MEDIA ADVISORY

UNAIDS at the 18th International AIDS Conference in Vienna

The Joint United Nations Programme on HIV/AIDS (UNAIDS) will be participating in a number of events during the 2010 International AIDS Conference being held from 18-23 July, 2010 in Vienna, Austria. See below a summary of events open to media:

Sunday 18 July

Town hall meeting: Towards a Paradigm Shift in HIV Treatment and Prevention

What: Join UNAIDS and the International AIDS Society in a town hall style meeting focusing on reshaping the future of AIDS in this defining moment. The interactive session will explore a new vision to reinvigorate the AIDS response. The meeting will be offered live to broadcasters rights-free.

Who: Celebrated entertainer and activist, Annie Lennox, UNAIDS Executive Director Michel Sidibé, IAS President Julio Montaner and South African Deputy President Kgalema Motlanthe will participate in the discussion moderated by CCTV News’ James Chau.

When: 13:30 –15:30

Where: Session Room 6 AIDS 2010: XVIII International AIDS Conference

Sunday 18 July

Satellite session: A Human Rights Based Approach to Prevention – Mission Impossible?

What: This UNAIDS satellite will discuss how to effectively scale up evidence-informed and rights-based laws, policies and programmes in support of a prevention revolution.


When: 15:30 –18:00

Where: Session Room 1 at Global Village

Monday 19 July

Satellite session: Paving the way towards virtual elimination of mother-to-child-transmission of HIV

What: This satellite session will review progress on the global commitment to virtually eliminate mother-to-child transmission of HIV.

Who: UNAIDS Executive Director, Michel Sidibé, UNICEF Executive Director, Anthony Lake, Global Fund to Fight AIDS, Tuberculosis and Malaria, Executive Director, Michel Kazatchkine, WHO Assistant Director General, Hiroki Nakatani and Global AIDS

Coordinator, PEPFAR, Eric Goosby will discuss key policy and integrating PMTCT services with maternal health and family planning.

**When:** 18:30 – 20:30  
**Where:** Session Room 8 at AIDS 2010: XVIII International AIDS Conference

### Tuesday 20 July

**Press conference: UNAIDS calls for a global freedom of movement and the lifting of HIV travel restrictions**

**What:** Restricting the mobility of people living with HIV undermines the AIDS response. UNAIDS Executive Director, Michel Sidibé congratulates countries which have recently lifted their travel ban and calls on others to follow suit.

**Who:** UNAIDS Executive Director, Michel Sidibé, Minister of Health of Namibia, Hon. Richard Kamwi, Assistant Secretary for Health, U.S. Department of Health and Human Services, Dr. Howard Koh, CEO of GNP+, Kevin Moody and IAS Senior Advisor, Ron MacInnis.

**When:** 10:00 – 10:45  
**Where:** Press conference room 2 at AIDS 2010: XVIII International AIDS Conference

### Tuesday 20 July

**Satellite session: How can HIV prevention be used to develop health systems and how can health systems be used to get greater traction for HIV prevention**

**What:** The need to strengthen health systems has received a lot of attention. Participants discuss how to leverage synergies between the HIV response and health systems focusing on other areas like maternal and child health.

**Who:** WHO Director, Department of HIV/AIDS, Gottfried Hirnschall, UNFPA Country Representative, Vietnam, Bruce Campbell, UNICEF Senior Advisor, Rene Ekpini, UNODC’s Fabienne Hariga, WHO Medical Officer, Department of HIV/AIDS, Kim Dickson and Professor of Epidemiology, International Health, and Health, Behavior and Society at Johns Hopkins Bloomberg School of Public Health, Chris Beyrer.

**When:** 18:30 – 20:30  
**Where:** Session Room 6 at AIDS 2010: XVIII International AIDS Conference

### Wednesday 21 July

**Press conference: Top world personalities join UNAIDS’ high level commission to bring about a prevention revolution**

**What:** UNAIDS holds a press conference to launch a new High Level Commission on HIV Prevention. Commissioners include nearly 20 top world personalities from politics, business and civil society.

**Who:** Nobel Laureate in Medicine, Professor Francoise Barré-Sinoussi, former President of Botswana, H.E. Festus Mogae, UNAIDS Executive Director, Michel Sidibé and Council on Foreign Relations’ Laurie Garrett.

**When:** 10:00 – 10:45

**Wednesday 21 July**

**Satellite session: Right for You! Creating Game Changing Strategies for HIV and Young People**

**What:** Participants discuss game changing strategies for HIV prevention among young people.

**Who:** UNESCO’s Dr Doug Kirby, SAYWHAT Programme Manager, Darlington Muyambwa and WHO’s Shaffiq Essajee

**When:** 18:30 – 20:30

**Where:** Session room 3 at AIDS 2010: XVIII International AIDS Conference

**Thursday 22 July**

**Satellite session: Combination prevention in action - targeted approaches**

**What:** For every two people who start on HIV treatment, five are newly infected. Participants discuss coordination of HIV prevention efforts in view of addressing the gaps in the national responses

**Who:** UNAIDS Director Department of Evidence, Strategy and Results, Bernhard Schwartlander, Global Coordinator for the Network of Sex Work Projects, Ruth Morgan Thomas, Director, Eurasian Harm Reduction Network, Shona Schonning, Deputy Executive Director – Programme, UNFPA, Purnima Mane, UNODC Regional Project Coordinator, Signe Rotberga, UNHCR’s Senior Regional Global HIV/AIDS Coordinator for East and Horn of Africa, Dr. Patterson Njogu and ILO HIV/AIDS Regional Specialist for Asia and the Pacific, Richard Howard and WHO’s Ying-Ru.

**When:** 18:30 – 20:30

**Where:** Session room 8 at AIDS 2010: XVIII International AIDS Conference

**Contact**

UNAIDS Geneva | Saya Oka | tel. +41 79 514 6896 | okas@unaids.org

UNAIDS, the Joint United Nations Programme on HIV/AIDS, is an innovative United Nations partnership that leads and inspires the world in achieving universal access to HIV prevention, treatment, care and support. Learn more at unaids.org.