



African Sex Workers Alliance (ASWA) Advocacy & Communication Plan

January 2017 – December 2017

ASWA Advocacy and Communication Plan

1. Introduction

The African Sex Workers Alliance (ASWA) is the pan African Alliance of sex worker led organisations that seeks to amplify, promote, and protect the human rights of male, female, and trans sex workers living and working in Africa, as well as those living with HIV, those who use, or inject drugs, those living with disabilities, and immigrants or refugees.

ASWA is a sex work movement, and network formed in 2009 by African sex worker leaders, women's activists and NGO's who supported the rights of sex workers. Currently, we have over 85 member organisations in 23 countries.

To this end, ASWA,

- Opposes the criminalization and other legal oppression of sex work, and support its recognition as work;
- Critiques the trafficking paradigm that conflates representations of sex work, migration, and mobility;
- Advocates for universal access to health services, including primary health care, HIV and sexual and reproductive health services;
- Speaks out about violence against sex workers, including violence from police, institutions, clients, and intimate partners, while challenging the myth that sex work is inherently gender-based violence;
- Opposes human rights abuses, including coercive programming, mandatory testing or registration, raids and forced rehabilitation;
- Challenges stigma, and discrimination against sex workers, their families, and partners, and others involved in sex work;
- Advocates for the economic empowerment, and social inclusion of sex workers as sex workers in all spheres of life.

How we do it

ASWA seeks to create an enabling environment of partnerships that enables sex workers to address the complexities, dynamics and diversities within the sex work industry. We support sex workers self organising, and movement strengthening and also advocate, and represent the voices of African sex workers while calling for the removal of structural, and legal barriers to allow access to human, and health rights.

Sex work is criminalized in a vast majority of African countries. This heightens the stigma and discrimination, social injustice and deprivation among sex workers. Sex workers experience high levels of poverty, violence and burden of disease including

sexually transmitted infections such as HIV and lack of access to comprehensive health care. ASWA envisions “a world where sex work is recognized as work in Africa, and where the health and human rights of all sex workers living and working in Africa are protected” and intends to develop a regional advocacy strategy informed by the current situation in the member countries.

2. Advocacy objectives

- Amplify voices of African sex workers including building visibility of sex work organising, and activists in Africa
- Promote the health, and human rights of sex workers living and working in Africa
- Building, and sustaining sex worker movements including mentorship and leadership training
- Engaging sex workers with, and in regional human rights mechanisms
- Decriminalisation of sex work

3. Participation of ASWA members

ASWA as a regional body works with both national, and individual sex work organisations in various countries. It is the primary role of the Membership, and Communications Programs Officer to engage members, as well as get input on various advocacy strategies, and activities. Furthermore, the 2015 Advocacy Report conducted by LVCT ensured inclusion by sex workers from various countries, and forms part of our 2017 advocacy planning, and messaging.

4. Key messages

- Social inclusion, and acceptance of sex worker
- Decriminalization of sex work
- Human rights for sex workers
- Access to health and HIV as well as SRHR for sex workers
- Recognition of diversity (LGBTIQ, drug users, immigrants/refugee, persons with special needs)
- Participation of sex workers in policy formulation, project implementation, civil society, etc.

5. Advocacy and Communication Activities - 2017

| Date | Activity | Comments |
|----------------|---|---|
| Jan – Dec 2017 | <p>ASWA ONLINE</p> <p>Website engagement</p> <ul style="list-style-type: none"> • Writing news articles: 2 per week • Doing sex worker leaders, and organization interviews/profiles: 1 per month • Resource page/reports/PDFs for download • Photo/Media digital library • Consolidation of ASWA resources, materials: collect previous ASWA produced materials/resources, videos, photos, reports, etc. to a RESOURCE page on ASWA website <p>Social Media</p> <ul style="list-style-type: none"> • Facebook page: increase followers (target of 7,000 followers by Dec 2017) • Twitter: increase followers/see tweet impressions (target of 7,000 followers by Dec 2017) • YouTube: create content (target of 1 video per month; increase viewership to 10 views per day) • Instagram: post content and photos (weekly content) | <p>Cultivate a strong media, and online presence that will then translate to increased followers, website traffic, and information sharing</p> |
| Feb 2017 | MARCH 3 CALL | <p>ASWA to issue a March 3 call for 5 countries to be supported with 5000 USD grant to mark the day</p> |
| March 21-24 | <p>LILO I – PILOT – NAMIBIA LILI II – PILOT – KENYA</p> | <p>ASWA is part of the development of Looking In Looking Out (LILO) Sex Workers In Partnership with the Alliance Centre</p> |

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| Feb-March | MEMBERSHIP Call | ASWA to issue a membership call; update its database to get a clear scope of our membership demographics |
| Feb 27 – Mar 4 | CAL KP REACH Learning Regional Workshop (SOUTH AFRICA) | Part of the CAL's deliverables under KP REACH; bringing together all KP REACH SRs |
| March 3-4 | Communications Working Group – KP REACH (BOTSWANA) | MC Saatchi's deliverable under KP REACH; ASWA represented by Denis, Lloyd, Mabizela |
| Apr 19-25 | Sex Worker Academy Africa (SWAA) – I | First SWAA Edition – brings Uganda, Sierra Leone, and Kenya |
| Jan – Dec 2017 | Production of ASWA IEC Materials <ul style="list-style-type: none"> • Posters • Banners • Booklets • Brochures • Videos/Photos | These IEC materials will be used for both promotional, and advertising purposes; they can then be produced and used in various workshops, or online |
| Jan – Dec 2017 | Membership engagement <ul style="list-style-type: none"> • Update current ASWA members database on Excel • Accept pending applications • Reach out to current ASWA members for contacts update | As we have the Strategic Plan for 2016-2020 beginning this year, we decided to focus on 'cleaning up' the current ASWA Members database and to get members to update their contacts/content/info with the ASWA secretariat |
| June 12-13 | CFCS VI – Preconference | ASWA has put in a request to UHAI EASHRI to host a sex worker pre-conference |
| June 14-16 | CFCS VI – Main conference | |
| June 21-28 | Sex Worker Academy Africa (SWAA) – II | Second SWAA edition – Tanzania, Benin, and |

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| | | Kenya to participate |
| Aug 23-30 | Sex Worker Academy Africa (SWAA) – III | Third SWAA edition – Zimbabwe, Mali, and Kenya to participate |
| Oct 18-25 | Sex Worker Academy Africa (SWAA) – IV | Fourth SWAA edition – Ethiopia, South Africa, Kenya to participate |
| Nov 2017 | DEC 17 CALL | ASWA to issue a call for DEC 17 celebration; 5 countries to get USD 5000 to mark the day |
| 25 Nov – Dec 10 | 16 Days of Activism against Gender Based Violence <ul style="list-style-type: none"> • Collecting of stories on violence: ONGOING • Publication of #HandsOffOurBodies booklet on violence | To mark this campaign, ASWA’s Hands Off! Program will launch the #HandsOffOurBodies book that tells the stories of sex workers who have experienced violence |
| Dec 1 | World AIDS Day 2017 #WAD2017 | ASWA to issue a press release to mark #WAD2017 and as a precursor to #ICASA2017 |
| Dec 4-9 | ICASA 2017 (COTE D’IVOIRE) | 19 th ICASA conference in Abidjan, Cote D’Ivoire; ASWA to host the SW Networking Zone |
| Dec 17 | International Day to End Violence against Sex Workers – DEC 17 | Press statement to mark Dec 17; may be done in collaboration with other regional sex workers networks such as NSWP, APNSWP, etc. Online work: #EndVASW #Dec17 hashtag Support to 5 countries with 5000 USD grants |
| Engagement with regional human rights mechanisms: ALL YEAR ROUND | February – Namibia report on sex work violations: SUBMITTED March – Uganda report on sex work violations: SUBMITTED April – December: Mauritius, Nigeria, Botswana, South Africa, Kenya: ONGOING | With support from the Leitner Center, ASWA member’s organisations are submitting shadow reports on sex workers’ rights violations to various human rights mechanisms such as the |

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| | <p>June/July: ASWA position paper draft for ACPHR: DEVELOPED – paper to focus on getting a resolution to end violence based on sex work at the African Commission</p> | <p>ACPHR, UPR, etc. FOLLOW-UPS on ABOVE SUBMISSIONS</p> |
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6. Potential allies and partners

ASWA secretariat, and member organisations
Regional KP networks: AMSHeR, CAL, Key Expert Working Group
NSWP, other regional networks
International HIV/AIDS Alliance
Global Fund for HIV, TB and Malaria
Ford Foundation

7. Risks

Translation – We have hired a English/French translator under IHAA to enable us translate our crucial documents, and content for our Francophone countries

Funding – some activities might not be covered in current funding cycles or no funding available at all;

Staff – major responsibility falls on one ASWA staff but with support from Hands Off! and SWAA POs

Time/capacity – Mid term review in June 2016 to inform extension of the advocacy strategy

Upcoming interlinking activities: The ASWA Strategic Plan to inform this 2017 Advocacy plan

ASWA membership – there is still need to lock in membership in terms of numbers, engagement and responsibilities: we decide to update/review current membership as opposed to issuing a new call for members

8. Monitoring and evaluation

Content delivered/produced under this Advocacy plan e.g. photos, articles, videos, etc

Number of members engaged, allies gotten, and funding made available to ASWA
Feedback on our online work, and media presence – impressions, comments, follow up, etc

Mid term review to inform next phase of implementation