



# Peers Making It Happen



#YPlusPageant19

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# About the Y+ Beauty Pageant 2019



## About the Y+ Beauty Pageant 2019

The idea of holding an annual Y+ Beauty pageant is aimed at fighting stigma and discrimination and structural drivers of gender-based violence against young people living with HIV and AIDS through identifying young people as SRHR advocacy champions and creating a platform to influence key policies that impact on their lives. . (Y+ represents Young people living with HIV). The Y+ Beauty Pageant addresses both self-stigma and community stigma faced by young people living with HIV (YPLHIV) by uplifting their plight, celebrating their inner beauty and promoting HIV activism among the young people living with HIV. This campaign is meant to breed generation of YPLHIV advocates that is energetic, creative, empowered, and productively working towards a stigma-free Uganda through influencing policy, attitude and behavioral change among young people and stakeholders..





The Y+ Beauty Pageant stems from several indicators including the high prevalence of external stigma reported by 19% of PLHIV to have experienced discriminatory remarks by family members and verbal harassment; 12% experience blackmail; and 9.5% experience physical harassment. However, the rates of internal stigma are even higher: 60% hid their HIV status from others, 32% felt guilty that they had HIV and 22% mentioned that they experience feelings of worthlessness because of their HIV status. These statistics urge for more effective approaches to tackle HIV-related stigma. (Stigma Index Survey-2017)



Furthermore, for young people specifically, stigma has an intensified impact. The Stigma Index report 2017 highlights effects on ability to cope with stress, negotiate for safe sex, and self-confidence. Additionally, an astounding 23% of YPLHIV report their HIV status affects their ability to find love. This intensely affects their uptake of HIV services at health facilities, adherence, fear to disclose due to violence and rejections.

With this background, Uganda Network of Young People Living with HIV & AIDS (UNYPA) came up with the Y+ Beauty pageant; an annual campaign aimed at fighting stigma and discrimination and structural drivers of gender-based violence and other HIV related issues against young people living with HIV and AIDS.



The theme this year  
**PEERS MAKING IT HAPPEN**

seeks to engage young people living with HIV to be the ambassadors of change at community, regional, national and Global level.

## Objectives

The  
objectives  
of the  
campaign  
will  
include;

- Reduce the challenging legal, political, socio-economic impediments to public health programs to reduce new HIV infection and mitigate the impact of HIV/AIDS among the young people. Promote inclusiveness of young people living with HIV including the key populations in the design implementation and monitoring of HIV related programs and policies that affect them.
- Enhance the gender-transformative approach focused on strengthening capacities of young women and girls, young men and boys to equally participate in and benefit from programs that reduce gender inequalities and address stigma and discrimination. Build the self-esteem of YPLHIV to enable them live positive and productive-lives.
- Widen the care and support network of young people living with HIV by engaging other stakeholders such as parents, health worker, decision makers and influencer.





With whom  
we engage

- The Y+ Beauty Pageant will directly target Young people living with HIV who have continuously faced frustrations from stigma and discrimination due to their HIV status.
- The campaign will further engage key stakeholders and major decision makers in the HIV fraternity including **Policy makers, Parents & care takers, and health workers** to leverage the momentum and broaden the conversation, call for action and commitments on creating and enabling environment for young people living with HIV including ending stigma and discrimination among young people living with HIV

## Chronology of the Campaign interventions

The Y+ Beauty Pageant Campaign will be split into the following sequence:

### The Launch





This year we are organizing a cocktail evening with journalists, partners and the ambassadors to create a safe space for a conversation. Besides unveiling the pageant, we will equally need to give people a chance to listen to the experiences of these young people living with HIV and how the campaign has helped to create change in their lives. A series of activities will happen during the launch, these will include:

- An Interactive Café Panel- Young people living with HIV will get a chance to share their experiences about stigma and discrimination and how the Y+ Beauty Pageant has helped them deal with both self and community stigma.
- Sharing the roadmap of the Y+ Beauty pageant 2019.
- A media press brief will be conducted to create awareness on HIV related stigma and discrimination issues and also inform the public about the purpose of the Y+ Beauty Pageant to the young people living with HIV and the communities.

## School outreach





# Dialogue



# Health Camp





The regional auditions will comprise of young men & women living with HIV between the ages of 16 – 24 living with HIV from partner organizations or health Centers in the four representative districts of the regions for Northern, Eastern, Western and Central regions. The auditions will comprise of a series of activities that will provide a platform for YPLHIV to speak openly about stigma in their community. These will include;

## Regional Auditions







- Integrated outreaches comprised of school outreaches. These will aim at increasing HIV awareness to trigger reduction of stigma and discrimination in young people in two (2) schools per region.
- Health camps will include with services like HIV testing and counselling, family planning, Blood donations, cervical cancer screening, community HIV sensitization, condom distribution among others.
- Flash mobs will be conducted as a mobilization mechanism for communities to go for the health services and as well for condom distribution and demonstration.
- Community Dialogues: These will be aim at promoting social cohesion by creating a safe place in which YPLHIV and members of a community can come together to discuss the challenges they face with HIV related stigma and discrimination, find sustainable solutions and advocate to end stigma and discrimination including all forms of gender -based violence against YPLHIV the communities.
- Auditions: The eligibility for contesting as an ambassador will be based on their openness with one's HIV status, their knowledge on issues affecting YPLHIV, and their ability and willingness to represent YPLHIV. From the contestants, 6 outstanding people (Mr Y+, Miss Y+, 1<sup>st</sup> & 2<sup>nd</sup> runner up) will be selected from each region and from these the top 4 from each region will be selected making a total number of 16 ambassadors who will proceed to the boot camp.





# The Boot Camp





This will be a one-week capacity building and mentorship training of 16 Regional YPLHIV ambassadors. It is a life-changing week and the YPLHIV will be then identified as Y+ ambassadors ready to represent their fellow YPLHIV in their communities and in Uganda. During the boot camp a number of activities and sessions like:

- Making reusable pads, Bead work & crafts, Creative Painting competition, Hairdressing (plaiting) and Baking as economic empowerment sessions for the YPLHIV that they are apply back at home as income generating sources.
- Life and Presentation skills, inspirational/ motivational talks: These will be aimed at Improving self-esteem and confidence of the contestant.
- Advocacy skills: These will be sessions with topics like HIV and the law, polices among those aimed a grooming YPLHIV who will be able to use the available platforms and opportunities to front the key asks of their fellow young people living with HIV in communities.





UGANDA NETWORK OF YOUNG PEOPLE  
LIVING WITH HIV  
PRESENTS



Beauty  
Pageant  
2019

# The Grand Finale



The Grand Finale will crown off the three-months campaign. It is an advocacy platform where all the Y+ ambassadors, stakeholder, decision makers, and other YPLHIV will come to witness and support the 16 Y+ Beauty Pageant contestants. The evening consists of:

- An interactive café panel that will involve stakeholders discussion and opinion to on the strategies for strengthening the support to young people living with HIV, end HIV related stigma and the 16 days of activism to address issues of Gender Based Violence among adolescent girls and young women living with HIV in different communities.
- Pitching a policy issue which will be aimed at improving the perception about Young People living with HIV and lobbying for commitments from stakeholder to end HIV/SRHR stigma and discrimination issues among the YPLHIV in communities.
- Crowning of Y+ ambassadors where 6 ambassadors will be crowned as 1<sup>st</sup> and 2<sup>nd</sup> runner up, Mr. and Miss Y+ to be representatives of the YPLHIV in Uganda.
- Showcasing by the contestants through their speeches to advocate for their fellow YPLHIV, sharing their plans to transform stigma in their communities, and the catwalk.
- The national Y+ ambassadors will be selected based on their knowledge on issues affecting young people living with HIV, ability, willingness, creativity to represent and voice the issues for young people living with HIV to duty bearers across various levels and the crowned National Mr. and Miss. Y+ will be serving as leaders of all the other ambassadors for one year.



# The Grand Finale





# Y+ BEAUTY PAGEANT EVENTS TIMELINE

DATE	DISTRICT	REGION
13 September	Kampala	Launch Y+ Beauty Pageant
5 October	Kampala	Central Region
12 October	Moroto	Northern Region
26 October	Kasese	Western Region
2 November	Busia	Eastern Region
13-20 November	Boot Camp	TBC
22 November	<i>The Grand Finale</i>	TBC





## MEDIA ENGAGEMENT

This will include but not limited to:

- Use of both tradition and electronic media (Social media: Facebook, Twitter, Instagram, Website and YouTube ) marketing platforms to engage followers to get word out about the Y+ Beauty Pageant and what it intends to achieve toward HIV response and increasing awareness on Gender based Violence.
- Work with TV and Radio stations to publicize the campaign, mobilize masses to attend the events but also sponsor and broadcast the Y+ Beauty Pageant and other build up activities.







## What next after the Y+ Beauty Pageant Campaign

The Young People living with HIV that will take part in the Y+ Beauty Pageant Campaign will be referred to as Ambassadors of Change right from the regional auditions even when only 16 YPLHIV will be selected to participate at the national level. After the 3 months campaign, the ambassadors will be involved and engaged in different activities including community dialogues, national celebrations like World AIDS Day and other advocacy meetings in their communities and on national level to front different issues that affect their fellow YPLHIV. The ambassadors will also be linked to other implementing partners across all regions to support HIV awareness programs within their own communities. The host organization will further liaise with district committees in the districts to ensure inclusion of representatives of YPLHIV on the committees. The Mr. and Miss Y+ will be representatives of the young people on the Board of Directors for UNYPA and will also support the next campaign in the selected different regions as peer supporters especially during the community outreaches where they will play a role of peer counselors but also mentor the upcoming ambassadors in their communities and during the boot camp.

### CONCLUSION

The Y+ Beauty Pageant campaign has been running annually since 2014 and is the first of its kind in Africa. We therefore seek for your support and partnership to make this event a success.

**For more information contact;**

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**THANK YOU  
FOR THE SUPPORT**

