

# Hands up for HIV prevention mobilizes support worldwide

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It started in October with a single message written on one person's hand: "know your status". Nine weeks on and thousands of people from all over the world have demonstrated their support for UNAIDS' "Hands up for #HIVprevention" campaign by sharing photos and videos expressing what HIV prevention means to them. Through a range of content, the campaign highlighted different aspects of HIV prevention week by week and showed how they relate to different groups of people, including adolescent girls and young women, key populations and people living with HIV.

The campaign reached more than 2 million people on Facebook and 64 000 people have engaged through likes, shares and comments. On Twitter, the campaign reached almost 3 million people and UNAIDS campaign tweets were retweeted 12 000 times and liked 9500 times.

Messages that people wrote on their hands and held up for the world to see as part of the campaign include "Use condoms always", "Provide support", "End stigma", "Invest",

"PrEP", "No violence" and "Gender equality."

Prominent contributors included the First Lady of Benin, Claudine Talon, the First Lady of China, Peng Liyuan, the First Lady of Guinea-Bissau, Hadja Djene Kaba Condé, the First Lady of Panama, Lorena Castillo de Varella, and Tobeka Madiba Zuma, First Lady of South Africa.

UNAIDS International Goodwill Ambassador Michael Ballack also supported the campaign, with a message in support of zero discrimination. He was joined by James Chau, UNAIDS Goodwill Ambassador for China, Vera Brezhneva, UNAIDS Goodwill Ambassador for Eastern Europe and Central Asia, and Alejandra Oraa, UNAIDS Regional Goodwill Ambassador for Latin America and the Caribbean. The young television star Jenna Ortega provided a powerful and personal message about why HIV prevention was important to her. Princess Tessy of Luxembourg, UNAIDS Global Advocate for Young Women and Adolescent Girls, joined the campaign in the week highlighting women's empowerment.

with HIV are living longer. Investing in treatment is paying off, but people older than 50 who are living with HIV, including people who are on treatment, are at increased risk of developing age-associated noncommunicable diseases, affecting HIV disease progression.

AIDS is not over, but it can be if we tailor the response to individual needs at particular times in life. Whatever our individual situation may be, we all need access to the tools to protect us from HIV and to access antiretroviral medicines should we need them. A life-cycle approach to HIV that finds solutions for everyone at every stage of life can address the complexities of HIV. Risks and challenges change as people go through life, highlighting the need to adapt HIV prevention and treatment strategies from birth to old age.

The success we have achieved so far gives us hope for the future, but as we look ahead we must

remember not to be complacent. We cannot stop now. This is the time to move forward together to ensure that all children start their lives free from HIV, that young people and adults grow up and stay free from HIV and that treatment becomes more accessible so that everyone stays AIDS-free.

*Michel Sidibé, Executive Director of UNAIDS,  
Under-Secretary-General of the United Nations*

