



The Partnership for an HIV-Free Generation/Kenya (HFG/K) is an innovative Public-Private Partnership that aims to reduce HIV incidence among Kenyan youth (ages 10-24 years) in half. HFG/K links the skills and assets of the private sector with PEPFAR and its implementing partners to make programs smarter and stronger.

HIV-Free Generation/Kenya allows partners to maximize their investment dollars with matched funding, build meaningful business relationships, and work in an environment of technical innovation through partnerships with implementers, all while safeguarding the youth of Kenya.

In the last one year, HIV Free Generation has collaborated with various private sector partners to address and alleviate the key drivers of HIV/AIDS among Kenyan youth in a cost-effective way that delivers high value. Below, please find more information on some of the public-private partnerships realized to-date.

Shuga: Love, Sex, Money

The MTV Staying Alive Foundation is MTV’s global content-producing and grant-giving HIV and AIDS prevention initiative. Launched in 1998, Staying Alive has grown from a one-off documentary in to an international multi-media effort that includes long and short-form programming, PSAs, fictional dramas, digital and social platforms, and a global grant-giving arm.



The Partnership for an HIV-Free Generation, HFG, is a USAID funded, innovative, public private partnership whose goal is to leverage and utilize core competencies of the private sector to develop/enhance youth HIV prevention programs that will contribute to the Kenya Government’s goal of reducing by 50% the incidence of HIV/AIDS among youth aged between 10-24 years. (Though an HIV prevention program, HFG focuses more on the drivers of the disease such as unemployment, feelings of despair and hopelessness and limited access to information and services among youth).

To achieve its goal, HFG has developed a youth lifestyle brand called **G-PANGE**. G -PANGE encourages youth to get their act together by taking control of their situation. It calls upon youth individually and collectively to take full charge, control and action to protect their health, lives and destinies leveraging the wealth of HIV information, education, campaigns as well as life skills and resources made available and accessible to help them to protect themselves against HIV infection.

MTV Staying Alive Foundation has partnered with The Partnership for an HIV Free Generation to co-invest in a Public Private Partnership to create the high impact fast-paced 6 drama TV series that communicates messages in storylines such as:

- Avoiding multiple concurrent relationships
- Prevention with positives
- Transactional sex and young men’s use perceived position of authority and violence to force women to have sex
- Gender: inability of girls to negotiate safe sex
- Lack of communication about sex between parents and youth
- HIV counseling and testing and knowing your HIV status and that of your partner

This project is co-funded by PEPFAR and brokered by GBCHealth in partnership with Program for Appropriate Technology in Health (PATH). Building on the impact created by Shuga I, Shuga II aims to expand upon the objectives from the first series, including:

- To use online initiatives to support the messages of Shuga II.
- To broaden the reach of Shuga to other regional markets beyond the two African countries identified (Kenya and Nigeria) with marketing materials and community activations through PEPFAR implementing partners.
- To make the series more relatable to peri-urban and rural youth in Kenya by utilizing a rural/peri-urban town in Kenya and introducing a character from that location.
- To enhance the reach to youth in a 2nd African country by introducing a character from this country.
- To successfully build and integrate a mentorship program for youth within the confines of this project and provide a group of youth with the opportunity to enhance their skills and capacity around production, blogging and public health.

Young Writers Development Program.



This is a partnership between HIV Free Generation and The Standard Media Group. The Standard Newspaper is Kenya’s oldest mass circulating newspaper that was established in 1902 initially as a weekly newspaper and graduating into a daily newspaper in 1910. It has since built a reputation for fine writing and technical excellence while retaining the freedom to publish. The Standard newspaper’s circulation has grown over the years from just a couple of copies to the current 100,000 copies a day and readership of over 500,000 per day or much higher owing to the communal nature of reading where one copy is read and shared by over 10 people.

The overall objective of the partnership is to publish a youth page and a children’s page in *Pulse* and *Generation Next* magazines respectively, with articles and content written by young writers that will educate the readers about HIV prevention in an entertaining fashion.

The aim of *Pulse and Generation Next* pullouts is first and foremost to inform, educate and entertain the youth.

The partnership between The *Standard* Newspapers (the media house) and HFG/K will be as follows:

- To promote *G-Pange* as a youth lifestyle brand that young people can identify with.
- To engage and share with the youth knowledge and skills on HIV prevention including their sexual and reproductive health issues in order to promote informed decision making process.
- To encourage the youth to stay HIV-free and promote the realization of a HIV- free generation.
- To promote prevention with positives and the reduction of stigma and discrimination among those living with HIV,
- Share information around the *G-Pange* pillars
- To enhance self-efficacy especially among girls by engaging them in dialogue to promote their self-efficacy.
- To promote *G-Pange* events and other channels used in the *G-Pange* campaign



Youth Entrepreneurial and Vocational Skills training



Targeting to reach 10,000 youth in four regions in Kenya through information meetings, the project will be implemented by two local NGOs; Africa Youth Trust (AYT) and Hope World Wide Kenya (HWWK).

The Africa Youth Trust (AYT) is an independent, non-partisan youth development and advocacy organization that builds capacity of young people in business entrepreneurial ship and advocacy.

HWWK is built on its strong core competencies including community participation and engagement, community based service delivery/interventions, and partnership building. This has enabled the implementation of responsive and innovative programs targeting underserved communities. The programs are implemented under the Centres of HOPE model with four pillars namely: HIV-related Services, Community Systems Strengthening, Economic Empowerment and Children services.

The main objective of this Public Private Partnership project is “To enhance youth employability and self-employment ability by training 10,000 young people on Employability and Entrepreneurship skills, vocational skills in hair dressing and beauty as well as provide counselling and testing services for HIV, Reproductive health services and voluntary male circumcision (VMC) where ever possible.

Immediate objectives

- 1) Encourage and strengthen youth cooperation in the delivery of youth employment creation services. Advocacy activities towards youth employment opportunities are strengthened
- 2) Increase knowledge and skills of young people in employment possibilities/entrepreneurship and develop work-ready-work force through capacity building of youth and youth organisations.
- 3) Help build an entrepreneurial culture and instill positive attitude towards entrepreneurship in 10,000 young people reached through information meetings and 4000 trained on Employability and Entrepreneurship skills.
- 4) Empower 2000 young people in Hair dressing and beauty skills through vocational training

“Dreams for Our Daughters” - Huru International



Dream for our daughter is a project designed to provide reusable sanitary pads to girls in resource poor communities in rural and urban settings. The project will provide sanitary pads to 40,000 girls and young women in school and out of school respectively. The project will also provide information on HIV, hygiene and other health information to girls, boys and parents in the community.

The project will create direct employment to 75 young people who will distribute pads in the community.

This project is co-funded by HFG/K and Huru International. Huru International produces and distributes reusable sanitary pads (RSPs) and other essential resources to at-risk adolescent girls in Kenya. Each kit comes bundled in a backpack, and includes: eight RSPs; three pairs of underwear; detergent-grade soap for washing the pads; a re-sealable waterproof bag for storing used pads; detailed instructions for proper pad use and maintenance; and information, education, and communication (IEC) materials focused on HIV prevention and sexual and reproductive health. This project falls under the girl empowerment platform in the HFG/K PPP strategy.

For more information on HIV-Free Generation/Kenya, please visit the [partnership's website](#). To view some of HFG's current youth-targeted marketing, see the [G-Pange website](#).

For more information on how your company can join the partnership, please contact **Francis K. Njang'iru** at fnjangiru@gbchealth.org.