

HIV Prevention: Covering All of the Bases

The Need for Advocacy

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AVAC: Global Advocacy for HIV Prevention

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What is advocacy?

- **OBJECTIVES:** What do you want?
- **AUDIENCES:** Who can give it to you?
- **MESSAGE:** What do they need to hear?
- **MESSENGERS:** Who do they need to hear it from?
- **DELIVERY:** How can we get them to hear it?

Jim Shultz, The Democracy Center

Leadership matters (and money, too)



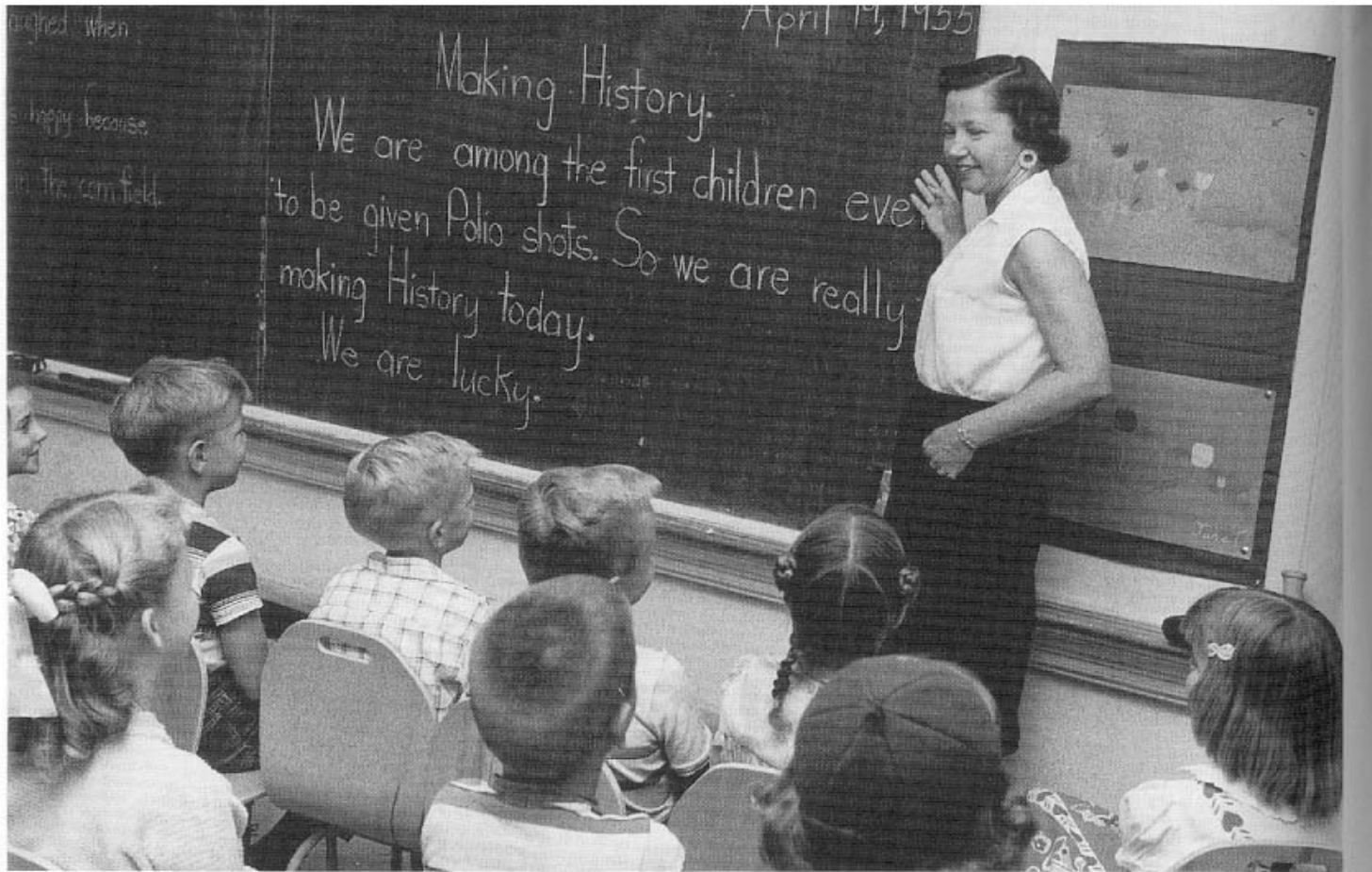
**FDR and Basil O'Connor count dimes
at the White House**

Community matters



*March of Dimes poster child, 1950
Wanda Wiley*

Communication Matters



As classrooms became laboratories for testing the Salk vaccine, children were transformed into scientific pioneers.

Celebrity Champions Matter: Jonas Salk to Jonas Brothers?



Elvis gets vaccinated during a polio vaccine promotion campaign, 1956.



What are our objectives?

- Funding for adolescent research
- Scientific Agenda
- Political support
- Community understanding, involvement and support by parents
- Clinical trial capacity
- Coordination
- A truly comprehensive, integrated and sustained response to the epidemic must include adolescents.

Challenges

- Money, money, money – why advocacy and policy always seems to focus on financing...and why that's not enough.
- As if the science weren't hard enough – building political and community commitment may be even harder
- If we build it, will they will come? – its not the product; it's the getting it used
- Advocacy for products that to do exist and for those that don't yet
- When advocacy gets out front of the science – and dealing with scientific setbacks
- Breaking false dichotomies. When we get to a fork in the road, take it.
- Engaging skeptics, social conservatives and potential opponents.

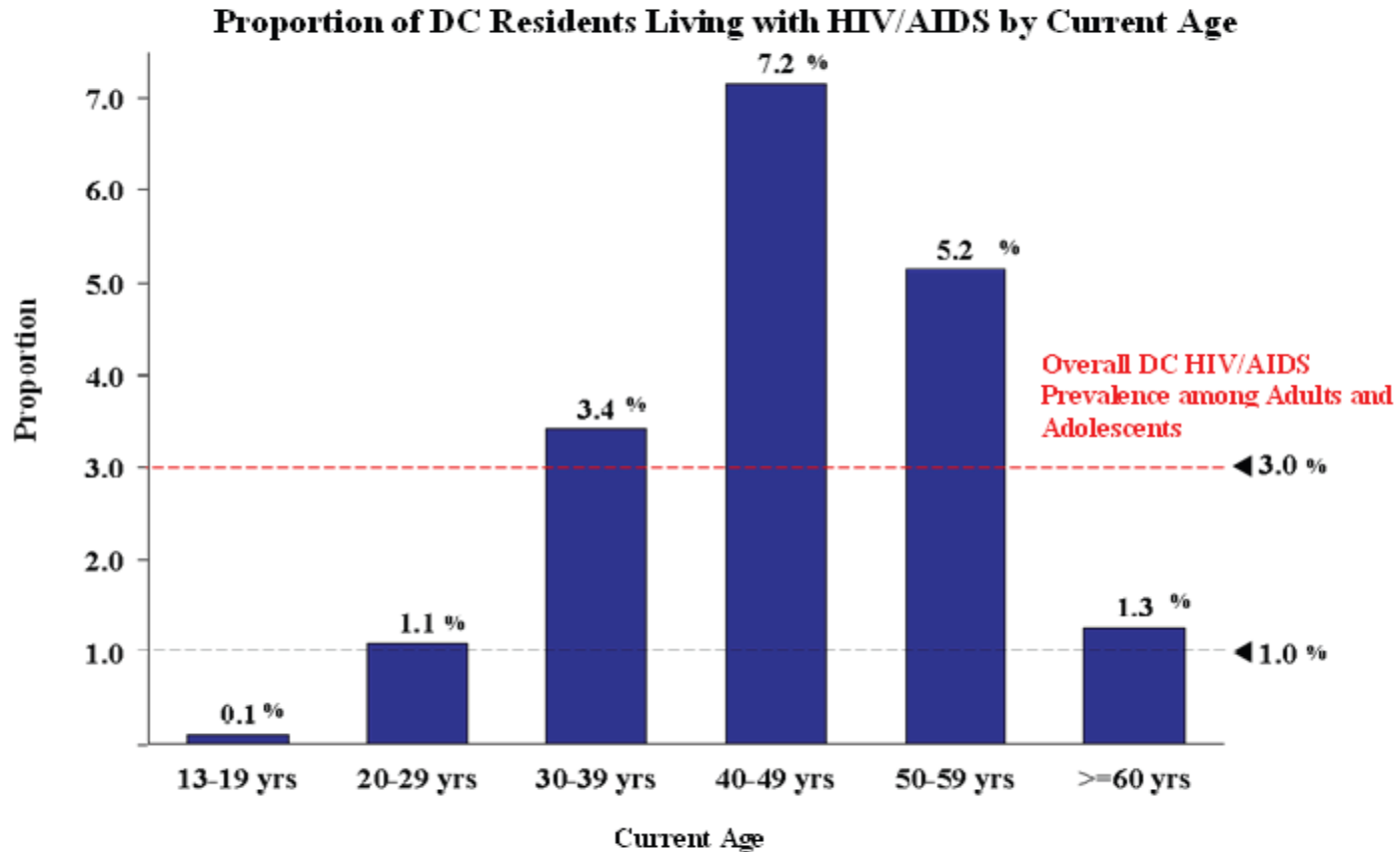
Who is the audience?

- There is consensus within the HIV prevention field that adolescents are at risk, should be among the first recipients of new products and, therefore, need to be included in trials.
- Yet adolescents are the missing cohort – with important exceptions being Glenda Gray and Linda-Gail Bekker’s work in South Africa and in the Connect2Protect (C2P) program in the US
- Our audiences are funders, sponsors, researchers, policy makers, civil society, adolescents and parents, and product developers.

What is the Message?

- Trials are Scientifically, Ethically and Morally Necessary:
 - Build political and community support for US trials.
- Trials are Feasible:
 - Learn from HPV and HSV trials - successful adolescent trials for other interventions.
- Trials are Safe:
 - Engage parents, social conservatives and other skeptics.

The Need for Adolescent Trials in the US



Building on Successful Strategies

- Two pharmaceutical companies – Merck & Co. and GlaxoSmithKline (GSK) – have tested preventive vaccines for other sexually transmitted diseases among thousands of adolescents – and even children as young as nine.
- These companies prove that it is possible to enroll large numbers of adolescents in trials of STD vaccines and provide important lessons for the HIV prevention field about how to do it.

GSK's HSV Vaccine

- GlaxoSmithKline is now testing its herpes simplex vaccine among in girls, aged 10 to 17.
- The NIH funded trials are being conducted in in Europe, as well as in the U.S., Canada and Australia.
- The trials are scheduled to end later this year with results to be released sometime in 2010.
- Introduction may provide a better example to the HIV prevention field than HPV.

Engaging Parents and other Skeptics

- We share the ultimate goal to reduce risk.
- We can identify the benefits to adolescents.
- Trials can be designed to address concerns.

AVAC Consultation with BioEthicists

In 2006, AVAC interviewed a number of pediatric bio-ethicists about the steps they believed would be necessary to protect adolescents in a HIV vaccine trial.

1. Expanded counseling to reduce the risk of disinhibition;
2. Improved testing procedures or vaccine selection to reduce the risk of vaccine-induced seropositivity;
3. Limiting the age to older adolescents;
4. Institution of consent monitoring procedures; and
5. Exclusion of adolescents with low parental involvement and support.

How can the Messengers be Heard?

- Articulating a powerful moral foundation is essential.
- Cultivate and sustain exceptional champions
- Effective communications is essential to advocacy
- Don't fall in love with one intervention –the goal is preventing infections and ending the epidemic
- Look for unlikely allies
- Be opportunistic.
- Do the work and share credit

AVAC Literature

- *Adolescents: the missing cohort in AIDS Vaccine Trials - Getting the Global House in Order.* AVAC Report, 2004.
- *Adolescents and AIDS Vaccine Research in the United States*, Audrey Smith Rogers; *Testing STD Vaccines in Young People: How it's Done*, Huntly Collins; *Adolescents in HIV Vaccine Trials: Perspective from Botswana*, Tonya L. Villafana, Nthabiseng Phaladze, Christine Stegling, Rupert Hamblra, Peninah Thumbi, Joseph Makhema, *AIDS Vaccine Handbook*, 2005.
- *Can HIV Vaccines Be Tested in Adolescent Cohorts in the United States? A Discussion of the Issues Surrounding IRB Review of Adolescent Trials.* (Presentations PRIMER 2007, AIDS Vaccine 2007)

Available at www.avac.org.