

# AFTER DURBAN

## OUR EFFORTS WON'T STOP ONCE THE CONFERENCE ENDS.

We hope yours don't either! Here are some steps you can take once you return home from Durban to ensure we #ReachAllChildren:

- Share the Coalition's *Durban Statement* and the UN High-level Meeting commitments for children with political, community, traditional, and religious leaders, educators, and decision makers in your country.
- Ensure your government is aware of the fast-track goals for children and adolescents, and advocate for their inclusion in national targets.
- Encourage adoption of the fast track approach to not only reach children and adolescents in your country, but to do so with a sense of equity and compassion.
- Write a short blog, newsletter article, or editorial piece about the accelerated fast track goals for children and adolescents and what achieving them would mean for your country.
- Share the presentations from the Symposium, which will be posted on the Coalition's website shortly after AIDS 2016.
- Subscribe to our mailing list at [www.ccaba.org](http://www.ccaba.org) to receive our quarterly newsletter and timely updates about children and HIV and AIDS.



# SPREAD THE WORD

HELP ENSURE THAT WE REACH ALL CHILDREN AFFECTED BY HIV & AIDS

While impressive progress in the global response to HIV and AIDS has been made in the last decade, much work remains.

Understanding that accelerating efforts for children and adolescents is a key milestone to ending the epidemic altogether, UNAIDS recently launched an accelerated approach to target these especially vulnerable populations. A sense of urgency has been clearly established, and short-term targets set. Now, it must be matched with an equally weighted call for compassion and equity.

How do we ensure that the children and adolescents most in need – those too often missed, forgotten, or excluded and who aren't benefitting from traditional policies, funding and programming – are reached?

Achieving this goal requires a collaborative effort. Therefore, we urge you to spread the word about emerging evidence, promising programs, and, most importantly, the pressing needs facing children and adolescents living with and affected by HIV and AIDS.

**#REACHALLCHILDREN**

**ADVOCACY TOOLKIT INSIDE**

# WHILE IN DURBAN

## JOIN THE CONVERSATION ON SOCIAL MEDIA:

- Post about effective interventions for children and adolescents living with and affected by HIV on Facebook and Twitter throughout your time in Durban.
- Highlight key learnings and takeaways you glean during your time in Durban by using the hashtag #ReachAllChildren.
- In addition to creating your own content, we are eager for you to use the template social media posts we have provided in this document.

## SHARE CONTENT FOCUSED ON CHILDREN & HIV:

- *Time to Step Up*,\* a call to action co-authored by the Coalition for Children Affected by AIDS and the Regional Inter Agency Task Team on Children & AIDS – East and Southern Africa (RIATT-ESA);
- *HIV-Sensitive Care Force Planning: Action Items to Ensure Support & Resources For Caregivers Of Children Affected By HIV*,\* developed by the Coalition in partnership with UNAIDS, UNICEF, the Partnership for Maternal, Newborn and Child Health, and RIATT-ESA; and
- The Coalition's *Durban Statement on Children, Adolescents and HIV*.

## MAKE A COMMITMENT:

- Sign on to the *Durban Statement on Children, Adolescents and HIV* by stopping by the child-focused Networking Zone at the AIDS 2016 Global Village; or on the Coalition's website—[www.ccaba.org](http://www.ccaba.org).
- Have a photo taken as you sign on to the *Statement*, post it to Instagram and tag @childrenandhiv and #ReachAllChildren.
- Send the *Statement* to your contacts, post it on your organizational website and share it via social media.

\*Links to all content referenced is available on the Coalition's homepage, [www.ccaba.org](http://www.ccaba.org).



# SOCIAL MEDIA TOOLKIT

## SAMPLE TWEETS:

We have a sense of urgency, but we also need sense of compassion & equity to #EndAIDS in children & adolescents. #AIDS2016 #ReachAllChildren

To #EndAIDS we must aim for < 40,000 HIV infections among children by 2018 #ReachAllChildren #AIDS2016

95% of pregnant women living w/ #HIV must be on treatment by 2018 #EMTCT #AIDS2016 #ReachAllChildren

Must meet #HLM2016AIDS target of 1.6 million #HIV+ children on treatment by 2018 & sustained for VL suppression #AIDS2016 #ReachAllChildren

To #EndAIDS in children, need 95% of #HIV+ children on treatment by 2018 #AIDS2016 #ReachAllChildren

Per #HLM2016AIDS ensure 75% of ppl living w/&affected by #HIV benefit fr HIV-sensitive social protection by 2020 #AIDS2016 #ReachAllChildren

Focus on health of HIV+ pregnant & breastfeeding women. 95% on sustained #ART by 2018 #ReachAllChildren #AIDS2016

Urgent & comprehensive approach to address gaps between pediatric & adult #HIV treatment needed to #EndAIDS #AIDS2016 #ReachAllChildren

To #EndAIDS, states must strengthen capacity of families, community-level childcare & social welfare workforce #AIDS2016 #ReachAllChildren

Only by setting urgent/inclusive goals will we achieve progress for children, adolescents, & their caregivers #AIDS2016 #ReachAllChildren

## SUGGESTED FACEBOOK POSTS:

### Sample 1

Ending AIDS as a public health threat by 2030 is within reach. But first, we must accelerate access to testing, treatment, care and support for children and adolescents. As we head into #AIDS2016, let's ensure that we hold ourselves and our governments to keeping the commitments made at the High-level Meeting on Ending AIDS. These goals must be matched with compassion and equity in order to reach those most in need and most often forgotten or excluded. Join the conversation #ReachAllChildren

### Sample 2

As #AIDS2016 continues this week, we must focus on scaling up access to testing, treatment, care and support for children, adolescents, and their caregivers. In order to meet the world's deadline for defeating the epidemic, there are critical gaps for these populations that must be filled. The time to act is now. Help drive us toward the end of the epidemic by ensuring children and adolescents remain part of the conversation. Add your voice by following #ReachAllChildren

## Symposium hashtag:

#ReachAllChildren

## Relevant hashtags:

#AIDS2016  
#EndAIDS  
#HIV  
#EMTCT  
#AIDSFreeGen  
#SDG3  
#ART  
#HLM2016AIDS

## Symposium Hosts:

@TheTeresaGroup  
@childrenandHIV  
@Kheth\_Impilo

## Coalition Members:

@EGPAF  
@Hiltonfound  
@PEPFAR  
@RIATT-ESA  
@SaveTheChildren  
@StopAIDSNow  
@theaidsalliance  
@UNICEF  
@ViiVHC  
@WorldVision