



## FOR IMMEDIATE RELEASE

**Media Contact:** Hilary McQuie, global coordinator, Association of Nurses in AIDS Care  
[Hilary@anacnet.org](mailto:Hilary@anacnet.org), (cell) +1 510 333 8554

### **GLOBAL HIV NURSING ORGANIZATIONS JOIN TO RAISE AWARENESS OF NURSING RESPONSE TO HIV EPIDEMIC**

**Amsterdam (July 25, 2018)** —US-based Association of Nurses in AIDS Care (ANAC), and the National HIV Nurses Associations of the UK and the Netherlands, ICAP and other global nursing organizations will be announcing their support of two major global campaigns at a news conference on Wednesday, July 25 from 15:00-15:45 at the 22<sup>nd</sup> Annual International AIDS Conference. The announcement will take place at RAI Amsterdam Convention Centre, PCR1, Room G106-107, Level 1, Europaplein 24, 1078 GZ Amsterdam.

The organizations, who represent HIV nurses from across the globe, are coming together at AIDS2018 to endorse both the Nursing Now campaign, which promotes the critical role of nurses in the delivery of health care and the U=U campaign, delivering the message of the benefits of HIV viral suppression.

Nursing Now is a three-year global campaign run in collaboration with the International Council of Nurses and the World Health Organization to raise awareness about the roles of nurses in global health. The U=U (Undetectable =Untransmittable) campaign is a major development in approaches to HIV education, prevention and empowerment by providing people living with HIV with accurate information about their sexual health and the benefits of treatment and viral suppression through medication adherence.

“By simultaneously endorsing Nursing Now and U=U, our organizations are calling greater attention to the role of nurses in HIV care and all aspects of health care for people living with HIV globally,” said ANAC Executive Director Carole Treston, RN MPH ACRN FAAN. “Part of our role in promoting the message of U=U is helping our patients achieve and sustain viral suppression by providing education, treatment access and patient advocacy, all hallmarks of good nursing care.”

The endorsement of these campaigns will help promote the important role nurses play in health promotion, disease prevention and treatment, especially in HIV care. In many locations, nurses comprise more than 80 percent of the healthcare workforce, delivering safe and effective health care. Yet in many instances, the full capacity of the nursing workforce is underutilized and often limited by economic, practice and cultural restrictions.

“Knowledge is power and nurses that are educated, well-trained and supported can reduce poverty, lower HIV rates and lead to political change,” said Professor Sheila Tlou, chair, Global HIV Prevention Coalition and Nursing Now co-chair. “Nursing Now gives nurses a voice and empowers them to make a difference, not only in healthcare, but in strengthening local economies through policy-making and leadership opportunities.”

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***More information about Nursing Now, U=U and partner organizations is available in our online press kit.***  
***<https://www.nursesinaidscare.org/AIDS2018media>***

The Association of Nurses in AIDS Care (ANAC) is the leading nonprofit association for nurses and other members of the health care team working in HIV and HIV-related prevention, care, treatment, education, research and policy. Founded in 1987, ANAC's mission is to foster the professional development of nurses and others caring for persons at risk, living with, or affected by HIV and promotes the health, welfare, and rights of HIV positive people around the world.