Before planning your advocacy strategy, you should be familiar with the following terms and common definitions.

**Acquired immunodeficiency syndrome (AIDS):** caused by advanced human immunodeficiency virus (HIV) infection. The immune system cannot fight infection and disease, leaving the body vulnerable to life-threatening opportunistic infections, such as tuberculosis, meningitis, fungal infections and various cancers.

**Advocacy or policy advocacy:** a strategy to influence policy-makers to make a policy change (e.g. create supportive policies, reform or remove harmful policies, or ensure the funding and implementation of supportive policies).

**Antiretroviral therapy (ART) and antiretrovirals (ARV):** standard antiretroviral therapy (ART) consists of the combination of at least three antiretroviral (ARV) drugs to maximally suppress the HIV virus and stop the progression of HIV disease. Huge reductions have been seen in rates of death and suffering when use is made of a potent ARV regimen, particularly in early stages of the disease.

**Children:** the Convention on the Rights of the Child is an international treaty that recognizes the human rights of children, defined as persons up to the age of 18 years.

**Civil society:** made up of citizens and organizations outside of government and business. NGOs (nongovernmental organizations) are part of civil society and are sometimes referred to also as the "third sector." Also considered to be part of civil society are civil society organizations (CSOs) and international non-governmental organizations (INGOs).

**Epidemic:** an epidemic is an unusual increase in the number of new cases of a disease in a human population.

**Gender:** the social attributes and opportunities associated with being male and female, and the relationships between women and men and girls and boys; it also refers to the relations between women and those between men. While the term "sex" refers to biologically determined differences, gender refers to differences in social roles and relations.

**Harm reduction:** refers to policies, programmes and approaches that seek to reduce the harmful health, social and economic consequences associated with the use of psychoactive substances.

**HIV prevention:** a combination prevention approach that seeks to achieve maximum impact on HIV prevention by combining behavioural, biomedical and structural strategies that are human rights-based and evidence-informed, in the context of a well-researched and understood local epidemic.

**High Level Panel of Eminent Persons on Post 2015 (HLP):** this was announced by Secretary-General Ban Ki-moon in 2012 to guide the process of establishing a new framework for development beyond 2015.

**High-Level Political Forum (HLPF):** acronym for The High-Level Political Forum, which was created at Rio+20 in 2012. The HLPF is the main UN platform dealing with sustainable development, and it is the future home of the post-2015 development framework.

**Human immunodeficiency virus (HIV):** a retrovirus that infects cells of the immune system, destroying or impairing their function. As the infection progresses, the immune system becomes weaker, and the person becomes more susceptible to opportunistic infections. Eventually high viral turnover leads to destruction of the immune system, which leads to the manifestation of AIDS.

**International Conference on Population and Development (ICPD):** began in 1994 when 179 governments adopted a 20-year programme of action covering issues related to gender inequality and poverty, health, educational attainment and sustainable economic development. Much like the Millennium Development Goals (MDGs), this programme is about to expire in 2014, and it is closely linked to the post-2015 discussion. This discussion is often referred to as "post-2015".

**Intergovernmental negotiations:** official Member State decision-making process used by the UN to reach a consensus on global decisions, for example: the Rio+20 Summit. The intergovernmental negotiations begins in September 2014 and lasts until September 2015 in order to decide on the new development agenda.

**Key populations (in the context of HIV):** those most likely to be exposed to HIV or to transmit it—they are key to the epidemic and the response. In all countries, key populations include people living with HIV. In
most settings, men who have sex with men (MSM), transgender persons, sex workers and their clients, people who inject drugs, and those in relationships with HIV-positive people are at higher risk of exposure to HIV than other people.

Lobbying: the act of influencing specific policies or legislation. Lobbying may form part of an advocacy strategy.

Millennium Development Goals (MDGs): a set of eight goals with specific targets and indicators that were agreed upon to help advance global development issues from 2000 to 2015.

Major Group for Children & Youth (MGCY): the official UN participation constituency for people under the age of 30.

Open Working Group on Sustainable Development Goals (OWG): created at Rio+20 in 2012. The OWG is a group of 70+ Member States that have been tasked with preparing a proposal on sustainable development goals (SDGs) that will be ready in mid-2014.

President of the UN General Assembly (PGA): this role oversees the activities of the UN General Assembly; it rotates on a regular basis. The current president is John W. Ashe of Antigua and Barbuda, who was elected in June 2013.

Policy: a course or principle of action adopted or proposed by an organization or individual. This can include a plan, strategy, agenda, programme, human rights instrument, budget decision, piece of legislation, or set of regulations and/or protocols issued by a government, multinational entity or institution.

Policy-makers: typically government officials or people with formal political power (e.g. parliamentarians, ministers and their staff, etc.).

Post-2015/new global development framework: the potential set of goals and indicators that will replace the Millennium Development Goals (MDGs) in late 2015/early 2016.

Prezi: online cloud-based presentation software that is used to present complementary online training modules to this tool.

SDGs: acronym for sustainable development goals. This generally refers to the intergovernmental process that is exploring how sustainable development fits into the next global development framework.

Sexuality: a broad term that encompasses sex and gender identities or roles, as well as sexual orientation, eroticism, pleasure, intimacy and reproduction.

Sexual and reproductive health and rights (SRHR).

Sexually transmitted infection (STI).

Stigma: can be described as a dynamic process of devaluation that significantly discredits an individual in the eyes of others. Within particular cultures or settings, certain attributes are seized upon and defined by others as discreditable or unworthy. When stigma is acted upon, the result is discrimination that may take the form of actions or omissions. Discrimination is a human rights violation.

Sustainable development: an approach to development that attempts to meet the needs of the present without compromising the ability of future generations to meet their own needs. It strives to find a balance between the environment, society and the economy.

Transgender person: a person who has a gender identity that is different from his or her sex at birth. Transgender people can be both male and female.

Transmission: the process by which a virus is passed from one individual to another. HIV is transmitted through unprotected sexual intercourse (anal and vaginal), the use of contaminated injecting equipment, vertical transmission during pregnancy, childbirth or breastfeeding, and blood transfusions or blood products that are contaminated with HIV.

United Nations (UN): the UN has 193 Member States, and it is overseen by the Secretary-General, who is currently Ban Ki-moon.

United Nations General Assembly (UNGA): the UNGA is held once a year, normally in September. In 2014, the General Assembly will hold a special event on the post-2015 framework.


The PACT: a collaboration of over 25 youth-led and youth-serving organizations that creates solidarity to work strategically in the HIV response towards ensuring the health, well-being and human rights of all young people.

Young people/youth: there are many different definitions of young people and youth, and the ages by which someone is considered to be a youth varies enormously. ACT2015 is focused on those between the ages of 15 and 29.