



**NOTE TO BROADCASTERS (Embargoed for Transmission until Dec 1 2015)**

## **Victoria Beckham on the Fast-Track to end AIDS**

Victoria Beckham, in her role as International Goodwill Ambassador for UNAIDS, speaks out in a video documentary about the success and challenges to end the AIDS epidemic. Today 37 million people are living with HIV around the world and 2 million people are newly infected with HIV every year.

GENEVA/LONDON - During a recent field mission to Ethiopia with the Executive Director of UNAIDS Michel Sidibé, Victoria Beckham met with a number of children, adolescents and adults living with and affected by HIV and AIDS. She learned about the challenges they face every day and saw first-hand how access to treatment and HIV programming can be life changing. Ethiopia is a model country in the response to HIV and is implementing the UNAIDS FAST TRACK strategy to end the AIDS epidemic by 2030. UNAIDS is leading the global HIV/AIDS response.

Mrs. Beckham visited a number of clinics, NGOs and social businesses providing services including comprehensive prevention, treatment, care and support programmes for people living with or affected by HIV.

For more than a decade Mrs. Beckham has been involved in the response to HIV. In 2014 she was appointed a UNAIDS International Goodwill Ambassador to help raise awareness and funds towards UNAIDS strategy to end the AIDS epidemic as a public health threat by 2030.

The UNAIDS International Goodwill Ambassador programme engages prominent individuals from the worlds of arts, sciences, literature, entertainment, sport or other fields of public life who have expressed their desire to contribute to UNAIDS and to move the AIDS response forward.

**On the occasion of International World AIDS Day, UNAIDS and Victoria Beckham are releasing a short video documentary to raise awareness on HIV and AIDS.**

The PSA is available rights free for international broadcast and the music is cleared worldwide – please make sure to pass on the music information supplied to your local performing rights society.

Track name: Young Dream 3

Composer: Paddy Conn (PRS)

Album Number [2235/14](#)

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Label: Audio Network .



CLEAN: <https://www.hightail.com/download/ZWJXQ3Q5bTg1UjRVV01UQw>

FULL: <https://www.hightail.com/download/ZWJXQ3R6aytCMTd2WnNUQw>

## **SHOTLIST** (TRT : 6:20)

### **Opening**

Victoria Beckham (VB) arrival in Addis Ababa airport

**Intro:** Meeting UNAIDS Executive Director Michel Sidibé (UNAIDS EXD)

UNAIDS Ethiopia Country Director Miriam Maluwa on the Ethiopian HIV response

### **First sequence**

VB and UNAIDS EXD visits **Alert Hospital**, which is the largest HIV service provider in the country.

Visit hosted by the Ethiopian Minister of Health *Kesetebirhan Admasu* and the Hospital CEO and Medical Director *Dr Solomon Bussa*. VB met with staff and HIV positive mothers. With effective treatment prior to the pregnancy and during and throughout breastfeeding babies can be born free of HIV.

**SOT VB** on cam: how Ethiopia is a model country investing in its people securing effecting HIV programming proving that with treatment it is possible to full productive lives.

### **Second sequence**

VB and UNAIDS EXD visits **Alem Children Support Organisation** – a private Ethiopian NGO which empowers and helps underprivileged children, many living with HIV, by giving them education and support.

VB interacts with the children learning how access to HIV treatment and the support services of Alem has changed their lives and now they can live happy, healthy and productive lives.

**SOTs** VB and UNAIDS EXD both on cam: on the importance of community support and how the children supported are living happy healthy lives. With treatment HIV is no longer a death sentence

### **Third sequence**

VB and UNAIDS EXD visit **Entoto Beth Artisan** centre to learn about how market driven development aid is making a difference to a large group of women living with HIV by empowering and teaching them a skill and providing livelihood and a future. VB and UNAIDS EXD sit with women crafting jewelry while hearing their stories.

**SOT** VB on cam: on how HIV used to destroy communities, but that what she is seeing in Ethiopia is that people and communities are helping each other and that she wants to see that everywhere – AIDS is unfinished business – We can crack this, but we have to keep going!

**SOT** UNAIDS EXD on cam: on how millions of people are still left behind – still 22 million people in need of treatment – their lives hanging in the balance – the job is not done and AIDS is unfinished business. If we don't continue to work unfortunately we will risk having a rebound



of the epidemic.

## UNAIDS FAST TRACK STRATEGY

We have what it takes to break the AIDS epidemic.

Already 15 million people are accessing life-saving HIV treatment. New HIV infections have been reduced by 35% since 2000 and AIDS-related deaths have been reduced by 42% since the peak in 2004.

We are on the Fast-Track to end AIDS.

To end the AIDS epidemic by 2030 as part of the United Nations Sustainable Development Goals will require investment, commitment and innovation to be accelerated.

The Fast-Track approach:

- Front-loads investments.
- Focuses on the locations, populations and programmes that deliver the greatest impact.
- Catalyses innovation for people who need it most.
- Engages local leadership for targeted, sustained and accountable responses.
- Creates new partnerships.
- Stands firm on human rights.
- Delivers results that leave no one behind.

Fast-Track will change the lives of millions of people around the world. We have a fragile window of opportunity—just five short years to break the epidemic.

Ensuring access to antiretroviral therapy for 15.8 million people is an achievement deemed impossible 15 years ago. In 2000, fewer than 1% of people living with HIV in low- and middle-income countries had access to treatment.

However today, 17.1 million people living with HIV do not know they are living with the virus and 22 million people living with HIV are not accessing treatment.

- About half of all people living with HIV are women or girls.
- AIDS-related illnesses remain the leading cause of death among African women of reproductive age.
- Adolescent girls and young women aged 15–24 years are at increased risk of HIV.
- The risk is driven by harmful gender norms and inequalities, poverty, food insecurity and violence.
- More than 5 000 young women and girls acquire HIV every week, most in sub-Saharan Africa.
- Adolescent girls and young women in southern Africa acquire HIV five to seven years earlier than their male peers.
- Globally, only three in every 10 adolescent girls and young women aged 15–24 have comprehensive and correct knowledge of HIV.

<http://www.unaids.org/en/resources/campaigns/WAD2015>



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## **UNAIDS**

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners towards ending the AIDS epidemic by 2030 as part of the Sustainable Development Goals. Learn more at [unaids.org](http://unaids.org) and connect with us on Facebook, Twitter and Instagram.