



Ending Pediatric AIDS is within Reach

Every year, 330,000 babies become infected with HIV because they are born to mothers living with HIV. Mother-to-child transmission of HIV is preventable and has been virtually eliminated in the developed world. Far too often, mothers in developing countries are deterred from seeking preventive treatment due to social stigma and overstretched, under-resourced health systems. Approximately half of HIV-positive pregnant women do not receive any medication or information on how to prevent transmission to their infants.

Collaboration and Innovation: Eliminating Mother-to-Child Transmission of HIV

In collaboration with partners in the 22 priority countries, Johnson & Johnson is investing in proven programs and pioneering groundbreaking models to reduce the number of children born with HIV and reduce the number of mothers dying of AIDS. Our partners, including community-based organizations, non-government organizations and multinationals, are working in unique and innovative ways to bring care and information to families. Together, we are training health leaders, helping women understand how to care for their families and when to access health care, and providing resources to increase access to psychosocial support for pregnant women and new mothers living with HIV.

Making Progress to Improve Health & Save Lives

Partnership for Management Development (PMD):

Guided by the principle that improved leadership and management can transform health systems into more efficient, effective and responsive operations to help protect HIV-positive mothers and their babies, Johnson & Johnson created the Partnership for Management Development (PMD) to enhance the management skills of African healthcare leaders. The training includes organizational planning, finance, operations, leadership, human resources, health information systems, social marketing and monitoring and evaluation. With the success of a two-year pilot program in Swaziland and Lesotho, Johnson & Johnson is working with partners, including the University of Cape Town Graduate School of Business, PEPFAR (the US President's Emergency Plan for AIDS Relief), African Ministries of Health and implementing partners to expand the PMD model to other African countries.

Empowering Mothers as Mentors: *mothers2mothers*

Since 2001, mothers2mothers has empowered women living with HIV to keep themselves and their babies healthy. The organization matches newly diagnosed pregnant women in Africa with specially trained mothers who share a common bond – they are also living with HIV. These Mentor Mothers are part of the health care team, working alongside clinical staff to provide education and support, showing each woman how to keep her baby free from HIV and live a healthy life. Johnson & Johnson has partnered with mothers2mothers since 2005 to support the training of Mentor Mothers. ***Today, the partnership serves women at approximately 500 sites in four countries in sub-Saharan Africa.***

The Global Plan: *Towards the Elimination of New HIV Infections Among Children by 2015 and Keeping Their Mothers Alive*

Johnson & Johnson has pledged \$15 million to support a global commitment by diverse stakeholders to virtually eliminate new HIV infections in children by 2015 and keep their mothers alive (the "Global Plan"). During the first year of this Global Plan, progress has been made. The number of children acquiring HIV infection is declining: the number of children infected by HIV in 2011 in the Global Plan priority countries is down 25% from 360,000 in 2009 to 270,000. The number of women dying from AIDS-related causes during pregnancy has also decreased from 46,000 in 2005 to 37,000 in 2010.

Johnson & Johnson

About Johnson & Johnson

For more than 125 years, Johnson & Johnson has brought its heritage of innovation and partnership to make life-changing, long-term improvements in the health of women, children and families.

In 2010, Johnson & Johnson responded to the UN Secretary General's Call-to-Action for a renewed global effort to advance the Millennium Development Goals with a comprehensive, five-year commitment to reach as many as 120 million women and children each year in at least 50 countries, especially in areas where resources are most scarce.

Two years into the commitment, we are making real progress by expanding the number of health workers, piloting innovations and scaling up proven global health interventions to: make childbirth safer; reach mothers with life-saving health information through their mobile phones; eliminate mother-to-child transmission of HIV; treat children at risk for intestinal worms and prevent reinfection; and increase research and development for new medicines to treat HIV, tuberculosis and other conditions.

Learn more: www.jnj.com/MDG

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