

World Aids Day 2021

Sogan

End inequalities. End AIDS. End pandemics.

Objectives

The 2021 PAHO/ UNAIDS joint campaign is based on the slogan "End inequalities. End AIDS End pandemics". The objective is to communicate about the importance of equitable access to health services and the importance of strengthening actions at the primary health care level, with special emphasis on HIV combination prevention and treatment services, as well as promoting work with communities to reach the people most vulnerable to HIV and other pandemics.

The campaign calls for urgent action to maintain essential HIV prevention and treatment services that the COVID-19 pandemic and response have weakened in countries, but the pandemic has also left useful -testing.

and using telemedicine have proven to be effective strategies that can be incorporated into normal routines.

Specific Objectives

- Mobilize populations vulnerable to HIV infection and other STIs so that their actions generate
 demand for prevention and for the provision of safe, continually available testing services, as well as
 adequate and timely treatment.
- Generate and disseminate messages directed at those most vulnerable to HIV infection, so as to increase the demand for HIV testing and make it more accessible.
- Promote innovative interventions such as self-testing, which shows evidence-based benefits, facilitates confidentiality, and is useful for testing populations not usually reached with conventional HIV testing.

Background

On World AIDS Day 2021, the Pan American Health Organization (WHO Regional Office for the Americas) (PAHO/WHO), joins the Joint United Nations Program on HIV/AIDS (UNAIDS) to emphasize the need to end the inequities driving AIDS and other pandemics. Without bold action to combat such inequities, the world risks falling short of the objective of ending AIDS by 2030. The situation is particularly worrisome in Latin America and the Caribbean, where despite robust and long-standing antiretroviral treatment programs, the number of new infections has not declined in the last 10 years, due in large part to the complex and challenging behavioral changes needed to prevent transmission, as well as the long delay in promoting PrEP on a large enough scale.

Latin America is the region with the most inequalities in the world, and the main objective of the *Global AIDS Strategy 2021 2026: End Inequalities. End AIDS*, as well as the *Political Declaration on HIV and AIDS* issued at the United Nations High-Level Meeting on AIDS in 2021, is to end the economic, social, cultural, and legal inequalities that hinder progress in combating this disease. However, ending the inequalities associated with HIV requires change. All types of measures, including policies, must be in place to protect the rights of all people, with special attention to the needs of the most marginalized







- Video and photo story: Project for combined prevention of Sexually Transmitted Diseases in migrants and refugees in Brazil (PAHO and UNAIDS).
- Caribbean Docustory: the elimination of mother-to-child transmission of HIV and syphilis (PAHO).

<u>Dedicated World AIDSDay 2021 website:</u> https://www.paho.org/en/campaigns/world-aids-day-2021

- PAHO technical PPT with recent epidemiological data
- (Nov. 30) Joint PAHO-UNAIDS press release: Getting back on track to reach the 2030 elimination targets. We will need to focus on increasing the number of people who know their diagnosis and are put on treatment, the number of people at high risk of transmission (key populations) who participate in combined prevention programs and avoid infection, and the number of health workers who do not stigmatize or discriminate against people who have HIV or are members of key populations.
- (Dec. 1, 11 a.m. EDT) PAHO Briefing on COVID-19: Since World AIDSDay coincides with the day
 of the Director's weekly press conference on COVID-19, we suggest that along with her
 continued calls for renewed attention to the pending COVID-19 response, this platform could be
 used to include comments on World AIDSDay and the need to bring the response back to prepandemic levels, and to promote new technical advances in order to successfully end AIDSby
 2030.

Online events:

- (Dec. 3, 10 a.m. EST) Technical Webinar: Getting back on track for the elimination of HIV by 2030. This seminar will highlight recent technical advances in HIV treatment and prevention.
- O (Dec. 3, 2 p.m. EST) Facebook Live: Organized by PAHO and UNAIDS with the participation of two cities in the region that are signatories of the Paris Declaration, this event will describe good practices for reducing stigmatization and discrimination, and for increasing the provision of treatment and prevention services for people with HIV and for key populations. It will also present the new 95 95-95 targets.

Hashtags

#EndHIV #WorldAIDSDay #HealthEquity