



The Partnership for an HIV-Free Generation: Creating a Cross-Sectoral Public-Private Partnership for HIV Prevention Among Youth

British Robinson, President's Emergency Plan for AIDS Relief (PEPFAR)

What is the Partnership for an HIV-Free Generation?

An innovative **public private partnership** that leverages the core competencies of the private sector to enhance the U.S. President's Emergency Plan for AIDS Relief's youth-focused HIV prevention programming in severely impacted countries. In the pursuit of an HIV-free generation, HFG works to:

- ✓ Unify interventions for youth under a single strategy and shared brand
- ✓ Build on proven approaches for changing behavior
- ✓ Directly engage youth and empower them with a positive vision
- ✓ Recognize the diversity of youth and the issues that affect their lives
- ✓ Address girls' unique vulnerability to HIV
- ✓ Increase meaningful youth participation and leadership in programming
- ✓ Use real-time market research to inform interventions
- ✓ Provide access to economic opportunities

HFG Founding Partners



Why youth?

Youth aged 15–24 account for about 45% of new HIV infections globally (UNAIDS, 2008). While youth, and young women in particular, are at the center of the global HIV epidemic, they also represent the greatest hope for changing the course of the epidemic.

Kenya Pilot Program

HFG launched its Kenya Pilot in December 2008 and includes the U.S. and Kenyan governments, 20 global private sector organizations, and more than a dozen PEPFAR-supported implementing partners. The Kenya Pilot Program created **GPANGE**, a unifying lifestyle brand that encourages young people to adopt a healthy lifestyle. Each activity of the Kenya Pilot Program embodies a pillar of the GPANGE brand. The brand's five pillars are:

1. **GJUE** : Know your health and HIV status, and that of your partner
2. **GFAHAMISHE** : Increase knowledge and awareness of HIV and other life skills
3. **GINUE** : Increase economic empowerment
4. **GKINGE** : Avoid risky behavior
5. **GAMINI** : Believe in yourself

GAMINI Gate Festival

The Festival is a joint initiative developed by several PEPFAR partners, including HFG, which was designed to tap and nurture the talents of youth through the performing arts. The drama festival provides a unique opportunity for youth to market themselves to talent scouts while communicating health messages to their peers. Winners of the national competition get opportunities from private sector companies to have their work recorded and produced.



Mukuru Mapping



The Mukuru Mapping exercise is designed to provide an entry point for baseline data collection and a foundation for programmatic interventions. Through community mobilization and engagement in program planning and development, the exercise helps identify community resources and needs in order to empower the community.

Pamoja Mtaani

Pamoja Mtaani is a video game that uses technology to stimulate behavior change among youth. The game seeks to delay initiation of sex, reduce number of concurrent sexual partners, increase up-take of HIV testing and counseling services and encourages secondary abstinence, among others. The game, developed by Warner Bros, launched in 2008 in 3 youth sites in Nairobi. More than 4000 youth have enrolled to date



Shuga

Shuga is a 3-part drama series produced by MTV Ignite, HFG and UNICEF. Shuga seeks to increase the risk perception of youth toward HIV infection, increase uptake of HIV Testing and Counseling services, and increase knowledge of HIV prevention strategies including partner reduction and male circumcision. Shuga premiered in 2009 and was broadcast on all National television stations and 10 MTV channels globally, including 22 African countries and 100 third party channels. More than 100,000 youth have been reached through local screenings and peer education sessions.



Huru

The HURU project, launched in January 2008, provides reusable sanitary pads to disadvantaged girls in order to reduce absenteeism caused by menstrual periods. In addition, the project offers employment opportunities to women and youth in the community through the manufacturing of the pads. The project has drawn media support and provided more than 4200 girls with the sanitary kits and life skills training through school-based peer education sessions.



GJUE 1 Million

GJUE 1 Million is a media campaign that seeks to accelerate HIV testing and counseling for young people by offering HTC services. The goal is to provide HTC services to 1 million youth and promote knowledge of HIV status. GJUE supports the Kenya National AIDS strategic plan to have 80% of the population know their correct status by 2010. As of March 2010, more than 640,000 have been tested.



Grassroot Soccer

This initiative trains African soccer stars, soccer coaches, teachers, and peer educators to deliver the "GPANGE Skillz" HIV prevention curriculum to youth – providing them with the knowledge, skills, and support to remain HIV free. It includes: HIV basics, peer pressure, stigma and discrimination, risk awareness, social support and positive living.

