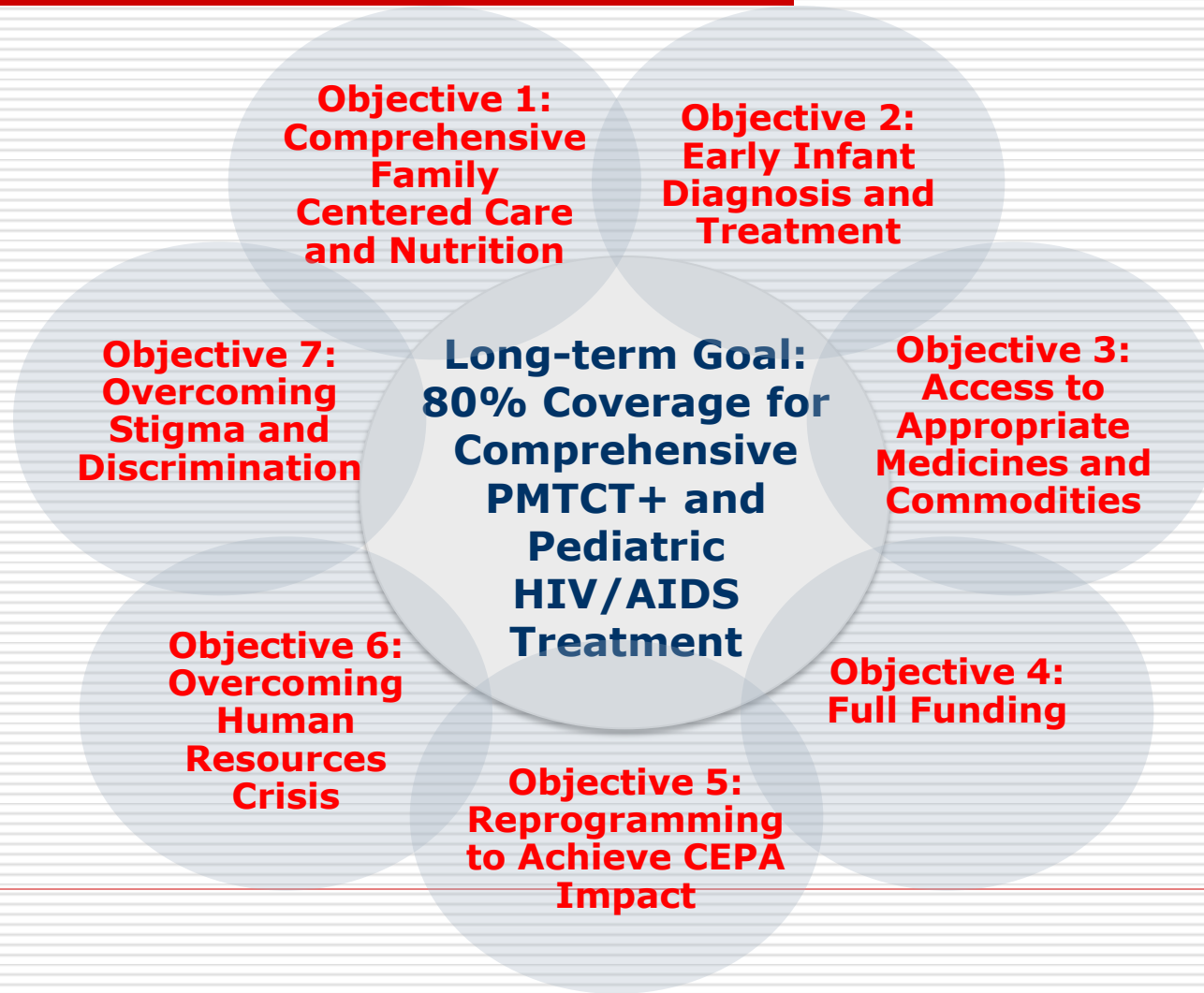


*Advocacy Toolkit*  
*International AIDS Conference July 16-23, 2010*  
*Vienna, Austria*

# CEPA's Objectives

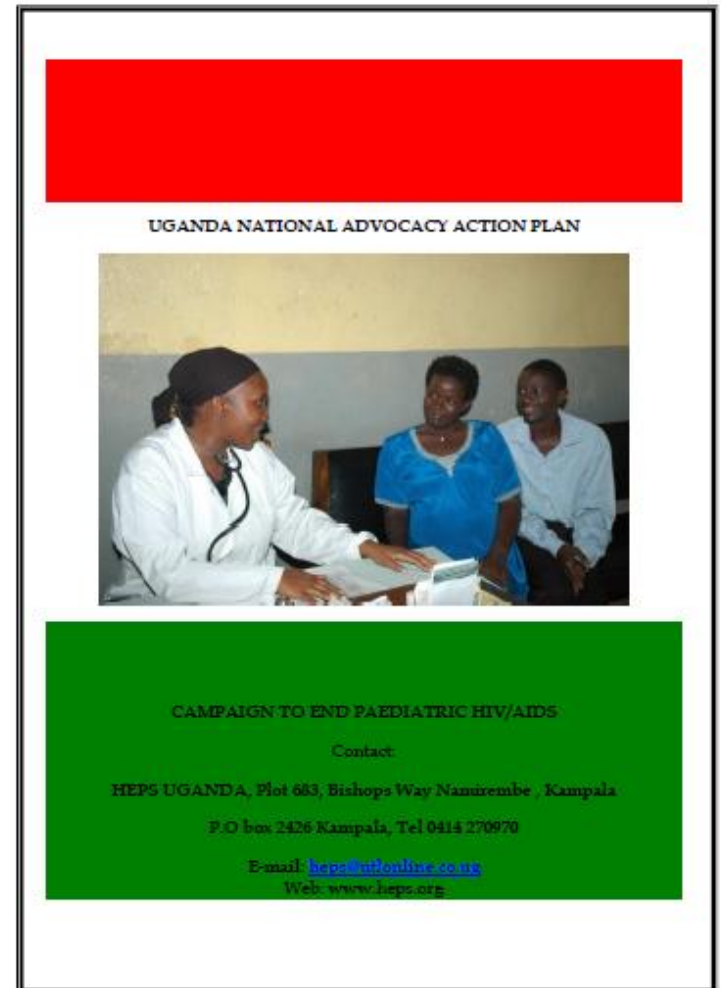
---



# Planning for Advocacy: NAAP

---

- Each country network created a National Advocacy Action Plan (NAAP)
  - NAAPs outline workplans & timetables
- 

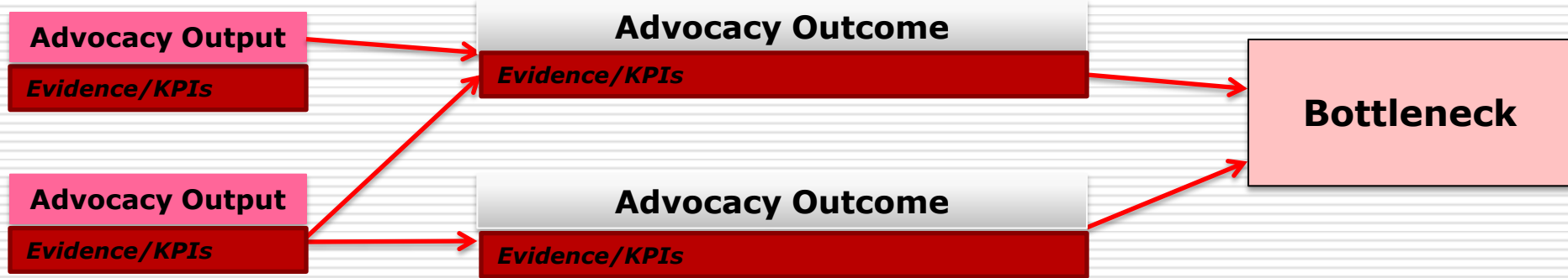


# Planning for Advocacy: IPARL

---

NAAPs contain methods

- For planning and implementing CEPA, and
- for CEPA advocacy impact monitoring and assessment



# Rationale for a Toolkit

---

## □ Replicating CEPA elsewhere

*CEPA's Methods are effective*

## □ Help others take bold action and join CEPA

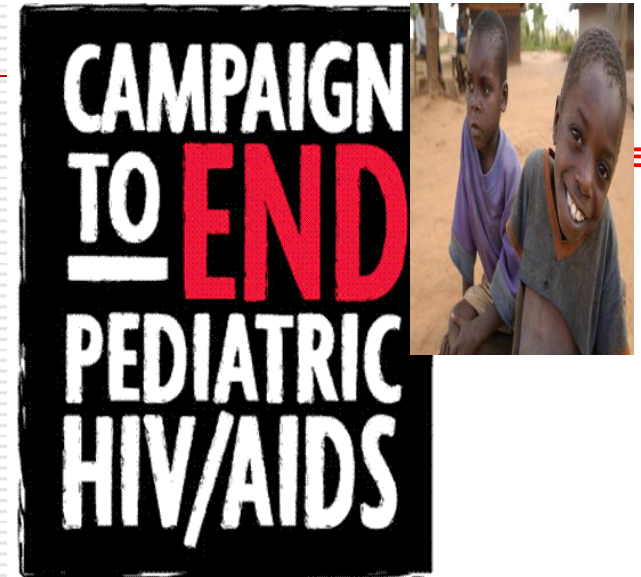
*To end pediatric HIV/AIDS and scale up access to HIV prevention, treatment, & care*

---

# Type of Toolkit

---

It is a step-by-step guide to ***planning*** an advocacy campaign, ***not*** to conducting the campaign itself



ACCELERATING NATIONAL-LEVEL  
ACTION TO END PEDIATRIC  
HIV/AIDS:  
AN ADVOCACY TOOLKIT

---

Campaign to End Pediatric HIV/AIDS (CEPA)  
Global AIDS Alliance, July 2010

# Accelerating Local-to-Global Action: *The Toolkit*

---

## **THE TIME IS NOW!**

There is a window of opportunity to make  
80% coverage for PPTCT+ and  
pediatric care a reality!

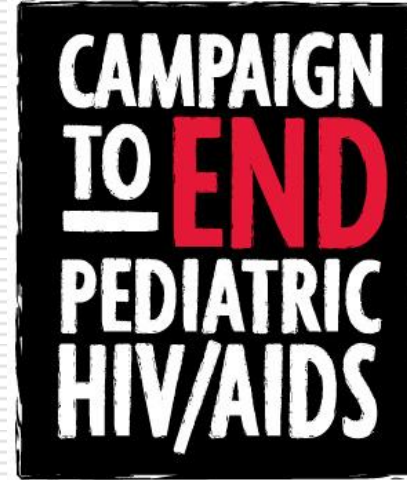
- ❑ Toolkit launched July 16<sup>th</sup> at IAC
- ❑ Available at: [www.endpedaitricaid.net](http://www.endpedaitricaid.net)

**We need YOU to help disseminate widely....**

---

# THANK YOU!

---



*For more information:*

[www.endpediatricaids.net](http://www.endpediatricaids.net)

[gbukenya@globalaidsalliance.org](mailto:gbukenya@globalaidsalliance.org)

+1 202 789 0432