# World AIDS Day 2014 Social Media Toolkit

**In honor of World AIDS Day on December 1, USAID is celebrating our HIV and AIDS work under PEPFAR. In particular, we will be highlighting efforts related to PEPFAR's theme, "Focus, Partner, Achieve: An AIDS-Free Generation."**

As the year draws to a close, we look back at the amazing impact that USAID, PEPFAR, and our implementing partners have had worldwide. PEPFAR has entered a new phase under new leadership. We have focused our energy on controlling the HIV epidemic in order to achieve a sustainable response. The vision for PEPFAR moving forward is grounded in five key agendas: impact, efficiency, sustainability, partnership, and human rights. We look forward to working together with transparency, accountability, and impact towards our goal of an AIDS-free generation.

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## Pre-World AIDS Day Tweets:

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With World #AIDS Day 2014 days away, take a look at @USAID's #WAD2014 landing page http://goo.gl/R3v8Wf & help us create an #AIDSFreeGen

.@PEPFAR's #WAD2014 theme is "Focus, Partner, Achieve: An AIDS-Free Generation." Check out @USAID's page http://goo.gl/R3v8Wf #AIDSFreeGen

On #WAD2014 @PEPFAR & @USAID commemorate those living with #HIV & #AIDS http://goo.gl/R3v8Wf



Photo source: USAID. Download the image here.

December 1 is #WAD2014! Check out @USAID's page for updates, stories, and fast facts about #HIV & #AIDS http://goo.gl/R3v8Wf

#WAD2014 is 12/1! Check out @USAID's page & see how you can help the 34 million ppl living w/ #HIV & #AIDS #AIDSFreeGen http://goo.gl/R3v8Wf

To commemorate World #AIDS Day, @USAIDGH OHA's own Flickr account will go live 12/1! Here's a sneak peek. #WAD2014



Photo source: Narinder Nanu. Download the image here.

**Only for Thursday, November 27, 2014:** See how people in Jakarta, #Indonesia commemorated World AIDS Day in 2009! #TBT #WAD2014



Photo source: Adek Berry. Download the image here.

**Only for Thursday, November 27, 2014:** This year Gift turns 11! Watch how @USAID & @PEPFAR impacted her life #TBT  #WAD2014  http://goo.gl/1rSWak

**World AIDS Day 2013 Results:**
*Note: Please use FY13 result tweets below until new numbers are released on World AIDS Day.*

As of end of FY2013, @PEPFAR was supporting #HIV treatment for 6.7 mil people worldwide. #WAD2014 http://goo.gl/R3v8Wf

.@PEPFAR has reached 1.5 mil pregnant women w/#ARV drugs to prevent #HIV transmission to their babies #WAD2014 http://goo.gl/R3v8Wf

.@PEPFAR directly supported more than 4.7 mil #VMMC procedures worldwide by end of FY2013 #WAD2014 http://goo.gl/R3v8Wf

Over 1mil infants have been born #HIV-free thanks to @PEPFAR #WAD2014 http://goo.gl/R3v8Wf

.@PEPFAR #impacted the lives of more than 57.7 mil ppl in FY 2013 by providing them w/#HIV #testing, #treatment & #care http://goo.gl/R3v8Wf

.@PEPFAR gave #ARVs to >12 million pregnant #women. In FY 2013, 95% of these babies were born #HIV-free #WAD2014 http://goo.gl/R3v8Wf

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**Pre-World AIDS Day Facebook Posts:**

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1. According to the United Nations Children's Fund (UNICEF), approximately 15 million children worldwide have lost one or both parents to AIDS. Nearly 12 million of these children live in sub-Saharan Africa. PEPFAR continues to direct at least 10% of program funds to orphans and vulnerable children activities because they are so critical. #WAD2014 http://goo.gl/R3v8Wf



Photo source: USAID/Tash McCarroll. Download the image here.
Caption: Children in Lesotho at a GROW site make beaded jewelry to sell locally

2. PEPFAR is one of the largest procurers of female condoms worldwide. In 2012, a record 32 million female condoms were distributed in total by the international donor community. Today, the female condom is available in over 100 countries. #WAD2014 http://goo.gl/R3v8Wf



Photo source: PSI. Download the image here.
Caption: Mr. Atangana Antoine Serge is a barber and hairdresser at Authentique Coiffure Mixte in Yaounde. At work, he gives demonstrations on the use of female condoms and sells them to his clients.

3. As a result of PEPFAR, USAID and other implementing partners have provided HIV counseling and testing to more than 57.7 million people. #WAD2014 http://goo.gl/R3v8Wf



Photo source: Olivier Asselin. Download the image here.
Caption: A young woman proudly holds up a negative test result in Dimbokro, Ivory Coast

4. PEPFAR has made an impact on more than 4.7 million men by supporting them with voluntary medical male circumcision (VMMC) in east and southern Africa. #WAD2014 http://goo.gl/R3v8Wf



Photo source: STAR-EC. Download the image here.
Caption: VMMC in Dolwe Island, Namayingo District of Uganda.

5. **Only for Thursday, November 27, 2014:** #TBT! Last World AIDS Day we introduced you to Gift! This year she's turning 11! Take a look back at her life and the impact USAID and PEPFAR have had. #WAD2014 http://goo.gl/KbHiK2

**Impact:**

W/offices in 21 countries & 300 staff, @SCMSinUS brings 16 partners together 2 deliver #HIV & #AIDS drugs worldwide #WAD2014



Photo source: USAID's SCMS Project. Download the image here.

Between 2009-11, #ARVs prevented 409,00 children from acquiring #HIV #WAD2014  http://goo.gl/22PWY4

In FY12, @USAID provided 770 mil male & female condoms to 37 countries in #Africa, #Asia, #Europe, & more #WAD2014 http://goo.gl/At6fAW

.@USAID, together w/@PEPFAR, is working in over 50 countries 2 provide #HIV prevention, care & treatment http://goo.gl/OGvttx #WAD2014

.@USAID works to #implement #GBV #prevention, change harmful gender norms, and promote gender related policies and laws http://goo.gl/RgmmkU

**Efficiency:**

B/c of @PEPFAR's work w/@USAID & #partner orgs 2 #efficiently & #effectively promote #PMTCT, more than 1mil babies have been born #HIV-free

.@PEPFAR is the largest #HIV and #AIDS prevention, care and treatment initiative in the world http://goo.gl/ThAfh5 #WAD2014

.@USAID saves lives through smart investments: w/ PMTCT programs, 95% of babies reached are born #HIV-free http://goo.gl/R3v8Wf #WAD2014

#VMMC involves 1 surgical intervention & offers protection against #HIV & #STDs for life #WAD2014 http://goo.gl/pXvDYf

**Sustainability**:

Under @PEPFAR's sustainability agenda, @USAID will shift thinking from #aid 2 #investment. http://goo.gl/zcFPd1

.@USAID is working with local govts to make #HIV & #AIDS programs more #sustainable in the future #AIDSFreeGen #WAD2014 http://goo.gl/zcFPd1

To create #sustainable programs, @USAID provides #keypops w/more effective #HIV services & #advocacy capacity #WAD2014 http://goo.gl/zcFPd1

We must increase private sector mobilization to create #sustainable partnerships and an #AIDSFreeGen http://goo.gl/zcFPd1

Check our page to see how @PEPFAR's #sustainability agenda builds #partnerships to combat #HIV & #AIDS http://goo.gl/zcFPd1

Check out our site & see how @PEPFAR's #sustainability agenda is moving 2 a more country-led response 2 #HIV epidemic http://goo.gl/zcFPd1

**Partnership:**

In Oct, @PEPFAR, @USAID, & @EJAF announced a $7 million #partnership 2 expand #HIV services 4 #keypops in #SouthAfrica http://goo.gl/9mFEmT

.@EJAF's new #partnership will expand access to #HIV-related services for #MSM and #trans in #SouthAfrica http://goo.gl/9mFEmT

.@PEPFAR's partnership w/Global Equality Fund shows how #stigma/#discrimination against #LGBT impedes #HIV/#AIDS efforts http://goo.gl/QRU6k0

.@PEPFAR's partnership w/Global Equality Fund will support 4 country reports on #HIV/#AIDS human rights challenges http://goo.gl/55URF1

Since 2001, @USAID and @AIDSVaccine have worked together on #HIV vaccine R&D #WAD2014



Photo source: Charlotte Raymond. Download the image [here](#).

At #AIDS2014, @USAID officials announced $250mil #AIDSFree award that will accelerate #PMTCT & #VMMC #WAD2014 http://goo.gl/gsGGS7

**Human Rights:**

.@PEPFAR is working to protect #humanrights for all, including #women, #girls and #sexworkers.
http://goo.gl/RxqoZZ



Photo source: Ian Taylor. Download the image here.

.@PEPFAR's #humanrights agenda: we must work to protect #MSM, #Trans, IV #drug users, & #sexworkers
http://goo.gl/RxqoZZ



Photo source: USAID. Download the image here.

.@PEPFAR is committed 2 supporting the adv. of #humanrights through pub.health prgms like @FHI360's
Modhumita #WAD2014



Photo source: FHI360. Download the image here.

.@PEPFAR's #humanrights agenda focuses on #keypopulations so that they are not denied #HIV services #WAD2014



Photo source: USAID. Download the image here.

**On December 4, USAID will be supporting FHI360's launch event of their LINKAGES project. Promotional tweets for LINKAGES and the event are below.**

.@USAID's #LINKAGES award gives $73 mil to @FHI360 & partner orgs to strengthen services for #keypops http://goo.gl/1JMUZm

#LINKAGES is USAID's first global project dedicated to delivering #prevention and #treatment services to #keypops http://goo.gl/1JMUZm

#LINKAGES will mobilize #keypops & advocate for changes in laws & conduct of police, healthcare workers, & #policymakers http://goo.gl/1JMUZm

#LINKAGES will give #keypops support from trained peers in #HIV #testing & #counseling, & psychosocial support http://goo.gl/1JMUZm

#LINKAGES will ensure access to #HIV services for #MSM, #sexworkers, IV #drug users, and #trans individuals http://goo.gl/1JMUZm

Join us on 12/4 for the 1st annual #LINKAGES event. RSVP http://goo.gl/AkHnvf & come learn about @PEPFAR's 1st project dedicated to #keypops

In recognition of #WAD2014, #LINKAGES is hosting an event to increase awareness about #keypops. RSVP here http://goo.gl/AkHnvf

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## Tweets for World AIDS Day:

Note: World AIDS Day results should be released on this day. Please look to PEPFAR.gov for latest information. Additionally, watch USAID's World AIDS Day homepage for more tweetable items.

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Today is #WAD2014! Read up on @USAID's WAD activities here http://goo.gl/R3v8Wf

.@PEPFAR's theme this year is "Focus, Partner, Achieve: An AIDS-Free Generation!" #WAD2014 http://goo.gl/R3v8Wf #AIDSFreeGen

Want to get involved? Join @AIDSgov's #FacingAIDS Campaign! #WAD2014 http://goo.gl/JRLPmO

To celebrate #WAD2014, @USAID OHA is launching its own #Flickr account! Check it out here! http://goo.gl/c6CNKz

Check out our new "Partnerships and Projects" page to see our global #HIV projects! #WAD2014 http://goo.gl/7kWvRf AIDSFreeGen

**World AIDS Day Facebook Post:**

World AIDS Day is today! Today is a day we remember those we've lost from AIDS, celebrate the lives of those living with HIV, and continue to fight for an AIDS-free generation. http://goo.gl/R3v8Wf



Photo source: Jes Aznar. Download the image here.
Caption: Northern Philippines celebrates World AIDS Day.

**Relevant Hashtags:**

#WAD2014
#AIDSFreeGen
#WorldAIDSDay
#HIV
#AIDS


**Relevant Twitter Handles:**

@USAIDGH
@PEPFAR
@AIDSGov
@USAID


**Resources:**

World AIDS Day Landing Page Link: http://www.usaid.gov/%E2%80%8Bworld-aids-day-2014
USAID OHA Technical Area Pages: http://www.usaid.gov/what-we-do/global-health/hiv-and-aids/technical-areas
USAID OHA's Partnership and Projects: http://www.usaid.gov/what-we-do/global-health/hiv-and-aids/partnerships-projects
USAIDGH Twitter Account: www.twitter.com/usaidgh
USAIDGH Facebook Account: www.facebook.com/usaidgh
AIDS.gov: http://www.aids.gov/
PEPFAR: http://www.pepfar.gov/
WAD 2013 Results: http://www.pepfar.gov/funding/results/index.htm