

Leading an Effective Response to HIV and AIDS



Photo by R. Lord

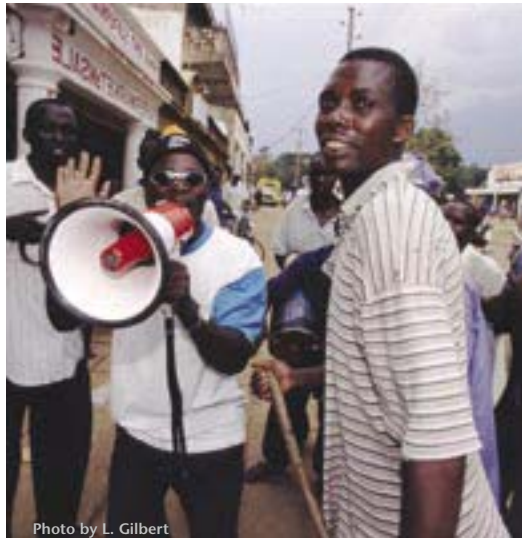


Photo by L. Gilbert

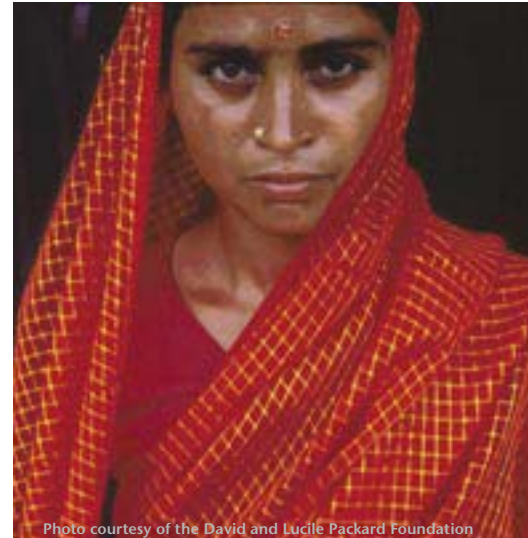


Photo courtesy of the David and Lucile Packard Foundation

Effective solutions require collective commitment and action.

Globally, more than 40 million people are living with HIV. Most new infections are in the world's poorest countries where access to prevention and treatment is severely limited. Half of all new infections are among young people 15 to 24 years of age.

PATH's HIV and AIDS Strategic Program

designs, implements, and evaluates effective behavior change communication (BCC) interventions that mobilize communities and individuals to prevent the spread of HIV and provide compassionate care and treatment. We also pursue interventions to prevent and treat tuberculosis (TB), a leading killer of those living with HIV.

PATH's technology solutions complement our communications work by providing affordable and accessible tools for disease prevention, diagnosis, and treatment.

PATH harnesses the cultural and social communication methods that spark collective action for disease prevention and treatment. It is creative, imaginative, and rigorous work that stems from 25 years in the field learning, listening, and being a part of the community.

HIV and AIDS Strategic Program

Behavior Change Communication

Preventing HIV requires imaginative BCC strategies that mobilize communities to confront and change the social and gender norms that increase the risk of HIV transmission and tolerate stigma and discrimination against persons living with AIDS. We develop broad community-based, culturally appropriate information, education, and communication activities to reach vulnerable populations such as adolescents, women, intravenous drug users, and migrant populations.



PATH's BCC efforts focus on:

- ▶ generating community dialogue through the media, art, and entertainment
- ▶ fostering care and support for persons living with AIDS
- ▶ preventing and screening for TB
- ▶ supporting effective treatment of TB
- ▶ building the capacity of health workers to contribute to disease prevention and treatment
- ▶ reaching journalists and decision makers with important messages for change
- ▶ promoting gender equality

Strengthening Effective Partnerships

PATH forms strategic alliances and partnerships with other organizations, the private sector, ministries of health, governments, and international agencies to create a collective and comprehensive response to the AIDS pandemic. These partnerships also:

- ▶ leverage public and private resources to increase needed human and financial capital
- ▶ seize opportunities to influence public policy
- ▶ scale up effective programs
- ▶ strengthen political will to more fully address prevention, care, and support

Technology Solutions

To prevent the spread of HIV, TB, and other communicable diseases, PATH develops new technologies to increase the capacity of individuals and communities to diagnose and prevent disease. These include:

- ▶ point-of-care rapid diagnostics for communicable diseases
- ▶ safe injection technologies
- ▶ sharps waste technologies to help protect health workers and others
- ▶ improved barrier methods for women
- ▶ evaluation and advocacy for microbicides



About PATH

PATH is an international organization dedicated to developing, implementing, and evaluating innovative solutions to public health problems. Our mission is to improve health, especially the health of women and children. We share knowledge, skills, and technologies with governments and nongovernmental partners in low-resource settings around the world.

Since 1977 PATH has managed more than 1,000 projects in 120 countries, directly benefiting people, communities, and countries with limited health resources. We focus on improving reproductive and sexual health, increasing the availability of vaccines and immunizations, preventing HIV and AIDS, improving adolescent and maternal health, promoting gender equity and human rights, and preventing gender-based violence.



Demonstrating our impact . . .

PATH is having a significant impact in global health, and assessing that impact is a vital organizational concern at PATH. We have developed the following set of organizational guiding principles that frame our approach to evaluation and impact assessment.

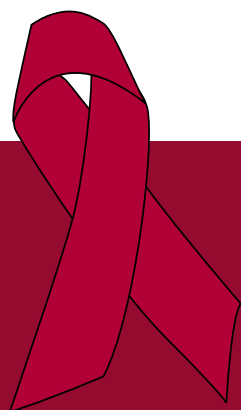
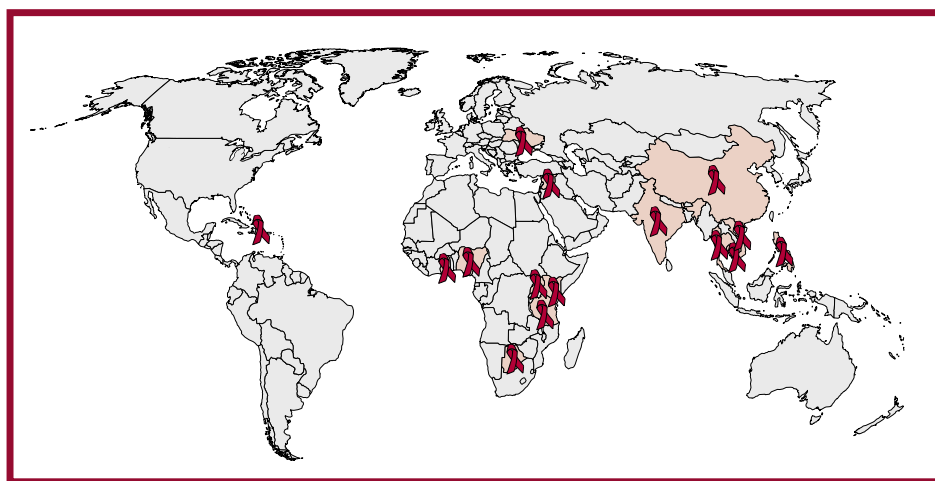
- 1.** PATH programs are based on a thorough assessment of the health needs of resource-poor communities and on our institutional capacities for implementing appropriate, cost-effective, and innovative solutions with our partners.
- 2.** PATH establishes and joins strategic alliances to create synergy through collaboration and to leverage public and private resources to improve global health.
- 3.** PATH participates in capacity building and institutional strengthening to guarantee the long-term sustainability of our programs.
- 4.** PATH carefully evaluates our investments in global health programs.
- 5.** PATH influences national and international policy processes to promote greater health equity and the scaling-up of successful innovations.
- 6.** PATH shares accurate and timely information about our programs to stimulate cross-fertilization of ideas, innovation, collaboration, and replication of successful programs.

More detailed information about these guiding principles is available from our web site (www.path.org) or by contacting our Washington, D.C., office.

Inclusion of persons in photos should not be construed as indicating their HIV status.

PATH currently has HIV and AIDS prevention projects underway in:

Botswana • Cambodia • China • Georgia • Ghana • Kenya • India • Nigeria
Philippines • Tanzania • Thailand • Uganda • Ukraine • Vietnam



PATH's HIV and AIDS Strategic Program is based in Washington, D.C.

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