UNAIDS Launches Campaign to End Pediatric HIV by 2015

May 10, 2012

The Joint United Nations Programme on HIV/AIDS (UNAIDS) has launched a new campaign – "Believe it. Do it." – to help end new HIV cases among children and keep mothers with HIV healthy, according to a UNAIDS statement. Each year, about 390,000 children acquire HIV and as many as 42,000 women with HIV die from complications relating to the virus and pregnancy. In 2011, world leaders at the United Nations committed to ending new HIV cases among children by 2015 and saving mothers' lives. UNAIDS Goodwill Ambassadors Naomi Watts and Annie Lennox are among the personalities supporting the campaign. In addition, UNICEF Goodwill Ambassador Whoopi Goldberg joined Blair Underwood, Denis O'Hare, Alexandra Wentworth, George Stephanopoulos and Sujean Rim to create a public service announcement for the campaign.

To read UNAIDS statement, click here.

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