

DISTRIBUTION PLAN

The following distribution plan is intended to promote USAID's work at the AIDS 2014 conference in Melbourne, Australia, taking place July 20-25, 2014.

Overall Theme: To promote USAID's HIV and AIDS programming through PEPFAR and demonstrate USAID's thought leadership in the field of HIV and AIDS

Note: Tweets promoting certain USAID sessions indicate the time of the session in Melbourne, Australia time. Please plan your tweets according to your own time difference to Australia's.

Saturday, July 19



Twitter

On Sunday [@AIDS_Conference](#) starts! Join us as we promote [@USAID's #HIV](#) work in creating an [#AIDSFreeGen!](#) <http://ow.ly/yKZ5h> [#AIDS2014](#)

[#TB](#)-related deaths in [#HIV+](#) ppl decr by 36% since 2004, yet TB is still the #1 cause of death for ppl w HIV <http://ow.ly/yRTSa> [#AIDS2014](#)

Sunday, July 20



Facebook

AIDS 2014 starts today in Melbourne, Australia! Follow [@USAIDGH](#) on Twitter & [USAID.gov](#) for info on USAID's sessions and satellites! <http://ow.ly/yKZ5h> [#AIDS2014](#)



Twitter

Tune in to [@USAIDGH](#) & our homepage for information regarding our staff presenters at [@AIDS Conference](#) <http://ow.ly/yKZ5h> [#AIDS2014](#)

[@AIDS Conference](#) starts today! 5 days of [#AIDS2014](#) and "Stepping Up The Pace!" <http://ow.ly/yKZ5h>

Since 2003, [@PEPFAR](#) has provided more than \$2B in funding&support to help children

affected by [#HIV](#) & [#AIDS](#) <http://ow.ly/yF56S> [#AIDS2014](#)

Join [@USAID](#) & [@UNICEF](#) Global Partners' Forum on Children & [#HIV](#) & [#AIDS](#) from 3:45-5:45 in the Melbourne room 101-102! <http://ow.ly/yKZ5h> [#AIDS2014](#)

Join us 4 a satellite session "Frm Rsrch 2 Practice 2 Impct: [#VMMC](#) Scale Up" 3:45 2 5:45 pm in Room 104! <http://ow.ly/yK30T> [#AIDS2014](#)

[@USAID](#) had ovr 55 posters acpt 2 the [@AIDS Conference](#) this year! B sure 2 stop by & read abt our work in [#HIV](#)! <http://ow.ly/yKZ5h> [#AIDS2014](#)

How is [@USAID](#) "Stepping Up the Pace?" By supporting microbicides research! <http://ow.ly/yHEAL> [#AIDS2014](#)

Read our latest [@UNICEF](#) & [@JAIDS](#) supplement on [#VMMC](#) and adolescents! <http://ow.ly/yHGc5> [#AIDS2014](#)

[#DidYouKnow](#), that in 2012, there were 35.3M ppl living with [#HIV](#)? <http://ow.ly/yRTSa> [#AIDS2014](#)

In 2012, 3.3M children (<15yrs) were living with [#HIV](#) - 1.9M were in need of treatment <http://ow.ly/ySOEX> [#AIDS2014](#)

Monday, July 21



Facebook

Like NPR? Listen to their story on USAID's voluntary male medical circumcision programs in Africa! <http://ow.ly/yHbA6> [#AIDS2014](#)



Twitter

[@USAID](#)'s [#VMMC](#) work has been featured on [@NPR](#)! Check it out here <http://ow.ly/yHbA6> [#AIDS2014](#)

Health systems strengthening promotes uni access to [#HIV](#) programming. Read our updated [#healthsystems](#) page! <http://ow.ly/yELuG> [#AIDS2014](#)

Join [#PSIZimbabwe](#) on piloting early infant [#VMMC](#) using two devices in [#Zimbabwe](#) from 1-2 pm in room 104! <http://ow.ly/yK7aU> [#AIDS2014](#)

Trading sex and building capital about [#MSM](#) is a [@USAID](#) poster discussion session from 1-2 pm in room 105-106! <http://ow.ly/yK7pi> [#AIDS2014](#)

Create stigma free health facilities with [@HealthPolicyPri](#) in [#Melbourne](#) room 1 from 4:30 2 6pm! <http://ow.ly/yK83S> [#AIDS2014](#)

Responding to MARPs: [#HIV](#) service to fishing populations in [#Uganda](#) from 4:30 to 6pm in plenary 1! <http://ow.ly/yK8aR> [#AIDS2014](#)

Join us 4 “Key Programmatic Challenges of [#VMMC](#) 4 [#HIV](#) Prevention” from 6:30 2 8:30 pm in plenary 1! <http://ow.ly/yK8ok> [#AIDS2014](#)

New [#HIV](#) infections among children have declined by 52% since 2001 - an [#AIDSFreeGen](#) is within our reach! <http://ow.ly/yRTSa> [#AIDS2014](#)

[#DidYouKnow](#), in 2012, 700 children became newly infected with [#HIV](#) every day? <http://ow.ly/yS0EX> [#AIDS2014](#)

Tuesday, July 22



Facebook

3.4 million children under 15 are living with HIV. Read our Orphans and Vulnerable Children page to see what we're doing to protect tomorrow's leaders <http://ow.ly/yHlMh> #AIDS2014



Twitter

This year's [@AIDS Conference](#) theme is "Stepping Up the Pace" such as creating an [#AIDS vaccine](#) <http://ow.ly/yEYLS>

Can new tech imp. effcncy in [#VMMC](#) & EMC scaling? Find out frm 6:30 2 8:30 pm in Melbourne room 1 <http://ow.ly/yKZ5h> #AIDS2014

[.@USAID #Ghana](#) "M-Friends, M-Watchers" is a rapid response system to address rights violations in key pops. <http://ow.ly/yF3GY> #AIDS2014

.@USAID progs for orphans&vulnerable children respond to social, economic&emotional conseq. of #HIV&#AIDS <http://ow.ly/yF56S> #AIDS2014

#VMMC surgical intervention offers men substantial lifelong partial protection against #HIV acquisition <http://ow.ly/yF6kd> #AIDS2014

Read @PLOS & @USAID's analysis on cost drivers of #VMMC using primary source data from sub-Saharan #Africa <http://ow.ly/yHA8x> #AIDS2014

Since the start of the epidemic, ~36M have died of AIDS-related illnesses <http://ow.ly/yRTSa> #AIDS2014

In 2012, 210k children died of #AIDS-related illnesses - that's 600 a day <http://ow.ly/yS0EX> #AIDS2014

Wednesday, July 23



Facebook

A mother and her baby participate in an interactive parenting skills session at The AIDS Support Organization center in Mbabara, Uganda <http://ow.ly/yKZ5h> #AIDS2014



Twitter

Targeting approaches toward key populations crucial to eliminating #AIDS & achieving an #AIDSFreeGen <http://ow.ly/yF3GY> #AIDS2014

#HIV and #AIDS has a terrible toll on children & families - in the past 30yrs, ~17M children lost parents <http://ow.ly/yF56S> #AIDS2014

As access to #HIV treatment increases, attention is being turned to preventive measures like #VMMC <http://ow.ly/yF6kd> #AIDS2014

.@USAID & @PEPFAR tailor programs to reach key populations incl. peer-outreach, treatment, testing & more <http://ow.ly/yF3GY> #AIDS2014

3.4M children under age 15 are living with #HIV - addressing key pops is crucial to achieve an #AIDSFreeGen <http://ow.ly/yF56S> #AIDS2014

.@USAID provided technical&financial support for scaling up #VMMC in 14 priority countries in E.&S. #Africa <http://ow.ly/yF6kd> #AIDS2014

Thanks to prevention&treatment programs, new #HIV infections have fallen by 33% since 2001! <http://ow.ly/yRTSa> #AIDS2014

Thursday, July 24



Facebook

A community social worker conducts a home visit in Kasese, Uganda. Through the SUNRISE-OVC Project, a teen mom in Uganda is supported by her family and community to stay in school <http://ow.ly/yKZ5h> #AIDS2014





Twitter

Join [@USAID](#) for a donor discussion on inclusive disability programming for [#HIV](#) from 2-3pm <http://ow.ly/yKZ5h> [#AIDS2014](#)

Curious abt health comms & [#HIV](#) prevention outcomes? Attend our plenary from 6:30 2 8:30 pm in plenary 1! <http://ow.ly/yKZ5h> [#AIDS2014](#)

Join [@HealthPolicyPrj](#) in [#Mozambique](#)'s [#HIV](#) Acclrtn Pln 2 incr. [#financial](#) and [#human](#) resources frm 2:30-4pm! <http://ow.ly/yKZ5h> [#AIDS2014](#)

Curious abt [#PMTCT](#) mods of care 4 preg. women? Join [@USAID](#) & [@Dignitasintl](#) from 4:30-6:00 pm in plenary 3! <http://ow.ly/yKZ5h> [#AIDS2014](#)

Join [@USAIDUganda](#) 2 learn abt lay [#health](#) providers scl up Optn B+ interventions from 4:30-6pm in plenary 3! <http://ow.ly/yKZ5h> [#AIDS2014](#)

Key populations face low coverage of effective interventions & high incidence of stigma and discrimination <http://ow.ly/yF3GY> [#AIDS2014](#)

[#VMMC](#) programs in E. & S. [#Africa](#) could prevent ~3.5M new [#HIV](#) infections in the next 15 years <http://ow.ly/yF6kd> [#AIDS2014](#)

New success story on living positively with [#HIV](#)! <http://ow.ly/yIgmMf> [#AIDS2014](#)

We've made incredible progress - since 2005 AIDS-related deaths have fallen by 30% <http://ow.ly/yRTSa> [#AIDS2014](#)

Friday, July 25



Facebook

Thanks to everyone who attended or followed along and made the 2014 International AIDS Conference a great success! <http://ow.ly/yKZ5h> [#AIDS2014](#)



Twitter

Learn abt results frm a 6-week [#VMMC](#) campaign in [#Malawi](#) from 11-12:30 am by the [#Malawi](#) MOH in room 109-110! <http://ow.ly/yKZ5h> [#AIDS2014](#)

[#HIV](#) prevalence among female sex workers in sub-Sah [#Africa](#) is ~14x overall HIV prevalence in general pop <http://ow.ly/yF3GY> [#AIDS2014](#)

Thanks to everyone who attended or followed along and made the [@AIDS Conference](#) such a success! <http://ow.ly/yKZ5h> [#AIDS2014](#)

In 2012, ~9.7M ppl living with [#HIV](#) had access to antiretroviral therapy in low- & middle-income countries <http://ow.ly/yRTSa> [#AIDS2014](#)