

THE WIN WIN AGENDA

WIN-WIN is a community-led, human-centered, cost-effective individual *and* public health strategy.

Never before has it been more clear that increasing access to treatment, including addressing ARV stockout, ending criminalization, and removing barriers to U=U not only saves the lives of people living with HIV, but also prevents new transmissions, reduces health care costs and burden, contributes to economic growth, and accelerates progress toward ending the epidemic.

U=U is a WIN-WIN.

The Win-Win Agenda is a new global advocacy forum by Prevention Access Campaign and partners to increase access and remove barriers to quality HIV treatment and care and accelerate progress towards ending the epidemic.

The advocacy platform and campaign will use data, strategic advocacy, information, and analytics to raise awareness, create community conversations, and provide training, capacity building, and monitoring to support the use of the Win-Win approach in advocacy.

Our Advocacy Agenda

An estimated 10 million of the 37 million people living with HIV worldwide are not receiving the quality information, treatment, and care to reach U=U, to protect their health and be free of worry about transmission. Social, structural, and legal barriers make it difficult or impossible for too many people living with HIV to achieve and maintain U=U.

The Win-Win approach will strengthen advocacy to eradicate these barriers to access. We plan to implement ambitious collaborative strategic advocacy campaigns to raise awareness and action among policymakers and health officials that making U=U a reality for all people living with HIV is not only the right path to choose but also the key to ending the epidemic.

Call To Action

- Sign up for the Win-Win Agenda: Sign on your organization and network, and join the growing movement
- Join our active and moderated listserv to discover, discuss and debate strategies for advocacy campaigns on the Win-Win agenda.

WIN-WIN Agenda

- Participate in our webinars and community town halls

This is an exciting moment to turn the focus of the global response to supporting people living with HIV with the information, treatment, and services that we need to live healthily *and* not pass on HIV. U=U is a community-led, human-centered, cost effective strategy for both individual and public health. **With U=U, everyone WINS.**

STAY IN TOUCH: Follow along on Twitter: **#WinWinAgenda #UequalsU**,
and email **micheal@preventionaccess.org** to join our listserv and stay up to date!

PARTNERS

