



## **TERMS OF REFERENCE**

### **PLWHIV/AIDS Advisory Committee on 2010 World AIDS Day Campaign**

#### **Facilitator**

Tricia Diduch – Communications Consultant, Canadian AIDS Society

#### **Project Overview**

Each year, the Canadian AIDS Society (CAS) develops a national bilingual awareness campaign for World AIDS Day to increase awareness about HIV/AIDS in Canada and to encourage engagement on HIV/AIDS at the community level. Materials from the campaign are distributed by CATIE to its mailing database and are also sent to all CAS and COCQ-SIDA members, as well as to any other groups or individuals requesting copies of the material. This year the campaign will include a community component and will rely heavily on social media to roll out the campaign.

#### **Roles & Responsibilities**

The Advisory Committee will act as a consultative body. Members of the committee will assist in the development, promotion and evaluation of the 2010 World AIDS Day Campaign.

Members of the Advisory Committee will perform the following functions:

- advise on the direction, structure and content of the campaign by selecting among presented campaign options;
- recommend topics and content for information sheets and accompanying campaign materials;
- review draft campaign documentation and promotional materials for errors and oversights and suggest possible improvements ;
- identify opportunities to promote the campaign in their community; and
- contribute to the development of an evaluation strategy and capture community response and feedback to the campaign.

#### **Deliverables**

Information sheets (number yet to be determined)

Posters and post cards (or stickers, magnets?)

On-line social media campaign concept

Media templates (media advisory and release)

**Print materials to be sent out the last week of October.**

## **Composition**

The advisory committee will consist of six members (five regional members and one youth representative). Advisory committee members will meet the following criteria:

- Be a person living with HIV;
- Possess knowledge of issues facing individuals/communities at risk or affected by HIV/AIDS;
- Have experience working or volunteering within a community AIDS service organization (including frontline support, education, community development, advocacy and communications initiatives); and
- Show a commitment to the *Greater and Meaningful Involvement of People Living with HIV/AIDS* (GIPA) principles.

## **Regional Representatives**

Atlantic (New Brunswick, Nova Scotia, Newfoundland and Labrador, Prince Edward Island)

Quebec

Ontario

Prairies (Manitoba, Saskatchewan, Alberta, Northwest Territories and Nunavut)

Pacific (British Columbia, Yukon Territory)

Youth Representative

## **Meetings**

All advisory committee meetings will take place via CAS-hosted teleconference. It is anticipated that the advisory committee will meet two or three times. Meetings will tentatively be scheduled for the weeks of September 13-17, September 27-Oct 1, and Dec. 13-17 (evaluation).

Between meetings, participants will be expected to respond promptly to e-mail and phone messages regarding the campaign, as required.

## **Membership Term**

The work of the advisory committee will begin as of September and will end in January.