

PORTFOLIO

non-governmental organization

«Positive Initiative»





Who we are?

"Positive Initiative" network organization is a patient-led organization, founded in 2011. Therefore, we know all about living with HIV, tuberculosis, hepatitis C and drug addiction in the Republic of Moldova firsthand.

Mission

"Positive Initiative" is an organization of patients, living or affected by HIV, covering all territory of Moldova. Through our work we are combining efforts of all responsible and interested stakeholders, strengthening community systems, influencing public opinion and policy. We create an environment where everyone, regardless of their vulnerability, has all necessary rights and opportunities for a decent life.



Vision

We seek Moldova being a state, where the human life is the absolute value.

WHAT PEOPLE SAY ABOUT US



Natalia MORARI,

TV presenter, journalist

For several years I enjoy working with “Positive Initiative”. I am inspired by the people, who work there, their energy, hard work and desire to make this world different. I am proud to know each of them personally and I hope that we will have more than one common project.



Viorel SOLTAN,

director of Center for Health Policies and Studies (PAS Center)

"Positive Initiative" is an organization with a clear vision and a remarkable work. In particular, I would like to mention the contribution of the "Positive Initiative" in the fight against HIV/AIDS in Moldova, as well as improving the life quality of people living with HIV. Besides measures to increase awareness and education, besides material, moral and psychological support of people living with HIV and their families, "Positive Initiative" makes a significant contribution to the training of volunteers, and has considerable experience in this field. The success key of the association team is the human attitude towards people living with HIV. The young and talented team combines professionalism and the emotional intelligence. "Positive Initiative" puts a lot of work into their projects, brings interesting and creative ideas. Cooperation with the "Positive Initiative" can only be successful and no other way.



Dafina GERCHEVA,

UN Resident Coordinator in Moldova

The NGO "Positive Initiative" is playing an instrumental and critically important role in addressing the HIV/AIDS epidemic and reaching out to and engaging with all relevant partners such as: public institutions, academia, religious sector, private sector, development partners and civil society. This is a very complex phenomenon, which requires integrated and innovative solutions and people like you who have big hearts, positive energy, empathy and passion for the victims of the epidemic are pushing the envelope and making a real change. Each and every member of your team is a role model and you lead by example. This is truly incredible and I have a high respect of you! It is a great team which is doing an enormous work to fight stigma and discrimination through well designed campaigns, using their personal stories with courage and dignity.



Lucia PÎRȚÎNĂ,

Deputy director at Hospital of Dermatology and Communicable Diseases

"Positive Initiative" organization is aimed at solving concrete problems. Teamwork and effective management are bearing fruit: "Positive Initiative" has a direct impact on the evolution of the HIV/AIDS and drug use epidemic, by introducing innovative, diverse and creative approaches. Organization has shown professionalism, dedication, compassion and understanding during our collaboration.

OUR MOTIVATION

The joy in the eyes of people whose lives have been changed through our work.



Natalia NALIMOVA

«I am extremely happy to become a part of the big friendly team of "Positive Initiative". Today, I help people living with HIV, to believe in themselves and live life to the fullest!»



Eugen CERNOV

«People, who work in the "Positive Initiative" organization, by their example, helped me to believe in myself and open my status. Due to this, I learned to accept myself and move on with my life».



Rustam JABBAROV

«Because of the "Positive Initiative" organization I realized that in this life you have to do only good deeds. It's difficult to imagine for an ordinary person how nice is to feel needed, when someone helps you without any reasons. That is the kind of help I received from your organization».

STATISTICS

By the 1st of January 2016 there have been registered **10213** people with HIV infection, **7331** of them are alive and know about their status. The estimative number of people living with HIV in Moldova exceeds **18 000**. This means more than half of people living with HIV in our country do not know their status.

Each year there are officially registered about **800 new HIV cases**, more than 60% of them are already in an advanced stage of the disease called AIDS. About 70% of HIV positive people are co-infected with Hepatitis C. The most common cause of death among people living with HIV is tuberculosis. **Only 20%** of the estimated number **of people living with HIV in need of treatment receives it.**

According to the estimation there are **30 000 drug addicted persons in Moldova**. Only **10500** people are **officially registered**. About **80%** of injection drug users are **co-infected with Hepatitis C**. Prevalence of HIV infected people among drug users is about 20%, which means one in five drug users is HIV infected.

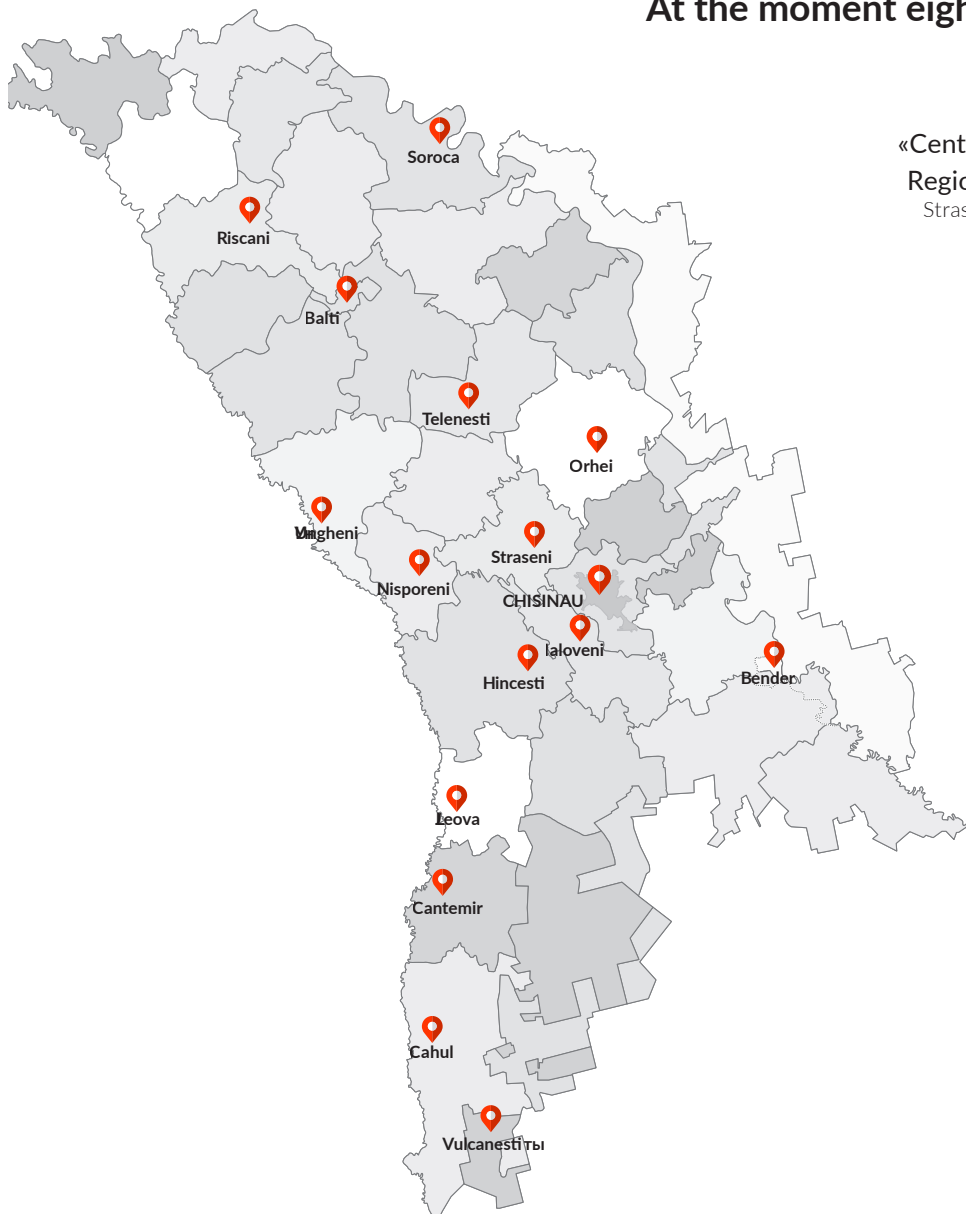
According to the World Health Organization, there are more than **130 000 people infected with hepatitis C** in Moldova. The government can cover the treatment of only 300 infected people per year. **The cost of this treatment for our country remains extremely high**, since the quality and efficiency is poor.

In 2015, **2870** persons with **tuberculosis have been officially registered** in Moldova. **According to estimations, their number is about 4460 people**. Moldova ranks first country in European Region with **the highest burden of multidrug-resistant tuberculosis**. About one-third of all new tuberculosis cases and two thirds of the repeated return in treatment - are cases of multidrug resistance tuberculosis. **The tuberculosis death rate is 20 cases per 100 000 population.**



GEOGRAPHICAL COVERAGE

At the moment eight organizations are members of "Positive Initiative":



«Centrul Regional pentru Politici Comunitare»/
 Regional Center for Community Policies NGO
 Straseni, Ungheni, Hincesti, Telenesti, Orhei, Nisporeni*

«Viața Nouă»/ New Life NGO
 Chisinau, Ialoveni, Soroca, 13 penitentiaries

«Mamele pentru Viață»/
 Mothers for Life NGO
 Chisinau

«Tinerii pentru Dreptul la Viață»/
 Youth for the right to live NGO
 Balti

«Credința Nord»/
 Credinta North NGO
 Floresti, Riscani

«Бендерское городское общество
 «Милосердие»/
 Bender city community "Mercy" NGO
 Bender

«Pas cu Pas regiunea Sud»/
 Step by step South Region NGO
 Cahul, Leova, Cantemir, Vulcanesti

«Generația cu Inițiativă»/
 Initiative Generation NGO
 Chisinau

*Cities, covered by organization services.

OUR PARTNERS

Social Center “Trinity”

Ribnita, Camenca

Community Center “Zdorovoe Budushee”

Tiraspol, Slobodzeia

“Respirația a doua” NGO

Balti, Floresti, Drochia, Donduseni, Singera, Edinet, Briceni, Otaci, Ocnita, Soldanesti

Regional Social Center “Renașterea”

Chisinau, Soldanesti, Rezina, Telenesti, Ungheni, Calarasi, Orhei, Strasenii, Nisporeni, Criuleni, Ialoveni, Anenii Noi, Hincesti, Stefan Voda, Causeni, Dubasari

Regional Social Center “Impreună pentru Viață”

Comrat, Ceadir-Lunga, Besarabca, Cimislia, Taraclia, Leova, Cantemir, Cahul, Vulcanesti

Regional Social Center “Viața cu Speranță”

Balti, Floresti, Riscani, Soroca, Ocnita, Otaci, Drochia, Donduseni, Falesti, Glodeni, Edinet, Briceni, Singera, Soldanesti

“Credința” NGO

Chisinau, Calarasi, Criuleni, Stefan Voda, Causeni, Dubasari

MAIN PROGRAMS

we are working on

Community Systems Strengthening



We carry out round tables, workshops, trainings, offer capacity building for partner organizations, sub-grants program, exchange of experience program and participation in international events.

Forming Public Opinion



We implement large-scale campaigns with public figures and people living with HIV who are open about their status, informing civil society through mass media, organizing thematic actions.

Expansion & development of private partnership



We involve representatives of the business sector in the fight against the epidemic.

Involvement in public policy formation process



We participated in the development of standards and regulations for the provision of psychosocial support services, standards for sexual and reproductive health services for people living with HIV and people who use drugs. We initiated the elaboration and adoption of the social pension mechanism for supporting children with HIV and access to rapid HIV tests in pharmacies. We participated in the elaboration of three National HIV/AIDS Programs and National Gender Equality Program, in the country dialog on the development of two applications to the Global Fund, in the development of national protocols on methadone therapy, in the organization of National HIV/AIDS conferences etc.

VISIBILITY OF OUR WORK



Social media

At the moment the **Facebook page of "Positive Initiative"** has more than **2 500 likes**. The average monthly reach of our audience is more than 1 000 people.

The closed Facebook group "My World" is accessible only for people living with HIV, drug users (actual or in remission), and their nearest surroundings, as well as for employees of AIDS service organizations. Currently the group has more than **400 members** from all regions of Moldova.



Web site

The web site **www.positivepeople.md** has more than **50 000** unique users per year.



Printed materials

Every quarter, we publish the informational magazine "My World", which has an audience of more than **10 000** people per year throughout Moldova. We also periodically publish thematic informational materials (leaflets, booklets, manuals, brochures), which are distributed across the country.



Mass media

Just before our campaigns and big events we are holding **press conferences with the participation of all major media** in Moldova. On average, the media channels write, show or tell about us or our partners once in every two or three days.

€250 643

POS

12.02.2013

€210 141

Engagement of civil society and key affected population in HIV respons



Pompidou Group

08.04.2013

€977

Organisation of the workshop "Pharmacotherapy with Methadone - a case management approach", 15-17 April 2013



UNODC
United Nations Office on Drugs and Crime

30.04.2013

€4 587

International Day Against Drug Abuse and Trafficking (Focus on Prisons)



UNODC
United Nations Office on Drugs and Crime

03.05.2013

€911

Car rally - "For life", dedicated to Candlelight Memorial Day in memoriam of people died from AIDS during May 19-29,2013



RihPanGalFarma SRL

27.05.2013

€2 518

Open Air Concert "Music is my drug" on 23 June 2013



Soros
Foundation-
Moldova

29.05.2013

€1 500

Informative stand installation, near the AIDS Memorial Bench



Pompidou Group

30.05.2013

€8 000

Open Air Concert "Music is my drug" on 23 June 2013



UNFPA

31.07.2013

€9 237

Enhanced capacity of national institutions and civil society organisations to plan, implement and monitor age-appropriate SRH education, as well as a programme to prevent HIV and STIs for young people and key populations



UNODC
United Nations Office on Drugs and Crime

22.08.2013

€9 065

Training for IDUs service providers on VCT: counseling and Rapid Tests in prisons and community including Transnistria



UNODC
United Nations Office on Drugs and Crime

15.11.2013

€3 707

Organization of the events dedicated to National Campaign events dedicated to World AIDS Day 2013

2012



2013



Soros
Foundation-
Moldova

02.04.2012

€9 972

Strengthening PLHA community and risk groups



Soros
Foundation-
Moldova

02.07.2012

€22 740

Strengthening PLHA community and risk groups



Soros
Foundation-
Moldova

01.10.2012

€27 370

Christian Church mobilization to prevent TB spread in Moldova

POS

01.11.2012

€3 000

Reducing HIV burden in Republic of Moldova



Soros
Foundation-
Moldova

07.11.2012

€5 850

Organizing the workshop to assess progress and implement the National HIV/AIDS Conference resolution provisions, approved in 2012



Soros
Foundation-
Moldova

07.11.2012

€7 200

Publication of information materials for World AIDS Day - December 1st



Soros
Foundation-
Moldova

12.11.2012

€16 886

Participation in the study visit to the Czech Republic in the period 19-21 November 2012



UNAIDS

12.12.2012

€5 000

Organisation of World AIDS Day on December 2012 in Balti

€98 018

* Data by the 31 of December 2015

€269 822



15.01.2015
€241 402

Component "KAP Community Strengthening and Human Rights" within the Program "Strengthening HIV Control in Moldova, 2015-2017" financed by Global Fund to Fight AIDS, Tuberculosis and Malaria (Grant: MDA-H-PAS)



06.03.2015
€21 720

Enhanced capacity of national institutions and civil society organizations to plan, implement and monitor age-appropriate sexual and reproductive health education, as well as a programme to prevent HIV and sexually transmitted infections for young people and key populations



22.04.2015
€2 700

Events dedicated to AIDS Candlelight Memorial day to be held in Moldova from 10th to 17th of May 2015



04.11.2015
€4 000

Events dedicated to World AIDS day to be held in Moldova from 13th of November to 10th of December 2015

2014



17.06.2014
€3 678

Organization of the events dedicated to International Day against Drug Abuse and Trafficking (Focus on Prisons) in 2014 according the Concept Note



19.11.2014
€3 196

The event Entitled "Close the gap – prevent HIV spread" dedicated to the 1st of December, World AIDS day to be held in Chisinau from 4th to 15th of December 2014



01.12.2014
€4 810

Development, edition, translation and printing of information, education and communication materials (IEC) on methadone, for patient from community and prisons

€38 687



15.05.2014
€1 313

Organisation a communication campaign on the occasion of World AIDS Commemoration Day to be realised from the 18th to 30th of May 2014



11.10.2014
€24 631

Enhanced capacity of national institutions and CSOs to plan, implement and monitor age-appropriate SRH education, as well as a programme to prevent HIV and STIs for young people and key populations



RihPanGalFarma SRL
21.11.2014
€1 059

Donation to cover part of the expenses of organizing charity concerts "An AIDS Free Generation starts with me", which will take place on 4 December 2014

2015



In its organizational development, Positive Initiative has evolved from a sub-sub-recipient of the Global Fund grant to sub-recipient, responsible for the component of strengthening communities and human rights within the framework of the Global Fund new funding model for 2015 - 2017 years. The organization continues to develop its institutional capacity to achieve the status of principal recipient of the Global Fund grant.

ADVOCACY

Direct advocacy

2012: Flash mob “Less words, more actions”

was an HIV community protest about the authorities' empty promises, pointing on 6000 people who don't know their status and are slowly dying because of ineffective testing methods.



25 

Number of involved
volunteers

8 

Number of
involved NGOs

12 

Number of media
appearances



2012:

The action “6000 waiting for a verdict”

was organized in order to attract the authorities’ attention on the need of increasing the budget National HIV/AIDS program. Hundreds of people gathered in front of the Ministry of Health to hung funeral towels on the Ministry fence.



35 
 Number of involved
 volunteers

8 
 Number of
 involved NGOs

20 
 Number
 of media
 appearances

2012: Representatives of NGOs from all over Moldova gathered in front of the Ministry of Health to participate in the **“Pinocchio effect” action**. Participants pointed out on authorities’ empty promises to allocate funds for the fight against HIV/AIDS.



80 
Number of involved
volunteers

8 
Number of
involved NGOs

25 
Number
of media
appearances



2012: The action
**“Give kids the
 life”** was organized
 by the community
 to protest against
 authorities’ inaction,
 which results in lack of
 social support for HIV
 positive children.



120 

Number of involved
 volunteers

8 

Number of
 involved NGOs

30 

Number of
 media
 appearances

2014: Action called “Stop burying people – ensure access to treatment”

was organized by activists, who staged a funeral procession on the main streets of Chisinau, in order to attract attention of general population, mass media and government on people with hepatitis C. Thousands of patients with hepatitis C are sentenced to death because of lack of governmental funds for disease treatment.



75 
Number of involved
volunteers

8 
Number of
involved NGOs

20 
Number
of media
appearances

Capacity building

Throughout the lifetime of "Positive Initiative", we regularly hold **seminars, educational trainings, multilateral working meetings**, as well as provide technical assistance to our non-governmental members and partners.

750 

Number of participants

40 

Number of events





Experience exchange

Our priority is to improve the skills of our staff and volunteers. That is why every year we **organize exchange visits** for employees and volunteers of member and partner organizations of "Positive Initiative".

40 

Number of **people** participating in exchange visits



International AIDS Candlelight Memorial

2012: **“Solidarity for life” campaign.** Within this campaign was organized a football match “For Life” and a charity event “You buy, we give”.



90 

Number of involved
 volunteers

9 

Number of
 involved NGOs

40 

Number
 of media
 appearances



2013, 2014: Car rally “For Life”. In various cities of Moldova we held round tables, press conferences, meetings with community, awareness actions for general population, and informative sessions for youth.

250 
Number of involved
volunteers

45 
Number of media
appearances

9 
Number of
involved NGOs

10 
Number of visited
cities

ii inimii!
tă contează!

**CARAVANA AUT
DENTRU VIAȚA**

Spre un viitor f
sau fă

2015, 2016:

“It concerns even those who are not concerned” campaign.

Well-known personalities of Moldova were involved in this campaign including the **good will ambassador Vera Brejneva**. Along with the informative campaign we held press conferences and awareness events for the general population.



25 

Number of **public persons** involved in the campaign

9 

Number of involved **NGOs**

70 

Number of **media appearances**

2015r.: Awareness campaign “My status is not a secret”, when for the first time in our country’s history, HIV positive people appeared on street billboards while being open about their status.



ALEXANDRU, 41 ANI

CĂȘĂTORIT

ANGAJAT

3 COPII

HIV POZITIV DE 15 ANI

**STATUTUL MEU
NU ESTE
UN SECRET**



5
Number of **open face** HIV people involved in the campaign.



9
Number of involved NGOs



80
Number of **media appearances**



Zero Discrimination

2014: We launched the **Internet campaign Zero Discrimination**. It was a Facebook application which could be downloaded by everyone who wanted to join the campaign.

2015: We made **three social video productions “Deserve to live”** with participation of people living with HIV, people who were able to overcome addiction, and those who have served the sentence in prison. Well-known personalities from Moldova were involved in these video productions.



50 

Number of involved
volunteers

15 

Number of **media**
appearances

10 

Number of
involved **NGOs**

International Day against Drug Abuse and Illicit Trafficking

2013: We organized «**Music is my drug**» rock fest, where popular Moldovan singers and musical groups performed. The rock fest gathered more than 500 participants.



100 

Number of involved
volunteers

5 

Number of
involved NGOs

40 

Number of media
appearances

2014: We organized the **quiz show “Brain Ring”** with participation of inmates from Prison Nr.13, as well as public figures and governmental structures representatives. We launched a **photo exhibition** called “Soul under the gun”.

Свету и Диму снимали в терапевтической общине, Свете на тот момент оставался месяц реабилитации.

«Мы почти полтора года не жили вместе, сначала реабилитацию проходил я, потом Света».

Почти 15 лет с небольшими перерывами и Света, и Дима потребляли наркотики. За это время они успели встретиться друг друга, пожениться, родить двоих чудесных детей и прийти к главному решению в их совместной жизни - пора завязывать.

«Все эти 15 лет зависимости для нас обоих были каким-то кошмарным сном. Мы вместе кололись, вместе встали на программу фармакотерапии метадонном, вместе пошли на реабилитацию. Мы сожалеем о прошлом, но тот путь, который мы прошли в процессе реабилитации, дал нам очень многое. И мы очень благодарны всем тем, кто верил в нас и помогал бороться».



50 
Number of involved
volunteers

4 
Number of
involved
NGOs

25 
Number of media
appearances

2015: We organized a **public debate “Execute cannot be pardoned”, where you put the comma?** The event took place in the therapeutic community “New Life” and gathered well-known figures, residents of the therapeutic community and former drug users.



25 
Number of involved
volunteers

4 
Number of
involved NGOs

15 
Number of media
appearances

2016: We organized the **city quest “Together for life”**. The event took place in the therapeutic community “New Life” (Anenii Noi) and gathered ten inmates from eight prisons of Moldova playing together with employees from penitentiary system.



20 

Number of involved
volunteers

4 

Number of
involved NGOs

15 

Number of media
appearances



2012: Within WAD campaign we organized a **Red Ribbon award ceremony**, a photo exhibition with Moldova public figures "If I was HIV positive...", Red Ribbon **Goodwill ambassador – DARA**, together with "Positive Initiative" NGO presented the **music video for the single "Jiti Vybiraem"** (We choose to live).

50 

Number of involved
volunteers

8 

Number of
involved NGOs

25 

Number of **media**
appearances



DESCHIDE OCHII!



Alla Donțu
producător muzical

VORBEȘTE!



Victor Micu
stilist

ASCULTĂ!



DARA
interpretă, Ambasador al Panglicii Roșii

PESTE 80% DIN CAZURILE DE INFECȚIE CU HIV SUNT CAUZATE DE CONTACTE SEXUALE NEPROTEJATE. PROTEJEAZĂ-TE!



2013:

We organized open door informative action “**Red Ribbon Alley**” and the awareness billboard campaign “**See! Hear! Speak!**” The events were supported by singers, journalists and entrepreneurs of Moldova. In the end, we organized the charity evening “**Give life**”.



120 

Number of involved volunteers

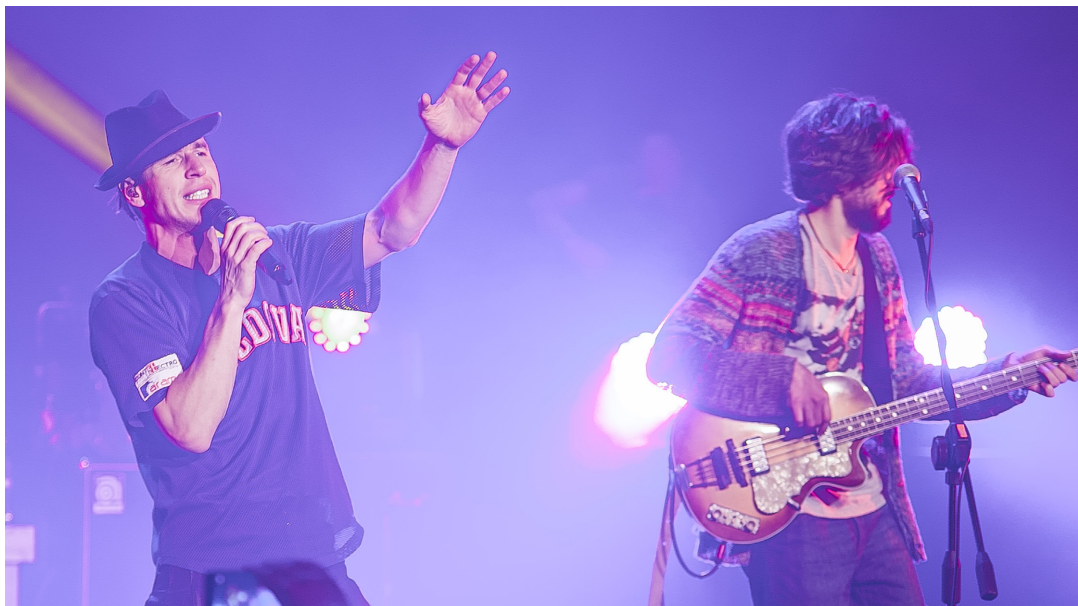
9 

Number of involved NGOs

30 

Number of media appearances

2014: We launched the awareness **billboard campaign “AIDS free generation starts with me”** involving partners of “Good deeds have color” campaign. Under the same slogan we have held a **charity concert** with the famous band **“Zdob si Zdub”**. All money collected from ticket sales were transferred on the account of the “Good deeds have color” campaign.



**O GENERAȚIE
FĂRĂ SIDA
ÎNCEPE** *cu mine!*

Eu am ales să mă implic pentru a asigura Moldovei un viitor fără SIDA!

Salonul de frumusețe **Micușă stil** participă în campania socială **“Faptele bune au culoare”** și donează până la 8 din prețul fiecărui produs/serviciu marcat cu simbolul campaniei în favoarea luptei cu epidemia HIV/SIDA.



15 

Number of **public persons** involved in the campaign.

8 

Number of involved **NGOs**

1730 € 

Amount of **raised funds**

45 

Number of **media appearances**

Week without violence

2015: We launched the **campaign “Violence has no excuse!”** We held a press conference, several round tables, released a social video “Violence has no excuse!” with the participation of women living with HIV and a number of prominent women in Moldova.



4 
Number of **public persons** involved in the campaign

10 
Number of **involved NGOs**

50 
Number of **media appearances**

Charity campaign “Good deeds have color”

2014-2016: **15 business partners** have shown their social responsibility and have regularly donated a certain amount of money for the campaign. A special commission is distributing the money among HIV positive people in difficult social and economic situations.



109441 MDL

Amount of raised funds

15 

Number of business partners involved in campaign

86 

Number of people helped within the campaign

PRIORITIES FOR 2016-2018



Goal 1
Increasing access to quality and timely treatment

Objectives:

- 1.1. To improve the timely disease detection of HIV, Tuberculosis and Hepatitis C
- 1.2. To improve the quality of treatment engagement services for HIV, Tuberculosis and Hepatitis C
- 1.3. To ensure the continuous availability of high-quality medication to all those in need



Goal 2
Ensuring sustainability of psychosocial support services

Objectives:

- 2.1. Provide technical support to HIV-service organizations to obtain the accreditation for the provided services.
- 2.2. To ensure financing for social services provided by NGOs.
- 2.3. To develop the government procurement mechanism of social services provided by NGOs
- 2.4. To ensure the budgeting of funds, according to the needs in care and support services for HIV and drug use.
- 2.5 To implement integrated approaches in service delivery mechanisms.
- 2.6. To create an enabling environment and opportunities for the development of social business in HIV service organizations.



Goal 3
Strengthening organizational capacity



Objectives:

- 3.1. To enable the team to lead fullest potential
- 3.2. To develop and implement internal management systems and mechanisms for effective management.
- 3.3. To ensure alternative funding sources



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The data set forth in the booklet are relevant at the time
material edition (September 2016).