

Executive Summary

Pediatric HIV/AIDS is having devastating effects worldwide, but particularly in sub-Saharan Africa. Some 430,000 children were infected with HIV in 2008 alone, largely because their mothers did not have access to treatment that would prevent transmission of the virus to their children. Over 90% of HIV-infected children worldwide live in sub-Saharan Africa, and only 35% of children who need treatment are receiving life-saving antiretroviral drugs.

To help change these grim statistics, the Campaign to End Pediatric HIV/AIDS seeks to (1) ensure 80% coverage for comprehensive prevention of parent-to-child transmission (PPTCT+) and pediatric treatment services; (2) integrate child and family health services with other health services, including family planning, in order to improve health outcomes for children, HIV-positive mothers, and their families; (3) expand access to early infant diagnosis and treatment services; (4) ensure an uninterrupted supply of affordable, effective, and user-friendly treatment options for children and their families; and (5) mobilize the political will and financial resources needed to scale up PPTCT+ and pediatric treatment services.

CEPA is an advocacy campaign that was initially launched in 2009 in six sub-Saharan African countries: Kenya, Mozambique, Nigeria, Tanzania, Uganda, and Zambia. This advocacy toolkit is designed for civil-society organizations or other organizations that want to replicate CEPA's approach and engage in bold action to end pediatric HIV/AIDS. It provides a step-by-step guide to developing outcomes-oriented advocacy action plans that are nimble and incorporate systems for monitoring progress and evaluating advocacy impact.

Specifically, this toolkit describes how to build or expand a national action network, and how to select relevant stakeholders, partners, and targets to work with and influence to achieve your advocacy goals. It walks you through the steps of identifying concrete objectives and bottlenecks to progress. It explains how to create an ongoing monitoring and advocacy evaluation process to help track progress during campaign implementation—a process that allows for course correction should you



encounter unexpected obstacles or opportunities. In addition, the toolkit's resource section includes background materials and information sources, including examples of the CEPA National Advocacy Action Plans developed by national action networks in the six CEPA initiating countries.

We welcome your interest in replicating the Campaign to End Pediatric HIV/AIDS. We hope that this toolkit both encourages you to mobilize bold action and furthers the success of your efforts.