



THE POSITIVE ACTION FOR CHILDREN FUND AN INTRODUCTION

Our mission

The Positive Action for Children Fund wishes to hasten the elimination of mother-to-child transmission of HIV, and to improve the health and welfare of children affected by HIV and AIDS. To that end it will support and inform the global effort to alleviate the impact of HIV and AIDS on maternal and child health by supporting interventions that engage affected communities and develop their capacity to participate and lead.

Introduction

This short document is designed to introduce ViiV Healthcare's new Positive Action for Children Fund, to summarise how it came about, where it will focus its initial grants and how it will be run.

Background

In July 2009 GlaxoSmithKline CEO Andrew Witty announced the new Positive Action for Children Fund for community programmes that mitigate the impact of HIV and AIDS on children and their families. The Fund will now be an integral part of ViiV Healthcare's commitment to communities affected by HIV and AIDS: the company has committed to invest £50 million (\$80 million) in the Fund over ten years.

This new Fund will run alongside the existing and continuing Positive Action programme and adopts that programme's focus on communities, their engagement and the building of their capacity to respond to the epidemic.

Maternal and child health is profoundly affected by HIV and AIDS. AIDS has become a leading cause of illness and death among women of reproductive age in countries with a high burden of HIV infection. More than 1400 children under 15 years of age become infected with HIV every day, most through mother-to-child transmission (MTCT). Children account for more than 10% of all new HIV infections.

In recognition of the variety of interventions required in this field, and as a result of extensive consultations, ViiV Healthcare will address the new Fund to all the four elements identified by the World Health Organization (see below) for the prevention of mother to child transmission of HIV. Within this broad scope the Fund hopes to support work that is emerging or innovative, that enhances the success of existing responses, and that can demonstrate its benefits to others.

The Fund was formerly launched on 15th March 2010 with the publication of its first two Requests for Proposals. Full details can be found at www.positiveaction.com

Our programme areas

The World Health Organization and its partners have identified a strategy for tackling vertical transmission that recognises the need for prevention, the reproductive health rights of PLHIV, the advancement in treatment as prevention and the role of breastfeeding, and the treatment and welfare needs of children living with HIV. Our programme will consist of projects which meet one or more of the WHO's four elements:

- **Primary prevention**
Young (and other sexually active) people need access to sex education, sexual health services and primary HIV prevention: projects that successfully deliver these can contribute to reducing the numbers of HIV+ parents in successive generations.
- **Reproductive choice for PLHIV**
People living with HIV should be able to enjoy sexual and reproductive health and wellbeing; as well as make informed choices about the timing and number of children, with access to the appropriate technologies: projects need to take a rights-based approach that can enhance mainstream services as well as targeting interventions that deliver the equitable treatment of people living with HIV.
- **PMTCT interventions**
Mothers living with HIV need to be helped to prevent their babies becoming infected, by the use of ARV treatment and appropriate breastfeeding regimes: projects need to explore the implications of the latest guidance and research for implementation in this area.
- **Children and families**
The infants, children and adolescents born into families affected by HIV, both infected and uninfected, have a variety of needs: projects can impact on early testing and treatment, how young people cope with their status and treatment requirements, the sexual and reproductive health of adolescents and the health and welfare of children and young people whose families and opportunities have been affected by HIV.

Under these headings the Fund will seek to support initiatives from the not-for-profit sector that target communities, favouring those that deliver one or more of our funding priorities, below.

Our funding priorities

Having established the scope of the Fund, we consulted widely on where we could usefully focus our funding: we spoke with over thirty NGOs, foundations, research bodies and multilateral agencies. These meetings not only confirmed our choice of programme areas, they also helped us to identify some of the methods and characteristics we might look for in our projects.

Thanks to its external consultations the Positive Action for Children Fund has established a number of priorities for the use of its grants:

- **Community engagement, participation and leadership**
This is the Fund's chosen focus: a great many of the challenges of mother-to-child transmission can only be fully met when communities are engaged and empowered to access and influence the services they need
- **Patient focused and family-centred approaches**
Closely related to community engagement, these successful strategies for health care and social support should be adopted more widely
- **Evidence-based and evidence-generating**
The Fund will insist that its projects are either grounded in evidence or committed to generating and publishing evidence for the success or otherwise of their innovations
- **Integration**
The vertical funding and management of different HIV services and of sexual and reproductive health has been unhelpful and we must continue to explore ways to optimise health impacts through integration of services
- **Generating demand**
Work with communities, targeting young people, women and families, in order to generate demand for sexual and reproductive health, HIV services and paediatric testing, care and treatment is critical in achieving greater coverage
- **Advocacy**
Greater advocacy is required across the spectrum of HIV-related maternal and child health, especially for effective yet under-funded interventions and for the adoption of the approaches outlined above

Governance and grant making

The work of the Fund is guided by its Advisory Board: its membership is drawn from the global HIV sector and community, with strong representation from sub-Saharan Africa. Each year the Board will meet to consider project funding under our agreed programme areas and funding priorities; full details of its membership will be published in due course.

The Fund will not consider unsolicited proposals. Updates on Requests for Proposals and other grant making mechanisms will be posted on the Fund's web pages.