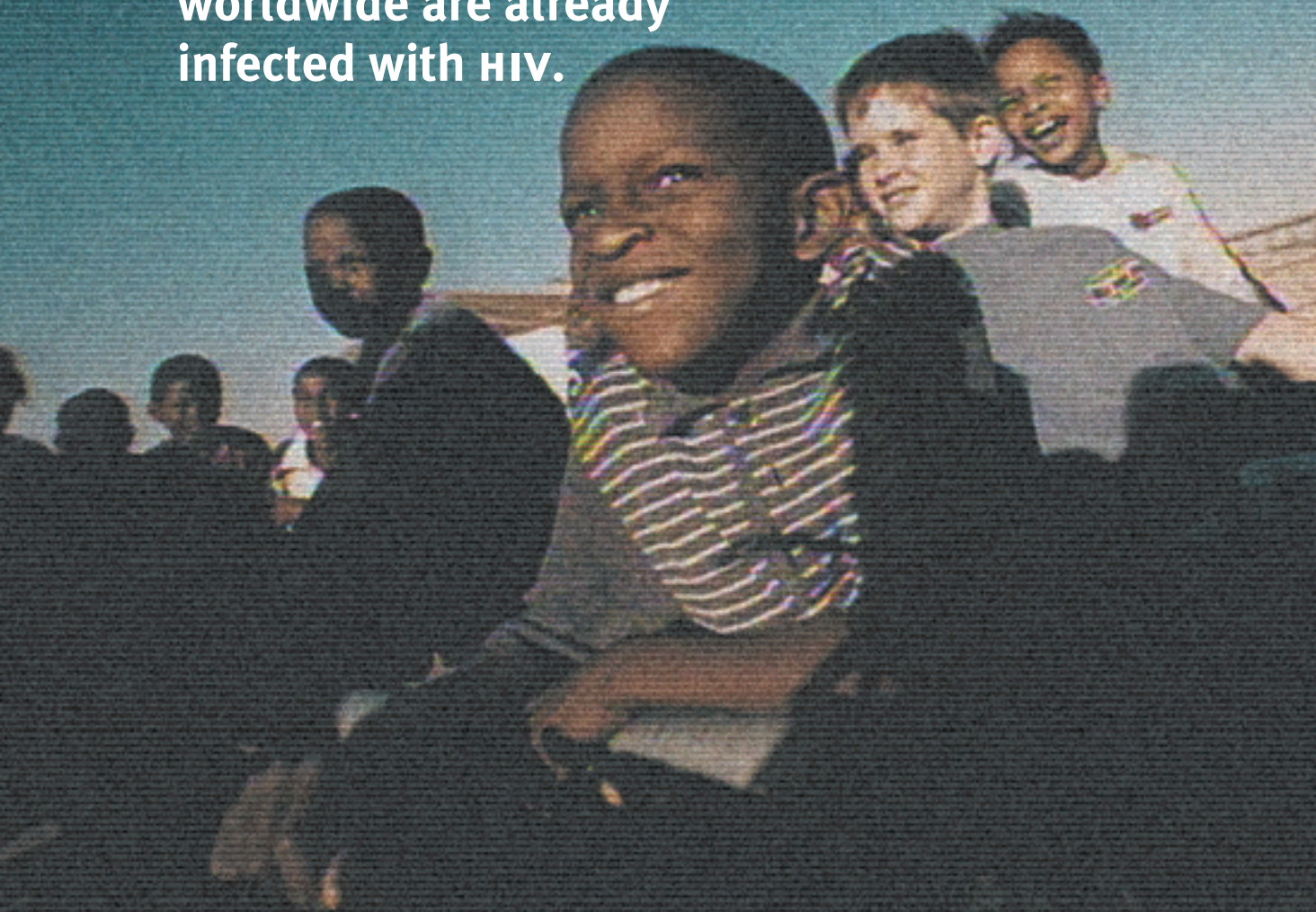





love
Life
talk about it

**More than 35 million people
worldwide are already
infected with HIV.**

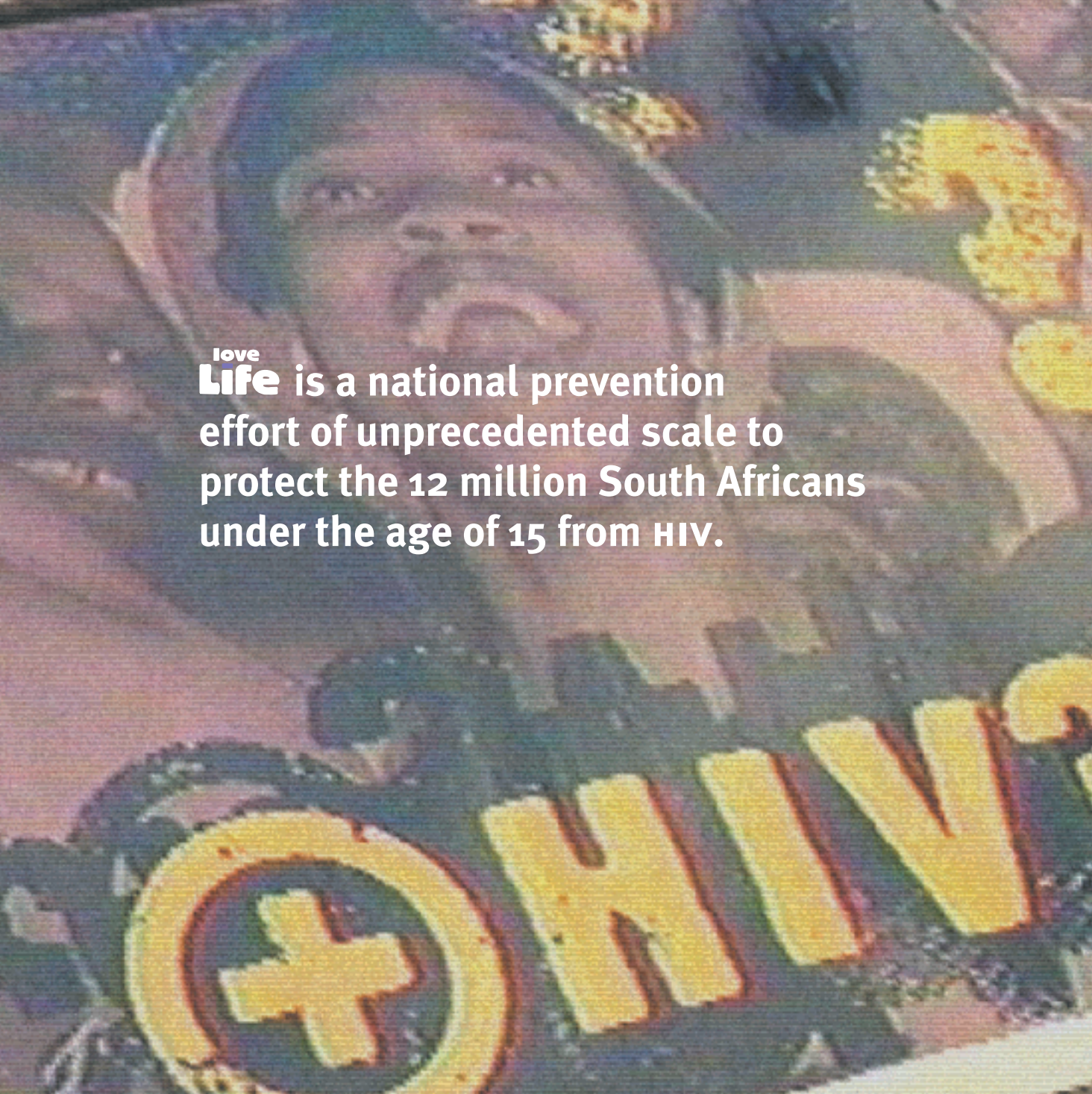


A photograph of two young women sitting on the grass, laughing heartily. They are both wearing white t-shirts. The woman on the left is holding a cricket bat with a colorful, multi-colored handle. The woman on the right is wearing a white cricket glove. The background is a blurred green field with trees.

More people with
HIV/AIDS live in South
Africa than anywhere
else in the world.



**At the current rate of infection,
50% of all young South Africans
could die of AIDS—6 million
young people.**



love
Life is a national prevention
effort of unprecedented scale to
protect the 12 million South Africans
under the age of 15 from HIV.





love
Life combines:

- High-powered media programming
- National outreach and support programs for teenagers
- Adolescent-friendly services in public clinics countrywide



South Africa, often called the greatest hope for African democracy, is home to more HIV-infected people than any other country in the world, and the world's highest rate of HIV infection among 15–20 year olds. If the epidemic continues unchecked, more than 50% of South Africans under 15 today could die of AIDS.

But in the face of this looming catastrophe, extraordinary opportunity exists to stem the tide of the HIV epidemic and save future generations from AIDS. And success in South Africa will be pivotal to stopping HIV in the rest of Africa.

**love
Life** combines an unprecedented national media campaign with adolescent-friendly health services and a national network of support services for youth. The program aims to stop AIDS in South Africa by dramatically reducing HIV infections among the nation's most vulnerable population—its young people.



THE CRISIS Already more than 4 million South Africans are HIV positive. HIV infection among 15-20 year olds is increasing at a rate of 65% per year. Without dramatic action, in less than a decade, the number of people infected will exceed 10 million, life expectancy for South Africans under 35 years of age will be cut in half, and the social and economic consequences of the epidemic will be severe.

CAUSE FOR HOPE Today there is real hope that the HIV epidemic in South Africa can still be contained, as the result of new and innovative outreach to young people. About 45% of South Africans—12 million people—are under the age of 15, and most new HIV infections in South Africa occur in young people between the ages of 15 and 20 years. By reducing HIV infections among teenagers, youth-targeted prevention programs can substantially slow the epidemic over the next five to ten years. Conversely, failure to halt infections among young South Africans would sustain an epidemic of catastrophic proportions for decades.

TURNING THE TIDE OF HIV—TARGETING SOUTH AFRICAN YOUTH

love Life is South Africa's nationwide HIV prevention campaign for young people. **love Life** aims to protect the 12 million South Africans presently under 15 from the dangers of HIV infection. The campaign's goal: to reduce the rate of HIV infections among South Africa's young people by 50%.

Launched in September 1999, **love Life** harnesses popular culture to promote sexual responsibility and healthy living, while at the same time developing frontline reproductive health services that are more responsive to the concerns and needs of adolescents.

By combining frank sexual health education with popular culture, **love Life** grabs and holds the attention of young people, while confronting deeply ingrained attitudes toward sex, sexuality, and relationships between men and women, which impede more conventional efforts to combat HIV in South Africa. **love Life** will produce health benefits beyond HIV prevention, from decreasing teenage pregnancy to reducing sexually transmitted diseases.

Repeated surveys have shown that more than 95% of South Africans are aware of HIV/AIDS, but risk-reducing behavior—specifically condom use—has remained almost unchanged for the past decade.





love Life is designed to help young people incorporate behavior change into their lives.

The **love Life** approach is based on international experience in HIV prevention and extensive research among young South Africans.

love Life programs are developed and implemented as part of an integrated and comprehensive five-year national strategy.

PROGRAMS **love Life** combines high-powered media programming of unprecedented scope with outreach and support programs for teenagers countrywide, and adolescent-friendly services in public clinics.

Some of **love Life**'s major program initiatives include:

- A nationally televised weekly talk show, produced by young people for young people, dealing with issues of healthy living
- A weekly children's television series encouraging parents to talk with their kids about HIV/AIDS and other difficult issues
- A 24 episode television docudrama called *loveDiaries*
- A nationally distributed youth newspaper with more than 3 million readers
- Countrywide radio programming

- A nationally accessible toll-free telephone helpline offering specialized sexual health information, counseling and referrals to more than 80,000 callers per month
- A major drive to establish adolescent-friendly services in South Africa's 5,000 public health clinics
- A nationwide network of thousands of youth peer educators
- A network of multi-purpose youth centers in the poorest parts of South Africa, called Y-Centers, providing recreational and educational programming, and including sexual health education, counseling and clinical services
- A nationwide annual school sports program called the **love Life** Games reaching 4 million students

EARLY RESULTS SHOW PROMISE While it is too early to fully evaluate the impact of **love Life** on adolescent behavior, it is clear that **love Life** has quickly established an influential presence in South Africa. Four separate surveys conducted in late 2000 found that more than two thirds of respondents spontaneously recognized the **love Life** brand, and of those who recognized the brand, more than 80% described it as a program promoting sexual responsibility. About 75% of respondents rated **love Life** as “innovative” and “effective in getting me to think.”



A comprehensive five-year monitoring and evaluation program has been established to track **love Life**'s long-term impact on adolescent sexual behavior and the resulting reductions in HIV infection, other sexually transmitted diseases and teenage pregnancy.

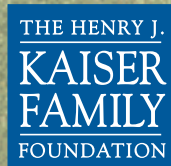
ORGANIZATION AND FUNDING **love Life** was developed by the Henry J. Kaiser Family Foundation in partnership with a broad range of South African leaders and organizations. Its leadership includes a national board of prominent South Africans chaired by first lady Zanele Mbeki and including Zulu King Goodwill Zwelithini and Archbishop Njongonkulu Ndugane. Implementation of **love Life** programs is coordinated by a consortium of South African non-governmental organizations in partnership with the South African government.

Organizational leadership and major funding for **love Life** is provided by the Henry J. Kaiser Family Foundation. Substantial additional funding has also been provided by the Bill and Melinda Gates Foundation. Other funders include the South African Government, USAID and UNICEF.

SOUTH AFRICA

- **The largest and most developed economy in Africa**
- **Home to two-thirds of all people in southern Africa**
- **A model democratic government**
- **1 in 5 adults infected by HIV**





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