Campaign Kit: Treatment for ALL!
Fall 2016

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Dear Friends,

If you’re reading this campaign kit, you’re interested in having a direct impact on global health justice, and making sure that every person has access to healthcare! We really hope you’ll join our team of activists, because you will be a valuable part of the campaign to end AIDS. We’re thrilled to have you with us.

SGAC is a US-based, tight-knit movement of youth activists who are committed to creating an AIDS-free generation through direct and informed political activism. We work in solidarity with organizations across the world who are fighting to end the AIDS pandemic by demanding sufficient resources, effective prevention, and guaranteed access to AIDS treatment and care as a matter of moral urgency.

The World Health Organization has officially updated their guidelines to recommend that all people living with HIV should have access to treatment, regardless of their stage of disease, but still fewer than 1 in 10 people live in a country where the science of immediate antiretroviral therapy (ART) or “treatment on demand” is currently policy for all people. Treatment is also incredibly effective in preventing transmission to people who aren’t infected with the virus! It is a no brainer that everyone should have access to treatment—so why don’t they?

The U.S. has been a leader in funding the global AIDS response, but President Obama de-prioritized funding for global AIDS throughout most of his presidency, when we desperately needed increased. Decreased funding for global AIDS programs is becoming a disturbing trend across the world for the first time in five years.

As the leading donor to global AIDS programs, the US has the ability to reverse this trend and set a new funding precedent with a new president in November.

Our campaign goal is to get 30 million people on treatment by 2020. This requires annual increases for funding to the President’s Emergency Plan For AIDS Relief (PEPFAR) and the Global Fund to Fight AIDS, TB, and Malaria.

Personally, I love my job as the SGAC national organizer, and I’m here all year providing support to you as you organize your community to engage in political activism. I was first introduced to SGAC in September 2014 when I joined my chapter at Saint Michael’s College. New to SGAC, I was not an expert by any means, but by showing up, listening, and taking action with my chapter, I became a passionate and informed advocate. I attended the National SGAC Conference at Harvard in February of 2015 and was completely hooked. My one piece of advice for the year? Show up, because it’s the people who show up that make the difference, and you never know how deeply you and those around you are impacted by your presence and commitment.

This campaign kit has been designed to assist you as you take action this semester. It includes tools and tips to support you as you build an SGAC chapter and get involved in political advocacy. We’ve included a tentative schedule to help us achieve our goals, but new ideas and initiatives are absolutely encouraged!
Please make use of our emailing list-serv: student-global-aids-campaign@googlegroups.com to propose ideas and keep the larger group notified of your work!

We’ll have national conference calls once a month that you’re welcome to join. They’re at 8pm EST on the third Thursday of the month (starting Thurs. Sept. 15th) and you can call in and join me, and others across the country who are working to make sure our government funds the fight to end global AIDS while we have the opportunity. To join, call +1 (267) 930-4000 and use access code 189-415-768.

Throughout the year, there is a strong crew of current SGACers and alumni to support you and advise your work. The SGAC Student Steering Committee, SGAC Fellows, and National Coordinator (that’s me!) are available any time. Please feel free to reach out, and we’ll help however we can!

Viva SGAC!

Emily

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**SGAC’s Student Steering Committee, Fall 2016**

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Where are we now in reaching the end of AIDS?

The AIDS pandemic is not over. 37 million people are living with HIV worldwide, and 20 million of them have no access to lifesaving treatment. Two million people are infected every year, and over 70% of new HIV infections are among girls and young women. 35 million people have died of AIDS since the epidemic began, and over 1 million people died from AIDS last year.

We now have the tools to end the AIDS epidemic by 2030. New scientific evidence shows that starting HIV treatment immediately upon diagnosis enables people to live longer, healthier lives and is among the most effective ways to prevent HIV transmission in communities. UNAIDS has established widely agreed upon targets for 2020, which must be achieved in order to successfully curb the epidemic by 2030.

They include ensuring that 90% of all people living with HIV know their HIV status, 90% of all people with diagnosed HIV receive antiretroviral treatment and 90% of all people receiving antiretroviral therapy are virally suppressed. These goals are achievable with a short-term increased investment by donor countries.

Instead, the US budget for global AIDS has declined hundreds of millions of dollars since 2011, and funds from all donor countries declined a billion dollars last year. The targets to end AIDS will only be met if all people living with HIV have access to treatment immediately upon diagnosis - as is now recommended by the WHO. To achieve this, the US must increase its funding to global AIDS programs by $2 billion per year by 2020, as part of a global increase of $7 billion per year. If the White House and Congress take action, the world will be on track to achieve an AIDS-free generation. If they do not take action, we risk backtracking on the successes in the AIDS response.

We believe that politics and money should never come before people’s lives.

Science tells us that an AIDS-Free Generation is possible by saving millions of lives and preventing new transmission through available medical technologies.

But politics and money keep getting in the way of making this happen.
Our Campaigns

Access to Medicines

SGAC works to ensure that all people living with HIV/AIDS have access to the lifesaving treatment they need. To do this, we fight against the policies - and the governments and corporations that make those policies - that block people from access to affordable medicines. Multi-national pharmaceutical companies consistently prioritize their profits over the lives of the people who need their medications. In addition, they give millions of dollars to elected officials, in turn for blocking legislation to regulate drug pricing. Lack of regulation leads to indiscriminate price hikes of life-saving medications (remember Martin Shkreli?), pass international trade deals that protect and further their rights to monopolies on prescription drug formulations, and prevent the production of life-sustaining generic medications. In order to provide treatment for ALL, we fight against the power of Big Pharma's greed.

This year, we will focus on the Trans-Pacific Partnership (TPP) - a trade deal President Obama has negotiated, that will endanger access to affordable medicines. The president only has a few months left to get Congress to pass the deal - and we’re determined to stop it.

Fund the Fight: Funding to End Global AIDS

As young people in the richest country on earth, we have the power and responsibility to demand sufficient resources to end AIDS. The world has the science and treatment we need to end the AIDS epidemic by 2030, but providing the treatment, prevention and care services to end AIDS will cost money.

If the world does not spend this money, infection rates will rise, and the costs of the AIDS response will multiply to impossibly high levels in the future. To effectively curb the pandemic, annual global spending in the AIDS response must increase by $7 billion by 2020. The U.S. has been a leader on funding the end of global AIDS, but has cut or flat-funded the most important programs in the AIDS response--the President's Emergency Plan For AIDS Relief (PEPFAR) and The Global Fund for AIDS, TB, and Malaria. The U.S. needs to increase spending to these programs by $2 billion per year by 2020. The White House and Congress together have the ability to increase funding for the AIDS response - but they won’t unless they’re pressured by activists.

The Robin Hood Tax (RHT)

We need the money NOW to invest in global AIDS programs if we want to end AIDS. A Robin Hood Tax (RHT) on Wall Street, also called a financial transaction tax (FTT) could provide between $150 and $350 billion PER YEAR! A portion of this revenue can be the $8 billion annually we need to end AIDS (and also do a whole lot of other good things like alleviate student debt and fund social programs!).

This tax has been a project of SGAC for the last 5 years, and through direct actions (with cool hats), advocacy on capitol hill, and particularly because of the sustained pressure that SGAC has put on Bernie Sanders for over 4 years, the Democratic National Committee has adopted the Robin Hood Tax onto their platform! When people told us this was a pipe dream, we continued to work at it - and now we are seeing REAL success. Our new goal is to make sure the platform translates into legislative action, the tax is implemented, and global AIDS programs get a share of the revenue.
How we do it: our tactics

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<th>Birddogging</th>
<th>Legislative Meetings with Congressional Representatives</th>
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<td><strong>Bird-dog:</strong> (verb) To follow, monitor and/or seek out a subject of interest, such as a public official, with persistent attention to get answers to questions or influence the subject. This oddly named tactic was very useful during the primary election. When candidates held speaking events, SGAC attended, strategically placed themselves around the room, and asked the candidate to commit to 30 million people on treatment by 2020... and we caught it on video. If the candidate dodged the question, other SGAC members are there to support with a follow-up question. Just this season, SGAC birddogged Candidates from Bernie Sanders to Ted Cruz to Hillary Clinton.</td>
<td>Members of Congress have the power to change the policies and funding levels that we are concerned about. One of the most direct ways to achieve campaign success is to meet directly with congressional representatives and their staff to explain our proposals to them. Our members of Congress literally work for us. We elect them to represent what we think is important, and we pay their salary! Ultimately, it is our representatives who put pen to paper and cast their votes for the changes we want to see. Meeting with our representatives regularly helps us build relationships with their staff, and gives us more power to demand changes from them.</td>
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<td>Direct action - including rallies, protests, and other visual demonstrations - have been a critical aspect of nearly every important activism campaign in this country. Demonstrations are a way to show our power, and visually demand changes from the people in power who are standing in the way of justice. Imagine a giant paper-mâché pill marched down the street, hordes of students dressed as Robin Hood, or dozens of students who lie on the ground to represent people still dying of AIDS. Demonstrations often get the attention of media, which increases pressure on the person or entity we are targeting.</td>
<td>Effective media turns a small demonstration into a very loud and clear message to our congressional leaders and communities. One of the most important parts of demonstrations especially, is that media is there to amplify our message. But don’t think you have to hold a demonstration to have press. Any day of the week, your community’s local newspaper, a national newspaper, blog, online publication, and even your school newspaper are all powerful ways to bring attention to global AIDS.</td>
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We’re here to help you get started with these tactics! Check out our activism 101 toolkit for a full description of all of these tactics, and let us know if you want to hold an activist training workshop with your chapter.
Activism Success: Highlights from last year

We got two major US Presidential Candidates to include key demands around ending the global epidemic in their platforms.

Election years are a unique and exciting time to be an AIDS activist. Because students faithfully showed up to question political candidates at their tailgates, town hall meetings, university events (and even cigar-smoking house parties), SGAC won political commitments to ensure treatment access to 30 million people living with HIV by 2020 from Clinton, Sanders, O’Malley, Rubio, and Graham...and we caught it all on video! Our activism pushed Clinton and Sanders to come out with their own platforms on HIV/AIDS.

We fought hard to make sure that the budget for Global AIDS programs was protected by Congress.

SGACers spoke truth to power to their representatives about the importance of sustaining and increasing funding for PEPFAR and the Global Fund. Students had countless meetings with members of congress in Washington D.C., California, Florida, South Carolina, Massachusetts, Vermont, Iowa, Virginia, and New York. While we didn’t reach the budget increase we were demanding, we helped prevent cuts that would have had devastating consequences for people living with HIV around the world.

We came together to grow and strengthen our movement.

Students planned, executed and facilitated this year’s SGAC National Conference. Over 50 students came to the University of Virginia this year for SGAC national conference. We reflected together on the role of power and privilege in the AIDS response, thought about how to use story and digital media as tools for activism, and strategized about how to make sure people living with HIV around the world win in this year’s federal appropriations process.

SGACers and SGAC alumni also joined Health GAP in New York for strategic planning retreats in November and February, where we worked together to develop a plan to grow our movement in key districts throughout the country.
If you don’t have a chapter yet, build one on your campus!

1. **Plug in Nationally**

In order for us to support you, we need to be able to get in touch with you. Make sure that you register your chapter at [studentglobalaidscampaign.org](http://studentglobalaidscampaign.org) and contact Emily, the national organizer at emily@studentglobalaidscampaign.org. Emily can help answer questions and give advice for starting your chapter.

2. **Have a first meeting with friends and food**

The top way that SGACers say they came to an SGAC meeting, then stayed and became a leader is because a friend brought them to their first meeting. Keep it casual, bring friends, bring food, and show a short video about global health that inspires you, or other prompts about global AIDS to start a conversation. If you need suggestions, contact Emily! During this meeting, it might be good to figure out as a group who your Members of Congress are, so that you know who you will be targeting for future actions. Get to know them through their website, what issues they work on, and what’s important to them. Go to [house.gov](http://house.gov) and enter your zip code to identify your representatives!

3. **Grow your group**

With your comrades, get together and plan your first campus-wide event. The intention is to gather interest in SGAC on your campus and show other people why student activism to end AIDS is effective and important. You can show a movie (ask us about what would be good to show!), or have someone from SGAC come and host a workshop! Anything that raises awareness and also discusses student activism as the solution is useful. Make sure to collect names, emails, and phone numbers from people that attend your event. This is crucial so you can tell them when your next meeting is!

4. **Have a second meeting**

By now you’ll have had your first educational event, which should have brought several new members into your chapter. Now you are ready to have a campus-wide meeting. The purpose of this meeting is to bring in everyone who wants to participate in the chapter to set up the structure of the group and to start planning its first advocacy campaign! Again, make sure to get emails/phone numbers so you can tell all the people that came when to come back again.

5. **Plan your first real action!**

As a group, plan out your first action! It can be a letter to the editor of your local newspaper, planning a visit to the in-district office of your Member of Congress, writing a petition and tabling so other students sign it to send a message to your Member of Congress, or something else! This is where you get to be creative, so have fun with it. Emily and the steering committee are here to support you through your first few actions.

*Be on the lookout for emails about National SGAC events like webinars with guest speakers or SGAC national calls (on the third Thursday of every month). These events are also a good time for your chapter - and new members - to get together!*
Recruiting new members, or starting your own chapter is critical in September. There are a lot of groups out there for students to choose from, let’s make sure they see SGAC!

- Table at your school’s activity fair with a splashy booth and sign-up sheet.
- Have your first and second meeting, making sure to get everyone’s email addresses and phone numbers!
- Identify your Members of Congress and what issues are important to them. Start looking at dates that work for your group to go meet with their staff!

This month, our congressional reps are on recess - which means they are very likely in their home districts and you can build great relationships with their office. Invite them to speak at your school, get to know their staffers, ask them to write an op-ed about why funding for global AIDS is important, ask them to tweet about global AIDS (And provide a few sample tweets!), go to their campaign events to birddog if they’re up for re-election. The ways you can interact with their office are endless!

- What will they do to make sure that PEPFAR is fully funded?
- Will they commit to voting no on the TPP?
- Will they co-sponsor the Robin Hood Tax?
- Have they put their commitments to the above in writing? If not, when will they?
November:

STOP THE TPP!

• We need to make sure that Obama doesn’t rally Congress to pass the Trans-Pacific Partnership. Letters to the editor, powerful actions (with press) outside your representative’s office, and other tactics are called for. Your work in October in meeting with your Members of Congress should give you a good idea about how they’re going to vote on the TPP.

• This month, you should also be planning for World AIDS Week in the first week of December!

December:

World AIDS Week!

• World AIDS Day is on December 1st. All of our chapters do a week of events around World AIDS Day to raise the profile of SGAC and the epidemic, and mobilize people to take action.

  • Hold a petition to grow your group, host a movie, have a local clinic host free HIV testing on your campus, or organize a panel of speakers to talk about ending global AIDS. Join the SGAC National Calls to hear about what chapters have done in the past to come up with ideas for your chapter!

  • Make sure to plan in advance for this week! Feel free to be creative!
Resources

The SGAC website is an extremely useful resource for your advocacy. If you go to the website and look under “Take Action” you will see “Activism 101: SGAC’s guide to Effective Political Action” which will give you the tools you need to make the semester successful. For questions, Emily, the Student Steering Committee, and SGAC Fellows are all available to help! Health GAP (Global Access Project), a leader in the global AIDS movement, is SGAC’s parent organization and an important source of information and guidance for SGAC. Health GAP helps SGAC stay connected to activists in the global south, and informs our campaigns.

SGAC Steering Committee (SteerCom):

SGAC has a steering committee usually comprised of one student representative from each chapter. Together, these dedicated SGACers help guide national priorities and campaign planning for the organization. In recent years, the steering committee has included representatives from Saint Michael’s College, Iowa State University, Harvard University, University of Virginia, Yale University, Dartmouth College, Columbia University, and the Positive Youth Network. Check out the SGAC website to learn more about the 2016-2017 steering committee and how to contact them. www.studentglobalaidscampaign.org/staff

SGAC after graduation

SGAC fosters an incredible network of alumni activists that are still actively engaged in striving for health and social justice equity. Through the alumni network and as fellows for SGAC (to see who this year’s fellows are, check out the SGAC website under “staff”), recent graduates continue to shape the SGAC community. By lending their expertise with campaign planning, birddogging, and op-ed writing to existing SGAC chapters, alumni help strengthen the work that students are doing.

Alumni also continue to be engaged social justice advocates in their own post-graduate pursuits as medical, law, and social work students, public policy authorities, and global health campaign managers.