Business, Social Media to Help End HIV From Mother to Child

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A coalition of business and social media moguls aims to eliminate mother-to-child HIV transmission by 2015, The Associated Press (AP) reports. Close to 400,000 children are born with HIV each year, especially in sub-Saharan Africa. The group aims to coordinate efforts by governments and nongovernmental organizations to distribute antiretroviral drugs to pregnant mothers with HIV, as well as filling in funding shortfalls. Among those involved is Randi Zuckerberg, former director of marketing at Facebook, whose company RtoZ Studios plans to leverage a network of Twitter and Facebook users. This same network drove a social media fund-raising effort that brought in $200 million to fight malaria.

To read the AP article, click here.

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http://beta.docker.realhealthmag.com/article/Facebook-Perinatal-Transmission-21887-8119