

## Anatomy of A Target

Targets get met when all of the elements come together. Effective targets that have impact are:



### Resourced



Targets without sufficient resources are empty promises. Set the price tag, raise the resources and don't ask countries to do more with less.



### Audacious



The best goals redefine what's possible. There were 50,000 people in low-income countries on ART in 2003. The 3 by 5 target changed the world.



### Achievable



Effective targets reflect evidence and experience. AIDS science is evolving. We can't set a deadline for finding a cure. But we can aim high with research milestones.



### Measurable



Quantification is key. Prevention targets need to be tied to impact including incidence and other validated, indirect measures.



### Accountable



Setting a target means taking responsibility for mobilizing resources, tracking progress and sharing data.



### Political Support



Country-level support is key. Goals that originate in Geneva won't go anywhere without endorsement by leaders in hard-hit countries.



### Collective Priority



No one, including scientists, can set targets on their own. Civil society, policy makers and politicians all need to buy in.