

The logo consists of the letters 'HER' in a bold, white, sans-serif font, centered within a white square frame. The background of the entire image is a photograph of three young women sitting together, with a warm orange-red color overlay.

HER

HIV EPIDEMIC RESPONSE

Investing in Women and Girls to end AIDS



HER Launch Toolkit

Dear Partners,

The Global Fund and partners are launching the HIV Epidemic Response: HER initiative at Davos the evening of Wednesday, 24 January. The initiative aims to raise additional resources and engage private sector companies to expand HIV prevention programs for adolescent girls and young women in 13 hardest-hit African countries. As always, we would be grateful for your support in helping amplify this important new initiative! Should you have any questions about HER or the contents of this toolkit, please contact gretchen.lyons@theglobalfund.org



HER Launch Toolkit

Incoming Global Fund Executive Director Peter Sands will announce the HER initiative at the Global Goals Gathering, hosted by activist Malala Yousafzai, and by Bill Gates, co-chair of the Bill & Melinda Gates Foundation.

Please follow Peter Sands on Twitter: @PeterASands

What's in the toolkit:

- Communications Assets
- Social media messages
- Key messages

NOTE: All HER content is under embargo until 24 January 2018, 22:00 CET

HER Communications Assets

- 30-second Introducing: HER film, English:
<https://youtu.be/OLmLx0yxiO8>
- 30-second Introducing: HER film, French sub-titles:
https://youtu.be/hi_iBGtF9zI
- Digital assets (photos, social media tiles):
<https://digital.theglobalfund.org/HERLaunch>
- Global Fund HER webpage (English and French):
<https://www.theglobalfund.org/en/her/>
<https://www.theglobalfund.org/fr/her/>
- HER Brochure:
https://www.theglobalfund.org/media/6794/her_hivepide_micresponse_brochure_en.pdf?u=63644521872000000
[0](#)
- A press release will be issued at 22:00 on 24 January.





HER Social Media Messages

- HER initiative from @GlobalFund will bring new resources and partners to the fight against HIV. It's time to #InvestInHER #wef18 <http://bit.ly/2BcJbs9>
- Gender inequality fuels the spread of HIV. @GlobalFund HER initiative will help girls and women stay HIV-free. #InvestInHER #wef18 <http://bit.ly/2BcJbs9>
- Nearly 7,000 girls and young women get HIV every week. Unacceptable. New @GlobalFund HER initiative will focus on prevention to change the course of the epidemic. #InvestInHER #wef18 <http://bit.ly/2BcJbs9>
- In some countries, girls account for more than 80 percent of all new HIV infections among adolescents. @GlobalFund and partners launch HER initiative to help keep girls HIV-free. #InvestInHER #wef18 <http://bit.ly/2BcJbs9>
- We all remember the challenges of youth. Many are unavoidable. HIV shouldn't be one of them, but each week, 7,000 teen girls and young women become infected. @GlobalFund HER partners working to change the course of the epidemic. #InvestInHER #wef18 <http://bit.ly/2BcJbs9>
- New @GlobalFund HER initiative brings private sector resources and expertise to help keep teen girls and young women HIV-free. #InvestInHER #wef18 <http://bit.ly/2BcJbs9>

HER Launch: Key Messages

- Adolescent girls and young women across parts of Africa are being infected with HIV at a disproportionately high rate. If we don't act now, we risk a disastrous new wave of the epidemic.
- Today, adolescent girls and young women are bearing the brunt of the epidemic, and in some countries, are up to 8 times more likely to contract HIV than their male peers.
- Driven by gender inequality, violence, and lack of access to education, nearly 7,000 adolescent girls and young women are infected each week.
- In the hardest-hit countries, girls account for more than 80 percent of all new HIV infections among adolescents.
- At the same time, the youth population of sub-Saharan Africa has doubled since 1990, so addressing HIV incidence is critical to preventing a resurgence of the epidemic.
- The Global Fund's HER: HIV Epidemic Response initiative focuses on bringing in new partners and resources from the private sector to drive down the disproportionate infection rates among adolescent girls and young women.
- HER aims to reduce the number of new HIV infections among adolescent girls and young women by 58 percent in 13 African countries over the next five years.
- Leading companies are already supporting HER – The Coca-Cola Company, Product (RED), Standard Bank, Unilever and ViiV Healthcare.
- HER builds upon PEPFAR's ground-breaking leadership and the DREAMS Partnership, which has led to greater global recognition of the scope of the challenge of reaching adolescent girls and young women to reduce their risk for HIV.



HER Launch Toolkit

THANK YOU FOR YOUR SUPPORT!