In 2011 UNAIDS brought together governments and partners to launch the Global Plan Towards the Elimination of New HIV Infections Among Children and Keeping Their Mothers Alive by 2015. Among the 21 Global Plan high-priority countries in sub-Saharan Africa, where 90% of women living with HIV reside, there has been a 43% reduction in the cases of paediatric HIV infections since 2009. With the support of UNAIDS, all Global Plan priority countries have officially adopted option B or B+, which provides more effective antiretroviral medicines to new HIV infections among children and treatment for women living with HIV. Since 2009, there has been a 29% decline in the number of AIDS-related deaths among women of reproductive age in these countries.

UNAIDS mobilized partners around the commitment to end vertical transmission of HIV at the global and country level, and advocated for increasing availability of pediatric treatment. At the country level, the Joint Programme provided extensive technical support for implementation of services, identifying challenges and supporting countries to find solutions.

The UNAIDS Executive Director has continued high-level political advocacy for the prevention of new HIV infections among children and the goals of the Global Plan. Joint United Nations Teams on AIDS at the country level have facilitated the development of acceleration plans, supported coordination of efforts, mobilized expertise and created momentum to accelerate progress.

UNAIDS support increased availability of high quality data on implementation, resource mobilization, and for increasing political support for paediatric treatment and stopping new HIV infections among children.

In June 2013 World Health Organization guidelines on the use of antiretroviral drugs for treating and preventing HIV recommended the offer of lifelong treatment to all pregnant and breastfeeding women living with HIV. This approach, known as option B+, was successfully developed and rolled out during 2014 in selected countries.

The Global Plan has led to country innovations and new ways of implementing prevention of mother-to-child transmission services. Countries are examining the feasibility of providing infant diagnosis at birth while the mother and baby are still in the health-care facility, enabling prompt commencement of pediatric treatment if needed.

UNAIDS, together with PEPFAR initiated the Global Plan, which provides clear targets and impact to the global response and United Nations Member States committed to its implementation. UNAIDS has developed an annual progress report to reflect country-level progress towards the goals in the burden focus countries.

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The key partners in the Global Plan towards the elimination of new HIV infections among children and keeping their mothers alive have included governments, faith-based organizations, civil society, and the private sector. With the support of UNAIDS, all Global Plan priority countries have officially adopted option B or B+, which provides more effective antiretroviral medicines to new HIV infections among children and treatment for women living with HIV. Since 2009, there has been a 29% decline in the number of AIDS-related deaths among women of reproductive age in these countries.