

Describing ActionAid 4



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Referring to ActionAid

In day-to-day language, ActionAid should always be referred to as an international anti-poverty organisation.

When writing to external audiences, avoid abbreviating our name. For instance, for ActionAid Tanzania, do not use AAT and for ActionAid International, do not use AAI or AA.

In copy, always use the two capital 'A's of 'Action' and 'Aid' and always join the two words together to read 'ActionAid'. Avoid using 'actionaid' 'Actionaid' or 'Action Aid'.

Referring to sections of the Organisation

International Secretariat

ActionAid's International Secretariat is not conceived as, and should not be referred to as, ActionAid's International Headquarters or Head Office, in the centre or the top of the organisation. It is one of the organisations in the larger collective of ActionAid International, composed of various affiliates and associates based in various locations.

The International Secretariat is the management structure of ActionAid International. It derives its mandate and authority from the affiliate organisations through the International Board and is headed by a Chief Executive, appointed by the International Board.

The five International Secretariat functions are:

- Organisational Effectiveness
- Communications
- Policy
- Finance
- Fundraising

The six themes/strategic priorities are:

- Women's Rights
- The Right to Education
- The Right to Food



- The Right to Human Security in Conflict and Emergencies
- The Right to Life and Dignity in the Face of HIV and AIDS
- The Right to Just and Democratic Governance.

Regional Offices: Regional Offices are parts of the International Secretariat located in various continents or sub-continent closer to the country programmes or affiliate organisations for representation, coordination and/or management of international work. We have regional offices in Africa, Asia and the Americas and a European coordination office.

International Office: This is the registered principal office of ActionAid International situated in Johannesburg, South Africa where the Chief Executive of the organisation is based. The Johannesburg office should thus be referred to as ActionAid's International Office.

Affiliates

Affiliates are those organisations that join and own ActionAid International and agree to take part fully in the governance as well as in the fulfilment of ActionAid's values, vision, mission, strategies, standards and systems.

Country Programmes and Offices:

Country Programmes and Offices are national level structures of the International Secretariat established for the representation, management and coordination of ActionAid International's work in the country. The International Secretariat actively supports a process to develop existing Country Programmes into affiliates of ActionAid International.

Associates

Associates are the other organisations that join ActionAid with the intention of (and in the process of) becoming full affiliates.



Positions and Job Titles

When referring to ActionAid job titles or positions, the accepted form is ActionAid + job title.

e.g International Web Editor, or Web Editor (if national)
ActionAid International Policy Director.

The International Secretariat is headed by the Chief Executive, reporting to and appointed by the International Board. This position should never be referred to as Chief Executive Officer (CEO), Executive Director or President.



The following core, core supporting and thematic messages have been devised to provide consistency across the organisation in the way we speak about ourselves and the people we work with, the figures we use in our communications and the work we do in each of our strategic/thematic areas of work. These messages however, are only guidelines. They can be used as they are, but to ensure that our communications have greater impact, it is better to adapt them to specific target audiences. They can be translated into the most suitable language or the tone of voice can be changed. Section 4.4 outlines ActionAid's key target audiences and recommends an appropriate tone of voice for each category.

Core Brand Message:

ActionAid takes sides with poor people to end poverty and injustice together.

Core Supporting Messages:

Enjoying rights – ActionAid works hand in hand with poor people to improve their lives and achieve their right to a life of dignity.

Challenging power – ActionAid helps poor people to challenge and influence governments and companies, and to tackle discrimination in their own communities, to enable them to realize their potential.

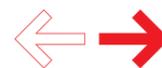
Women's equality – ActionAid stands alongside poor women and girls in their fight against the injustices of poverty. We believe equality for women and girls offers the most effective way of ending poverty.

Creating change – Locally and globally in villages, cities and the corridors of power, ActionAid works to deliver significant change to end poverty together.



Working in partnership – ActionAid works closely with partners and social movements to achieve lasting change to end poverty. We are stronger together.

Open and accountable – We put ourselves under the same scrutiny as we place others. That way, we learn and improve so that we are better equipped to end poverty.



The Right to Food

Context:

Everyone has the right to be free from hunger, and this right is perhaps the most fundamental of all. Without food, no one can have life or health.

More food is produced every year than is needed to feed the world¹. Governments have it in their power to end hunger and make the right to food a reality. Yet over 850 million people in developing countries go hungry every day and their numbers are increasing². The UN's Millennium Declaration hinges on the promise of halving hunger between 1990 and 2015. Tragically, the number of hungry people in the world has actually increased during this period.

About 70% of the world's hungry are rural people who depend on land, water and seeds for a living³. They go hungry because they do not have enough access to these resources. Often they only have small plots of land or no land at all, they can't afford the seeds and fertilisers they need to farm, or don't have access to water for irrigation. Land grabbing and inheritance practices discriminate against women. Climate change is further undermining the precarious livelihoods of rural people as marginal land becomes impossible to farm.

Even if poor people manage to grow food they often can't sell it at a decent price. Unfair trade rules, vast subsidies paid to big farms in rich countries and the large-scale 'dumping' of food at below market price undermine local agriculture and the ability of people to feed themselves all year round. The increasing market power of big food companies puts further pressure on small farmers and often destroys the environment.

Given this compelling and urgent situation, ActionAid is focusing on the right to food for a major global campaign which will involve all of its country programmes over the coming years. The campaign will focus on:



- changing and enforcing laws nationally and internationally so that all people in the world can enjoy the right to food
- improving women's rights to land
- highlighting the responsibilities of corporations and the business sector.

Killer Facts:

- Every day, almost 16,000 children die from hunger-related causes – this is 1 child every 5 seconds⁶
- Another 300 million children go to bed hungry every night, gradually destroying their health and cognitive development. But of these, only one in 10 is a victim of famine or other emergency situation. The rest are the victims of predictable, long-term food deficiency that could easily be prevented⁷
- Women in poor countries grow more than 60% of the food but own less than 1% of the land⁸
- 22 countries have enshrined the right to food in their constitutions⁹
- For 32 of the world's poorest countries, trade liberalisation policies have cost them \$896 billion over 20 years¹⁰
- Around 1.6 billion people depend on farm-saved seed, yet farmers have lost more than 90% of crop varieties in the past century. Animal breeds are disappearing at the rate of 5% per year
- About 33% of donors' food aid budgets are spent in the donor countries and never reach the beneficiaries. This is due to 'tied' food aid.¹¹



Key Messages

ActionAid takes sides with poor people so they can enforce their right to food. Everyone has the fundamental right to be free from hunger, and to eat safe and nutritious food.¹²

In rural areas, ActionAid works hand in hand with men and women farmers so they can claim their right to land, water and seeds.

By providing seeds, tools, credit and training, ActionAid helps poor people to make a living, put food on the table and gain the respect of family and community.

ActionAid campaigns with women so that they are equal to men in being able to own and farm land, and to make money from it.

ActionAid, in its right to food campaign, is demanding legally-binding recognition and enforcement of the right to food at national and international levels, including through:

- Immediate action to stop deaths from hunger by providing appropriate and sustainable access to food
- Immediate basic social protection for those who are hungry
- A guarantee of women's right to land
- Trade justice and protection of small-scale farmers, including new regulations to prevent companies (especially supermarkets and processors) from squeezing small producers out of the market through unfair buying practices



- Better food aid that will encourage rather than undermining local production, and increased aid for sustainable agriculture and rural development.

What is ActionAid doing?

ActionAid is launching a major international campaign on food rights in at least 33 countries and is undertaking over 30 campaign initiatives in 2007 alone. The campaign will focus on the right to food and the accountability of governments and corporations.

Our new international campaign builds on a long track record of campaigning alongside poor farmers and anti-hunger activists. Our experience includes:

- Providing seeds, technical advice and information to increase small farmers' production in many countries in Asia and Africa
- Empowering Kenyan sugar cane growers with funds and information to enable them to get a fair price from sugar factories
- Supporting courageous groups in India who challenged their government in the Supreme Court to guarantee a cooked midday meal for all 30 million children in state run schools
- Supporting a network in Brazil, which convinced the Paraiba state government to commit to buying local seeds instead of importing them. As a result, 161,000 kilos of local variety seeds were planted, bringing extra income for over 7,000 local farming families
- Supporting a Brazilian organisation that works with and advocates for the rights of women Babassu nut-breakers in four Brazilian states. The organisation has helped the women increase their income and food security by supporting them in marketing by-products nationally and internationally



- Working with a women's rights network in India that successfully put women's land rights on the national agenda, helping to secure important changes to national law in 2005 so that women now have the same legal right to land as men do
- Campaigning with local NGOs in Zambezia, Mozambique to help communities regain control of their land from private companies that fell their forests and export the unprocessed timber to Asia. As a result, the government banned the export of unprocessed timber, extended the number of forest species that cannot be exported and also put in place measures to reallocate 20% of forest revenues to communities
- Bringing a South African fruit picker to UK supermarket giant Tesco's Annual General Meeting in 2006. She challenged the CEO on his company's role in her poor wages and conditions and secured from him a promise to look into the issues. ActionAid's efforts have already helped to secure better legislation in the UK to ensure that companies are more thorough in reporting on their environmental and social standards abroad

Internationally, ActionAid has a long record of campaigning against the grossly unjust trade rules, subsidies and imposed economic conditions that keep people hungry. With support from ActionAid, negotiators from poorer countries have begun to stand firm against arm-twisting from powerful nations and corporations.

¹ FAO; <http://www.fao.org/DOCREP/x0262e/x0262e05.htm>

² The State of Food Insecurity in the World, FAO, 2006

³ UNECSO; <http://unesdoc.unesco.org/images/0013/001344/134440E.pdf>

⁴ <http://www.fao.org/worldfoodsummit/english/fsheets/malnutrition.pdf>

⁵ The State of Food Insecurity in the World, FAO, 2006

⁶ Black, Robert, Morris, Saul, & Jennifer Bryce. 'Where and Why Are 10 Million Children Dying Every Year?' *The Lancet* 361:2226-2234. 2003

⁷ <http://www.unicef.org/mdg/poverty.html>

⁸ <http://www.fao.org/gender/en/agrib4-e.htm>

⁹ <http://www.fao.org/DOCREP/x0262e/x0262e05.htm>

¹⁰ <http://www.christian-aid.org.uk/indepth/506liberalisation/FinalPaper4.pdf>, based on UNCTAD figures

¹¹ <http://www.fao.org/newsroom/en/news/2007/1000482/index.html>

¹² UN General Assembly 2002



Women's and Girls' Rights

Context:

Women and girls are the poorest of the poor. This is because of the extreme forms of discrimination that persist in many parts of today's world. Women are very often not allowed to own property or keep the money they earn. As farmers, they get the most marginal land and as workers, they are trapped in the worst jobs for the least pay.

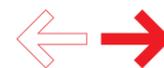
More girls than boys are denied an education. Men still have a monopoly on decision-making at every level from village councils to national government, so even when policies are introduced to help the poor, they often ignore women's needs.

Men's power over women often costs women their lives. Women are more vulnerable to HIV infection because they are not able to insist on protected sex, even when they know their partner is infected. Men often use physical violence to reinforce their power over women and girls.

Yet despite all this, women are powerful forces for change, amazingly determined and resourceful in their fight to achieve a better future. Every time a family has good food to eat and clean water to drink, every day that a child arrives at school or a sick person makes it to the clinic, it is often a woman who has fought for this small, daily victory over adversity. The best way to end poverty is to strengthen women in their own struggles, helping them to unleash their own potential to change the world.

Killer Facts:

- 70% of those living in poverty are women¹³
- Two thirds of the adults who can't read or write are women¹⁴



- Every minute, a woman dies as a result of pregnancy complications –this is more than half a million women per year. Some 99% of all maternal deaths occur in developing countries¹⁶
- Almost 60% of all people living with HIV in sub-Saharan Africa in 2006 were women. For every ten adult men living with HIV, about 14 adult women are infected with the virus.¹⁷

Key Messages:

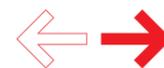
- ActionAid believes that ending poverty and injustice will only be possible when we secure equality and rights for women and girls
- ActionAid takes sides with poor women and girls so they can exercise their rights – socially, sexually, politically and economically
- Starting with a decent education, ActionAid want girls to grow into women who can exercise their rights at home, in their community and in the workplace
- ActionAid challenges the power imbalances that keep poor women poor. ActionAid supports women in building their self-confidence so they can speak out, and we are strengthening poor women's movements so they have a stronger voice to drive real change locally and globally
- ActionAid works with women and girls to challenge blatant discrimination in law, policy and decision-making, as well as hidden forms of discrimination embedded in culture and tradition.

What is ActionAid doing?

- HIV and AIDS and violence against women are inextricably linked. ActionAid has formed a global coalition of women's rights organisations (Women Won't Wait) to highlight the fundamental links between violence against women and the HIV and AIDS pandemic



- A lot of ActionAid's work is aimed at empowering women economically. In tsunami affected areas of India, ActionAid provided small loans to women in fishing communities to help them get back on their feet. In Nepal, ActionAid supports a community forestry project run by rural women to help preserve the forest and strengthen their livelihoods by growing fruit and vegetables
- In Kenya, ActionAid supports teachers in primary schools to run girls' after-school forums. These are safe and supportive places where girls can discuss sensitive issues such as their own bodies and violence committed against them. The girls also write poetry and perform plays to help them express their emotions. The project also helps them to learn how to say no to unwanted sex, or how and where to report violations and abuses
- In Pakistan, ActionAid has been a key part of a national campaign to challenge the Hudood Ordinances, which criminalises women who have been raped. As well as demanding change in the face of fierce conservative opposition, ActionAid has provided free legal support to some of the imprisoned women and has trained the police force to be more sensitive to women. In November 2006, the Women's Protection Act was passed which has brought some small improvements, but there is further to go both legally and in shifting people's attitudes
- In the Democratic Republic of Congo, where rape is routinely used as a weapon of war, ActionAid is helping some of the thousands of women who have suffered sexual violence by providing medical care and trauma healing, as well as supporting them in being reaccepted by their husbands and families



- ActionAid is working with women in the Afar region of Ethiopia to ensure that religious and traditional leaders are more aware of the dangers of Female Genital Mutilation. Although the practice has recently been criminalised in Ethiopia, resistance remains. The traditional council in the Guraghe area has agreed to outlaw the practice.

¹³ <http://www.undp.org/rblac/gender/ruralwomen.htm>

¹⁴ <http://www.un.org/events/women/iwd/2003/background.html>

¹⁵ http://www.unicef.org/girlseducation/index_access.html

¹⁶ The State of the World' Children, UNICEF report 2006, also WHO data

¹⁷ UNAIDS, 2006



The Right to Education

Context

Some 77 million children are today denied an education.¹⁸ Although campaigning has helped drop this number from 100 million in 2000, it is still an unacceptably high figure. The number is even worse for girls – more girls than boys don't attend school. An education is often a ticket to a job and an income, and in poor countries an education can mean the difference between life and death.

Official figures claim that over 780 million adults, most of them women, cannot read or write,¹⁹ though the true figure is probably well over one billion.²⁰ The links between illiteracy and poverty are proven and strong. Educated citizens are more likely to take an active part in their communities and help change their world around them as much as they can.

While schools have the potential to transform pupils' lives for the better, in reality they all too often reproduce the injustices and inequalities found outside their doors. Poor children who do get the chance to go to school are often in classes of well over 50 pupils, with little or no basic resources such as desks, books and teaching materials.

In many countries, increasing numbers of poor families have been forced to turn to private fee-paying schools due to the failure of governments to provide decent public schools in poor communities. Limits set to national budgets, in some cases recommended by the International Monetary Fund, and insufficient aid given to basic education, exacerbate the situation.

Killer Facts:

- According to official figures, 780 million adults – that's about 1 in 8 people – are illiterate and cannot read and write²¹



- 77 million children are not getting a primary education²²
- 54% of those denied an education are girls²³
- An extra US\$10 billion per year of aid is needed to help get all children in school²⁴
- 92 countries charge children to go to primary school.²⁵

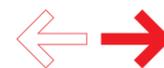
Key Messages:

- ActionAid believes education is a fundamental human right – one which helps people gain access to other human rights
- ActionAid takes sides with millions of poor children who are denied an education to go to school
- ActionAid works with partners and teacher unions to demand better quality education for children living in poverty
- ActionAid stands alongside women and girls in their fight to go to school to get a quality education
- ActionAid works with communities and governments to make education relevant and empowering, and to increase the resources committed to achieve education for all
- ActionAid uses education as a tool to help empower poor people to challenge and influence governments and companies, and to counter discrimination in their own homes and communities.



What is ActionAid doing?

- ActionAid co-founded the Global Campaign for Education (GCE) in 1999 which managed to get 185 governments to commit to a strong Framework for Action on education. The GCE's campaigning has helped more than 20 million children go to school for the first time. Globally, the number of children out of school fell from 100 million in 2000 to 77 million in 2006. The campaign will continue until all children are in school
- Five million children took part in the GCE Global Action Week in 2005
- The GCE persuaded the Tanzanian government to abolish school fees in 2002. The result is that more than one million more children²⁶ are now getting an education
- School fees were also abolished in Kenya in 2003, thanks partly to campaigning by ActionAid partners and GCE members, the Elimu Yetu coalition. An extra one million Kenyan children²⁷ are now in school
- Reflect, ActionAid's innovative adult literacy programme, was awarded the United Nations International Literary Prize in 2003 in recognition of 'exceptional work in the fight against illiteracy'. It is now used by 500 organisations in 70 countries worldwide. As well as teaching people to read and write using materials they have designed themselves, Reflect gives them a chance to analyse the problems in their communities and propose solutions to them. ActionAid also helps to organise football, volleyball, dance and drama competitions to encourage peace between children of different ethnic backgrounds. Since 1996, ActionAid has been using it in Burundi to encourage peaceful coexistence between ethnic groups



- ActionAid supports teachers to use STAR, our HIV and AIDS education approach. By helping teachers work through their own personal risk, they can teach students about HIV and AIDS
- ActionAid is researching how budget policies affect education in 25 countries and the role of the International Monetary Fund in promoting such policies. ActionAid's research has already helped to get the issue onto the agenda of decision-makers.

¹⁸ DfID MDG Factsheet, 2006; <http://www.dfid.gov.uk/pubs/files/mdg-factsheets/educationfactsheet.pdf>

¹⁹ UNESCO Institute for Statistics (UIS) Literacy and Non Formal Education Section Adult (15+), Literacy Rates and Illiterate Population by Region and Gender September 2006; EFA Global Monitoring Report, 2007

²⁰ <http://www.guardian.co.uk/worldsummit2002/earth/story/0,12342,777975,00.html>

²¹ Unesco, 2007

²² ibid

²³ Unicef

²⁴ DFID; www.dfid.gov.uk/pubs/files/g8-outcomes-overview.pdf

²⁵ Katarina Tomasevski, former UN Special Rapporteur, quoted in: Global Mid-Term Review, Commonwealth education Fund, 2005

²⁶ <http://www.dfid.gov.uk/pubs/files/mdg-factsheets/educationfactsheet.pdf>

²⁷ ibid



The Right to Human Security in Conflict and Emergencies

Context:

Every year, over 250 million people are affected by conflict or natural disasters.²⁸ Those who are most vulnerable and least powerful suffer the most.

Weak or authoritarian states, competition for natural resources and a proliferation of small arms mean that more and more people live in daily fear of violent conflict.

The tsunami disaster in December 2004 was largely preventable. Thousands of lives could have been saved with better early warning systems in villages and urban centres.

Disasters are not random events that affect people equally. It was not by chance that most of those who lost their lives, jobs and homes when Hurricane Katrina hit Louisiana, USA in 2005 were poor, black communities living in cheap housing on the flood plains. A hazard only turns into a disaster if people are vulnerable to it. Strong, prepared communities don't need to see their lives devastated by a disaster.

Weakening environments and climate change, which are causing more and stronger extreme weather events world-wide, are causing millions more people to be at risk of disaster. We are already seeing a steady rise in the number of disasters in the developing world and the number of people affected by them. With each new disaster, precious gains that have been made in ending or reducing poverty are lost or severely set back.

Almost without exception, the world's worst human rights abuses and humanitarian crises take place during conflict. People resort to violence when their rights are violated, when they have to compete for scarce resources to survive or when fighting is the only way to make a living.



Killer Facts:

- Every year, over 250 million people are affected by conflict or natural disasters²⁹
- Over 20 million people are displaced by conflict each year. 70-80% of them are women and children³⁰
- 56 armed conflicts were being fought by the end of 2005³¹
- In 2005, over 150 million people were affected by natural disasters and over 90,000 were killed by them³²
- Between 1989 and 2005, there was a 56% increase in the number of violent campaigns against civilians³³
- Since 2000, 1.6 billion people have lost their home or livelihood because of natural disasters.³⁴

Key Messages:

- ActionAid takes sides with poor and vulnerable communities so that they are in a better position to cope with hazards that threaten them and to protect their lives, assets and livelihoods
- ActionAid works with the poorest and most vulnerable communities who are ravaged by conflict to break the cycle of violence. It does this by protecting women, re-integrating combatants into society, recovering their livelihoods and strengthening their hope in the future
- ActionAid believes all people are entitled to protection, especially women, children and the elderly. It holds those who are in power to account. It keeps a critical eye on national governments, the UN, the international community, armed groups and charities alike, so that they live up to their obligation to protect people



- ActionAid works hard to prevent disasters but when they happen, it also tries to ensure that the poorest and most vulnerable receive appropriate aid to meet their immediate needs, without undermining their own efforts. ActionAid also helps to make them self-reliant in the longer term
- ActionAid seeks to empower poor and excluded people by getting them directly involved in designing and doing the work of improving their lives. It provides basic assistance to people based on their needs and abilities, not on their identity, gender or beliefs.

What is ActionAid doing?

ActionAid's human security work focuses on reducing people's risk of disaster, as well as responding to disaster and conflict. Examples include:

Reducing people's risk of disaster:

- Just one month after the Tsunami disaster, 168 countries at the World Conference on Disaster Reduction in Kobe, Japan, signed the Hyogo Framework for Action, an agreement and action plan to build the world's resilience to disasters. ActionAid is actively campaigning for governments to comply with this framework. One of its key contributions is a five-year project to use schools as centres for preventing and reducing the impact of disaster
- ActionAid has spent more than 10 years developing Participatory Vulnerability Analysis (PVA), an exercise for field staff and poor communities to discover how vulnerable they are to local hazards and what they can do to reduce their impact. In Guatemala, PVA exercises helped the communities who were most affected by Hurricane Stan to identify why they had been so badly hit and to draw up plans for the future. In The Gambia, PVA exercises have offered communities the chance to think of ways to reduce the threat of drought, locust invasion and hunger.



Responding to Disaster:

- ActionAid is responding to the effects of the Indian Ocean tsunami, working in partnership with 60 local organisations in India, Sri Lanka, the Maldives, Thailand and Somalia. It is helping people cope with the physical and psychological effects of the disaster – helping them to find work and to feed themselves. It is supporting bereaving women who are struggling to support their families or make an independent living for the first time. ActionAid also helps to build new and safe schools, and support people to challenge future threats to their homes and livelihoods
- In Pakistan, ActionAid provided thousands of corrugated iron sheets to people left homeless by the October 2005 earthquake. Survivors had clearly stated that this is what they needed to build their shelters
- After the floods in Mozambique in 2000, ActionAid worked with local farmers to introduce a new vitamin-rich sweet potato seed. After a recent cyclone in Bangladesh, it worked at introducing to the school curriculum a process to prepare people for disasters. After an earthquake in Gujarat, India, in 2001, ActionAid helped people fill in forms to claim compensation for their losses
- ActionAid is working with the UN International Strategy for Disaster Reduction to highlight practical actions governments can take to reduce the risk of disaster through development policies
- Over the last year, ActionAid explored whether a new UN ‘Cluster Approach’ coordination system, piloted after the Pakistan earthquake, was effective in coordinating responses to disasters. ActionAid’s view has influenced the roll out of the initiative in other countries



Conflict

- ActionAid has examined and commented on the UN Peacekeeping missions in Haiti, the DRC, Burundi and Liberia, and ensured that poor people feed directly into these reports. The fact that local people now have more say in the coordination of the new UN mission in Haiti is evidence that poor people are being heard, and are more in control of their own destiny.

²⁸ Integrated Regional Information Networks (IRIN), Disaster Reduction and the Human Cost of Disaster, IRIN Web Special, UN Office of the Coordination of Humanitarian Affairs (OCHA)

²⁹ *ibid*

³⁰ Internal Displacement Monitoring Centre, Dec 2005

³¹ Human Security Report by Human Security Centre

³² ref: UNISDR/CRED: <http://www.em-dat.net/documents/2005-disasters-in-numbers.pdf>

³³ *ibid*

³⁴ United Nations, Schwartz 2006, quoted in 'The Macroeconomic costs of natural disasters' Nov 2006, University of Hawaii



The Right of Life and Dignity in the Face of HIV & AIDS

Context:

AIDS-related diseases are causing the deaths of nearly 8,000 people a day, most of them in poor countries.³⁵ According to the UN, nearly 40 million people now live with HIV and AIDS – and more than half of them live in Africa.

Around 6 out of 10 people living with HIV and AIDS in sub-Saharan Africa are women, and the proportion is rising.³⁶ In countries where there are high rates of HIV infection, many women find it very hard to negotiate safe sex or are infected through sexual violence.

A poor woman who is HIV positive is often rejected by her community, evicted from her home and has her children taken away from her. If her husband dies before she does, the family possessions are often returned to the husband's family.

In many countries, the human and economic cost of the epidemic is hampering national development and hard-won social and economic gains are being lost because people with HIV and AIDS cannot get the treatment and care they need. According to the UN's official projections, still too few funds are being provided to tackle the epidemic – we are US\$8-10 billion short per year for the global AIDS response. International trade rules make anti-retroviral drugs (ARVs) to treat the disease unaffordable for most poor people. Also, badly maintained infrastructures mean many people have no doctors or clinics within 30 kilometres.

Killer Facts:

- An estimated 38.6 million people world-wide were living with HIV at the end of 2005³⁷



- An estimated 4.1 million became newly infected with HIV in 2005 and an estimated 2.8 million lost their lives to AIDS-related diseases³⁸
- At the end of 2005, 1.3 million people had access to ARVs out of 6.4 million who needed it (about 20%)
- UNAIDS estimates that 9.8 million will need ARVs by 2010 – when the world has promised universal access
- The total funds required for a global AIDS response is US\$20-23 billion a year up to 2010
- We have a US\$8 billion funding gap in 2007 and a US\$10 billion per annum funding gap from 2008 to 2010
- Far more women than men are infected with HIV and AIDS, particularly in sub-Saharan Africa where, on average, for every 2 men infected with the virus, there are 3 infected women³⁹
- Every minute, 6 people die of AIDS-related illnesses⁴⁰
- Latest estimates show some 8.3 million people in Asia are infected with HIV.⁴¹

Key Messages:

- ActionAid takes sides with poor and excluded people living with and affected by HIV and AIDS to improve and defend their right to life and dignity in the face of the epidemic
- ActionAid stands along-side women and girls to end violence against them. Rape and violence against poor women is a major reason for the increase in the levels of HIV and AIDS. HIV positive women face increased violence and stigma
- ActionAid believes people living with HIV and AIDS have the right to free treatment and to other essential care and support. They also have a right to a livelihood and inheritance. Women, in particular,



have the right to prevention strategies that are known to be effective

- Locally and globally in villages, cities and the corridors of power, ActionAid works to deliver significant change and to support groups campaigning to reverse the devastating impact of HIV and AIDS on millions of lives
- ActionAid helps poor and excluded people living with and affected by HIV and AIDS to claim their right to information, treatment, care and support by influencing governments, private corporations and other organisations and communities.

What is ActionAid doing?

- ActionAid has been working on HIV and AIDS since 1987, giving practical support to people in 23 countries and getting governments around the world to mount the required response to the pandemic
- While ActionAid focuses its support on women and girls, it works at ensuring that ARV drugs and other treatment and care are available to everyone living with HIV and AIDS and that local and international policies work in their favour. ActionAid also works at strengthening the organisations run by positive people
- Over 2,000 organisations in 100 countries worldwide are now using Stepping Stones, a training programme ActionAid developed to help people explore their sexual health, discuss the changes they want and find ways to make these changes happen
- ActionAid has helped get the G8 countries to commit to making HIV and AIDS prevention, treatment and care available to all who need it by 2010. In the UK, ActionAid worked with an anti-AIDS coalition to get thousands of people to sign 'prescriptions' for their Ministers to make sure the UK government committed to international agreements



- In Zimbabwe, ActionAid explored how vulnerable people, especially women, children and people living with HIV and AIDS were affected by the government's slum clearance programme. ActionAid then used this knowledge to support them. ActionAid's research was extensively cited in the report of the UN Secretary General's Special Envoy on Human Settlements in Zimbabwe
- ActionAid is working with governments to create National AIDS Commissions and community support groups in Ethiopia, Rwanda, Burundi and Ghana. These are lifelines in regions hard-hit by HIV and AIDS
- In Asia, where the virus is now spreading fast, ActionAid is helping trafficked women and girls who are forced into prostitution to get affordable treatment and the know-how to protect themselves from infection
- In Zimbabwe, ActionAid has helped people in seven districts cope better with HIV and AIDS by boosting their nutrition and income through organic farming
- In the DRC, ActionAid worked with physically abused women to overcome the stigma they faced and to be accepted by their families and communities
- ActionAid has seen many successes in strengthening local AIDS organisations. For instance, the National Centre for AIDS and Sexually Transmitted Diseases (STD) Control in Nepal acknowledged four ActionAid HIV and AIDS partners as the country's 'best performers' of the year.

³⁵ UNAIDS, 2006

³⁶ ibid

³⁷ Report on the Global AIDS Epidemic, UNAIDS, 2006

³⁸ ibid

³⁹ ibid

⁴⁰ ibid

⁴¹ ibid



The Right to Just and Democratic Governance

Context:

Escaping poverty is not just about having money or possessions; it is also about the right to live with dignity, with control over your life, in a society that is fair and just. At the same time, these rights can help provide better standards of living.

In recent years, while some countries and institutions have become more democratic and accountable, power has tended to be concentrated in the hands of a few. Powerful groups and people can and do control economies, cultures and political processes. Some of this power is in the hands of global institutions like the International Monetary Fund (IMF) or the World Bank, but also in those of rich individuals and corporations.

This increased concentration and abuse of power is hitting poor people the hardest. In many parts of the world, whether in the slums of Kenya, the forests of Brazil or the factories of Thailand, inequality and injustice is getting worse. More poor and excluded people are being denied their human rights and basic freedoms.

But history shows us that when people have control over their lives and the decisions that affect them, they are less likely to live in poverty and more likely to enjoy their rights and freedoms.

When people work together to challenge the powerful, when they join together to demand action or change, they can hold governments and institutions to account and help shape their own lives. This action is stronger when it is rooted in local communities and people's own lives and experiences. When these actions come together nationally and internationally, they are even stronger.

New social movements and citizens groups, many of them supported by ActionAid, have emerged all



over the world and are starting to connect with each other. Local groups like the Women in Governance Campaign in India and the Free Trade Agreement campaign in Thailand, and global movements like the Global Call to Action against Poverty (GCAP) and the World Social Forum have helped people in dozens of countries and thousands of communities to link together and demand action.

Killer Facts:

- There are more poor people in sub-Saharan Africa today than there were in 1990. By 2015, we can expect to have 336 million poor people in the region⁴²
- The 500 richest people in the world earn more than US\$100 billion. This is more than the combined earnings of the 416 million poorest people in the world⁴³
- The 45 sub-Saharan countries that are members of the IMF together share 4.4 % of an IMF vote. The USA alone has over 16% of the vote⁴⁴
- According to the UN, of the 140 countries that hold multiparty elections, only 80 are ‘fully’ democratic. These 80 have 55% of the world’s people 106 countries still limit important civil and political freedoms.⁴⁵

Key Messages:

- ActionAid takes sides with poor people so they can improve their lives and protect their right to ask questions, make decisions and hold their governments and institutions to account
- ActionAid stands alongside women and girls in the fight against the injustices of poverty and as they participate in decision-making processes and influence public policy
- Locally and globally in villages, cities and the corridors of power, ActionAid works to deliver

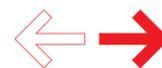


significant change and to ensure citizens shape the state in which they live

- ActionAid supports people's movements and groups to demand that governments and institutions act locally, nationally and internationally.

What is ActionAid doing?

- In Brazil, ActionAid hosted a two-day event for over 80 people where popular leaders from one of the poorest areas of Brazil publicly challenged officials about government policies for the first time
- ActionAid is supporting a network of Ethiopian women who are training and improving the chances of women candidates to be elected into parliament. This has played a role in more than doubling the number of women representatives at the last elections from 42 to 117
- ActionAid has supported surveys and studies in many parts of India to help the Indian government assess whether families have enough food. The information was used to help draft an Act that guarantees every rural household has 100 days of employment a year
- In Malawi, ActionAid joined the minister of finance and members of the national assembly to form the Economic Justice Network to tackle issues of government transparency. In Kenya, ActionAid helped form the Coast Development Lobby Group to help citizens monitor how local authority funds are being spent
- While ActionAid was only one actor among thousands, it was recognised as having made a huge contribution to the Global Call to Action



against Poverty (GCAP) campaign to put pressure on world leaders to take real actions to end poverty. ActionAid focused on bringing the voices and perspectives of poor and excluded people and groups to the fore, and involved them in doing the research, coming up with new policies, campaigning for change and working with the media

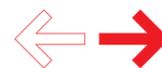
- ActionAid is working with poor and excluded citizens in 10 countries in which continents? to develop ways in which they can hold their governments to account over how public money is spent. ActionAid helps people learn how to analyse their government's performance and track how money is being spent. ActionAid also trains people to use other helpful methods like 'social audits' and public hearings
- In Sierra Leone, ActionAid helped form a network to highlight the importance of citizens' involvement in developing and implementing the national budget and monitoring the government's delivery of essential services
- Through a Public Finance Analysis project in Nigeria, ActionAid is helping poor communities in six states to analyse their local state budgets and to hold their local officials accountable. When the local government in Kebbi suddenly cut the stipends it paid to village chiefs around the town of Zuru, ActionAid helped villagers form a committee. Together they set up a meeting with the local government council chairperson who helped them pursue the matter, and after an investigation, ordered that their stipends be restored
- In Tanzania, ActionAid has trained people to track district budgets so that parents, teachers and students can monitor how education budgets are being spent.

⁴² Global Economic Prospects, World Bank, 2006, quoted in <http://www.dfid.gov.uk/pubs/files/mdg-factsheets/Povertyfactsheet.pdf>

⁴³ UNDP, Human Development Report, 2006

⁴⁴ <http://www.brettonwoodsproject.org/art.shtml?x=351636> and IMF website, 2007

⁴⁵ UNDP, Human Development Report 2002



In translating the core and thematic messages, please keep the following in mind:

- Use short simple phrases whenever possible.
As a general rule, sentences should be no longer than 20 words. In many situations it is better to write two short sentences than one long one
- Avoid jargon and unfamiliar or 'official' terms.
Avoid words that you think are jargon, and rather use everyday words that most people understand
- Using active and passive sentences: Active sentences can make stronger statements than passive sentences, by placing the emphasis at the beginning of the sentence. Sentences are passive when the subject does not perform the action, but rather has something done 'to' them, or is the result of an action
- Match the tone to the subject matter
- Avoid using language that may offend people
- Do not assume gender: Unless the subject is obviously male or female, do not assume either. If it is not appropriate to use just 'he' or 'she', use 'she/he' or 'him/her'.



This section outlines ActionAid's key target audiences and recommends an appropriate tone of voice for each category.

1 Development Professionals

Descriptor

Local NGOs and CBOs

- Northern and southern, village groups, grassroots formations, social movements
- as individuals and in alliances/coalitions; have in depth knowledge of local situations, conditions and politics; ActionAid works with them to achieve a shared vision and mission; nature of partnership varies from one context to another; may or may not be characterised by a funding relationship.

Social Activists

- Seek collective action, real outcomes for women and poor people and changes to power basis
- charismatic and powerful.

Policy Decisions Makers

- world leaders with the capacity to change policy and influence the way the world operates; highly influential; gender biased towards male 35-55+.



Institutional Donors

Some media

- Gender biased towards male 35-55+; for fundraising media stories – educated, 35-55, veering towards women; seek evidence-based factual information rooted in practice that can be demonstrated to change lives for the better; want policy rooted in well researched programme work and respected sources; want anecdotal evidence of change i.e. case studies.

Tone of Voice:

What they respond to:

- Authoritative
- Intelligent
- Active, creative and engaging
- Positive/Optimistic
- Stimulating, cause-driven; call for change
- Factual
- Striking and relevant information that engages them
- Info that cuts through copious commercial communications
- Bold, challenging, sometimes subversive
- Accusing but solution oriented
- For younger audiences: Humour; experimental ideas
- Visual and graphic stimuli.

What they do not respond to:

- Patronising, top-down communications
- Sensationalism
- Emotional generalisations and inaccuracies
- Soft/passive communications



- Poorly researched stories
- Overly sentimental
- Stating the obvious.

2 Audiences with an understanding of development

Descriptor

Youth

- More likely to be female; middle class; private Individuals; well-educated; youth 'pick 'n' mix' causes; from high income household families (although not necessarily in the top income bands); when engaged, particularly interested in environmental issues, justice/human rights issues and poverty; web savvy; attend cultural events, festivals and music concerts.

Campaigners

- Show desire for change, refuse to accept status quo.

Some media

Some companies and foundations

Tone of Voice

What they respond to:

- striking and relevant information that engages them/ shared experience – e.g. using culture
- Witty/Humour
- Bold, challenging, sometimes subversive
- Must compete with & cut through copious commercial communications
- Authoritative
- Optimistic
- Comms should say something to them about their lives – e.g. using music as a means to catch attention.



What they don't respond to:

- Charity and 'third world' stereotyped communications.

3 Audiences who have been exposed to development

Descriptor

Individual supporters

- Primary fundraising audience is 35-55 age group; more likely to be female; professional; middle class; well-educated; high household income (although not necessarily in the top income bands); knowledgeable to a certain level about the developing world; child sponsors;
- also some from 25-40 age group with some overlap with our primary fundraising audience, but generally younger and potentially more active politically; ideal target audience for regular giving products; child sponsorship attracts a more female audience; regular giving tends to attract both men and women.

Web audiences

- Primary group: 35-55 age group; northern; educated ABC1s; have at least some knowledge of poverty issues and the web
- Secondary group: younger 18-25 year olds; more web savvy and more likely to interact.

Some companies and foundations

Tone of voice

What they respond to:

- Well-researched information; a progressive, activist tone; intelligent; factual yet emotive
- Simple, regular and authoritative messages about what we do and where the money goes
- The 'action' side of AA – seeing concrete examples of how we make a difference



- For younger group: Experimental ideas; visual and graphic stimuli; increasingly different and more absorbing ways to interact technologically.

4 Audiences with potential interest in development, but little knowledge

Potential Individual Supporters

- for financial giving products, 55+ age group; more likely to be female; they tend to have more time to be active.

Tone of Voice

What they respond to:

- Progressive; factual yet emotive
- Want anecdotal evidence of change
ie. case studies
- Simple, regular and authoritative messages about what we do and where the money goes
- more interested in the 'action' side of AA – seeing concrete examples of how we make a difference
- Passionate; calling for change
- How they can get actively involved and make a difference.

What they don't respond to:

- Dry information/data
- Development jargon.

Training and Compliance 5

ActionAid Brand Guidelines
2007

Training & Compliance

Contents



Living the Brand	5.1
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The ActionAid brand can only truly come to life when all of our staff live the brand. This is not some unhealthy work-life balance, but having a pride and confidence in communicating ActionAid – to poor people, partners, allies, each other, as well as to friends, family and complete strangers.

These guidelines support and direct all teams in applying the look, feel and tone of the brand – with consistency, clarity, and with visual impact. But the rest is down to you.

If you work in programmes, you will be building the base of the ActionAid brand by ensuring high quality standards of work, and by explaining to the people and partners you work with how ActionAid works and what is special or unique about this. If you work in fundraising and sponsorship, you will do this by building trust and confidence in the quality of ActionAid's work, and by inspiring people to donate and support ActionAid. And for those working in policy, themes and campaigns, you will have greater impact and unity locally and globally by mobilising and building the trust in ActionAid and our values.

The brand is not just the domain of the communications staff, though they are the key bridge in helping us all to communicate ActionAid to the rest of the world.

The international communications team will focus our support in briefing and training communications staff throughout ActionAid on how to use and execute these brand guidelines. Communications staff will often be our main points of contact in providing on-going support and follow-up to build brand consistency and profile. If you have any questions or require support in using these brand guidelines, please contact either your local communications contact person, or the international brand and publications coordinator.



International communications will be monitoring the execution of these brand guidelines, and will be keeping them updated. Please send us examples and samples of how you are using, executing and promoting the ActionAid brand in your countries as this will really help us to improve and share any organisational learning in how to have impact and visibility.

Please enjoy living the brand!

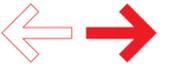


The Brand and Publications Coordinator has a triple role with regard to brand compliance:

- 1 Monitoring the accurate and effective use of the brand.
- 2 Being a 'brand counsellor', which involves providing support to staff and assisting contractors with their compliance efforts.
- 3 Keeping the finger on the pulse of the brand.
As a brand is never static, the Brand Coordinator needs to ensure that the current brand strategy is aligned with the organisation's development, and that staff and contractors are aware of and comply with these changes.

These guidelines provide the information for all parts of ActionAid to build a consistent and dynamic brand. This can be done by using these guidelines to brief staff, as well as designers and contractors. The core messages provide core editorial content for targeted audience and local adaptation.

Contacts 5.3



For questions on ActionAid's brand strategy, or for brand support and guidance, please contact:

Florence Kiff
Brand and Publications Coordinator
ActionAid International
Johannesburg, South Africa

Switchboard: +27 (0) 11 731 4533