

The Partnership for an HIV-Free Generation - HFG Global Support Services

What is The Partnership for an HIV-Free Generation?

The Partnership for an HIV-Free Generation (HFG) is an innovative public-private partnership that leverages the core competencies of the private sector to enhance the US President's Emergency Plan for AIDS Relief's (PEPFAR) youth-focused HIV prevention programming in severely impacted countries. HFG has been piloted in Kenya, leveraging the private sector to accelerate the Government of Kenya's HIV prevention strategy and the work of PEPFAR implementing partners.

The Role of HFG Global Support Services

HFG Global Support Services is administered by Cardno Emerging Markets USA, Ltd. with funding through the US Centers for Disease Control and Prevention (CDC). The cooperative agreement awarded supports the CDC's Public-Private Partnerships in PEPFAR Countries Project (CDC P4).

HFG Global Support Services serves to expand lessons learned, impart best practices and carry the assets created from the Kenya pilot to other PEPFAR supported countries bringing private sector resources to PEPFAR country teams.

What is our Goal?

The goal of HFG Global Support Services is to expand the reach of HFG products, services and approaches contributing to a reduction of new infections among young people aged 10-24.

Objectives

HFG Global Support Services serves as a global leader in private sector programming for youth HIV prevention. It provides leadership in:

Global partnership expansion by:

- Executing the expansion of HFG assets;
- Conducting country assessments of PPP opportunities;

- Supporting private sector partner recruitment and engagement;
- Organizing and convening experts to advise on topics relevant to private sector programming for HIV prevention; and
- Offering a menu of products and services for country programs to choose from.

Communications support including:

- Facilitating internal and external global communications between HFG Global Support Services, country teams and private stakeholders;
- Serving as the liaison between PEPFAR headquarters teams, country programs, and private sector partners through regular communication and attendance at key meetings and other forums of interest; and
- Developing processes and tools to disseminate information among youth prevention programs and other stakeholders.

Knowledge management including:

- Maintaining a repository of all HFG program products, materials and other relevant data; and
- Serving as a resource center for evidence, lessons learned and best practices in private sector programming for youth HIV prevention globally.

Operations support such as:

- Providing budget and financial management for the PEPFAR Youth Prevention PPPs; and
- Managing subcontract and procurement management for PEPFAR youth prevention PPPs.

Monitoring and Evaluation technical assistance by:

- Developing the evaluation framework for measuring the impact of HFG activities worldwide;
- Providing technical assistance to country teams and private sector representatives in the development of country-specific frameworks and indicators; and
- Establishing monitoring processes and conducting routine reporting on outcomes for the global partnership.

Achievements

- Provided management support to the Kenya country office through the transition in leadership to the new country director and the new funding mechanism.
- Facilitated global *Shuga* screening events.
- Managed the design and launching of the HFG Global website.
- Prepared poster presentation on HFG for the PEPFAR presentation at the XVIII International AIDS Conference in Vienna, Austria in 2010.
- Created and distributed the first edition of the HFG Global Newsletter.

Next Steps

- Expand partnerships into other countries.
- Evaluate the impact of *Shuga II* and related wrap-around services in at least one additional country.
- Partner with HFG/Kenya and, at least one additional PEPFAR country in support of the development of *Shuga II*.
- Expand the reach of *Shuga II* in other PEPFAR countries and develop a targeted media and on-line campaign in partnership with MTV.
- Produce a global *Shuga* toolkit to be distributed to and adapted by multiple PEPFAR countries.
- Identify opportunities to expand HFG products, services and methodologies to other PEPFAR-supported countries.
- Organize meetings and conferences around engaging the private sector in youth HIV prevention, particularly in creating economic opportunities.

- Organize meetings to share innovations and best practices in evidence-based HIV youth prevention.

For more information contact:

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