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**New Orleans** 

# Informed Advocacy: Using HIV and Other Data to Show an ROI Proposition

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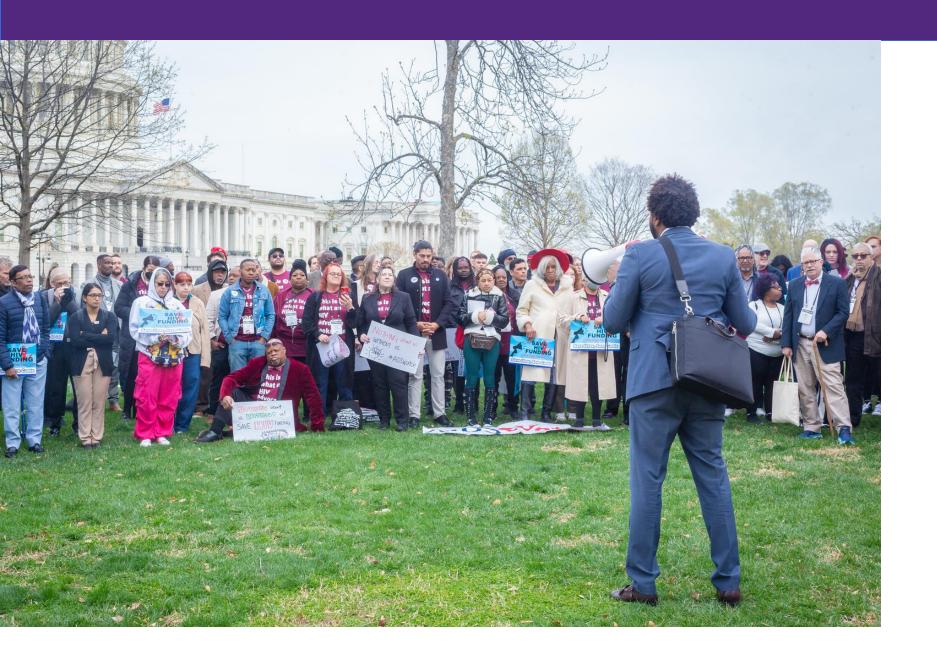










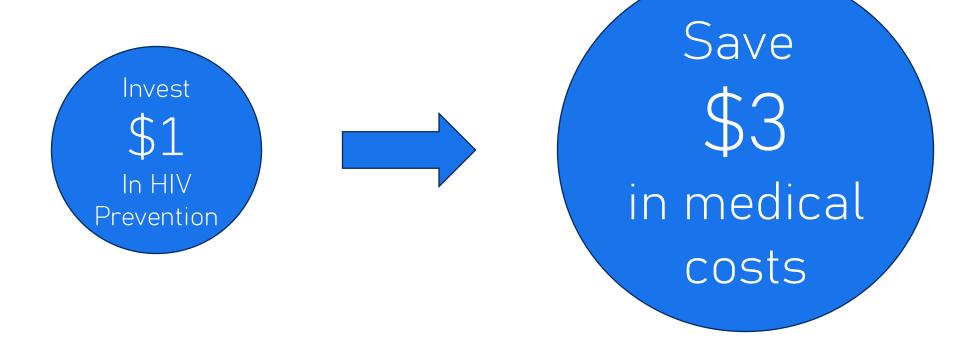


#### The Stakes

"This fight is not over. Too many still face barriers to prevention and care. Too many live at the intersection of stigma, poverty, and systemic neglect."

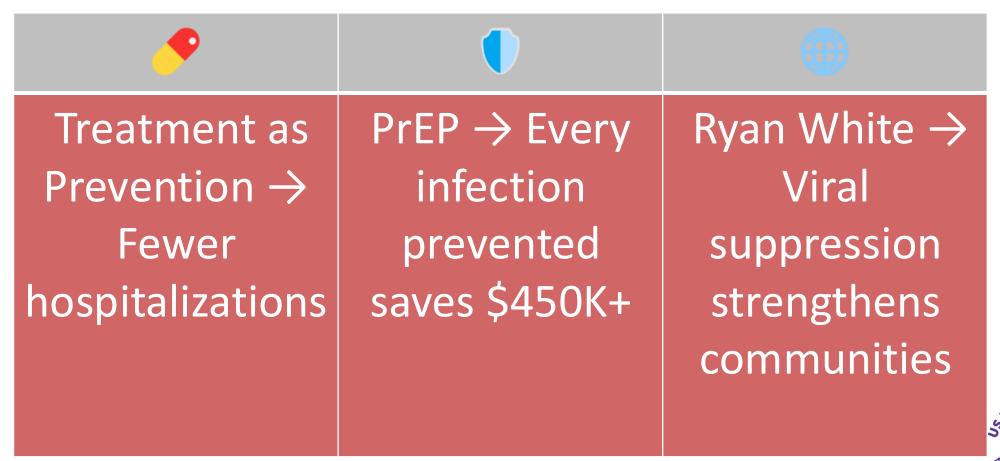


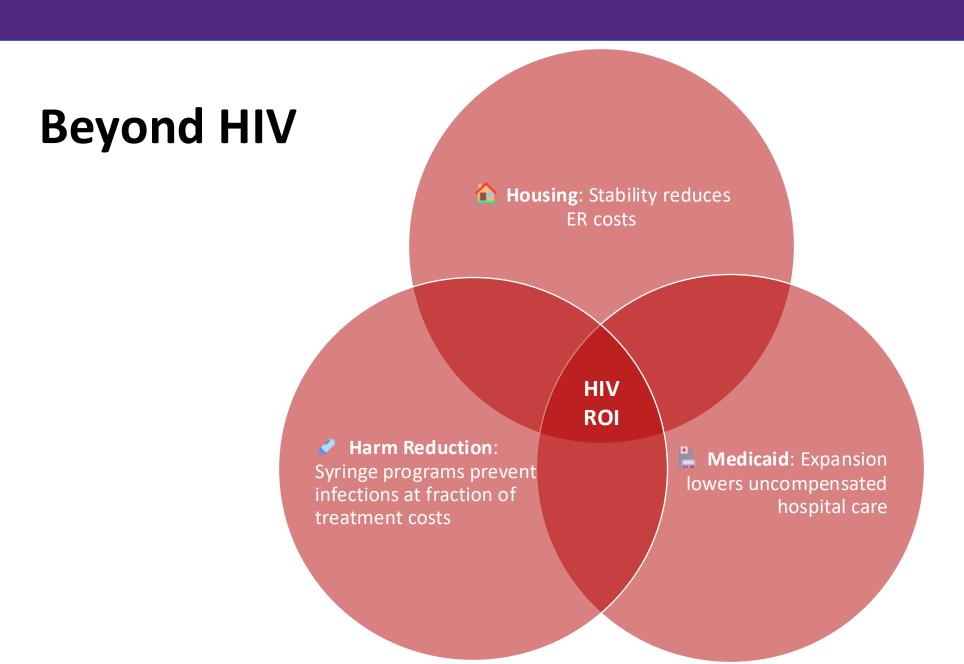
### **ROI in One Look**





#### **Data in Action**







#### A Human Reminder

"Miguel is not a statistic. He is proof that ROI is not just about saving dollars. It is about restoring stability, dignity, and life."





## **Takeaways / Closing**



ROI is powerful  $\rightarrow$  Use it to defend & expand.

Data + lived experience → Together is strongest.



Equity is the compass  $\rightarrow$  ROI is the tool.

"Together — hand in hand, shoulder to shoulder — we will finish the work of ending the HIV epidemic."

