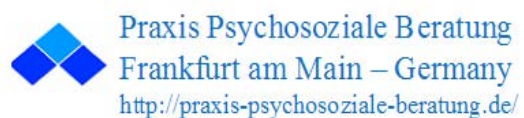


SUNFLOWER project



SUNFLOWER RECOMENDATIONS



"Co-funded by the Programme of Community Action in the field of Public Health 2007 - European Commission – Executive Agency for Health and Consumers (EAHC)" SUNFLOWER project is solely responsible for the content of this report, which does not represent the opinion of the Community. The Community is not responsible for any use that may be made of the information contained in this report.

In order to transfer the good practices identified in the local contexts and to prepare the best prevention campaign the SUNFLOWER Partners prepared the “SUNFLOWER RECOMMENDATIONS”, 10 points useful for the PAs or NGOs dealing with HIV/AIDS issues and the prevention activities. According to the Analysis of local contexts carried out by the project partners and the SWOT analysis of each participating country we identified these good practices that should be adapted to the local situation in the maximum respect of the social, cultural, religious values and educational system and thanks to the cooperation of all the local partners that know their contexts very well since they have a solid experience in this field.

SUNFLOWER RECOMMENDATIONS

1. In HIV prevention campaigns **clear** and **appropriate** language must be used. It is essential the word “**condom**” be clearly mentioned, not euphemisms, in all HIV/STI prevention/sexual health campaigns in all EU countries.
2. Active promotion of **HIV testing for pregnant women**.
3. The creation of a **national core data set** in each EU country where HIV incidence and prevalence can be monitored according to at least gender, age, sexual orientation, route of transmission, ethnicity/cultural background, educational attainment and geographic location.
4. The introduction of **HIV and Sex and Relationship Education (SRE) Programmes** into the core school curriculum.
5. **Social networks** (such as Facebook, Youtube and Twitter) should always be used when promoting youth campaigns around HIV prevention.
6. Setting standards at national level for **Youth Friendly Services (YFS)** with regard to HIV and sexual health issues. YFS should be monitored and recognised as such by young people (YP).
7. Young people ownership of young person focused HIV and sexual health campaigns. This means **Youth-Adult partnership** in the creation, implementation and governance of such campaigns and the exchange of prevention strategy ideas across Europe.
8. To set standards, criteria and appropriate **qualitative and quantitative indicators** to measure the effectiveness and results of a prevention campaign.
9. **Preventative campaigns** should be a constant and ongoing process in order to get sustainable results.
10. To strengthen the **collaboration between all relevant stakeholders** such as public administration (PA), policy makers, business, media, NGOs and field workers.