



Using the power of sport to address HIV/AIDS: Initiatives from Papua New Guinea

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Overview of presentation

- Acknowledgements
- Human right to health
- MDGs – Health HIV/AIDS
- Context – PNG and HIV
- HIV prevention through sport
- League
- Reflection on league
- Concluding remarks



Human right to health

- Good health is a human right (UN Declaration of Human Rights, 1948)
- Enjoyment of highest attainable standard of health is fundamental right of every human being (WHO Constitution, 1946)
- Right to participant in physical activity, education, sport (UNESCO Charter of Physical Education and Sport, 1978)

MDGs... COMBAT HIV AND AIDS

- Sports being used to convey information about HIV in a non-discriminatory, non-threatening and age-appropriate manner.
- Sports is seen to provide a way of bringing people together to participate in fun and educational games and activities.
- Sports and physical activity are used to build awareness about HIV and AIDS.



Context: PNG and HIV

- Globally, 39.5 million people are estimated to be living with HIV.
- HIV prevalence among adults in PNG aged 15-49 is 0.9% (*PNG HIV estimation 2010*)
- Estimated 34,100 People Living with HIV in PNG(including 31,000 adults and 3100 children)
(Source: NACS/UNAIDS)

HIV Prevention Through Sport

- Sports programs can be used to reduce stigma and increase social and economic integration of people living with HIV and AIDS
- Sports programs are associated with lower rates of health risk behaviour that contributes to HIV infection
- Programs providing HIV prevention education and empowerment can further reduce HIV infection rates
- Involvement of celebrity athletes and use of mass sport events can increase reach and impact of HIV and AIDS education and prevention campaigns



Using League

- One such example: League is being used to address HIV

PM XIII (Australia and PNG) - Elite players - HIV messaging



Reflection on league

- **Stand alone not effective however ...**
 - Can endorse existing activities, resources services
 - Train role models /be selective
 - Integrate change behaviour at the junior level
 - Must address HIV simultaneously with gender
 - Must connect to broader Strategy Framework HIV Prevention and grass roots Tingin Laip
 - Refocus messaging: inclusiveness, care support for those with HIV, address stigma and discrimination
 - M& E

Concluding remarks

- Role of sport in combating stigma & discrimination especially HIV and AIDS
- Impact of physical activity on HIV positive individuals
- Effectiveness of 'sport and HIV' programs in relation to local and national prevalence rate