



FOR IMMEDIATE RELEASE

Contact: Linda H. Scruggs on behalf of the 30 for 30 Campaign  
lscruggs@rcg3.com

**30 for 30 Campaign Statement  
World AIDS Day 2013**

*HIV not only impacts the lives of women affected and living with HIV  
but also the lives of those whom they provide care.*

Washington, DC (December 1, 2013) - As we observe the 25th World AIDS Day (WAD), we join together under the theme, "Shared Responsibility: Strengthening Results for an AIDS-Free Generation." WAD provides the opportunity to reflect on those who have lost their lives, those who are living with, and those who, due to great strides in HIV prevention and treatment efforts, will never acquire the disease as we focus on 'getting to zero'.

In the United States, CDC estimates that approximately 50,000 people become newly infected with HIV each year and 1.1 million people are living with HIV – unfortunately women are still one of the fastest-growing group within the population of people living with HIV that globally points to the fact that women, all around the world, need to be a focus for HIV prevention and treatment efforts. In particular, women of African descent continue to represent a majority of women infected with the disease. Moreover, women are more likely to be tested late in their illness and it is reported that only 26% of women diagnosed HIV positive are virally suppressed. As a result, women suffer from high rates of HIV sickness and death.

This is problematic not just on a personal level for women but on a societal level since most women are caring not just for themselves, but also for others. Competing priorities and challenges such as meeting basic survival needs often results in missed doctor's appointments and poor treatment adherence. As noted by C. Virginia Fields, Steering Committee Chair for the 30 for 30 Campaign, "By making women a focus of prevention and treatment resources, we have the ability to optimize benefits not just for women individually but for their loved ones and the community-at-large."

World AIDS Day is a time to rededicate ourselves to reducing the disproportionate burden this disease has on women in an effort to bring everyone to zero. These statistics make it clear that we must continue to emphasize the importance of implementing targeted and measurable goals and objectives aimed at reducing and preventing HIV transmission in women. It is critical that our response to the HIV pandemic includes women's unique caregiving responsibilities and this special responsibility be fully recognized and integrated into prevention, support, and treatment programs.

*30 for 30 Campaign is a coordinating body of HIV and reproductive health organizations from every region of the country working to ensure that the unique needs of women living with and affected by HIV, including transgender women, are addressed in all relevant HIV funding, programs, and policies. For more information on the 30 for 30 Campaign, visit [www.facebook.com/30for30](http://www.facebook.com/30for30) or email [30for30Campaign@gmail.com](mailto:30for30Campaign@gmail.com).*