

Messaging Planning Worksheet

HIV Criminalisation

Date:

1. What aspect of HIV criminalisation are we working on right now?

- Law criminalising HIV non-disclosure, exposure or transmission
- Prosecution of a person living with HIV
- Other

Key details:

2. What event or context is prompting new messaging at this moment?

3. Why is it a problem from our perspective?

- Injustice against a person living with HIV (the accused/defendant)
- Injustice against all people living with HIV
- Poor public health policy
- Other

Key details:

4. Who is responsible for the situation? Who could improve it?

- National government
 - Health
 - Justice

- Other
- State/provincial/territorial government
 - Health
 - Justice
 - Other
- Local government
- Community leadership
- Judge and/or jury
- Prosecutor
- Healthcare provider
- HIV organisation
- Other

Key details:

5. The solution we are proposing is:

Who?

What?

When?

6. Who do we need to hear our message?

7. Our call to action is:

8. Our core talking points are:

- Justice:
- Transmission risk / science:
- Health Policy:
- Stigma:
- Criminal legal system:
- Other:

9. Our compelling example(s):

10. Advocacy areas that intersect with our HIV criminalisation advocacy:

- Sex work advocacy
- Transgender advocacy
- Gay, bisexual and MSM advocacy
- Reproductive and sexual health, rights, and/or justice
- Gender equality
- Gender-based violence
- Youth organising
- Racial justice and anti-racism
- Migrant rights
- Juvenile justice

- Prison reform or abolition
- Other:

11. Potential spokespeople:

- Does this list include people living with HIV?

12. How will media coverage help us achieve our advocacy goal? How could it hurt?

13. Is this story already receiving media attention?

If yes, how is it being framed? (e.g., issues of stigma, harm, responsibility)

What is missing in the coverage so far? What is important for people to know?

Next Steps:

- Use this *Message Planning Sheet* to inform aligned media and advocacy strategies.
- Track media coverage and advocacy events.
- Debrief, reflect and adjust strategies..