

Strategy 2022-2025

Our mission: NAM provides independent, accurate and accessible information about HIV.

Our vision: A world where HIV is no longer a threat to health or happiness.

Our principles: Independent, accurate and accessible information is vital in the fight against HIV and AIDS.

Knowledge empowers and equips people to manage their health.

Knowledge enables advocates, campaigners and communities to take action on health.

The information we provide should help our audiences effect change in their own lives, their work or their communities.

Reducing HIV stigma removes barriers to testing and treatment.

Social inequalities must be addressed to deliver health equality.

We strive to serve individuals, communities and providers across the world, recognising that needs and cultures differ.

Our audiences: People living with HIV.

People at risk of or affected by HIV.

People working in HIV, associated health conditions or with communities that have high HIV prevalence (including clinicians and other healthcare workers, researchers, prevention and public health specialists, policymakers, community advocates, activists and service providers).

● **The ability to treat and prevent HIV is progressing rapidly.**

NAM will continue to provide scientifically accurate information on prevention, treatment and cure, with a focus on emerging issues and new technologies.

● **Many international agencies, nations and organisations have committed to end new HIV infections and AIDS deaths by 2030.**

NAM will support efforts to meet these targets through the provision of clear and accurate information to inform policy and practice.

● **The HIV epidemic is not over until it is over in all regions and communities.**

NAM will deliver relevant HIV information to populations with high need, seeking to work in collaboration with local individuals and organisations.

● **HIV stigma creates barriers to testing and treatment and also impacts upon the emotional health of people living with HIV.**

NAM will proactively challenge stigma through the creation of accessible resources highlighting, for example, the impact of HIV treatment on life expectancy and transmission.

● **COVID and other health concerns create ongoing challenges for people living with HIV.**

NAM will address the information needs of people living with HIV about COVID and other health concerns.

● **HIV affects diverse communities.**

NAM will respond to the diversity of need, experience and situation of those who may benefit from our work by presenting information in a variety of formats and on multiple platforms to reach broad audiences.

● **The needs and experience of people with HIV intersect with other inequalities and inequities.**

NAM's work will be informed by the understanding that needs are often intersectional and we will seek to empower those who are marginalised.