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SOBRE O FIM DA AIDS

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New ways to engage youth to reach UNAIDS Fast-Track Targets through Edutainment

Thursday, 9 June

Ambassador Antonio Patriota

Certainly, my pleasure to be here and participating in this panel.

I think as you're all aware that Brazil has state a leadership role in the fight against AIDS/HIV by providing universal healthcare within our own country and this is not to say that we still do not have many challenges. I think it's fundamental to bring together government officials, civil society, the private sector, the media. We are very pleased to see the role that our own media is playing in this regard because part of the challenge is precisely what Luiz Loures was saying, is reaching the audiences that are not sufficiently aware of the risks and of the danger of this epidemic. I would also like to highlight that we've been at the forefront of the promotion of this roadmap for the next fifteen years, the 2030 Sustainable Development Agenda. It all started in at Rio, at the Rio+20 Conference, and of course ending AIDS by 2030 is one of the Sustainable Development Goals, it's goal 3.3. So not only do we have specific agenda that is included in the Political Declaration, I think a very ambitious movement that we adopted yesterday at the highest political level, but we have a framework within which to achieve this goals that places particular emphasis on the eradication of poverty. I think if we work together through our own frameworks and mechanisms nationally but regionally and within the multilateral system we have a chance of really creating an international society and conditions for people to overcome some of the most challenging obstacles that prevent them from realizing their full potential.

I am very pleased to be here and of course very interested in listening to the participants.

Thank you