

**EMBARGOED UNTIL 24 JULY 10:00AM CET (GMT+2)**

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## **Global partners pledge over \$1.2 billion to launch the MenStar Coalition**

**Sir Elton John and the Duke of Sussex announce new global coalition focused on expanding diagnosis and treatment of HIV in men.**

### **Amsterdam, The Netherlands (July 24, 2018)**

Today, a diverse group of global partners jointly launched the MenStar Coalition at the 2018 International AIDS Conference in Amsterdam. Announced by Sir Elton John and the Duke of Sussex, the MenStar Coalition brings together the Elton John AIDS Foundation, the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), Unitaid, the Global Fund to Fight AIDS, Tuberculosis and Malaria, the Children's Investment Fund Foundation (CIFF), Johnson & Johnson, and Gilead Sciences. Leveraging over \$1.2 billion in initial planned funding from these founding partners, MenStar will expand the diagnosis and treatment of HIV infections in men – keys to breaking the cycle of HIV transmission and ultimately ending the AIDS epidemic as a public health threat by 2030, particularly in sub-Saharan Africa.

Recent data from many high-burden countries show that men, particularly those aged 24-35, access HIV testing and treatment at low rates, endangering their own health and also expanding the spread of HIV among adolescent girls and young women.

MenStar will support innovative approaches to deliver appropriate and effective HIV/AIDS services for men, increasing their rapid uptake of HIV testing, linkage to HIV treatment, and achievement of viral suppression. Multiple approaches will be deployed including: data analytics and human-centered design to better adapt services to men; nuanced demand creation; targeted marketing; innovations, such as HIV self-testing; and supply-side solutions. The partnership will also ensure essential HIV commodities and services are available to meet increased consumer demand.

MenStar brings together the HIV service delivery capacities of the public sector with the consumer-oriented marketing acumen of the private sector to optimize efforts in reaching men with HIV testing and treatment. One of MenStar's first initiatives will be partnering with creative agencies in Kenya to develop an HIV self-testing campaign aimed at young men, supported by the Elton John AIDS Foundation, CIFF, and Unitaid to launch in 2019. The coalition will also support specific male-friendly strategies for HIV service delivery, such as dedicated men's corners at existing health clinics, expanded clinic hours, and deeper community engagement to better reach men.

With a planned contribution of over \$800 million to reach men in the next year, the United States, through PEPFAR, plans to reach an additional 1 million men with HIV treatment through its investment and support over 90% of men in this age group to be virally suppressed to effectively interrupt HIV transmission.

Given the common vision and interconnectivity between these individual efforts, the partners have formed a coalition to enhance each other's work and achieve greater impact, including by accelerating countries' progress toward reaching the Joint United Nations Programme on HIV/AIDS 90-90-90 targets by 2020 for all ages, genders, and at-risk groups.

Sir Elton John commented: "It was a privilege to be able to launch such an important coalition of global partners as MenStar and for the Elton John AIDS Foundation to play such a pivotal role in its establishment. As a charity, we always try to pioneer new approaches to critical problems, then work with bigger players to optimize their impact. MenStar will give the Elton John AIDS Foundation the chance to do just that, to share learning quickly and complement one another's activities."

## **Annex 1: MenStar Coalition support quotes by organization**

### **Elton John AIDS Foundation**

“I am so proud to be helping to launch a major new coalition in the fight against AIDS. My Foundation has always believed in partnership as the best way to find solutions, share learning and optimise what is working. It’s time for men to really, fully become part of the fight against AIDS. MenStar is going to help them do that.” – Sir Elton John

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### **The U.S. President’s Emergency Plan for AIDS Relief (PEPFAR)**

“We must innovate and accelerate to reach more men with lifesaving HIV treatment and ensure they are virally suppressed,” said Ambassador Deborah L. Birx, M.D., U.S. Global AIDS Coordinator and Special Representative for Global Health Diplomacy. “PEPFAR will invest over \$800 million in the next year to advance the goals of the MenStar Coalition. Through our efforts, we aim to provide HIV treatment to an additional 1 million men and support over 90% of men in this age group to be virally suppressed to effectively interrupt HIV transmission.”

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### **Unitaid**

“Better engaging men in the response to HIV is critical given that too many do not get tested for HIV and do not access prevention and treatment services,” said Unitaid Executive Director Lelio Marmora. “We are proud to be part of the MenStar Coalition, which is looking to do just that. We have seen from our HIV self-testing projects that men are more likely to get tested if they have an opportunity to test themselves.”

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### **The Global Fund to Fight AIDS, Tuberculosis and Malaria (the Global Fund)**

“Working with men is critical to end the HIV epidemic by 2030. Men are less likely to know their status, practice consistent prevention, or access treatment. We are delighted to help bring the MenStar Coalition to fruition, our aim is to enable partners to collaborate, adapt quickly, and learn from each other to more effectively reach men, and boys with HIV services.” – Peter Sands, Executive Director, The Global Fund to Fight AIDS, Tuberculosis and Malaria

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### **The Children's Investment Fund Foundation (CIFF)**

"CIFF is proud to be part of the MenStar Coalition. We champion HIV self-testing and other modes of self-care as one of the most powerful ways for adolescents, youth, women and men to take control of their sexual health. By unlocking the power of self-testing we can make testing convenient, confidential, and easy to fit it into your life. Millions don't want to get tested in a facility, millions are prevented from doing so because they can't take the time off work, millions more worry about who might see them or find out their status. Millions deserve the choice to test when they want, where they want and how they want. Together with the MenStar Coalition, we can realise the promise of self-testing towards breaking the cycle of HIV transmission."

– Kate Hampton, CEO, CIFF

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### **Johnson & Johnson**

"Breakthrough innovation has enabled us to prevent HIV transmission by reducing the virus in the blood to undetectable, and therefore untransmittable, levels," said Paul Stoffels, M.D., Vice Chair of the Executive Committee and Chief Scientific Officer, Johnson & Johnson. "Our goal in supporting this pioneering program is to break a major cycle of transmission among men by ensuring that young men infected with HIV are diagnosed and treated so they can stay healthy and prevent transmission. This program, along with our other efforts from prevention to cure, are part of our 25 year commitment to change the trajectory of the HIV epidemic and ultimately make HIV history."

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### **Gilead Sciences**

"Gilead is proud to join the MenStar Coalition in its efforts to break the cycle of HIV transmission," said Gregg Alton, Executive Vice President, International Operations and Corporate Affairs, Gilead Sciences. "As a company with a deep heritage in HIV, we know that increasing diagnosis and treatment rates can have a significant impact on helping to improve health and reduce new infections in at-risk communities around the world."

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## **Annex 2: About the MenStar Coalition**

The MenStar Coalition seeks to engage men in new and innovative ways to break the cycle of HIV transmission and ultimately end the AIDS epidemic by 2030. Founded by the Elton John AIDS Foundation (EJAF), the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), Unitaid, the Global Fund to Fight AIDS, Tuberculosis and Malaria (GF), the Children's Investment Fund Foundation (CIFF), Johnson & Johnson (J&J), and Gilead Sciences, the Coalition will expand the diagnosis and treatment of HIV infections in men, particularly in sub-Saharan Africa.

Multiple approaches will be deployed to reach MenStar's goals: data analytics and human-centered design to better adapt services to men; nuanced demand creation; targeted marketing; innovations, such as HIV self-testing; supply-side solutions. The partnership will also ensure essential HIV commodities and services are available to meet increased consumer demand.

MenStar partners will share findings and progress including integration opportunities, and impact on women, to help optimise the best approaches.

[www.menstarcoalition.org](http://www.menstarcoalition.org)

## **Annex 3: MenStar Coalition partners contributions to projects aimed at men**

### **Elton John AIDS Foundation (EJAF)**

EJAF intends to:

- 1) Provide resources and relationships to support the development and execution of a brand/marketing campaign targeting young men between the ages of 18-30 years in Kenya with messages to promote HIV self-testing.
- 2) Use a human-centered design approach to gather insights about the barriers to testing and treatment for men.
- 3) In partnership with Children's Investment Fund Foundation and UNITAID, launch an Innovation Challenge which seeks to use human-centered design to prototype and scale new strategies for reaching high-risk young men with HIV self-testing as well as linkages to care and services. The estimated value of EJAF's contribution would be \$5 million.

### **PEPFAR**

PEPFAR intends to focus on activating innovative approaches to address the challenges of reaching at-risk-men ages 24-35 to increase their rates of HIV testing and diagnosis and improve linkages to services and treatment earlier in their disease progression. To meet the challenge of getting and keeping men on treatment, PEPFAR will enhance service delivery models and continue effective commodity procurement to include self-test and standard test kits, reagents and lifesaving antiretroviral treatment (ARVs). To further improve initiation and retention in HIV treatment programs, PEPFAR also intends to concentrate on more efficient testing strategies across modalities including community and facility-based innovations such as male testing corners, improved clinic operations and expanded hours, male-friendly services, and shorter wait times.

PEPFAR intends, subject to the availability of appropriated funds, to invest over \$800 million in support of MenStar's goals. PEPFAR's investments are aimed at reaching an additional 1 million men with HIV treatment and supporting over 90% of men in this age group to be virally suppressed to effectively interrupt HIV transmission.

## **Unitaid**

Unitaid pioneered the introduction of HIV self-testing in Africa and is funding several ongoing innovative projects:

- 1) A major investment to fund the introduction of HIV self-testing in six countries -- Malawi, Zimbabwe, Zambia South Africa, Lesotho, and Swaziland -- (through the STAR Project) to generate the evidence on delivery models and cost-effectiveness to guide scale-up of HIV self-testing. Demand generation and market shaping are part of these efforts – to date, Unitaid has funded 90% of the self-testing kits provided by public sector programs.
- 2) In 2018, this work will be expanded to three countries in West Africa, with a specific focus on exploring delivery models relevant to reach men and key populations in Côte d'Ivoire, Mali and Senegal.
- 3) In partnership with CIFF and EJAF, Unitaid will launch an Innovation Challenge which seeks to use human-centered design to prototype and scale new strategies for reaching high-risk young men with HIV self-testing as well as linkages to care and services.
- 4) Supporting the development of an innovative multi-media drama series and platform directed at young people in South Africa and Côte d'Ivoire which includes HIV testing and self-testing messages.
- 5) Investing in lowering the price of key drugs and diagnostics required to treat advanced HIV disease (AIDS) to address illness and prevent deaths in late-presenting patients, many of whom are men.

## **The Global Fund to Fight AIDS, TB, and Malaria**

The Global Fund recognizes that men and boys have been traditionally hard to reach and are less likely to access health services. In turn, they are less likely to be aware of their HIV status, practice consistent prevention, or access and adhere to HIV treatment. The Global Fund is committed to the following approaches to reach men and boys with HIV services:

- Supporting countries to develop differentiated models of service delivery, enabling national systems to improve the quality of service delivery by reaching vulnerable populations in ways that are specifically tailored to their needs. Given men typically lack natural entry points to health care systems, this includes innovation in HIV testing models.
- Improving the use of quality data to allocate resources to the most effective interventions that address the needs of at-risk populations. Better understanding the age and sex disparities in the risk of HIV infection and in accessing services can improve program implementation and allow for course corrections.
- Supporting interventions that reduce gender and human rights-related barriers to HIV services. This includes programs that promote a supportive legal and policy environment to address the diverse needs of men and boys, particularly from marginalized populations.
- Encouraging men and boys to be agents of change in transforming harmful gender norms that affect their own health seeking behaviour.
- Employing human-centered design approaches to effectively engage young populations and design appropriate solutions to mitigate their risk of HIV infection.

### **Johnson & Johnson Services, Inc**

Johnson & Johnson will leverage its resources and capabilities to more effectively reach and treat men with HIV by engaging them in a way that is meaningful and relevant to them powered by our proven capabilities in Human Centered Design, Insight and consumer reach. Specifically we will:

- Invest dedicated resources with the capabilities to uncover insights and develop new strategies & innovations to more effectively engage men in HIV.
- Invest in the development of insights and offer strategic guidance through primary and secondary research, including leveraging design thinking to identify behavioral insights on what stops at-risk men from knowing their status and visiting health facilities, and human-centered design processes to propose strategies and intervention development tools for supply and demand-sides in consultation with coalition partners.

### **Children's Investment Fund Foundation (CIFF)**

CIFF intends to generate actionable insights and test new screening modalities and channels that are relevant to young men:

- 1) In partnership with EJAF and UNITAID, launched an Innovation Challenge Fund which uses human-centered design to prototype and scale new strategies for reaching high-risk young men with HIV self-testing as well as linkages to care and services.
- 2) Use a market-based approach to broaden the availability of affordable self-tests.
- 3) Develop commercial channels for HIV self-tests and prevention services, beginning with the private pharmacy channel in Kenya.

### **Gilead Sciences**

Gilead intends to:

- 1) Leverage experience from previous HIV and PrEP campaigns to help publicly launch the partnership at the International AIDS Conference, which will garner buy-in and build momentum around this issue.
- 2) Explore adapting and expanding a brand/marketing campaign to build demand for treatment services to other country contexts, including Malawi.

## **Annex 4: Organization Boilerplates**

### **About the Elton John AIDS Foundation (EJAF)**

Since 1992, the Elton John AIDS Foundation has raised more than £290 million (\$400 million) to combat stigma, prevent infections, provide treatment and services, and motivate governments to end AIDS. As a leading worldwide organisation supporting those affected by HIV, we work alongside local, national and international partners, government officials, and advocates to promote a global response that leaves no one behind. We are supporting programs in 23 countries to advance our fundamental belief that access to information, testing and treatment can improve the lives of those living with, affected by or at risk of HIV/AIDS.

For more information and to get involved, please visit [www.ejaf.org](http://www.ejaf.org)

### **About the U.S. President's Emergency Plan for AIDS Relief (PEPFAR)**

PEPFAR is the United States government's response to the global HIV/AIDS epidemic, which represents the largest commitment by any nation to address a single disease in history. Through the compassion and generosity of the American people, PEPFAR has saved and improved millions of lives, accelerating progress toward controlling and ultimately ending the AIDS epidemic as a public health threat.

For more information, please visit [www.pepfar.gov](http://www.pepfar.gov), and connect with **PEPFAR** on Twitter, Facebook, and Instagram.

### **About Unitaid**

Unitaid connects innovators who develop better health products, such as medicines and diagnostic tests, with people who most need them. We remove obstacles that stand between innovations and patients, then work with partners to make those innovations available on a large scale. Unitaid began by combatting HIV/AIDS, tuberculosis, malaria and related co-infections such as hepatitis C. As global health needs evolve, we are now focusing on one-stop diagnosis and treatment for multiple diseases, an approach that considers the individual needs of each patient. We emphasize integrated approaches to reproductive, maternal, newborn and child health. Projects in development will expand access to cervical cancer prevention, and improve child-fever diagnosis in low-resource countries. Unitaid is also fighting drug-resistant microbes that are undermining health gains. Projects dealing with antimicrobial resistance account for half of Unitaid's US\$ 1 billion portfolio.

[www.unitaid.org](http://www.unitaid.org)

### **About the Global Fund to Fight AIDS, Tuberculosis and Malaria (the Global Fund)**

The Global Fund is a 21st-century partnership designed to accelerate the end of AIDS, tuberculosis and malaria as epidemics. As a partnership between governments, civil society, the private sector and people affected by the diseases, the Global Fund mobilizes and invests nearly US\$4 billion a year to support programs run by local experts in more than 100 countries. By challenging barriers and embracing innovative approaches, we are working together to better serve people affected by the diseases.

Information on the work of the Global Fund is available at [www.theglobalfund.org](http://www.theglobalfund.org)

### **About the Children's Investment Fund Foundation (CIFF)**

The Children's Investment Fund Foundation (CIFF) is an independent philanthropic organisation headquartered in London with offices in Nairobi and New Delhi. CIFF works with a wide range of partners seeking to transform and empower the lives of poor and vulnerable children and adolescents in developing countries, with the ultimate goal of solving seemingly intractable challenges to ensure all children and adolescents have the chance to survive and thrive.

CIFF aims to play a catalytic role as a funder and influencer to deliver urgent and systemic change at scale. Areas of work include empowering girls and boys to control their sexual and reproductive health to avoid unintended pregnancy, unsafe abortion and HIV/AIDS; improving children and mothers' health and nutrition; eliminating deaths from severe acute malnutrition, nested within a more integrated approach to childhood development; deworming efforts to break transmission for good; ending child labour and sexual exploitation; and working towards a climate-safe future for today's children and future generations.

### **About Johnson & Johnson**

At Johnson & Johnson, we believe good health is the foundation of vibrant lives, thriving communities and forward progress. That's why for more than 130 years, we have aimed to keep people well at every age and every stage of life. Today, as the world's largest and most broadly-based health care company, we are committed to using our reach and size for good. We strive to improve access and affordability, create healthier communities, and put a healthy mind, body and environment within reach of everyone, everywhere. We are blending our heart, science and ingenuity to profoundly change the trajectory of health for humanity.

### **About Gilead Sciences**

Gilead Sciences, Inc. is a research-based biopharmaceutical company that discovers, develops and commercializes innovative medicines in areas of unmet medical need. The company strives to transform and simplify care for people with life-threatening illnesses around the world. Gilead has operations in more than 35 countries worldwide, with headquarters in Foster City, California.

For more information on Gilead Sciences, please visit the company's website at [www.gilead.com](http://www.gilead.com)