

Social Media Toolkit

This year marks the 20th anniversary of the President’s Emergency Plan for AIDS Relief (PEPFAR) program. This September the U.S. Congress will decide whether to ‘reauthorize’ PEPFAR. In essence, whether to maintain PEPFAR funds, political support, and the ability to set a comprehensive strategy for the next five years.

The Coalition and its membership are deeply aware of the essential role that PEPFAR plays in enabling all children and adolescents affected by HIV and AIDS to survive and thrive. We wish to express our support for PEPFAR, and to call for its reauthorization. We cannot control the AIDS epidemic without addressing the needs of children and adolescents. And we cannot do that without PEPFAR. We urge everyone to be a part of this endeavor. To show U.S. policymakers and the world, the wide range of partners, big and small, that are dedicated to the success of PEPFAR and its mission. We encourage you to express your support for PEPFAR - particularly that you are proud to work with PEPFAR on issues related to children, youth, and families - by adding your voice to the [PROUD OF PEPFAR campaign](#).

We encourage you to share this social media toolkit to amplify the key messages surrounding this activity in the week of 11 - 15 September. Please include the following social media hashtag and handles as detailed below wherever possible.
#ReachAllChildren #ProudOfPEPFAR


The Coalition for Children Affected by AIDS

Twitter: @childrenandhiv

Instagram: @childrenandhiv

LinkedIn: The Coalition for Children Affected by AIDS

Date / Post	Twitter	Facebook / Instagram / LinkedIn	Images - use full size images in package folder
11 Sept 2023	We urge everyone to be a part of the endeavor to show U.S. policymakers & the world & the partners that are dedicated to the success of PEPFAR & its mission. Add your voice to the PROUD OF PEPFAR campaign now! www.globalaidspolicy.org/proudofpepfar #reachallchildren #ProudOfPEPFAR	We urge everyone to be a part of the endeavor to show U.S. policymakers and the world, and the partners that are dedicated to the success of PEPFAR and its mission. Add your voice to the PROUD OF PEPFAR campaign now to show your support! www.globalaidspolicy.org/proudofpepfar #reachallchildren #ProudOfPEPFAR	

14 Sept 2023	<p>“We cannot control the AIDS epidemic without addressing the needs of children & adolescents, especially young mothers. And we cannot do that without PEPFAR.” Add your voice to the PROUD OF PEPFAR campaign now!</p> <p>www.globalaidspolicy.org/proudoofepfar #reachallchildren #ProudOfPEPFAR</p>	<p>“We cannot control the AIDS epidemic without addressing the needs of children and adolescents, especially young mothers. And we cannot do that without PEPFAR.” Add your voice to the PROUD OF PEPFAR campaign now to show your support!</p> <p>www.globalaidspolicy.org/proudoofepfar #reachallchildren #ProudOfPEPFAR</p>	
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If you have any questions, please contact Ashton Josephs, Communications Adviser to the Coalition for Children Affected by AIDS: ashton.josephs@childrenandHIV.org. Thank you for your support.