

loveLife Reflects Hope and Innovation

Better known as a political activist, former Gauteng Premier and business tycoon, Tokyo Sexwale has for the past four years chaired loveLife's National Advisory Board. Taking over from founding chair, First Lady Zanele Mbeki, Tokyo Sexwale said that the HIV/Aids epidemic was the heaviest burden to saddle our new democracy, but that loveLife reflected the spirit of hopefulness and innovation that characterized the rainbow nation. "We have always been a nation of optimists," says Sexwale, "even in the darkest days of apartheid we knew we would triumph." The HIV/Aids epidemic is an intractable problem, but loveLife works to sustain a vision of an end to Aids and that sense of hope is fundamental in attracting young people to loveLife and its healthy lifestyle message.

"Everybody has an opinion about how

best to deal with HIV/Aids," says Sexwale, "because it is an intensely personal issue. And because loveLife is so visible most people have an opinion on loveLife. This has helped to establish loveLife as part of the South African lexicon, and it has certainly helped to ensure that people everywhere talk much more easily about HIV, sex and gender issues than before. Whatever one

"loveLife works to sustain a vision of an end to Aids"

thinks of loveLife you have to acknowledge it has made you think and talk about HIV prevention." The largest part of loveLife, most often unseen and

unrecognized by the general public, are its countrywide network of service and outreach programmes. "I am selective about causes I lend my name to," Sexwale adds, "but I feel strongly that loveLife has the most optimal approach to tackling behaviour change among young people and that this is among our greatest challenges as a nation."



Photo: Nonhlanhla Kambule



e-Lucky Break is loveLife's exciting new on-line incentivised giving programme - it's another way of supporting some of loveLife's most important activities and you could win BIG holiday prizes - like a sumptuous weekend at the glorious Mount Nelson nestling under Table Mountain, or spend time sipping cocktails on the terrace at Southern Sun's gorgeous Beverly Hills Hotel as

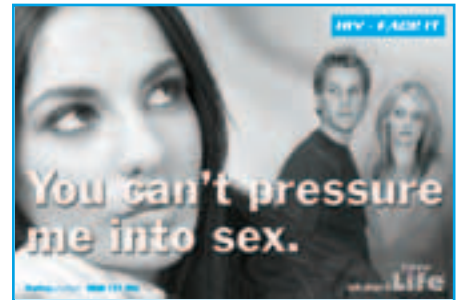
the surf pounds the Umhlanga sand, or join the powerbrokers cutting big deals at the chic Melrose Arch Hotel. Interested? Well here's how. Go to www.lovelife.org.za and click on **sponsor loveLife**. Choose the loveLife programme you want to support and follow the instructions. It's easy and quick. Why don't you join the challenge?



HIV - Face It

The second phase of loveLife's 2006 communication campaign in crisp black and white images is designed to keep people focused on the factors motivating the kind of high risk behaviours that work against reductions in the rate of HIV infection. "Our billboards are deliberately provocative" says loveLife CEO Dr. David Harrison, "because we have to break through all the media clutter out there, but also we have to keep people engaged in the issues and challenges of fighting this epidemic."

"The billboards also provide a bridge between our communications efforts and nationwide services," adds Harrison. The most accessible of these is loveLife's toll-free hotline thethajunction which receives an average 300,000 calls per month. "This is a remarkable public response," says Harrison, "more than 10 times any other HIV related helpline and the best vindication of loveLife appeal among young people."



From Aids Orphan to Top Achiever



At only 22, Sibulele Sibaca is a powerhouse, forever on the lookout for opportunities to transform lives and shape a glittering future for this country. However, nothing about her thirst for success gives a glimpse into the hardships she endured growing up in the dusty township of Langa. Both her parents died from Aids-related illness when she was just a teen. Left in the care of her grandmother, Sibulele felt directionless and distraught about her future.

After matriculating, a friend persuaded her to go to loveLife's Langa Y-Centre. The vibrant atmosphere and company of other young people excited Sibulele. "I was truly inspired by the energy of the people," says Sibulele, "and once I had more exposure to loveLife and its motivational approach I felt that for the first time since my parent's death I could envision a future for myself. Most importantly that it wasn't

inevitable that I too would get Aids."

Soon afterwards she became a loveLife groundBREAKER. "My year as a gB was the most meaningful in my life," Sibulele says, "through my work with loveLife I was exposed to many young people struggling with the same issues I was. It was a sobering but also inspiring experience."

Sibulele's talents were spotted at a loveLife function by British tycoon Sir Richard Branson. Blown away by this petite dynamo Branson invited Sibulele to join Virgin. Now heading the corporate social investment programme for Virgin in Gauteng, she has her sights set even higher. Sibulele reflects, "Through loveLife I realized that it was not my choice for my parents to die, but it was my decision how to respond. Believing in myself and never losing sight of my goals is my recipe for success."

loveLife recruits approximately 1500 gBs annually
Over 5000 gBs have graduated since 2002
More than 70% of gBs went on to employment or tertiary opportunities

Signs of real impact

The HIV epidemic in South Africa seems to have peaked at about 15% of the population or one in six adults infected with HIV. Although this is a substantially lower peak than originally projected, it is still one of the highest HIV prevalence rates in the world. This plateau is typical of a mature epidemic where newly infected individuals replace those who have died in roughly equal numbers, keeping the overall prevalence constant.

It's difficult to know with accuracy how much HIV prevention programmes have contributed to prevalence rates peaking at lower levels. Nevertheless, it has peaked at lower levels than in neighbouring countries, and it is now time to look for real reductions in the rate of infection.

It could take several years or more before we can say that the tide turned in 2006. For that reason, we need to know where changes in infection rates are likely to happen first – and look out for them.



SOUTHERN SUN HOTELS

teams up with **loveLife**

loveLife has customized partnerships with a growing number of corporations. Samantha West, loveLife's head of corporate partnerships says, "Our approach is to establish a relationship that serves both parties, maximizing synergies and capitalizing on core strengths. This works much better than the traditional donor relationship."

In 2003 Southern Sun Hotels was attracted to loveLife's motivation-based healthy lifestyle training programme for employees, and since inception over 3000 staff members – from senior managers to cleaners – have participated in the training. Many staff responded to the call to get tested for HIV. For hotel manager Rhazeen Wilson, the effect was profound. "Even though we come from a strict Muslim community, many of us men in Bokaap still live dangerously", says Wilson. "But I got a real wake-up call at the training. I went straight to my doctor and got tested for HIV. Now I'm working on my friends and their children to make sure they stay Aids-free too."

Other participants said it was a revelation for managers and regular workers all to be in this together. "It made us realize that Aids happens to all of us, and it not only built solidarity against Aids, it also created a new level of understanding across the organisation we had not expected at the beginning" said Selwyn Brickles

In return, Southern Sun provides discounted accommodation for loveLife's groundBREAKER (gB) training and holiday incentives for participants in loveLife's "BFDs" where parents and young people discuss tough issues not easily raised within home environments. Southern Sun has also committed to taking on a group of ex-gBs every year to be part of their learnership programme within the hotel group. Eight ex-gBs have gone through the ranks and are now successfully employed by Southern Sun. The Hotel Group is also a supporter of loveLife's on-line incentivized giving initiative, e-Lucky Break.

It's a win-win partnership and it's still going places.

So, here are five real gains to look out for:

Lower prevalence among teenagers:

As the "youth bubble" moves into adulthood, lower rates of infection in this generation could reduce the overall prevalence quite significantly.

Less new infection among 20-24 year old men:

As men of this age tend to have sex with younger women, it is likely that infection rates among men will precede declines for women of the same age once the prevalence among teenagers starts to fall.

Lower infection rates among young women:

The prevalence among 20-29 yr old women exceeds 25%. Even if the rate of new infection among 20 yr olds were sharply reduced, it will take several years for these declines to change the average prevalence in this age group. Success in this measure will be real proof of sustained impact.

Positive changes in HIV rates among pregnant women (in 5 yr age bands):

By definition, pregnant women have had unprotected sex. We should thus not expect HIV rates to decline sharply in this group until HIV rates among the general population have declined. Nevertheless, prevalence trends in 15-19 yr olds, 20-24 yr olds and 25-29 yr olds are useful in gauging whether the underlying dynamics of the epidemic are changing.

More people saying they use condoms consistently:

Although self-reported behaviour can be biased by the fact that people under- or over-state behaviour change, positive trends over time are a fairly reliable sign of real impact. Other self-reported measures of change (median age of sexual debut and number of sexual partners) may also be useful indicators over time.

Love to be there: 2010

Sport is a great unifying force, but it is also an effective way to motivate young people to higher levels of personal achievement and healthy living. For the past six years loveLife, in partnership with the Department of Sport and Recreation and the Department of Education has been helping develop and promote school sport as a core part of its HIV prevention strategy. The loveLife Games is the largest national school sport competition in South Africa involving more than 400,000 learners each year in a year-long programme including 23 different sporting codes from soccer to debating.

It includes a variety of non-athletic activities to ensure participation by students who are not motivated by sport, and also provides a platform for young people to confront challenging lifestyle issues, like pressure to engage in sex and substance abuse.

And teachers love the loveLife Games too - each year loveLife provides about 2,400 teachers training in sports management - helping ensure that school sports competition is well organized. Teachers testify that the loveLife Games breaks down the communication barrier between student and teacher around lifestyle issues, making in-class discussion about these issues more meaningful.

As South Africa prepares for the 2010 soccer world cup there is a generation of students at historically deprived schools who have experienced the thrill of personal achievement through sport. Sport is helping mobilize the HIV-free generation.



Nosipho Doyisa (16) is a Grade 11 pupil at Marburg Secondary School in KZN. "It was out of curiosity, that I went to enquire about playing volleyball because at that time the only sport I played was soccer. Now I'm hooked." Today volleyball is so popular in her area that nearly almost every teenager goes to the loveLife Emathulini

Y-Centre for volleyball. "So far I'm doing great, everything is perfect. I'm just enjoying it and receiving lots of awards."

Her achievement scoreboard reads like a dream:

2004 – Most valuable player Emathulini Y-Centre. Three trophies for winning school tournaments. Player of the year.
2005 – Three gold trophies at provincial level. Two gold trophies.



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