



# #PutPeopleFirst: Launch of the Official AIDS 2024 Social Media Campaign

Ahead of #AIDS2024, it's time to start a conversation about what a person-centered and human rights-based HIV response looks like!

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AIDS 2024, [the 25th International AIDS Conference](#), kicks off in exactly three months, and it's time to start a conversation about what a person-centered and human rights-based HIV response looks like! In this spirit, we are calling on the global HIV response to unite behind the official AIDS 2024 theme, Put people first!

Join thousands around the globe in sharing how you and/or your organization put people first and why it matters.

Share your story with your insights, photos or videos, using the hashtag, [#PutPeopleFirst](#), highlighting how putting people first is making a difference. Your voice matters: speak up and, together, let's build a more inclusive and equitable HIV response!

[Learn more and share your story.](#)

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