

# PARTNERSHIP FOR AN HIV-FREE GENERATION



With 2.5 million new HIV infections worldwide in 2007, it is clear that a groundbreaking new approach to prevention is needed. In a new partnership, global leaders from the private sector are joining with the public sector and non-governmental organizations to revolutionize HIV prevention through the **Partnership for an HIV-Free Generation**.

HIV-Free Generation links traditional approaches to prevention with the power of the private sector. **It will take HIV prevention to the next level by:**

- Combining current evidence-based prevention approaches with the private sector's capabilities to develop messages and methods to promote and maintain healthy behaviors among youth aged 10-24;
- Measuring impact using a business approach that employs cutting-edge technology to monitor and evaluate effectiveness in real time; and
- Rapidly developing and disseminating best practices to continuously inform prevention messages and methods for positive behavior change.

To develop and implement a ground-breaking approach of this magnitude, **an equally innovative alliance was needed**. The U.S. President's Emergency Plan for AIDS Relief (PEPFAR) has joined forces with the following initial team of leading private sector and non-governmental organizations in a multi-sectoral effort through the Partnership for an HIV-Free Generation:

- Accenture
- African Broadcast Media Partnership Against HIV/AIDS
- APCO Worldwide
- Girl Scouts of the USA
- Global Business Coalition
- Grassroot Soccer
- Hasbro
- Intel
- Junior Achievement
- Micato Safaris / America Share
- Microsoft
- Mitchell Silberberg & Knupp LLP
- MTV Staying Alive Foundation
- Rotarians for Fighting AIDS
- TechnoServe
- The Coca-Cola Africa Foundation
- The Draper Richards Foundation
- The Nike Foundation
- Warner Bros. Advance Media Services Inc.

HIV-Free Generation will initially target **Nairobi, Kenya** as its pilot location to develop and test best practices, with an overall goal of reducing new infections among youth aged 10-24 and then rapidly taking lessons learned and applying them in other countries hard hit by the epidemic.

## ***The Inspiration for HIV-Free Generation***

As the HIV epidemic evolves, the global community must continually adapt and improve efforts to communicate healthy behavior and prevention messages.

PEPFAR is actively committed to preventing the spread of HIV, with the goal of supporting the prevention of 12 million new infections over a ten-year timeframe. One of the lessons that emerged in first few years of PEPFAR is that there is a need for innovation in prevention efforts. HIV-Free Generation will focus on the following key issues:

- Prevention begins with teaching healthy behaviors that can last a lifetime, beginning with programs for 10-year-olds that teach self-respect and respect for others to targeting youth with different strategies and messages as they grow up;
- Youth are not one-dimensional, and need to be reached wherever they are, including in hard-to-reach places like slums, and must be engaged at every level in developing and implementing interventions;
- Behavior change is more likely to be sustained if underlying circumstances that create risk, such as lack of family support, gender inequality and unemployment, are effectively addressed;
- Targeted programming is critical for young women and girls, who face a disproportionate risk of acquiring HIV;
- The expertise of the private sector in messaging, branding, and employing new technologies to help youth adopt and maintain positive behavior change, as well as evaluating behavior in real-time, has not been fully utilized.

## ***Partnership for an HIV-Free Generation in Action***

Working in partnership with host nations, HIV-Free Generation will:

### **Meet Youth Where They Are – and Meet Them Everywhere**

- Because youth float between many situations and settings that may put them at risk, *concentrate combination prevention programs at multiple outlets* within a single geographical area, including faith-based venues, schools, out-of-school centers, and businesses;
- As different age groups need different programming, and data show that young girls are more likely to access programs and change behavior if they have a “safe space,” *create age- and female -specific sites and programming.*

### **Use 21st Century Approaches to Change Behavior – and Maintain Behavior Change**

- *Leverage expertise of companies* whose success depends upon changing youth behavior, including through video games and text messaging;
- *Build upon the core competencies of the private sector* in market and other research to evaluate behavior change in real-time and to rapidly modify approaches to maximize efficacy.

### **Get Youth Off the Streets – and Keep Them Off the Streets**

- *Leverage expertise of behavior change experts* in the private sector to draw youth to prevention sites, reach them while they are there, and keep them coming back;
- *Identify job opportunities*, train and place youth through prevention sites, and provide entrepreneur mentorship linked to real jobs for economic gain in private sector businesses.

### **Pilot the Partnership in Kenya and rapidly expand to other PEPFAR countries**

In Kenya, HIV-Free Generation will:

- *Engage existing partners* in multiple sectors across Nairobi to rapidly enhance and expand youth program offerings at prevention sites;
- *Develop modules for different interventions* and evaluate efficacy of each module for rapid dissemination through PEPFAR;
- By accessing hard-to-reach populations and more effective programming, *seek to reduce new infections* among youth aged 10-24.

Through the Partnership for an HIV-Free Generation, the public and private sectors will reach beyond what was once considered possible, and deliver hope, health and a better future to thousands of young people.