



THE G-PANGE EXPERIENCE

A youth inspired reproductive lifestyle brand



Core Issues

- The youth's **top 3 fears** are; **unemployment, pregnancy and HIV & AIDS**.
- These fears have contributed to an **erosion of hopefulness** and a heightened willingness to take risks.
- Connections are key - **positive relationships** with peers, adults, and institutions, and community support provide a safety net to support healthy transitions.
- High rates of **youth unemployment** and limited access to resources for youth to establish themselves in enterprise/self-employment.
- **Limited access** to comprehensive information and services on HIV & AIDS and SRH.
- Youth prevention services have been operating in isolation.

Branding a behaviour change movement

- Promoting a unifying lifestyle brand – defined as the ***G-PANGE*** brand, that encourages young people to adopt a healthy lifestyle
- The Philosophy:
 - ***G-Jue*** – Know your health and HIV status, and that of your partner
 - ***G-Fahamishe*** – Increase knowledge and awareness of HIV and other life skills
 - ***G-Inue*** – Increase economic empowerment
 - ***G-Kinge*** – Avoid risky behaviour
 - ***G-Amini*** – Believe in yourself

Driving Social Change

The *G-Pange* youth lifestyle brand

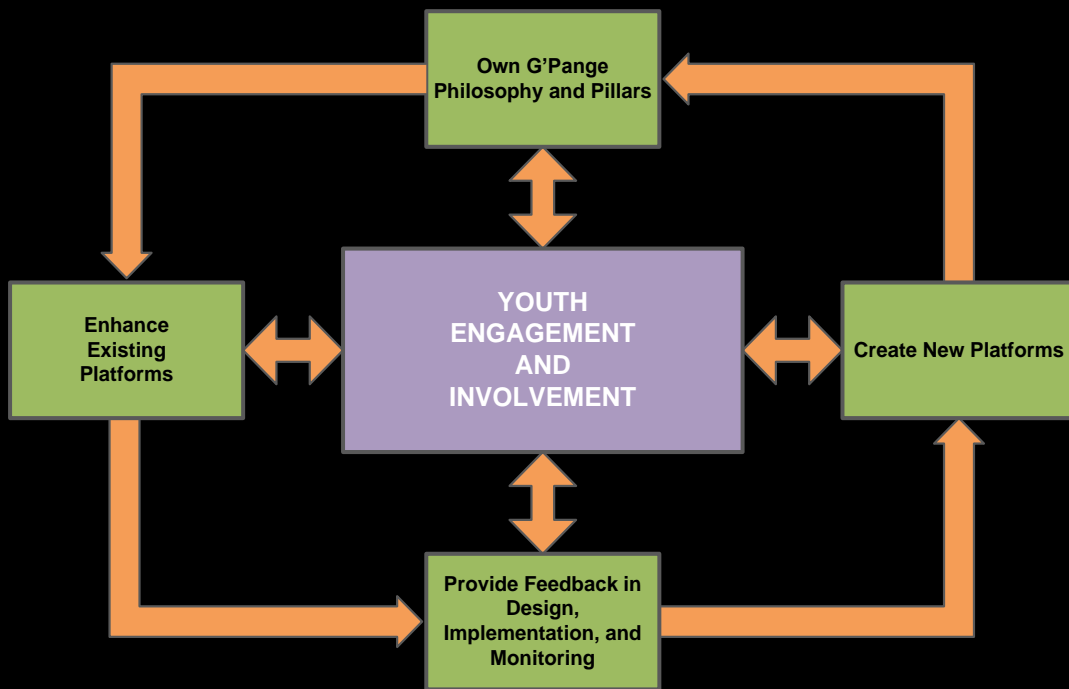
Maximizing youth involvement and participation

Instigate social consciousness through 360 Media campaign

Initiate a common approach to youth HIV prevention through coordination of public sector

- G-PANGE sits within the HFG Strategic Plan 2011-2012
- It is coined and led by youth from strategy development to implementation
- G-PANGE is the vehicle for social and behavior change amongst the youth
- It provides word of mouth, media and new media channels of engagement and interaction

Youth Involvement



- 6 representatives at the Kenya Steering Committee;
- 2 representatives at the Board of Directors;
- Representation through the Implementing Partner Organizations;
- Youth Advisory Committees in 4 key saturation regions; and
- Participation in implementation of programs

Programmes and Initiatives



- A captivating 3-part television drama that captures the youth lifestyles of six friends, against a backdrop of HIV/AIDS
- A partnership with the PEPFAR, Unicef and MTV Staying Alive Foundation, SHUGA was screened on MTV in 22 African countries in addition to the local Kenya TV stations.



Programmes and Initiatives



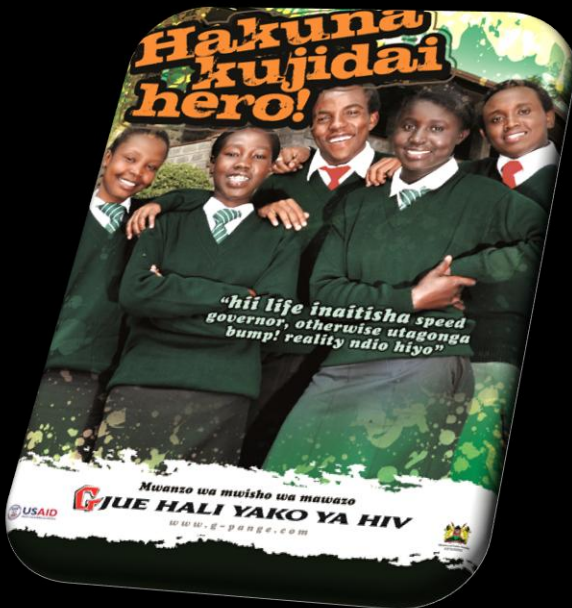
- An interactive video game that uses technology to stimulate behavior change among youth.
- Developed in partnership with Warner Bros. more than 4000 youth have enrolled to date.
- At least 200 young adults are earning a living as game masters trained by HFG to manage the gaming centres



Programmes and Initiatives



- **G-AMINI Annual Talent Explosion**, a performance arts competition for out-of-school youth designed to tap and nurture the talents of youth
- At the national event at least 1,500 youth accessed HCT services, information on HIV and prevention strategies
- Winners were linked to private sector partners and received mentorship to enhance their talents



- **G-Jue 1 million**: a national campaign to promote the importance of HIV testing and counseling amongst youth, in support of the Kenya National AIDS Strategic Plan (KNASP III) goal of having 80% of the population know their correct status.
- 1,056,000 youth were tested in this campaign that brought Nascop, ICL, LVCT, CDC, WHO, UNFPA, UNAIDS, JICA, HFG, Nope among others

Programmes and Initiatives



- **Safaricom Sakata Ball platform:** a nationwide football competition by Safaricom & UNICEF. The monthly road show provides HFG/K, an opportunity to offer a variety of innovative youth-centered prevention services through the G-Base concept.



- **Community Health Assets Mapping in Mukuru:** a GIS Map highlighting health, economic and social amenities in the area designed to provide an entry point for baseline data collection and lay a foundation for programmatic interventions.

Lessons Learnt

- There is interest from the private sector. However the opportunity lies beyond CSR by leveraging core business i.e. marketing activities, supply chain opportunities, etc.
- Be clear on the role we want the partner to play, develop compelling value propositions.
- Steep learning curve on the private sector ways of working.
- It helps that HFG brings financial resources to the table through a matching resource model.
- Develop a clear evaluation process for each partnership.
- Scan the landscape to understand who is doing what and seek out opportunities for integration with complementary programs, interests.

G-PANGE in NYANZA



- Private sector mapping exercise since March 2011
- Economic development strategy and outreach
- BCC training for young people who are part of the G-PANGE movement (Gender sensitization & Gender Budgeting)
- Research & data collection (Formative Assessment dissemination)



Join the HIV-FREE GENERATION

Website: www.g-pange.com

Face book: g-pange

Twitter: gpangeneration