



ROTARIANS FOR FIGHTING AIDS INC. *A Rotarian Action Group*  
*Mobilizing Rotarians*

# Breaking News...

**Massive “HIV Free Generation”  
program launched in Nairobi,  
Kenya, today - December 5, 2008, by**

**PEPFAR (The United States President’s Emergency  
Plan for AIDS Relief), with Partners from America’s  
Entertainment, Business and Industry Titans,  
along with Rotarians for Fighting AIDS, Inc. (RFFA)**





**Press Release**

EMBARGOED UNTIL Dec. 5, 2008 12:00PM EAT; 4:00AM EST

## **Premier Global Companies, U.S. Government Launch Unprecedented Partnership for an HIV-Free Generation**

*The U.S. President's Emergency Plan for AIDS Relief Announces Public-Private Partnership for  
Global HIV Prevention for Youth*

*Nairobi, Kenya* – In a new partnership coordinated by the U.S. Government through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), leaders from the private sector are joining forces with the public sector and non-governmental organizations to revolutionize HIV prevention for youth through the Partnership for an HIV-Free Generation (HIV-Free Generation).

“A key challenge in the fight against global AIDS is the ongoing need for innovation in HIV prevention. Over 7,000 people a day are newly infected with HIV worldwide,” said Ambassador Mark Dybul, U.S. Global AIDS Coordinator. “The Partnership for an HIV-Free Generation brings together an unprecedented coalition to address HIV prevention for youth. Initially in Kenya, this alliance combines PEPFAR's technical and programmatic capacity with the expertise of the private sector in messaging, branding, new technologies, and real-time market research to promote and maintain behavior change.”

PEPFAR has engaged with the following industry leaders from the private sector and well-established non-governmental organizations to comprehensively address youth prevention:

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

Youth are particularly vulnerable to HIV infection because they lack information, education, and skills; generally have a low perception of risk; and lack access to, and utilization of, health care services. Young women and girls are extremely vulnerable to infection due to biological and social vulnerabilities, such as having older partners, the inability to negotiate condom use, sexual violence, and other psychosocial and cultural factors.

HIV-Free Generation will combine current evidence-based HIV prevention approaches with the private sector's 21st century capabilities to promote and maintain healthy behaviors among 10-24

year old youth. Through pioneering approaches to promote healthy living, positive behavior change, gender equality, and links with economic skills and opportunities, the Partnership will equip young people to take control of their lives and their futures. It will take HIV prevention to the next level by:

- Combining current evidence-based prevention approaches with the private sector's unique ability to develop and deliver effective messages that promote and maintain healthy behaviors among 10-24 year old youth;
- Measuring impact using a business approach that employs cutting-edge technology to collect real-time monitoring and evaluation research; and
- Rapidly developing and disseminating best practices to continuously inform messages and methods for behavior change.

“Warner Bros. is a proud and committed partner in this important alliance,” said Barry Meyer, Chairman and CEO, Warner Bros. Entertainment. “We have enlisted our greatest resource: the talent, experience and innovative creativity of our employees to help the coalition achieve its ultimate goal of stopping this global epidemic.”

The Partnership for an HIV-Free Generation will initially target Nairobi, Kenya as the pilot location to develop best practices with a goal of reducing new HIV infections among youth aged 10-24 in Nairobi by 50 percent over a five-year period. Proven interventions will be spread globally to reach youth in both urban and rural areas.

“APCO firmly believes in the power of public-private partnerships to conquer daunting global health challenges,” said Margery Kraus, President and CEO of APCO Worldwide, a global strategic communications and public affairs firm headquartered in Washington, D.C. “The Partnership for an HIV-Free Generation is an exciting new initiative in HIV prevention, and we are proud to offer our support.”

William Asiko, President of The Coca-Cola Africa Foundation, states, “We are very happy to be part of this unique partnership between the governments, NGO's and global corporations in bringing about innovative prevention and awareness solutions to the fight against HIV/AIDS. What makes this partnership valuable is its pragmatic demonstration of the power of collective action against a common social challenge. I'm very optimistic that the unique contribution of each partner in this collective fight will yield the necessary positive changes in the behaviors and attitudes of Africa's young people, helping the continent to sustainably harness and direct this dynamic group's talent towards the continent's long-term socio-economic development.”

“Girls are a critical part of the HIV/AIDS response. Today, two-thirds of all new infections among 15-to-24 year-olds are girls and in many countries their infection rates are two-to-eight times higher than they are for boys,” said Maria Eitel, President of the Nike Foundation. “We're excited to contribute our expertise in designing girl-focused programs to ensure an HIV-Free Generation. By focusing specifically on girls' health, safety and economic empowerment, we have the power to reverse these trends and unleash the girl effect – a positive HIV-free future for them, their families and communities.”

The Partnership for an HIV-Free Generation will be formally launched in Nairobi, Kenya on December 5, 2008. The Corporate Launch will be an exclusive event attended by senior United

States and Kenya Government officials, HIV-Free Generation Partners sector partners, multilateral and bilateral donors, PEPFAR implementing partners, Kenyan youth, business leaders, and the media. The launch event will be held at the AmericaShare/Micato Safaris youth center in Mukurukwa Njenga, one of Nairobi's informal residential settlements. AmericaShare/Micato Safaris is one of HIV-Free Generation's launch partners.

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For more information on the Partnership for an HIV-Free Generation, please visit [www.hivfreegeneration.com](http://www.hivfreegeneration.com), or contact Kristin Pugh or Jennifer Peterson at [SGAC\\_Public\\_Affairs@state.gov](mailto:SGAC_Public_Affairs@state.gov).

# PARTNERSHIP FOR AN HIV-FREE GENERATION



Accenture contributes to the initial staffing and mobilization of the HIV-Free Generation Program Management Center. Accenture specifically provides consulting services to Non-Profit organizations, NGOs, foundations and donor organizations operating in the development sector, helping these organizations achieve their social and economic development goals. Additional information about Accenture is available at <http://www.accenture.com/adp>.

The African Broadcast Media Partnership Against HIV/AIDS (ABMP)—a coalition of 57 public and private broadcast media companies across 35 countries—is pleased to join with HIV-Free. The ABMP will use its continent-wide media platform to promote the shared objective of an HIV-free generation in Africa by sustaining its continent-wide campaign using the tagline Imagine the Possibility of an HIV-free Generation: It Begins with YOU! The ABMP is part of the Global Media AIDS Initiative (GMAI), an unprecedented effort to mobilize the world's media in response to the AIDS pandemic. The Kaiser Family Foundation serves as Secretariat for the GMAI. Additional information about ABMP and GMAI is available at <http://www.broadcasthivafrica.org/> and <http://www.thegmai.org/>.



APCO Worldwide, a global strategic communications and public affairs firm, provides communications, advocacy and organizational planning support for HIV-Free, including outreach to the private sector. In addition, StudioAPCO® designed the brand identity for the launch of HIV-Free Generation, including the logo and name. <http://www.apcoworldwide.com/>

Girl Scouts of the USA will use digital media to link Girl Scouts in the United States with their sister Girl Guides from the Kenya Girl Guide Association to collaborate on HIV/AIDS peer education, and spread awareness about HIV prevention and related subjects. Girl Scouts and Girl Guides will also collaborate on building cross-cultural understanding, girl leadership, advocacy, and cross-border community action projects. <http://www.girlscouts.org/>



The Global Business Coalition on HIV/AIDS, TB and Malaria will leverage its membership of more than 220 companies to expand private sector in-kind and financial support for HIV-Free. The Coalition will also help further increase the visibility of HIV-Free Generation among the private sector in Kenya and globally. <http://www.gbciimpact.org>

Using the Power of Soccer in the fight against HIV and AIDS, Grassroot Soccer provides African youth with the knowledge, life skills, and support to live HIV-free. <http://www.grassrootsoccer.org/>



Hasbro will build on its expertise in creating toys and games for children around the world to develop age-appropriate games – with a special emphasis on younger youth – about HIV prevention and healthier, more hopeful futures. <http://www.hasbro.com/>

# PARTNERSHIP FOR AN HIV-FREE GENERATION



Intel will provide input on communication infrastructure and computer application and solutions, and advice on building capacity and partnership programs in emerging markets. <http://www.intel.com/>

**Junior Achievement**, in partnership with business and educators, will target youth with in-school and after-school programs focusing on work readiness, entrepreneurship, and financial literacy, thereby addressing underlying factors that increase risk for HIV infection. <http://www.ja.org/>



AmericaShare, a non-profit organization founded by **Micato Safaris** and dedicated to helping populations in Nairobi, Kenya who have been affected by the HIV/AIDS epidemic, will promote economic empowerment and life-skills for youth. Through education, community outreach and economic empowerment programs, AmericaShare will provide disadvantaged children and women with access to basic services in order to help HIV-Free Generation achieve its HIV prevention goals. Micato Safaris is a leading tour operator focused on destinations in East Africa, Southern Africa, and India. Additional information about AmericaShare is available at <http://www.AmericaShare.org>.

**Microsoft** will provide technical assistance and leverage existing community technology learning centers to raise awareness about HIV among youth, while better preparing young people for the future through a focus on technology education, fostering local innovation, and creating jobs and opportunity. <http://www.microsoft.com>



The law firm of **Mitchell Silberberg & Knupp LLP (MS&K)** is pleased to serve as pro bono tax and legal counsel to HIV-Free. MS&K's Charitable Sector Practice established the legal entity through which the Partnership operates, and applied on its behalf to the United States Internal Revenue Service for recognition of its tax-exempt status. <http://www.msk.com>

**MTV Staying Alive Foundation** will bring its global HIV and AIDS prevention campaign "Staying Alive" to the Partnership, and will contribute to the development and delivery of mass media HIV prevention and behavior change messages to youth through multimedia, including television, radio, and internet. MTV Staying Alive will also collaborate on training youth in media and journalism, and provide a toolkit for peer education programs. Additional information about MTV Staying Alive Foundation is available at <http://www.staying-alive.org>.



The **United States President's Emergency Plan for AIDS Relief (PEPFAR)** will contribute technical expertise in youth prevention, programmatic capacity, on-going support and other resources to HIV-Free. Launched in 2003 to combat global HIV/AIDS, PEPFAR is the largest commitment by any nation to combat a single disease in history. <http://www.pepfar.gov>

The HIV-Free Pilot in Kenya is fully integrated with the **United States President's Emergency Plan for AIDS Relief (PEPFAR)** -supported youth prevention program in Kenya managed by the U.S. Centers for Disease Control and Prevention, Peace Corps, U.S. Agency for International Development, and the Walter Reed Medical Research Unit. Through these agencies, dozens of local and international partners from across the spectrum of faith, community, and development organizations are supported to provide young Kenyans with better, healthier, and more hopeful futures. <http://nairobi.usembassy.gov/>



# PARTNERSHIP FOR AN HIV-FREE GENERATION



Rotarians for Fighting AIDS (RFFA) will provide in-kind and direct support for physical health improvement, education and economic development opportunities through traditional schools, mentoring, and job skills training for African young people. RFFA links Rotary International's worldwide network of individual Rotary Club's civic, humanitarian and business leader members with HIV-Free in Kenya. RFFA is a global Rotarian Action Group of Rotary International with a mission to mobilize the 1.2 Million Rotarians in the fight against HIV/AIDS. Additional

information about Rotarians for Fighting AIDS is available at <http://www.rffa.org>.

TechnoServe will work to reduce vulnerability to HIV by creating economic opportunities, offering access to information, markets, finance, life-skills, mentors, and entrepreneurship support to help youth involved in HIV-Free Generation to start or grow their own businesses and find employment. <http://www.technoserve.org/>



**TECHNO SERVE**  
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The Coca-Cola Africa Foundation, acting through The Coca-Cola Company, will publicize and assist in the development of key messages linking and integrating HIV prevention, health promotion and economic opportunity interventions for young people. The Coca-Cola Africa Foundation will utilize its media contacts and experience to help extend the reach of HIV-Free Generation throughout Africa and advise on the relevance of branding and messaging. <http://www.africa.coca-cola.com>

The Draper Richards Foundation will leverage its expertise in providing funding, business mentoring, and technical support to social entrepreneurs, and support Grassroot Soccer in promoting HIV prevention among youth. <http://www.draperrichards.org/>



**Nike Foundation** The Nike Foundation supports HIV-Free in its efforts to put girls at the center of the HIV/AIDS response. The Nike Foundation aims to change the world through adolescent girls and provides insight on the most effective combinations of girl-focused programming in health, safety, education and economic empowerment, particularly those that will keep girls free of HIV. Rooted in the work of its key partners, the Nike Foundation seeks to raise awareness of the unique challenges faced by girls and the unparalleled potential they offer in HIV/AIDS prevention for themselves, their families and communities. <http://www.nikefoundation.org>

Warner Bros. Advanced Media Services Inc., a member of the Warner Bros. Entertainment group of companies, brings its expertise in youth-friendly marketing and youth-friendly technology to the partnership. In addition Warner Bros. Interactive Entertainment developed a multiplayer computer game, "Pamoja Mtaani" ("Together in the Hood") with PEPFAR that provides a platform for behavior change for HIV prevention among 15-19 year-olds. <http://www.warnerbros.com/>



# 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.

**"PEPFAR employs a prevention strategy that works. It puts local partners in the lead, because they know the needs of their people best. It enlists new partners from the international community, the private sector and the faith community."**

- President George W. Bush, October 21, 2008



## ***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.