

PRESS RELEASE

UNAIDS and UNWTO ST-EP Foundation release a unique new book on HIV for children

GENEVA/ROME, 8 May 2014—UNAIDS and the UN World Tourism Organization's Sustainable Tourism for Eliminating Poverty (ST-EP) Foundation have released a new book on HIV for children.

The book, *The Bravest Boy I Know*, is about two friends, Kendi and Kayla. Kendi is living with HIV. The story is set in Africa and beautifully illustrated by celebrated artist Sujean Rim. It is a heart-warming tale of how the two friends deal with HIV in a positive way. The book conveys the important message that by taking medicine children living with HIV can live active and healthy lives while also explaining that the medicines can make children feel unwell and tired.

The Bravest Boy I Know was officially launched in Rome by the United Nations Secretary-General Ban Ki-moon, Ambassador Dho Young-shim, Chairperson of the UNWTO ST-EP Foundation and Michel Sidibé, Executive Director of UNAIDS. It is dedicated to Mr Ban for his work in prioritizing education through the Global Education First Initiative which aims to; put every child in school; improve the quality of learning; and foster global citizenship.

"Stigma and discrimination around HIV very often prevent children and families from accessing essential HIV prevention, testing, treatment and care services," said Mr Ban. "These books, which will be delivered to schools across Africa through ST-EP's Small Libraries project, will help everyone understand that young people can live normal and fulfilling lives with HIV."

Since November 2011, the ST-EP Foundation and UNAIDS have partnered to equip all UN MDGs Thank You Small Libraries with a UNAIDS corner so that all children can learn about HIV.

"As the UN MDGs Advocate for Education, I firmly believe in the power of education to accelerate the achievement of all UN MDGs by 2015, and particularly Goal 6—aimed at HIV," said Ambassador Dho. "This meaningful collaboration with UNAIDS is creating synergies that will have a powerful impact on the education and the health of children."

In 2012, some 3.3 million children under 15 years old were living with HIV and 650 000 were accessing antiretroviral treatment. Increasing access to simple and effective treatment for children is one of the major challenges in the AIDS response. In 2012, just 34% of children in need had access to the lifesaving treatment.

"As a father and a grandfather I know that reading to children can be the best way to help them understand complex issues," said Mr Sidibé, Executive Director, UNAIDS. "We hope that this book will encourage acceptance and openness as well as spark action to address the specific needs of children living with HIV."

The book is available in English and French with a Portuguese version to follow. It is being released together with a factsheet on children and HIV, a discussion guide for teachers and carers as well as a narrated video of the book.

To view the full package of materials online, please go to

<http://www.unaids.org/en/resources/campaigns/2014/20140508thebravestboyiknow/>

Contact

UNAIDS Geneva | Sophie Barton-Knott | tel. +41 22 791 1697 | bartonknotts@unaids.org

UNAIDS

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners to maximize results for the AIDS response. Learn more at unaids.org and connect with us on Facebook and Twitter.

UNWTO ST-EP Foundation

The UNWTO ST-EP Foundation is a cornerstone of the ST-EP (Sustainable Tourism for Eliminating Poverty) initiative of the World Tourism Organization (UNWTO) aimed to harness the power of tourism to generate new opportunities for development and empowerment in least developed and developing countries, and particularly in Sub-Saharan Africa. UNWTO ST-EP Foundation acts in cooperation with the Korean Ministry of Culture, Sports, and Tourism, GIZ, SNV, the Netherlands Development Organization, IUCN NL, and the Travel Foundation, etc.