



IAVI – HVAD 2017 Global Social Media Toolkit

Commemorate HIV Vaccine Awareness Day 2017

On and around May 18, the International AIDS Vaccine Initiative (IAVI) invites you to join us in an online social media campaign using the hashtags #RnD4HIV and #HVAD2017 to celebrate the progress and promise of an HIV vaccine.

IAVI recognizes that, while critically important, existing treatment and prevention tools are unlikely to end HIV/AIDS. [Modeling](#) shows us that even with strongly increased funding and implementation of current treatment and prevention programs, hundreds of thousands of people will be newly infected with HIV annually, for decades to come. But a safe and effective vaccine could save millions of lives, and the science is getting us closer to that reality and a world without AIDS.

This is an exciting time in science, and we want the world to know – let’s keep up the momentum!

What You Can Do

1. [Download](#) a printable poster from our toolkit declaring, “I support #RnD4HIV because...”
2. In the blank area, write a personal statement, which you’re encouraged to lift from the below samples for [Twitter](#) and [Facebook](#) (or a [Fast Fact](#) about the people at greatest risk)
3. Take a “selfie” holding the poster or have someone else take it for you
4. Share the photo on your Twitter or Facebook account, copying and pasting one of the sample posts to use as the body of your post.



Send a Tweet

Simply remove hashtags to create the text for your poster, and then copy and paste one of these into the body of your tweet.

I support #RnD4HIV because an HIV vaccine is both scientifically possible and essential to #EndAIDS #HVAD2017 @IAVI

I support #RnD4HIV bc it’s a smart public health investment: every \$1 invested in HIV vaccine R&D = \$2-\$67 in cost savings #HVAD2017 @IAVI

I support #RnD4HIV because scientists are making discoveries every day that are getting us closer to an HIV vaccine #HVAD2017 @IAVI

I support #RnD4HIV because HIV vaccine research is helping us develop effective prevention & vaccines for other diseases #HVAD2017 @IAVI

I support #RnD4HIV because an HIV vaccine is the only way to curb the #stigma that still affects people with the disease #HVAD2017 @IAVI

I support #RnD4HIV because an HIV vaccine is the only way to ensure that those most vulnerable to HIV have an opportunity to thrive #HVAD2017 @IAVI

I support #RnD4HIV because development & eventual rollout of a successful HIV vaccine requires sustained financial commitment #HVAD2017 @IAVI



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Post a Facebook Status

Simply remove hashtags to create the text for your poster, and then copy and paste one of these into the body of your Facebook status.

There is tremendous progress and an exciting new HIV vaccine concepts getting ready to be tested. Vaccine development is a long-term process, but we've seen unprecedented advances in recent years. For the first time ever, three different approaches are in, or moving to, efficacy trials simultaneously, two vaccine candidates and one vaccine-related approach.

HIV vaccine R&D is a smart public health investment. Every \$1 invested in HIV vaccine R&D is expected to return anywhere from \$2-\$67 in cost savings, according to the Global Health Technologies Coalition. Plus, many of the platforms and concepts researchers are pursuing for HIV have collateral benefits for prevention research more broadly, as well as for vaccines for other diseases.

Global partnerships are advancing HIV vaccine science, which is increasingly led by scientists and in Africa and India, where the HIV burden is greatest. IAVI's robust clinical partner networks in these regions have helped lead to the discovery of promising antibodies that have the power to block HIV. Fully developing and eventually delivering these antibodies as HIV prevention depends on global partnerships, sustained funding, political will, and continued community support.

Women, men who have sex with men (MSM), youth, and difficult-to-reach populations (such as residents of fishing communities along Lake Victoria) are more susceptible to HIV infection. A vaccine will enable them to take charge of their health and protect themselves, without fear of judgment or stigma – two of the main social barriers inhibiting access to existing HIV prevention tools.

Progress in HIV vaccine research today would not be possible without the commitment of 41K+ clinical research volunteers who have participated in trials thus far – thank you!

Fast Facts – Vulnerable Populations

Women

- AIDS is the #1 killer of women of reproductive age – driven by the epidemic in Sub-Saharan Africa
- In South Africa, almost 1 in 4 women lives with HIV, and new infections among young women (age 15-24) were two-and-a-half times infections in young men in 2015
- Gender inequity limits women's access to education, health care, and their ability to negotiate safe sex, putting them at greater risk of contracting HIV.

Men Who Have Sex With Men (MSM)

- Stigma and criminalization prevent many MSM from accessing prevention, testing, and treatment
- MSM are up to 24 times more likely to have HIV than the general population
- Compared to people solely having heterosexual sex, MSM are twice as likely to contract multiple strains of HIV

Youth

- 4.3 million young people under the age of 24 in Sub-Saharan Africa are living with HIV
- Young people (age 15-24) represent 63% of the population in Sub-Saharan Africa, and that percentage will steadily rise over the coming decades



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- 1.8 million children live with HIV globally, but only 49% are accessing treatment

Difficult-To-Reach Populations

- Mobile communities in developing countries often lack basic health care and are at high risk of HIV infection
- In Uganda, HIV prevalence among people living on the shores and islands of Lake Victoria can be more than 4 times higher than in the general population
- A study found 1 in 3 women in Ugandan fishing communities is HIV-positive