Championships (COCAB) in support of Africa 2015, an initiative to rally artists and sports stars to promote the Millennium Development Goals (MDGs), focusing on the goals for reducing poverty and combating HIV/AIDS.

"COCAB will spare no efforts to support the Millennium Development Goals and the Africa 2015 initiative," said COCAB President Roger Rizert.

"The MDGs are not only for governments, and this partnership shows that every African has a part to play in achieving the goals," said UNDP Resident Representative Aurélien Agbénonci.

All 16 national teams that competed at the African Cup of Nations soccer championships in Tunisia in January and February endorsed the Africa 2015 initiative, which received wide publicity at the event.

The reasons for the mobilization are clear: nearly one in two people in sub-Saharan Africa lives in poverty, and in the Republic of the Congo, more than 60 per cent of the population survives on less than a dollar a day. About 30 million people in Africa are living with HIV/AIDS, including more than 4 per cent of people ages 15 to 49 in the Congo.

The goals, endorsed by leaders from every country, call for reducing hunger, child and maternal deaths, getting all children through primary school, promoting equality between men and women, and safeguarding the environment. They also advocate for a global development partnership to deal with trade, debt and other problems faced by developing countries.

To draw attention to the campaign, Africa 2015 banners displayed in the stadium will carry slogans "Brazzaville 2004: Triple Jump Against Poverty" and "The Race Against HIV/AIDS Continues." These messages will also appear on promotional materials published for the championships.

Activities during the opening ceremonies will also publicize the goals, and participating athletes will sign a pledge to protect themselves and others against HIV/AIDS. TV5 and Radio France International, which are covering the event, are partnering with UNDP to promote the goals and have endorsed Africa 2015.

Launched by UNDP, Africa 2015 is mobilizing artists, musicians and singers, as well as sports stars, filmmakers, writers, journalists and other media professionals to support the MDGs. Religious organizations and a number of municipalities are also endorsing the movement "by Africans, for Africans" to push for the goals.

For further information please contact Guili Tsoumou, UNDP Republic of the Congo, or Nicholas Gouede, UNDP Communications Office.

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AllAfrica - All the Time

Give AIDS the Red Card initiative launched at All-Africa Games in Mozambique

<http://www.josephatlukaza.com/2011/09/give-aids-red-card-initiative-launched.html>



The Executive Director of the Joint (UNAIDS) Michel Sidibé

Maputo, Mozambique, 2 September 2011

The Executive Director of the Joint United Nations Programme on HIV/AIDS (UNAIDS) Michel Sidibé and Mozambique's Minister of Youth and Sports Pedrito Caetano launched the UNAIDS Give AIDS the Red Card initiative today at the Joaquim Chissano International Conference Center in Maputo. The announcement was made on the eve of the 10th All-Africa Games, the continent's largest multi-sports tournament, under the patronage of Dr. Aires Aly Bonifácio, Prime Minister of Mozambique.

"Reducing the numbers of new HIV infections is nowhere more imperative or urgent than in Africa," said Mr Sidibé. "The All-Africa Games are a great occasion to raise wide awareness about intensifying efforts to reach UNAIDS' vision of Zero new infections, Zero discrimination, and Zero AIDS-related deaths."

"Sport brings people together and is especially popular among young people. I urge all the participants and fans across Africa watching the All-Africa Games to learn the facts about HIV prevention and give AIDS the Red Card," said Mr Caetano.

Among prominent personalities expected to attend the launch are former Mozambican President Joaquim Alberto Chissano, Graça Machel, wife of former South African President Nelson Mandela, and leading athletes.

The UNAIDS Give AIDS the Red Card campaign was introduced at the 2010 FIFA World Cup in South Africa with the support of 28 team captains. Captains of six teams at the 2011 FIFA Women's World Cup in Germany also endorsed the initiative.

At the Maputo event, the first Africa-wide launch of the initiative, the heads of national delegations to the Games, including presidents of National Olympic Committees and Ministers of Sport from 47 participating countries, are signing a pledge to support the Give AIDS the Red Card campaign for Zero new infections, Zero discrimination, and Zero AIDS-related deaths.

The campaign aims to raise awareness and mobilize action to strengthen the response to HIV and accelerate progress across Africa.

"By signing the pledge, each delegation is agreeing to set up a national plan of action on the UNAIDS Give AIDS the Red Card in consultation with UNAIDS offices and national AIDS councils upon return in their respective countries," said Dr. Djibril Diallo, Senior Adviser to the UNAIDS Executive Director. "The 2012 Africa Cup of Nations hosted by Equatorial Guinea and Gabon will be the next platform for pan-African mobilization of the initiative," he added.

Mozambicans are welcoming 5,000 athletes who will compete in 23 sports during the Games, including: badminton, basketball, boxing, canoeing, chess, cycling, football, gymnastics, handball, judo, karate, netball, rowing, sailing, shooting, swimming, taekwondo, tennis,

triathlon, volleyball and weightlifting.

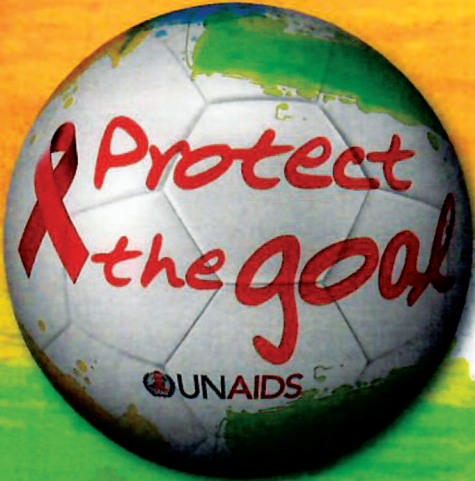
Sub-Saharan Africa continues to be the region most affected by HIV, with an estimated 22.5 million people living with the virus in the region representing 68% of the global total. However significant progress is being made in the region. In 22 countries, the HIV incidence rate declined by more than 25% between 2001 and 2009.

World leaders meeting in New York at the 2011 UN High-Level Meeting on AIDS agreed on far-reaching targets to halve new infections through sexual transmission and drug use, eliminate new HIV infections among children, and reduce TB-related AIDS deaths by half—all by 2015. The Political Declaration on HIV/AIDS also urged countries to embrace treatment for prevention, put 15 million people on treatment and reinforced the call for universal access to HIV prevention, treatment, care and support by 2015.

Distributed by the African Press Organization on behalf of UNAIDS.

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*This is your game.
Don't let AIDS score.*

**ZERO NEW HIV INFECTIONS
ZERO DISCRIMINATION
ZERO AIDS-RELATED DEATHS**

**GLOBAL LAUNCH OF THE
PROTECT THE GOAL CAMPAIGN**
9 JUNE 2014, SALVADOR DE BAHIA, BRAZIL
ON THE OCCASION OF THE 2014 FIFA WORLD CUP

Goals

- Zero new HIV infections, zero discrimination and zero AIDS-related deaths;
- Raise HIV awareness worldwide;
- Mobilize national and international media;
- Mobilize the worlds of sport and culture to strengthen the AIDS response;
- Accelerate progress in HIV prevention, particularly among young people.

Kickoff

2010 – The UNAIDS “Give AIDS the Red Card” campaign was launched at the South Africa FIFA World Cup with the objective to raise awareness and mobilize actions to strengthen the HIV response and accelerate progress in fighting HIV in Africa, particularly among young people.



International Goodwill Ambassadors and football players, Michael Ballack and Emmanuel Adebayor, were the symbol of the “Give AIDS the Red Card” campaign in 2010.

The program was a success and had the support of 28 team captains around the theme of elimination of Mother-to-Child HIV transmission.

2011 – Within the framework of the “Give AIDS the Red Card” campaign advocacy activities were held during the Women’s World Cup in Germany. On this occasion, seven team captains signed on the UNAIDS campaign to eliminate new infections among children.

2013 – As part of advocacy activities in the lead-up to the 2013 Orange Africa Cup of Nations, UNAIDS country offices were able to enlist the support of national football federations



to the PtG campaign. In Ghana, President John Mahama attended an event to send off the Ghana Black Stars national football team to the CAN 2013.

President of Ghana John Mahama signing the pledge supporting the PtG campaign along with the national team captain.

- The Protect the Goal campaign was launched at the Orange Africa Cup of Nations, in South Africa:



UNAIDS meets South African President, Jacob Zuma, and Aaron Motsoaledi, Minister of Health.

- UNAIDS and the Confederation of African Football (CAF) signed a Memorandum of Understanding with the purpose of using the popularity of football for HIV prevention.



UNAIDS Executive Director, Michel Sidibé and the President of the Confederation of African Football, Issa Hayatou, signed a Memorandum of Understanding.

- UNAIDS and partners disseminated messages of HIV prevention on big screens to football fans in all stadiums where the games took place. Team captains from countries such as Ghana, Algeria, Congo, Ethiopia and Niger read a statement calling on players, football fans and young people to support the campaign.

- The confederation of North, Central America and Caribbean Association Football (CONCACAF) and UNAIDS signed a Memorandum of Understanding in Panama to engage the world of football in the AIDS response. The agreement was signed during the CONCACAF Under-17 Championship. During the CONCACAF Gold Cup in Los Angeles and Chicago, the team captains pledged to raise awareness of HIV in the football community. In addition, the Protect the Goal banner was displayed prominently on the pitch prior to the game for about 58,000 fans and broadcast to the world.



In October 2013, UNAIDS announced that Jeffrey Web, CONCACAF's president, would receive the "2013 UNAIDS Protect the Goal Special Award for the Diaspora".

- In Paraguay, the South American Football Confederation (CONMEBOL) and UNAIDS combined efforts to promote the Protect the Goal campaign. The signing ceremony took place on the occasion of the special session of South America's football governing body in the presence of the CONMEBOL President.

- In Kuala Lumpur, Malaysia, the Asian Football Confederation (AFC) and UNAIDS signed a Memorandum of Understanding (MoU) during the AFC's 2013 Annual Awards to work together and engage football in the AIDS response in the region, particularly among young people.



The MoU between the AFC and UNAIDS was signed on 25 November 2013 by AFC President Shaikh Salman bin Ebrahim Al Khalifa and Senior Adviser to the UNAIDS Executive Director, Djibril Diallo.

Global campaign

The municipality of Salvador (State of Bahia, Brazil) signed a Memorandum of Understanding (MoU) with UNAIDS in August 2013 to work jointly in the Protect the Goal campaign. The city of Salvador will be the headquarters for the global campaign. The global launch will include the participation of high-ranking officials from South Africa, as the host of the 2010 FIFA World Cup, and Brazil, as the host of the 2014 World Cup, along with FIFA representatives and international guests.

The global launch will consist of an official event on 9 June 2014, in Salvador, with football stars, celebrities and high-ranking government officials.

Host cities on the field

The campaign will be hosted by Salvador and will also have hubs in the 12 cities that are hosting the cup. UNAIDS, the Ministry of Health and partners will work with the government of the 12 cities and states to provide condoms, HIV tests, cultural activities and awareness messages.

Scoring

Planned activities involve:

- Distribution of about 2 million condoms to football fans;
- Provision of voluntary HIV testing in the 'Fan Fests' of each one of the host cities. The tests will be distributed by mobile units provided by the Ministry of Health with the branding of the Protect the Goal campaign;
- Cooperation with partners of HIV prevention messaging and outreach to youth;
- The engagement of football stars and other celebrities in the promotion of the campaign;
- Nationwide communications campaign, including a website and other social media;
- Videos with exclusive messages from celebrities to be shown prominently on large electronic screens in the Fan Fests;
- Games, street football tournaments and other activities in each host city to engage young people also from under-privileged communities;
- Link to activities that will take place within the campaign in several countries during the FIFA World Cup;
- International communication and media outreach.

Roadmap to Salvador de Bahia

- **South Africa**
South Africa v Brazil - 5 March 2014, Soccer City
- **Cameroon, Nigeria, Ghana**
April 2014
- **South Korea**
May 2014
- **Côte d'Ivoire, Algeria**
May 2014
- **Portugal**
UEFA Championship Final - 24 May 2014,
Estradiol do Sport Lisbon
- **USA**
Mexico v Ecuador - 31 May 2014,
AT&T Stadium, Arlington, Texas

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Protect the goal

The Protect the Goal initiative is the new UNAIDS campaign to raise HIV awareness worldwide. A simple idea illustrates the power of protection. The campaign makes an analogy between goalkeepers protecting the goal and people protecting themselves.

The objective of the campaign is to use the popularity and convening power of sport to promote HIV prevention, particularly among young people.

From Soweto to Bahia

The campaign was initiated during the 2010 FIFA World Cup in South Africa with the slogan "From Soweto to Bahia", creating a connection between these two regions. The communications campaign will also address subjects such as HIV prevention, testing and the need to offer ARV to 15 million people by 2015.



In January 2013, the UNAIDS Executive Director, Mr. Michel Sidibé, and Michael Ballack, UNAIDS International Goodwill Ambassador, visited a Nike training centre in Soweto, as part of a Grassroot Soccer project in South Africa.

Partners

- Municipality of Salvador, Bahia
- State of Bahia
- Secretariat for Health Surveillance, Department of STDs, AIDS and Viral Hepatitis, Ministry of Health, Brazil
- Special Secretariat for the Promotion of Racial Equality, President's Office, Brazil
- Secretariat of Policies for Women, President's Office, Brazil
- Ministry of Sports, Brazil
- Governor of Brasília
- Pereira & O'Dell, USA
- Tobeka Madiba Zuma Foundation, South Africa
- Brazilian Mayors Association
- National Front of Mayors of Brazil
- National Youth Council of Brazil
- United Nations Population Fund (UNFPA)
- Réseau des Organisations de Jeunesse Leaders des Nations Unies pour l'Atteinte des Objectifs du Millénaire pour le développement (ROJALNU)
- African Renaissance and Diaspora Network (ARDN)



UNAIDS New York

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Governo Federal





Narcissela Mauricio, Captain of the Palancas Negras, National Women's Basketball Team of Angola, and UNAIDS Red Card Champion with U.N. Secretary General Ban Ki-moon

Photo: UNAIDS Country Office, Angola, Feb. 2012



UN Office on Sport for Development and Peace
SDP IWG - Thematic Meeting on “Protection and Safeguarding in Sport”
Geneva, 1 October 2012

Nicholas Gouede, Programme Officer at the UNAIDS New York Office, addressing participants of the Thematic Meeting on Sport for Development and Peace International Working Group (SDP IWG) held at the UN Office at Geneva (UNOG), Switzerland

More information at www.un.org/sport.

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UNAIDS



The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners to maximize results for the AIDS response. Learn more at unaids.org and connect with us on [Facebook](#) and [Twitter](#).

UNAIDS works in cooperation with the Confederation of African Football (CAF) using sports as a platform to reach millions of people with messages on HIV awareness and prevention across Africa, particularly the youth. The President of South Africa, Jacob Zuma, UNAIDS Executive Director Michel Sidibé and the President of the Confederation of African Football Issa Hayatou launched the "Protect the Goal" initiative on January 19 2013 at the opening ceremony of the Orange Africa Cup of Nations in Johannesburg. The "Protect the Goal" campaign aims to raise awareness of HIV and mobilize young people to commit to HIV prevention.

"I believe Africa and its leaders can take charge of the AIDS response and find ways to secure the resources needed to make zero new HIV infections, zero discrimination and zero AIDS-related deaths a reality in every country. The Africa Cup of Nations, the most prestigious sports tournament on the continent, provides an exceptional opportunity to mobilize and re-energize Africans against AIDS as millions tune in and turn up to support their teams."

Michel Sidibé
Executive Director of UNAIDS
Under Secretary-General of the United Nations

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PRESS RELEASE

CONCACAF and UNAIDS team-up and sign MoU

The partners plan to leverage the popularity of football to raise awareness of HIV

PANAMA CITY, 19 April 2013 —The Confederation of North, Central America and Caribbean Association Football (CONCACAF) and the Joint United Nations Programme on HIV/AIDS (UNAIDS) signed a Memorandum of Understanding (MoU) on 19 April and agreed to work together and engage football in the AIDS response, particularly among young people. The agreement was signed on the sidelines of the 2013 CONCACAF Under-17 Championship in the presence of CONCACAF President Jeffrey Webb and Senior Adviser Dr. Djibril Diallo, who represented UNAIDS Executive Director Michel Sidibé.

The two organizations agreed to carry out joint advocacy and communication activities in competitions organized by CONCACAF in support of the UNAIDS “Protect the Goal” campaign. This initiative was launched in January at the 2013 Orange Africa Cup of Nations in South Africa and is part of UNAIDS’ sport for global advocacy programme. The campaign promotes HIV prevention and treatment, in advance of the 2014 FIFA World Cup in Brazil.

“We are keen to join forces with UNAIDS to reach out to millions of young people in the Americas with HIV protection messages,” said CONCACAF President Jeffrey Webb. “This signature will allow CONCACAF and UNAIDS to build coordinated efforts in order to help promote the ‘Protect the Goal’ campaign in this region.”

“HIV prevention and football is a winning combination. Millions of young people are involved in football either as players or fans,” said UNAIDS Executive Director Michel Sidibé. “CONCACAF is a key partner and together we can reach millions of young people and ensure they have access to accurate information about HIV so that they can protect themselves and lead healthy and productive lives.”

UNAIDS brings to the partnership extensive experience in advocacy and communication as well as technical expertise and global reach in relation to the AIDS response. CONCACAF is an expert in organizing competitions for national teams and clubs and conducting World Cup qualifying tournaments.

Getting to zero

Globally, an estimated 4.6 million young people (15-24 years of age) are living with HIV. About 2,300 young people are infected with HIV each day. Many young people living with HIV, who are eligible for treatment lack access or do not know their HIV status. In Latin America, the situation among youth is of particular concern. Less than 30% of 15-24 year olds could correctly identify how to prevent sexual transmission of HIV, and condom use in this age group remains low, while only 30% of women aged 20 to 24 report using condoms during their last sexual activity. The “Protect the Goal” campaign also stresses the need for ensuring all the 15 million people eligible for life-saving antiretroviral treatment can access it by 2015.

During the CONCACAF Under-17 Championship, UNAIDS and CONCACAF have agreed to disseminate HIV prevention messages in the Rommel Fernandez stadium. The captains of the top two teams playing in the final game are expected to read a statement calling on players, football fans and young people to support the “Protect the Goal” campaign.

The 12-team tournament will decide the Confederation’s representative to the 2013 FIFA Under-17 World Cup scheduled for October 17 to November 8 in the United Arab Emirates. It is the first time that Panama has staged the CONCACAF finals. The twelve teams participating in the championship are: Barbados, Canada, Costa Rica, Cuba, Guatemala, Haiti, Honduras, Jamaica, Mexico, Panama, Trinidad and Tobago, and the United States.

[END]

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UNAIDS

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners to maximize results for the AIDS response. Learn more at unaids.org and connect with us on Facebook and Twitter.

CONCACAF

The Confederation of North, Central America and Caribbean Association Football (CONCACAF) is the governing body for soccer in the region, and one of six continental authorities that administer the game along with FIFA. Formed in 1961 from the merger of the Football Confederation of Central America and the Caribbean and the North American Football Confederation, CONCACAF has 40 member associations, including Guyana, Suriname and French Guyana on the South American continent. As the administrative body for the region, CONCACAF organizes competitions, offers training courses in technical and administrative aspects of the game, and helps to build football throughout the region.



PRESS RELEASE

“Protect the Goal” campaign launched at opening of the Africa Cup of Nations

The campaign aims to harness the power of football to raise awareness of HIV

JOHANNESBURG, 19 January 2013—The President of South Africa, Jacob Zuma, UNAIDS Executive Director, Michel Sidibé and the President of the Confederation of African Football, Issa Hayatou launched the “Protect the Goal” initiative on January 19 at the opening ceremony of the Orange Africa Cup of Nations in Johannesburg.

The “Protect the Goal” campaign aims to raise awareness of HIV and mobilize young people to commit to HIV prevention. Globally, an estimated 4.6 million young people (15-24 years of age) are living with HIV. About 2 300 young people are infected with HIV each day. Many young people living with HIV, who are eligible for treatment lack access or do not know their HIV status. The “Protect the Goal” campaign also stresses the need for ensuring all the 15 million people eligible for life-saving antiretroviral treatment can access it by 2015.

“Accelerating large-scale efforts for HIV prevention and treatment is imperative in Africa,” said President Jacob Zuma. “With strong leadership from government and community support, South Africa is showing results and its commitment to ending AIDS.”

Earlier in January, the President of Ghana, John Mahama attended an event to send off the Ghana Black Stars National Football Team to the Africa Cup of Nations. During the event, President Mahama signed a pledge supporting the “Protect the Goal” campaign. The Captain of the Black Stars also signed and read out the pledge. As part of advocacy activities in the lead-up to the tournament, UNAIDS country offices were able to enlist the support of other national football federations to the Protect the Goal campaign. As a result, team captains from Algeria, Democratic Republic of Congo (DRC), Ethiopia, and Niger signed the pledge to support the campaign. Other countries are expected to join the initiative during the three week-long Africa Cup of Nations tournament.

During the Africa Cup of Nations, UNAIDS is partnering with the Confederation of African Football, the South African Football Association and the Tobeka Madiba Zuma Foundation to implement the “Protect the Goal” initiative. During the campaign, UNAIDS and its partners will disseminate HIV prevention messages on large electronic screens to football fans in all stadiums where the Africa Cup of Nations football games are taking place. The captains of each of the 16 teams participating in the games will read a statement calling on players, football fans and young people to support the campaign. The “Protect the Goal” campaign will continue until the 2014 FIFA World Cup in Brazil.

Getting to zero

“Football appeals so much to young people and I am thrilled to have such a groundswell of support from the stars of African soccer,” said UNAIDS Executive Director, Michel Sidibé. “I know this is just the start of an astonishing campaign which will generate much enthusiasm among fans all the way to Brazil 2014.”

“We are extremely happy to support UNAIDS in their efforts to roll out this campaign across the continent,” said President of the Confederation of African Football, Issa Hayatou. “Our teams are committed to an Africa where AIDS is no longer a threat.”

The 29th edition of the Orange Africa Cup of Nations will last until 10 February, the day of the finale. It is the most prestigious football tournament on the continent and happens every two years. The sixteen teams participating in this year’s championship are: Algeria, Angola, Burkina Faso, Cape Verde, Côte d’Ivoire, Democratic Republic of Congo, Ethiopia, Ghana, Mali, Morocco, Niger, Nigeria, South Africa (host), Togo, Tunisia, and Zambia.

[END]

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UNAIDS-Confederation of African Football (CAF) Partnership Framework



Zero new HIV infections.
Zero discrimination.
Zero AIDS-related deaths.



Michel Sidibe, Executive Director of UNAIDS and Issa Hayatou, President of CAF sign UNAIDS-CAF MoU

Gold Cup magnifies United Nations HIV prevention awareness crusade

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UNAIDS to leverage football's popularity through CONCACAF's support of their 'Protect the Goal' HIV campaign

Los Angeles, California, July 5, 2013 — In support of the Joint United Nations Programme on HIV/AIDS (UNAIDS), the Confederation of North, Central America and Caribbean Association Football (CONCACAF) will

reach out to the football community throughout the 2013 Gold Cup tournament in a pledge to ensure they protect themselves and lead healthy and productive lives.

"CONCACAF is keen to partner with the United Nations in the framework of our social responsibility initiatives throughout this edition of Gold Cup," said CONCACAF President and FIFA Vice President, Jeffrey Webb. "We deem it important to extend our support to UNAIDS' main objective of expanding HIV prevention messages to the football family towards a healthier society, for football is passion and health."

The promotion of the Protect the Goal campaign will be held during the first six matches (Los Angeles, CA, July 7; Harrison, NJ, July 8; Portland, OR, July 9) and the final game (Chicago, IL, July 28) of the CONCACAF Gold Cup 2013 tournament. This will entail the presentation of the campaign banners by each participating team before the games. Furthermore, a pledge will be read by a representative of each of the qualified National Teams: Belize, Canada, Costa Rica, Cuba, El Salvador, Haiti, Honduras, Martinique, Mexico, Panama, Trinidad and Tobago and the United States.

"This high-profile tournament is timely given its proximity to the UN Secretary-General, Mr. Ban Ki-moon's '1000 Days of Action' campaign to achieve the Millennium Development Goals (MDGs)," said Senior Adviser to UNAIDS, Dr. Djibril Diallo. "Strong advocacy during Gold Cup will allow UNAIDS to demonstrate that it is indeed giving '1,000 percent' to achieve the MDGs."

The proposed advocacy initiatives will provide an opportunity to increase the global visibility of UNAIDS and its work in the AIDS response. Given the size of the tournament, which is followed by millions of fans around the world, these events will also provide opportunities for UNAIDS to identify potential sponsors and partners.

"Furthermore, given the national and regional focus by a wide range of partners in the Post-2015 Development Agenda of the United Nations, CONCACAF's support provides an opportunity to

Gold Cup magnifies United Nations HIV prevention awareness crusade

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shape the outcome of the consultations by demonstrating that people recognize the importance of community mobilization," added Dr. Diallo.

In April 2013, the United Nations and CONCACAF entered into a cooperation agreement for joint advocacy in furtherance of the UNAIDS' Protect the Goal campaign. Through this MoU (Memorandum of Understanding), UNAIDS and CONCACAF will carry out joint advocacy activities in all competitions organized by CONCACAF in support of the campaign, which is a brand new initiative within the framework of UNAIDS sport for global advocacy.

During the CONCACAF Under-17 Championship 2013 (Panama, April 6-19), and FIFA Beach Soccer World Cup 2013 - CONCACAF Qualifier (Bahamas, May 8-12), the Confederation has indeed embarked on the dissemination of these prevention messages. The campaign highlights the power of protection and fosters HIV prevention and treatment, in advance of the 2014 FIFA World Cup in Brazil.

Globally, an estimated 4.6 million young people (15-24 years of age) are living with HIV. About 2,300 young people are infected with HIV each day. Many young people living with HIV, who are eligible for treatment lack access or do not know their HIV status. In Latin America, the situation among youth is of particular concern. Less than 30% of 15-24 year olds could correctly identify how to prevent sexual transmission of HIV, and condom use in this age group remains low, while only 30% of women aged 20 to 24 report using condoms during their last sexual activity. The "Protect the Goal" campaign also stresses the need for ensuring all the 15 million people eligible for life-saving antiretroviral treatment can access it by 2015.

This will be the 12th edition of the CONCACAF Gold Cup competition and the United States will be the host nation. Played every two years, the Gold Cup is CONCACAF's premier championship, determining both the Confederation champion and a chance to playoff with the next edition's winner for the right to represent CONCACAF at the FIFA Confederations Cup.

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PRESS RELEASE

UNAIDS *Protect the Goal* campaign tour kicks-off in South Africa

GENEVA/JOHANNESBURG, 5 March 2014—The Joint United Nations Programme on HIV/AIDS (UNAIDS), in cooperation with the Tobeka Madiba Zuma Foundation (TMZF) and the South African Football Association Development Agency (SDA), have announced the kick-off of the *Protect the Goal* world tour. *Protect the Goal*, which was first launched at the 2010 FIFA World Cup in South Africa, is a campaign to raise awareness around HIV prevention and encourage young people to get actively involved in both the national and global response to HIV.

"I'm honored to join forces with SDA and UNAIDS in the AIDS response," said Madame Tobeka Madiba Zuma, whose foundation is a co-sponsor of the *Protect the Goal* campaign. "I want to help reach as many young people around Africa as I can. While we need to begin with HIV awareness, we also need to deliver HIV testing and treatment to many young people who need our help."

The official world tour kick-off event was held at the Soccer City Stadium, the largest stadium in Africa, during the South Africa-Brazil international friendly game. The world tour will continue its journey through the five African countries—Algeria, Cameroon, Côte d'Ivoire, Ghana, and Nigeria—whose national teams have qualified for the 2014 FIFA World Cup in Brazil.

The event also provided an opportunity to announce Kweku Mandela and Ndaba Mandela as global spokespersons for *Protect the Goal*. The objectives of the campaign are to use the popularity and convening power of sport to unite the world for the goal of an AIDS-free generation. The campaign also raises awareness and support for UNAIDS' vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths.

"We are proud to be working with our South African partners in a rapidly evolving environment for mobilizing the global football community against AIDS," said Dr. Djibril Diallo, Senior Adviser to the Executive Director of UNAIDS.

The campaign has garnered support from around the world. UNAIDS has signed cooperation agreements with the Confederation of African Football (CAF), Confederation of North, Central America and Caribbean Association Football (CONCACAF), South American Football Association (CONMEBOL), and Asia Football Confederation (AFC).

Getting to zero

In Africa, UNAIDS and partners, including youth leaders, have disseminated HIV prevention messages on large electronic screens to football fans in stadiums and fan zones during games, including the Orange Africa Cup of Nations, Africa's most prestigious football tournament.

In Asia, UNAIDS, in cooperation with the Asian Football Confederation and the Asian Development Bank, are engaged in a partnership to enhance awareness of HIV, improve access to HIV prevention and treatment, and work to eliminate HIV-related stigma and discrimination in five pilot countries, Myanmar, Cambodia, Philippines, Malaysia, and Thailand.

CONCACAF, the Confederation of North, Central American and Caribbean Association Football, has also promoted the campaign in the framework of major sporting events. During the Gold Cup soccer tournament the captains of the national football teams of the United States and Panama pledged to raise awareness of HIV in the football community.

Globally, an estimated 5.4 million adolescents and young people are living with HIV, and 1.8 million are eligible for HIV treatment. Millions of young people living with HIV do not know they living with the virus, and every day, approximately 2100 adolescents and young people become newly infected, which accounts for 36% of all new HIV infections globally.

As part of the *Protect the Goal* Campaign, UNAIDS, TMZF, SDA and Grassroot Soccer, a South African-based, non-profit organization that uses football to educate young people about HIV, will stage a promotional event at the Alexandra Football for Hope Centre on 6 March. The centre provides young people with a safe space to learn about HIV prevention. As part of the event branded footballs of the *Protect the Goal* campaign will be distributed to underprivileged communities.

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Getting to zero²

PRESS RELEASE

UNAIDS Protect the Goal campaign arrives in Brazil ahead of 2014 FIFA World Cup

Campaign uses the convening power of sports to empower young people to access HIV prevention, treatment care and support services

SALVADOR, 9 June 2014 — The UNAIDS' Protect the Goal campaign has been officially launched at a special event in Salvador, Brazil, on the eve of the 2014 FIFA World Cup. The event, supported by the United Nations Population Fund (UNFPA), the Government of the State of Bahia, the Municipality of Salvador and the Brazilian Health Ministry, was held in the emblematic Castro Alves Theatre, in Salvador on 9 June.

"Football is unique in the way it unites people from all sectors of society around a common passion," said Michel Sidibé, Executive Director of UNAIDS. "We want to harness that passion and solidarity to engage everyone involved in this World Cup in our efforts to ensure that young people around the world protect themselves against HIV and have access to lifesaving HIV services." Of the 35.3 million people living with HIV worldwide, around 4.6 million are aged between 15 and 24 years old.

During the 2014 FIFA World Cup in Brazil, with the support of state governments and local municipalities, over 2 million condoms and 2 million leaflets will be distributed across the 12 World Cup host cities and free rapid HIV tests will be offered at local Fan Fests. Other cities such as Aracaju, Porto Seguro, Ribeirão Preto, Santos and many more have joined the campaign and schools in the state of Bahia are participating with contests and HIV training programmes.

Brazilian Health Minister Arthur Chioro said that "this project, carried out in partnership with UNAIDS, is one of the Ministry's many efforts towards implementing innovative HIV prevention strategies for young people."

Kweku and Ndaba Mandela, grandchildren of late South African leader, are spokesmen of the campaign and will also take part in the ceremony, as will Miss Jamaica World Gina Hargitay, a youth leader of the Protect the Goal campaign.

The Brazilian National Team's vice-captain and UNAIDS Goodwill Ambassador David Luiz is another important spokesperson. "People will be looking at my country, wanting to see great football during the World Cup. This is a great opportunity, so I want to help UNAIDS and be part of the winning team against HIV," said the star player.

Protect the Goal was first launched at the 2010 FIFA World Cup in South Africa. To symbolize the strong links between Africa and Latin America a 'Protect the Goal World Tour' was launched during the friendly match between South Africa and Brazil in March 2014. The tour saw the passing of a football to the Heads of State of the African and Latin American countries participating in the 2014 FIFA World Cup, being signed by the Heads of State of Algeria, Cameroon, Côte d'Ivoire, Ghana, Nigeria, Argentina, Chile, Colombia, Costa Rica, Ecuador, Honduras and Uruguay.

Protect the Goal has mobilized leaders in many other countries including Jamaica, Guatemala, Iran, Myanmar, the Philippines and Malaysia. The United Nations Secretary-General, Ban Ki-moon, has signed the Protect the Goal ball as have many heads of UN agencies and the former UN Secretary-General Kofi Annan.

The campaign has also garnered support from leaders in the worlds of culture and football, including the Confederation of African Football (CAF); the Confederation of North, Central America and Caribbean Association Football (CONCACAF); the South American Football Association (CONMEBOL); and the Asia Football Confederation (AFC). It is also supported by Michael Ballack, former captain of the German national team and UNAIDS Goodwill Ambassador and the Ivorian striker Gervinho (Gervais Yao Kouassi) who was recently announced by UNAIDS as an Ambassador for Protect the Goal.

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... / News Articles / 2014 / UNAIDS and UNOSSC Join Hands With Partners to Pursue the Goal of a Healthier Future /

UNAIDS and UNOSSC Join Hands With Partners to Pursue the Goal of a Healthier Future

19 August 2014



Link to Press Release: [UNOSSC-UNAIDS_PressRelease.pdf](#)

Nanjing, China, 17 August – Athletes competing in the 2014 Youth Olympic Games met today with UN officials, Chinese government leaders, National Olympic Committee members, medical researchers and business leaders to discuss strategies for creating a healthier future for young people.

The Joint United Nations Programme on HIV/AIDS (UNAIDS) and the United Nations Office for South-South Cooperation (UNOSSC) organized the dialogue session in cooperation with Nanjing Medical University.

UNAIDS has a longstanding partnership with the International Olympic Committee to engage sports organizations in raising awareness about AIDS prevention. "It is our common goal to reach out to as many young people as possible using sport as a powerful tool in the education and cultural programme on prevention of HIV across the globe," said Djibril Diallo, senior adviser to the UNAIDS Executive Director Michel Sidibé.

UNAIDS has a "Protect the Goal" campaign aimed at mobilizing young people for HIV prevention, and presented a short video on prevention messages delivered in Africa, Asia, and Latin America in connection with the 2014 FIFA World Cup. In Nanjing, UNAIDS has set up an HIV and sexual and reproductive health booth in the Olympic Village. The programme features games, HIV facts, and artwork on AIDS where young people can express their creativity and write personal messages.

UNOSSC has recently joined forces with UNAIDS to provide opportunities for countries from the Global South to share successful approaches to common health care challenges.

Teresa Liu, representing Yiping Zhou, Envoy of the Secretary-General on South-South Cooperation, introduced the South-South Global Health Exchange, a global platform that was established to facilitate knowledge sharing, capacity building and technical assistance for developing countries, as well as market-based transfers of health care technologies and products: "It is my hope that today's session will inspire new partnerships – among governments, researchers, and health care institutions – to promote better health and development around the world, helping to unleash the potential of developing countries to find transformative solutions".

Following greetings from Shaojun Chen, the Deputy Secretary General of the Government of Jiangsu Province and Wanjin Hu, the Deputy Mayor of Nanjing, officials from China's National Health and Family Planning Commission and Shanxi province showcased China's South-South cooperation in terms of providing doctors, medical technologies and hospital facilities, especially in African countries. For example, since 1982, Shanxi province has sent 34 teams of doctors to Togo, built and equipped two hospitals, and trained a large number of medical professionals. In addition, doctors from the Nanjing Medical University provided information about health care practices and policies within China.

Wilfried Lemke, the UN Secretary-General's Special Adviser on Sport for Development and Peace, gave a brief but impassioned message: I want to tell young athletes 'you personally can change the world – not alone, but if we work together'.



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His message was amplified by Hamza Chraïbi, the Youth Ambassador from Morocco, who asserted that "the Olympic Games are not just about competition but also about teaching values, and sport is the only language that youth from around the world can understand."

Lindsay Glassco, the International Olympic Committee's Director of International Cooperation and Development, called attention to the strong collaboration between the IOC and the UN, reflected by the UN Secretary-General's attendance at the opening ceremony yesterday. She emphasized that participating in sports is incredibly empowering in terms of learning life skills, especially for girls. When she was a teacher in Lesotho, she introduced volleyball for girls in the village, and saw that they became more disciplined and proactive, their grades went up, and they felt more empowered to make important life choices. She also praised the UNAIDS educational booth in the Olympic Village, saying "We can't do this alone. We need partners like the UN family, based on our shared concerns and visions for our youth."

Representatives of private sector institutions already engaged with the work of UNOSSC described their roles in market-based South-South exchanges in the health care field.

Manuel Ortega described the China-Africa Business Council, which was established in 2006 to promote South-South cooperation in a number of sectors – starting with agriculture, pharmaceuticals, manufacturing and infrastructure, and later expanding into tourism, real estate and estate. Ze Tao, from the China Foundation Center, indicated that there are more than 100 foundations working in China in the areas of child mortality, maternal health, and AIDS prevention and treatment.

Roger Chen, the CEO of the Junfeng Group, a private company with 25 years of experience in the medical care industry described his engagement with UNOSSC, including cooperation with Mozambique and other Least Developed Countries to promote health-related projects.

The event was supported by companies from China and Uganda engaged with UNOSSC.

UNAIDS

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UNOSSC

The UN Office for South-South Cooperation works to support countries' efforts to manage, design and implement South-South cooperation policies and initiatives through the identification, sharing and transfer of successful Southern-generated development solutions. It engages with a wide range of partners, including governments, UN entities, multilateral bodies, private sector enterprises and civil society organizations to provide support to South-South initiatives.

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CAF PRESIDENT ISSA HAYATOU RECEIVES UNAIDS RECOGNITION FOR COMMITMENT TO "PROTECT THE GOAL" CAMPAIGN



08 FEBRUARY 2015 12:53

Bata, Equatorial Guinea, 7 February 2015 – The President of the Confederation of African Football (CAF) Issa Hayatou has been honoured with the prestigious 2015 Certificate of Achievement by the Joint United Nations Programme on HIV/AIDS (UNAIDS) on the occasion of the 2015 Africa Cup of Nations hosted by Equatorial Guinea.

This special recognition was bestowed on the CAF President at a star-studded reception attended by the Presidents of the Federation international de football association (FIFA), Union of European Football Associations (UEFA), high-ranking officials from the government, sports organizations, private sector, and the world of football, for his sustained commitment to the AIDS response through efforts to promote the role of sport in development and advocacy for the "Protect the Goal" campaign.

"We are proud of President Hayatou's accomplishments since the launch of the "Protect the Goal" campaign in Johannesburg in 2013 and pleased that his efforts are being recognized through this prestigious UNAIDS award," said Djibril Diallo, Senior Adviser to the Executive Director of UNAIDS, adding "This prize is the culmination of CAF-UNAIDS joint advocacy activities. President Hayatou's efforts have demonstrated an unflinching support to this innovative campaign from its inception".

"We are determined to continue our support to UNAIDS in their efforts to promote this campaign across the continent," said President Hayatou. "We will redouble our efforts to ensure that our teams and fans are committed to an Africa where AIDS is no longer a public health threat."

The "Protect the Goal" campaign aims to raise awareness of HIV and mobilize young people to commit to HIV prevention. About 2 100 young people are infected with HIV each day. Many young people living with HIV, who are eligible for treatment lack access or do not know their HIV status.

Dr. Diallo, who is representing the UNAIDS Executive Director at the event, added. "UNAIDS Country Representatives of the sixteen countries represented in AFCON 2015 have been working with National Football Associations, mayors and municipal leaders, and youth leaders in preparation for this tournament. Such activities have included briefing football players on HIV/AIDS advocacy, media events involving key football players and/or government officials, and public events".

In Algeria, the captain of the national football team Les Fennecs signed the "Protect the Goal" campaign pledge to support UNAIDS achieve its vision of "Getting to Zero". In Gabon, advocacy activities including dissemination of promotional materials in French were

<http://www.cafonline.com/en-US/NewsCenter/News/NewsDetails?id=btDxR%2f42R32B...> 09/02/2015

carried out in collaboration with the local youth network, and briefing sessions on the "Protect the Goal" campaign were held with the President of FEGAfoot, the national football association, and the Minister of Youth. The captain of the national football team Les Panthères also signed the "Protect the Goal" campaign pledge committing players and fans to adhere to the rollout plan of the campaign. In Guinea, the Secretary General of FEGUIFOOT, the national football federation, adhered to the "Protect the Goal" campaign by signing a pledge fostering synergies between the AIDS and Ebola responses.

UNAIDS Executive Director Michel Sidibé and the CAF President signed a Memorandum of Understanding on 19 January on the sideline of the 2013 Orange Africa Cup of Nations in Johannesburg, South Africa. The MoU aims to leverage the popularity of football and advance HIV prevention.

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CAF

The Confederation of African Football (CAF) is an international organization and the football governing body in Africa. It is currently running 11 competitions including the African Cup of nations (CAN) and the African nations Championship (CHAN). CAF was founded in 1957. It has a membership of 54 National Associations. Its headquarters are located in Cairo, Egypt. For more information, please visit www.CAFonline.com.

