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*Advocacy toolkit case studies*

# IMPROVING THE HIV RESPONSE IN EAST AFRICA

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**THEME:**

**HIV**

**ADVOCACY APPROACHES:**

**Government officials: meeting with  
Mobilising people and campaigning  
Using the media**

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A Tearfund partner in East Africa wanted to highlight the issue of HIV because it was concerned about prevention, care and access to services for people living with HIV.

They organised a street march and invited television, radio and newspapers to attend. En route, they visited the Association of HIV/AIDS Patients as an act of solidarity. They carried banners with their messages clearly visible. They ended the march at the prime minister's office, where they delivered a letter and prayed for the nation and people living with HIV. The letter said that they wanted more coordination between NGOs and government in HIV prevention and care, increased education about lifestyle choices in schools, more medicines to be imported for people living with HIV, free of tax, and new laws to stop job discrimination against people living with HIV.

The march was covered on television, radio and in various publications, which raised awareness in many parts of the country.

As a result, the government agreed to import medicines free of tax, and the Ministry of Education introduced a forum, of which the partner was a member, that led to changes in the educational curriculum.