

PRESS RELEASE

UNAIDS launches "Believe it. Do it." action campaign to help end new HIV infections among children by 2015

GENEVA, 8 May 2012—The Joint United Nations Programme on HIV/AIDS (UNAIDS) today launched a new campaign, "*Believe it. Do it.*", aimed at bringing attention and action to the global goal of ending new HIV infections among children by 2015 and ensuring mothers living with HIV remain healthy.

Each year, about 390 000 children become newly infected with HIV and as many as 42 000 women living with HIV die from complications relating to HIV and pregnancy.

In 2011, world leaders at the United Nations High Level Meeting on AIDS committed to ending new HIV infections among children by 2015 and saving mothers' lives. A bold new global plan was adopted and action is underway.

"We have an amazing opportunity to change the world," said Michel Sidibé, Executive Director of UNAIDS. "We have the commitment of world leaders but the clock is ticking and we cannot get from 390 000 to zero without you."

UNAIDS Goodwill Ambassadors Naomi Watts and Annie Lennox are among the personalities adding their voices and commitment to "Believe it. Do it." In addition, UNICEF Goodwill Ambassador Whoopi Goldberg joined Blair Underwood, Denis O'Hare, Alexandra Wentworth, George Stephanopoulos and Sujean Rim to create a public service announcement for the campaign with the message "I believe children everywhere can be born free from HIV—Believe it. Do it."

Under the premise that 'every day is Mother's Day!' UNAIDS also teamed up with artist Sujean Rim to create a series of e-cards celebrating families. Through public service announcements, an interactive web site and social media outreach, the campaign asks the public to take three simple actions:

- 1 Get the facts about ending new HIV infections among children
- 2 Send a message about the issue and the actions people can all take
- 3 Support a mother through one of the great organizations working with families

The campaign will be featured ahead of Mother's Day on 11 May on the American morning television show *Good Morning America* and the 30-second public service announcement will appear on CNN International, CNN Domestic (U.S. market) as well as other media outlets.

For more information visit <http://www.unaids.org/believeitdoit/>

Contact

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UNAIDS, the Joint United Nations Program on HIV/AIDS, is an innovative United Nations partnership that leads and inspires the world in achieving universal access to HIV prevention, treatment, care and support. Learn more at unaids.org.

[Zero new HIV infections. Zero discrimination. Zero AIDS-related deaths.](#)