[2] IMPLEMENTING THE 3 BY 5 INITIATIVE IN THE AMERICAS

In preparation for the implementation of 3 by 5, PAHO/WHO conducted several consultations at the subregional level to identify countries’ needs in the scaling up process. Using input from these meetings, the strategic orientations and the operational strategy were defined. PAHO classified countries in the Region into four categories using high/low ART coverage and HIV prevalence. The resulting matrix (see text box 1) served as the basis for strategic planning.

The operational strategy for implementing 3 by 5 in the Region was divided into three main lines of action: (1) intensification of support to countries, (2) scaling up PAHO/WHO’s response at regional and subregional levels, and (3) mainstreaming HIV within PAHO/WHO. To begin the process, countries in the Region developed individual plans outlining 3 by 5 activities by strategic orientation. PAHO/WHO allocated operational budgets to support the work plans and appointed full time professionals responsible for technical support. Subregional coordinators were appointed in the Andean region, Central America, and the Caribbean to provide additional technical support as well as assistance with monitoring and evaluation.

To scale up PAHO/WHO’s response, the HIV/AIDS Unit increased the number of Regional level technical staff and mobilized additional staff within the Organization. An interdisciplinary “Core Team” served to broaden PAHO/WHO’s response and help mainstream HIV/AIDS efforts. In January 2005, a Technical Advisory Committee (TAC) consisting of experts from the Region was established to foster accountability, provide additional technical input, and increase linkages with civil society including people with HIV. The TAC has met yearly and participated in the work of the Unit, providing recommendations that have contributed to PAHO/WHO’s strategic planning.

2 Consultation meetings were held during 2004 in Central America and the Caribbean, and a Task Force meeting was held in Washington.
As homophobia continues to be a major barrier to HIV prevention, several Latin American countries launched mass media campaigns against discrimination of homosexual men.