About The Partnership for an HIV-Free Generation

Striving for an HIV-Free Generation marshals the optimism, energy, and enthusiasm of the youth spirit. Achieving it demands the united efforts of all those who touch and affect youth lives.

The Partnership for an HIV-Free Generation is a new global public-private partnership championed by the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR) and supported by a number of international and local private sector corporations in the fight against HIV.

The HIV-Free Generation will use the core competencies of these private sector partners to complement and expand youth-focused HIV prevention programs across countries that are severely impacted by HIV/AIDS.

Our Goal

Reduce the incidence of HIV and improve the health status of youth

In order to achieve our goal, The Partnership for an HIV-Free Generation will organize its activities around four core objectives:

Objective 1: Encourage healthy behavior through a combination of interventions that engage youth at all stages of development, by increasing knowledge and understanding of HIV risk and facilitating uptake of safe behaviors.

Objective 2: Improve the welfare of and create a sense of hope in youth by providing access to economic opportunities and skills training.

Objective 3: Cultivate a global partnership of private sector, government, and development partners that unifies an innovative approach to youth-focused HIV prevention and increases partnerships with local private sector entities.

Objective 4: Address gender disparities in order to reduce the particular vulnerabilities of young women to HIV infection by ensuring interventions work towards increasing gender equity in HIV programs and services.

Program Portfolios

HIV-Free Generation will deliver comprehensive programs that engage youth in activities that are compatible with their lifestyle while providing the biomedical, behavioral, and structural interventions that are vital to achieving combination prevention. HIV-Free Generation will deliver these integrated programs through portfolios that reflect primary interests and activities of youth lives.


Leverage private sector capabilities and approaches

- The private sector brings distinct skills, resources, and capabilities that can enhance prevention programs, such as:
  - Global brands with youth appeal can attract greater public attention
  - Experience marketing to distinct youth segments
  - Emphasis on data-driven decision making and evidence of outcomes
  - Access to diverse sources of capital and opportunities to train and employ youth
  - Expertise in complex program and project planning, management, and delivery

Focus on girls and gender dynamics

- Emphasize girls’ empowerment and gender equality: girls suffer from disproportionately higher infection rates and risk in countries with high HIV prevalence
- Address related behaviors and norms that place girls at higher risk of HIV infection
- Leverage the experience of PEPFAR and its implementing partners to target other at-risk groups with specific interventions

Recognize the diversity of youth and who and what affects their lives

- Recognize youth as an extremely diverse group and not a one dimensional monolith
- Reinforce the criticality of a combination prevention approach which can reach youth in a variety of circumstances
- Engage parents, teachers, community leaders, religious leaders, celebrities, and other youth role models in disseminating HIV prevention messages and programs to youth

Build on proven approaches for changing youth behavior but be an entrepreneurial and learning organization

- Recognize that evidence-based insights on effective behavioral approaches are tested, support exploration and innovation
- Adapt approaches to match youth interests and needs, recognizing that desires to “belong” and to “be cool” are potent determinants of youth behavior
- Develop market-based portfolios of interventions that integrate into and build towards a longer-term, macro HIV prevention strategy

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In light of the considerable HIV risk that youth face, the need for targeted HIV prevention programming is clear. The Partnership for an HIV-Free Generation will work to understand the unique attitudes, needs, behaviors, and circumstances driving HIV vulnerability for distinct youth segments. The partnership will then utilize its expansive toolkit of media, site-specific programming, economic opportunity creation, health services, structural interventions, and community relationships to coordinate and create combination prevention approaches that are comprehensive and effective for each youth group.

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Learn More & Get Involved

To learn more about The Partnership for an HIV-Free Generation, visit www.hivfreegeneration.com
To learn more about the U.S. President’s Emergency Plan for AIDS Relief, visit www.pepfar.gov

Partnership Governance Structure

The Partnership for an HIV-Free Generation blends the leadership, capabilities, resources, and assets of the public and private sectors to create youth-focused HIV prevention programs. Key components of the HIV-Free Generation partnership structure include:

1. HIV-Free Generation is led by a Global Executive Steering Committee (GESC) that is comprised of executives from PEPFAR and private sector partners. The GESC has the ultimate authority over HIV-Free Generation strategy and budgets, and approves the creation of new HIV-Free Generation programs.

2. The U.S. President’s Emergency Plan for AIDS Relief (PEPFAR), host country governments, global health and public health experts, and U.S. Government-supported HIV prevention partners will define the “what” of HIV-Free Generation programs – the HIV-Free Generation public health strategy.

3. The private sector will help define the “how” of HIV-Free Generation programs and bring innovation to program delivery. The private sector will help define youth-savvy programs that attract, engage, and retain youth focus on living healthy and HIV-free lives.

4. The Program Management Center (PMC), in conjunction with PEPFAR personnel, is responsible for linking together the various financial, technical, and human resources to ensure effective development and implementation of HIV-Free Generation programs.
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The HIV-Free Generation portfolios are:

1. Education
2. Health Services
3. Economic Opportunities
4. Mass Media
5. Information Technology
6. Sports and Recreation
7. Music and Entertainment
8. Merchandise

In light of the considerable HIV risk that youth face, the need for targeted HIV prevention programming is clear. The Partnership for an HIV-Free Generation will work to understand the unique attitudes, needs, behaviors, and circumstances driving HIV vulnerability for distinct youth segments. The partnership will then utilize its expansive network of MDA, site-specific programming, economic opportunity creation, health services, structural interventions, and community relationships to coordinate and create combination prevention approaches that are comprehensive and effective for each youth group.

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