



## World AIDS Day 2013 Social Media Toolkit

Celebrating the 10<sup>th</sup> Anniversary of PEPFAR and USAID's Accomplishments in the Last Decade

Nov 22<sup>nd</sup> – Dec 2<sup>nd</sup>

PEPFAR is celebrating its 10-year anniversary this year. For World AIDS Day, USAID will reflect on its own achievements under PEPFAR, recognizing its technical efforts over the past 10 years, during the 10 days leading up to commemoration, slated for Monday, December 2. In particular, we will emphasize progress related to PEPFAR's theme of *Shared Responsibility: Strengthening Results for an AIDS-free Generation*.

Through a social media campaign called "10for10" that will kick off on Friday, November 22, USAID will share stories from the past 10 years that touch on the various ways we – in partnership with all of you - have contributed to one of the most successful foreign assistance programs ever and to reaching an AIDS-free generation.

As part of this effort, USAID will launch an animated video on December 2 - that tells the story of our work under PEPFAR and the impact it has had through the eyes of a 10-year-old girl from Southern Africa named Gift.

This toolkit provides guidance on how you can elevate our HIV and AIDS messages by joining the social media campaign. It contains related hashtags and handles, key facts, some sample Facebook and Twitter content, as well as photos. Please contact [Goli Fassihian](#), [Molly Schmalzbach](#) and [Charlie Kraiger](#) if you have any questions.

Below are a tentative schedule and the themes we plan to highlight:

- Nov 22<sup>nd</sup> – Shared Responsibility
- Nov 23<sup>rd</sup> – PMTCT (Preventing Mother-to-Child Transmission)
- Nov 24<sup>th</sup> – Treatment
- Nov 25<sup>th</sup> – GBV (Gender-Based Violence)
- Nov 26<sup>th</sup> – OVC (Orphans & Vulnerable Children)
- Nov 27<sup>th</sup> – Combination Prevention
- Nov 28<sup>th</sup> – VMMC (Voluntary Medical Male Circumcision)
- Nov 29<sup>th</sup> – HIV Testing & Counseling
- Nov 30<sup>th</sup> – Vaccines
- Dec 1<sup>st</sup> – Country Ownership



### Key Facts:

- Currently, more than 34 million people live with HIV worldwide, with approximately 69% living in sub-Saharan Africa.
- In FY 2012\*, as a result of PEPFAR, USAID and other implementing agencies together:
  - Provided lifesaving AIDS treatment to more than 5.1 million people and HIV counseling and testing to more than 46.5 million people.
  - Supported more than 11 million pregnant women with HIV testing and counseling and provided prevention of mother-to-child transmission (PMTCT) services to more than 750,000 HIV-positive women. As a result, approximately 230,000 infants were born free of HIV.
  - Reached nearly 15 million people with care and support, including more than 4.5 million orphans and vulnerable children.
  - Supported approximately 2 million male circumcision procedures worldwide cumulatively.
- Since the inception of the HIV and AIDS program in 1986, USAID has been on the forefront of the global AIDS crisis.
- Over the past ten years, USAID has been an important player, having implemented over half of PEPFAR's programs.

\*FY 2013 PEPFAR results will be released by the Office of the Global AIDS Coordinator (OGAC) on December 2. Be on the lookout and be sure to promote these numbers once they are shared.

### Social Media Tips:

- Handles to mention: [@USAID](#), [@PEPFAR](#), [@WHO](#), [@AIDSGov](#) and [@UNAIDS](#)
- Hashtags to use: [#WAD2013](#), [#HIV](#), [#AIDS](#), [#AIDSFreeGen](#) and [#WorldAIDSDay](#)

### Promotional Tweets:

- It's the 10th anniv. of [@PEPFAR](#)! Follow us for the next 10 days until [#WAD2013](#) for [#HIV](#) success stories & updates <http://ow.ly/qy5TB>
- World [#AIDS](#) Day is 12/2! Follow us for the next 10 days as we share success stories & publications <http://ow.ly/qy5TB> [#WAD2013](#) [@PEPFAR](#)
- [.@PEPFAR](#) has been helping to save lives of those suffering from [#HIV](#) around the world for 10 years! <http://ow.ly/qy5TB> [#WAD2013](#)
- Dec 2nd is World [#AIDS](#) Day! Follow us & [@PEPFAR](#) as we count down with [#HIV](#) info & success stories <http://ow.ly/qy5TB> [#WAD2013](#)



- Help spread the word about World [#AIDS](#) Day to help us eliminate [#HIV/AIDS](#) and reach an [#AIDSFreeGen!](#) <http://ow.ly/qy5TB> [#WAD2013](#)
- World [#AIDS](#) Day is around the corner! This year's theme is "Shared Responsibility: Strengthening Results for an [#AIDSFreeGen.](#)" [#WAD2013](#)

World AIDS Day Video Content:

Twitter

- Millions of ppl have benefited from [@USAID](#)'s work under [@PEPFAR](#), including 10 year old Gift. We'll share her story on [#WAD2013](#)
- Stay tuned for the new video about [@USAID](#) & [@PEPFAR](#) work in [#Africa](#), through the eyes of a young girl named Gift. [#WAD2013](#)
- On [#WAD2013](#) (12/2) [@USAID](#) will be releasing our new video about a young girl who was positively impacted by our [#HIV](#) programs under @PEPFAR
- Find out on 12/2 how [@USAID](#) & [@PEPFAR](#) helped a young girl's community through [#HIV](#) & [#AIDS](#) programs in our new video! [#WAD2013](#)
- On 12/2, meet a 10 year old African girl named Gift, who was positively impacted by [@USAID](#) and [@PEPFAR](#) programs! [#WAD2013](#)
- Our [#WAD2013](#) video "Gift's Last 10 years" details significant events in a 10 y.o. girl's life & the positive impact of [@USAID](#) & [@PEPFAR](#) progs
- It's the 10th anniv. of [@PEPFAR](#)! On [#WAD2013](#), we'll be sharing a video about a 10 year old African girl named Gift who was helped by @USAID
- The success story of Gift, a young African girl helped by [@PEPFAR](#), is not the only one! Stay tuned for the [@USAID](#) video on [#WAD2013](#)
- We're celebrating the 10th anniv. of [@PEPFAR](#) w/ a [#WAD2013](#) video about a 10 year old African girl named Gift. Check it out on 12/2!
- The positive impact of [@USAID](#) & [@PEPFAR](#) progs is shown through the World [#AIDS](#) Day video "Gift's Last 10 years" [#WAD2013](#)

Facebook:

Stay tuned for the World AIDS Day (12/2) release of our animated video, "Gift's Last 10 Years," about a 10-year old African girl whose life was positively impacted by @PEPFAR and @USAID programs in her community.

New release: In observance of World AIDS Day and the 10<sup>th</sup> anniversary of @PEPFAR, @USAID has created this animated video about a 10-year old African girl named Gift. Gift lives in a community with many PEPFAR-funded USAID HIV & AIDS programs, and in this video she details how her life has been positively impacted by the programs. Please share! (video URL)




Day 10 (November 22 <sup>nd</sup> ) – Shared Responsibility	Content
Intro tweet	Today we are highlighting "Shared Responsibility" as part of our 10 day <a href="#">#WAD2013</a> campaign to celebrate the 10th anniversary of <a href="#">@PEPFAR</a> !
#DidYouKnow	<p><a href="#">#DidYouKnow</a> <a href="#">@USAID</a> &amp; <a href="#">@PEPFAR</a> encourage shared responsibility in <a href="#">#HIV</a> programs, promoting <a href="#">#PPPs</a>, country ownership &amp; intl cooperation? <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> PPPs can serve many purposes: providing <a href="#">#HIV</a> &amp; <a href="#">#AIDS</a> prevention services, treatment &amp; care <a href="http://ow.ly/qWJDl">http://ow.ly/qWJDl</a> <a href="#">#WAD2013</a></p>
Shared responsibility webpages: <a href="#">Country ownership</a> , <a href="#">civil society</a> , <a href="#">PPPs</a> , and <a href="#">international cooperation</a>	Creating an <a href="#">#AIDSFreeGen</a> is a shared responsibility between the U.S. & host country partners <a href="http://ow.ly/qWIVJ">http://ow.ly/qWIVJ</a> <a href="#">#WAD2013</a>
Other Twitter Content	Through multisector collaboration, <a href="#">@PEPFAR</a> has supp. <a href="#">#HIV</a> testing & counseling for >11M pregnant women in 2012 <a href="http://ow.ly/qWlrg">http://ow.ly/qWlrg</a> <a href="#">#WAD2013</a>
Day 9 (November 23 <sup>rd</sup> ) – PMTCT	Content
Intro Tweet	<a href="#">#PMTCT</a> is a crucial component of <a href="#">#HIV</a> prevention. Share your <a href="#">#PMTCT</a> success stories today as we count down to <a href="#">#WAD2013</a> ! <a href="#">@PEPFAR</a>
#DidYouKnow	<p><a href="#">#DidYouKnow</a> <a href="#">@USAID</a> <a href="#">#PMTCT</a> work supports countries' expansion of access to treatment &amp; protection of pregnant women &amp; infants for life? <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> the overall cumulative risk of <a href="#">#HIV</a> transmission w/ no drug interventions is as high 40-45%? <a href="http://ow.ly/qWt3y">http://ow.ly/qWt3y</a> <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> ARV treatment in pregnancy can decr the rate of <a href="#">#HIV</a> transmission to less than 2%? <a href="http://ow.ly/qWt3y">http://ow.ly/qWt3y</a> <a href="#">#AIDSFreeGen</a> <a href="#">#WAD2013</a></p>
<a href="#">PMTCT webpage</a>	>90% of all child <a href="#">#HIV</a> cases are acquired thru vertical transmission. In 2011, ~330k children acquired HIV <a href="http://ow.ly/qWt3y">http://ow.ly/qWt3y</a> <a href="#">#WAD2013</a>



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<p>Facebook Post</p>	 <p>An important part of HIV prevention is tackling mother-to-child transmission of the virus; either in the womb or through breastfeeding. The overall cumulative risk of HIV transmission, with no drug interventions is as high as 40-45%, and over 90% of all childhood HIV cases are acquired this way. Using antiretroviral medications in pregnancy can decrease the rate of HIV transmission to less than 2%. Read more about USAID's PMTCT programs here: <a href="http://ow.ly/qWt3y">http://ow.ly/qWt3y</a></p>
<p>Day 8 (November 24<sup>th</sup>) – Treatment</p>	<p>Content</p>
<p>Intro Tweet</p>	<p>Today's <a href="#">#HIV</a> program highlight is TREATMENT! What is your organization doing for HIV &amp; <a href="#">#AIDS</a> treatment? <a href="#">#WAD2013</a> <a href="#">@PEPFAR</a></p>
<p><a href="#">#DidYouKnow</a></p>	<p><a href="#">#DidYouKnow</a> at the end of 2011, 34M people were living with <a href="#">#HIV</a> &amp; approx. 69% live in sub-Saharan <a href="#">#Africa</a>? <a href="http://ow.ly/qWwSW">http://ow.ly/qWwSW</a> <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> as key impl. Agency of <a href="#">@PEPFAR</a> , <a href="#">@USAID</a> supports ART programs to impr access to quality <a href="#">#HIV</a> care&amp;treatment services? <a href="#">#WAD2013</a></p>
<p><a href="#">Treatment Issue Brief</a> and <a href="#">Webpage</a></p>	<p>By 2012, &gt;5.1M ppl were on ART under <a href="#">@PEPFAR</a>; a significant proportion of the 8M ppl receiving treatment <a href="http://ow.ly/qWxud">http://ow.ly/qWxud</a> <a href="#">#WAD2013</a></p> <p>W/o ART, <a href="#">#HIV</a> infection progresses to <a href="#">#AIDS</a> in ~8 yrs; once diagnosed w/ AIDS, life expectancy is &lt;2 yrs <a href="http://ow.ly/qWwSW">http://ow.ly/qWwSW</a> <a href="#">#WAD2013</a></p>






Facebook Post		<p>Deadly HIV infection progresses to AIDS in approximately 8 years; once diagnosed with AIDS, median life expectancy is under 2 years. Antiretroviral therapy (ART) is a crucial tool for HIV treatment and prevention. Today, access to antiretroviral therapy globally has increased substantially since 2003 to over 8 million people, with over 5 million people supported directly by PEPFAR. Read more here: <a href="http://ow.ly/qWwSW">http://ow.ly/qWwSW</a></p>
Day 7 (November 25 <sup>th</sup> ) – Gender-Based Violence	Content	
Intro Tweet	Gender-based violence is a global issue, and is essential to consider when creating a <a href="#">#HIV</a> & <a href="#">#AIDS</a> program. Join the <a href="#">#WAD2013</a> campaign!	
#DidYouKnow	<p><a href="#">#DidYouKnow</a> GBV is rooted in economic, social &amp; political ineq. b/w men &amp; women? See <a href="#">@PEPFAR</a> GBV work: <a href="http://ow.ly/qWKTx">http://ow.ly/qWKTx</a> <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> <a href="#">@AIDSTAROne</a> <a href="#">@USAID</a> &amp; <a href="#">@PEPFAR</a> have a Program Guide for Integ. GBV Prevention &amp; Response? Read here <a href="http://ow.ly/qYUjB">http://ow.ly/qYUjB</a> <a href="#">#WAD2013</a></p>	
Other Twitter Content	There's 3 <a href="#">@PEPFAR</a> Gender Central Initiatives: Male Norms Init., Sexual & Gender-Based Violence Init. & Vulnerable Girls Initiative <a href="#">#WAD2013</a>	
Facebook Post	Gender-based violence is a globally prevalent problem, including physical, sexual, and psychological abuse; threats; coercion; arbitrary deprivation of liberty and economic deprivation, whether occurring in public or private. 31 PEPFAR programs in Africa are using gender strategies to improve HIV services and reduce vulnerability to HIV infection. Read more here: <a href="http://ow.ly/qWNko">http://ow.ly/qWNko</a>	
Day 6 (November 26 <sup>th</sup> ) – OVC	Content	
Intro Tweet	Orphans and vulnerable children are highly affected by the <a href="#">#HIV</a> & <a href="#">#AIDS</a> epidemic. Only 6 days left until <a href="#">#WAD2013</a> !	
#DidYouKnow	<a href="#">#DidYouKnow</a> <a href="#">@PEPFAR</a> has provided >\$2B in funding/technical support to protect, care for & support children affected by <a href="#">#HIV</a> & <a href="#">#AIDS</a> ? <a href="#">#WAD2013</a>	



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	<p><a href="#">#DidYouKnow</a> during the 30 yrs of the global <a href="#">#HIV</a> epidemic, ~17M children lost one/both parents due to <a href="#">#AIDS</a>? <a href="http://ow.ly/qWNuo">http://ow.ly/qWNuo</a> <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> 3.4 million children under age 15 are living with <a href="#">#HIV</a>? <a href="#">@USAID</a> works w/ orphans &amp; vul. children <a href="http://ow.ly/qWNuo">http://ow.ly/qWNuo</a> <a href="#">#WAD2013</a></p>
Other Twitter Content	Despite decr in adult <a href="#">#HIV</a> prevalence & incr access to treatment, # of children affected by HIV remains high <a href="http://ow.ly/qWNuo">http://ow.ly/qWNuo</a> <a href="#">#WAD2013</a>
Facebook Post	 <p>The global HIV epidemic has taken a terrible toll on children and their families. In the last 30 years, an estimated 17 million children lost one or both children due to AIDS – 90% of these children live in sub-Saharan Africa. PEPFAR has provided more than \$2 billion in funding and technical support to programs that care and support children affected by HIV and AIDS. Read more here: <a href="http://ow.ly/qWNuo">http://ow.ly/qWNuo</a></p>
Day 5 (November 27 <sup>th</sup> ) – Combo Prevention	Content
Intro Tweet	One <a href="#">#HIV</a> prevention method alone doesn't make for a successful program - combination prevention is the way to go! <a href="#">#WAD2013</a>
#DidYouKnow	<p><a href="#">#DidYouKnow</a> <a href="#">@USAID</a> supports combination prevention thru prgrms promoting condoms, <a href="#">#VMMC</a>, treatment as prevention, BCC &amp; education? <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> optimal nutrition is a crit. component of prevention/care/treatment for indiv w/ <a href="#">#HIV</a> &amp; <a href="#">#AIDS</a>? <a href="http://ow.ly/qWSUv">http://ow.ly/qWSUv</a> <a href="#">#WAD2013</a></p>



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	<p><a href="#">#DidYouKnow</a> while no barrier method is 100% effective, correct&amp;consistent condom use can greatly red. risk of <a href="#">#HIV</a> transmission? <a href="#">#WAD2013</a></p>
Prevention webpages: <a href="#">condoms</a> , <a href="#">VMMC</a> , treatment as prevention, BCC, education, structural interventions, etc.	Combination prevention achieves greatest&most lasting impact on red <a href="#">#HIV</a> incidence & on impr well-being of affected communities <a href="#">#WAD2013</a>
Day 4 (November 28 <sup>th</sup> ) – VMMC	Content
Intro Tweet	Today's <a href="#">#WAD2013</a> theme is Voluntary Medical Male Circumcision! Share your <a href="#">#VMMC</a> success stories using <a href="#">@USAIDGH</a> !
<a href="#">#DidYouKnow</a>	<p><a href="#">#DidYouKnow</a> <a href="#">@USAID</a> has provided technical&amp;financial support for scaling up <a href="#">#VMMC</a> in 14 priority countries in E. &amp; S. Africa? <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> we have an unprecedented opp. in the next 15 yrs to prevent ~3.5M new <a href="#">#HIV</a> infections in S&amp;E African countries w <a href="#">#VMMC</a>? <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> <a href="#">#VMMC</a> is proven to reduce <a href="#">#HIV</a> infection by 60% in heterosexual men? <a href="http://ow.ly/qX0MM">http://ow.ly/qX0MM</a> <a href="#">#WAD2013</a></p>
<a href="#">VMMC webpage</a>	<p>Male foreskin tissue absorbs <a href="#">#HIV</a> 9x more than female cervical tissue. <a href="#">#VMMC</a> can help keep you safe! <a href="http://ow.ly/qX0MM">http://ow.ly/qX0MM</a> <a href="#">#WAD2013</a></p> <p><a href="#">@USAIDGH</a> coordinates <a href="#">#VMMC</a> activities w <a href="#">@gatesfoundation</a>, <a href="#">@GlobalFund</a>, <a href="#">@ClintonFdn</a> and others! <a href="http://ow.ly/qX0MM">http://ow.ly/qX0MM</a> <a href="#">#WAD2013</a></p>
Facebook Post	 <p>Preventive methods such as voluntary medical male circumcision (VMMC) are an extremely important aspect of HIV prevention programs. VMMC involves a single surgical intervention and offers men substantial lifelong partial protection against the acquisition of HIV and other</p>





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	sexually transmitted diseases. VMMC also offers direct protection against cervical cancer to women. Read more about USAID VMMC programs here: <a href="http://ow.ly/qWSHG">http://ow.ly/qWSHG</a>
<b>Day 3 (November 29<sup>th</sup>) – HTC</b>	<b>Content</b>
Intro Tweet	Today's <a href="#">#HIV</a> program highlight is testing&counseling! Testing&counseling is essential to red. morbidity, mortality & transmission. <a href="#">#WAD2013</a>
#DidYouKnow	PLS SHARE: <a href="#">#DidYouKnow</a> the majority of adults have never been tested for <a href="#">#HIV</a> ? <a href="http://ow.ly/qWTsX">http://ow.ly/qWTsX</a> <a href="#">#WAD2013</a> <a href="#">#AIDSFreeGen</a>  <a href="#">#DidYouKnow</a> in 2012, <a href="#">@PEPFAR</a> supported >45M testing sessions around the world? <a href="http://ow.ly/qWTsX">http://ow.ly/qWTsX</a> <a href="#">#WAD2013</a> <a href="#">#AIDSFreeGen</a>
<a href="#">HTC Webpage</a>	<a href="#">#HIV</a> testing&counseling is essential to red. HIV-related morbidity/mortality/transmission by linking indiv. to ART/support/services <a href="#">#WAD2013</a>
Facebook Post	 <p>Did you know that the majority of adults have never been tested for HIV? HIV testing and counseling is essential for reducing HIV-related morbidity, mortality and transmission by linking citizens to antiretroviral therapy, care and support and HIV prevention, such as the prevention of mother-to-child transmission of HIV and voluntary medical male circumcision. Read more about USAID HIV testing and counseling programs here: <a href="http://ow.ly/qWTsX">http://ow.ly/qWTsX</a></p>
<b>Day 2 (November 30<sup>th</sup>) - Vaccines</b>	<b>Content</b>
Intro Tweet	An <a href="#">#HIV</a> vaccine is the future solution to defeating the disease! Share your vaccine stories today! <a href="#">#WAD2013</a>
#DidYouKnow	<a href="#">#DidYouKnow</a> <a href="#">@USAID</a> began supporting research&development of an <a href="#">#HIV</a> vaccine in 2001? <a href="http://ow.ly/qWYvd">http://ow.ly/qWYvd</a> <a href="#">#WAD2013</a>
<a href="#">Vaccines webpage</a> and <a href="#">Issue</a>	"If we are ever going to eradicate <a href="#">#HIV/#AIDS</a> , it's going to be through



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	<p><a href="#">Brief</a> deployment of a vaccine" <a href="#">@RajShah</a> <a href="http://ow.ly/qWYvd">http://ow.ly/qWYvd</a> <a href="#">#WAD2013</a></p> <p>A safe&amp;effective <a href="#">#HIV</a> vaccine will advance prev. strategies to control the pandemic, eventually ending <a href="#">#AIDS</a> <a href="http://ow.ly/qWYvd">http://ow.ly/qWYvd</a> <a href="#">#WAD2013</a></p>
Day 1 (December 1 <sup>st</sup> ) – Country Ownership	Content
Intro Tweet	Today's <a href="#">#WAD2013</a> theme is "Country ownership." Country ownership of <a href="#">#HIV</a> & <a href="#">#AIDS</a> programs shows the ability to lead/prioritize/implement!
#DidYouKnow	<a href="#">#DidYouKnow</a> <a href="#">@USAID</a> works w host country partners to accomplish sustainable, country-led/owned <a href="#">#HIV</a> response? <a href="http://ow.ly/qX1aB">http://ow.ly/qX1aB</a> <a href="#">#WAD2013</a>
<a href="#">Country ownership webpage</a>	Country ownership is imperative to est. sustainable, country-led & -owned responses to the <a href="#">#HIV</a> epidemic <a href="http://ow.ly/qX1aB">http://ow.ly/qX1aB</a> <a href="#">#WAD2013</a>  . <a href="#">@USAID</a> is working to make <a href="#">#HIV</a> & <a href="#">#AIDS</a> progs more sustainable & help countries lead/manage/implement/fund <a href="http://ow.ly/qX1aB">http://ow.ly/qX1aB</a> <a href="#">#WAD2013</a>
Day 0 (December 2 <sup>nd</sup> ) – WORLD AIDS DAY	
Other Twitter Content	<p>.<a href="#">@USAID</a> has provided lifesaving AIDS treatment to more than 5.1M ppl &amp; <a href="#">#HIV</a> counseling&amp;testing to more than 49M people <a href="#">#WAD2013</a></p> <p><a href="#">#DidYouKnow</a> <a href="#">@USAID</a> has provided <a href="#">#HIV</a> testing&amp;counseling to support 11M pregnant women? <a href="#">#WAD2013</a> <a href="#">#PMTCT</a></p> <p>Provision of <a href="#">#PMTCT</a> services for more than 750,000 <a href="#">#HIV</a>-positive women resulted in ~230k infants being HIV-free! <a href="#">#WAD2013</a> <a href="#">@USAID</a></p> <p>.<a href="#">@USAID</a> has nearly 1,000 staff working on <a href="#">#HIV</a> &amp; <a href="#">#AIDS</a> issues, incl 80% in the field. <a href="#">#WAD2013</a></p> <p>Today is World <a href="#">#AIDS</a> Day! Spread the word about achieving an <a href="#">#AIDSFreeGen</a>. Use <a href="#">#WAD2013</a> to join the conversation.</p>
Facebook Post	Today is World AIDS Day! Since the inception of the HIV/AIDS program in 1986, USAID has been on the forefront of the global AIDS crisis. USAID plays a key partner role in PEPFAR, which works to address the needs of more than 34 million people living with HIV worldwide. Read more about USAID and PEPFAR's work to combat the epidemic here: <a href="https://www.usaid.gov/what-we-do/global-health/hiv-and-aids/">https://www.usaid.gov/what-we-do/global-health/hiv-and-aids/</a>



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