

loveLife Speaks to My Instincts as a Father



“Long before I was asked to get involved, I was struck by loveLife’s approach to HIV-prevention. It focused on those things that influence a teenager’s behaviour and from which parents often feel unable to protect them,” says Jay Naidoo, former trade union leader and government minister, current business executive and deputy chair of the loveLife Trust. “loveLife speaks to young people in a way that resonates with them. loveLife also speaks to my instincts as a father that it is far better to positively motivate a teenager to avoid risky behaviour than to use a big stick,” he adds.

“I learnt the power of talking in the trade union movement. When the talking stops things can turn ugly. It’s the same with your children. If you can keep open communication with them from an early age they are more likely to turn to you when they hit a sticky patch,” reflects Naidoo, “But it’s never too late to start.”

“I hear from other parents that loveLife has made it easier for them to broach difficult issues with their kids.

None of us like to admit that we can’t easily talk with our kids about issues like sex and relationships, but the truth is it’s crucial in this era of HIV/Aids. It demands a much higher degree of frankness about the risks than perhaps we got when we were young,” he confides. “loveLife’s challenge is to keep that talking going – to make sure young people stay engaged with the campaign over an extended time, and that parents provide support for their kids,” Naidoo adds.

loveLife’s toll free helpline counsels parents on how to talk to their children about HIV/Aids, sex, sexuality and relationships. Parentline 0800 121 100.



e-Lucky Break is loveLife’s 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. May be you’d rather spend time sipping cocktails at Southern Sun’s gorgeous Beverly Hills Hotel or rub shoulders with the powerbrokers at the chic Melrose Arch Hotel. Interested? Well 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.

HIV-Testing is Critical to Saving Lives

Encouraged by the increasing availability of Aids treatment across South Africa and the significant body of research showing the importance of HIV-testing in preventing new infections, loveLife in December will launch a major drive to promote HIV-testing. "We have known for a long time that HIV-testing is a critical tool in advancing prevention," says loveLife CEO, Dr. David Harrison, "but in the absence of Aids treatment and without countrywide access to testing we found it difficult to promote

with honesty. The situation has now changed." Beginning with a two week countrywide series of lifestyle festivals promoting HIV-testing, reinforced by a national media campaign anchored by the tagline *NO 'til we know*, loveLife will introduce HIV-testing as an integral part of its ongoing prevention campaign.

"Knowing where you stand with HIV is critical to saving your life," says Harrison. "If you are sexually active, no matter how well you know your partner or how long you've been together,

getting an HIV-test should be a routine part of healthy living," Harrison adds. "There is nothing medically complicated about the procedure, but it has been cloaked in stigma," says Harrison. loveLife aims to change that by promoting understanding that an HIV-test can help you and your partners stay HIV-negative, and if you test positive it can help ensure that you are enrolled in a treatment programme before you get too sick for the treatment to be effective. It can also help ensure that secondary infections commonly resulting from HIV



A Pillar for loveLife

loveLife maintains a growing number of partnerships with major South African corporates customised to fit the particular business interests of those companies while also strengthening loveLife's efforts. Among the most steadfast and important of these is the SABC. Chief Executive, Adv. Dali Mpofu, explains that HIV/Aids has long been a high priority for the SABC "...in fact," he says, "the SABC is recognized internationally as a leader in the field of HIV/Aids communication for the creative ways in which we have succeeded in mainstreaming HIV/Aids-related messaging and programmes. And we have succeeded in doing that in a way that actually helps grow our audiences."

"loveLife is one of several initiatives with which we have maintained



longstanding association," Adv. Mpofu adds, "and it's a mutually beneficial relationship. loveLife obviously gains from the value-added airtime we provide on both radio and TV, and the SABC gains from association with one of the most popular youth brands in the country. HIV/Aids is also a priority in terms of our public mandate, but we know from both local and international experience that standalone public service announcements don't have much audience impact. loveLife's media presence is backed by services and outreach programmes across the country. It is a major part of the national response and so it's natural that loveLife should also be an integral part of how the SABC approaches the challenge of fighting HIV/Aids."

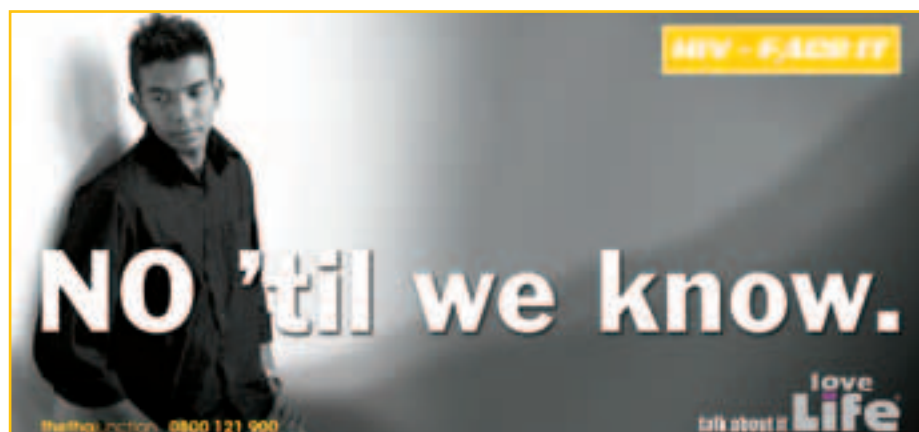
loveLife is pleased to announce that its family of corporate partners keeps growing. Recently **Barloworld** made an initial financial investment in loveLife's programmes. CSI head Jennifer Smith says, "We have made out first down payment and we look forward to doing much more. We are deeply impressed by the dedication shown by individuals working for and in association with loveLife, as well as the scale and scope of your operations."

Next month construction will begin on a new loveLife Y-Centre in the informal community near Knysna in the Eastern Cape courtesy of **BMW**. And **Novell SA** has strengthened loveLife's information and data communication capacity by providing loveLife a new server with capacity for 300 e-mail users throughout South Africa. "loveLife's ability to produce reliable statistics on programme activities is crucial for management and resource mobilizations," says CEO David Harrison. "Novell's contribution will enhance our monitoring system greatly."



infection like TB and pneumonia are diagnosed and treated early. And most importantly knowing you are HIV-positive is even greater motivation to always use protection with your partner to avoid infecting them and getting re-infected yourself.

“HIV-testing is available free at all government clinics,” Harrison explains. “Our aim is to destigmatize the concept of testing by changing the vocabulary in talking about testing as routine and part of healthy living in the hip and upbeat loveLife tradition.”



Spotlight on Teen Pregnancy

“HIV loves teenage pregnancy” has been a key message of loveLife’s Face it campaign in the first half of 2006. Following a complaint, the Advertising Standards Authority ruled that the message was misleading and instructed loveLife to discontinue the advertisement. loveLife has appealed the ruling, for the following reasons:

Teenage pregnancy strongly associated with HIV

The Nelson Mandela/HSRC HIV prevalence survey (2005) found that 15-19 yr old women who had been

pregnant were twice as likely to have HIV. Obviously this is largely explained by the fact that sex without a condom may lead to both HIV infection and pregnancy. However, it is also true that girls who fall pregnant are more likely to leave school early, which in turn is strongly associated with HIV infection.

Teenagers are biologically more vulnerable to HIV infection

The biological vulnerability of younger women to HIV infection is well-known and probably relates to the thinness of vaginal mucosa relative to older women.

The condition of pregnancy may increase the risk of HIV transmission

A randomized control study conducted as part of a major multi-centre research collaboration in Rakai, Uganda found an increased risk of HIV transmission during pregnancy. The authors, eminent

and experienced in HIV prevention, conclude that the risk of HIV transmission increases during pregnancy.

Implications for HIV prevention communication

Teenage pregnancy is tangible and has immediate consequences for the young parent and grandparents. HIV is not. Therefore behavioural incentives associated with teen pregnancy may be more malleable than those related to HIV.

Many experts in sexual and reproductive health suggest that the separation of discussion of HIV and teenage pregnancy has been detrimental, and that HIV prevention aimed at young women should include discussion of motivation for pregnancy. There is also evidence from studies conducted in KwaZulu-Natal that knowledge of the co-existence of HIV and pregnancy may be a deterrent for teen pregnancy.

Key references

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Rutenberg N et al (2003). Pregnant or Positive: Adolescent Childbearing and HIV risk in KwaZulu-Natal, South Africa. *Reproductive Health Matters* 11(22):122-133



Dreams

“**D**oors to success are wide open; it’s up to you to walk through them.” This is the sentiment expressed by six former loveLife groundBREAKERS (gBs), currently working at Imperial Car Hire in Johannesburg.

Thandi Menoe, Nozipho Ndhlovu, Mapule Matjila, Zenzi Masole, Nnoke Rakgoale and Koekie Zulu were selected for their passion, ambition and self confidence from the ’05 class of loveLife groundBREAKERS to join the Imperial Car Hire team. Their employment at Imperial is their first step into the corporate world and they’re taking it all in their stride. “My parents were very worried when I told them that my one year contract as a loveLife groundBREAKER was coming to an end. I was once a bad boy and loveLife helped

me get my life back on track; they thought I would regress to my old ways. I explained that loveLife has once again helped me get to where I am today, working at Imperial,” enthused Zenzi. “That’s because loveLife has shaped our attitude when it comes to responsibility and achieving goals,” Mapule agrees.

Lindi Cilliers, general manager at Imperial is highly impressed with the calibre of confidence and dedication that the former gBs bring to Imperial.

“They’ve already been exposed to handling work responsibility and each of them has different skills compared to graduates fresh out of university. They’re very independent and are eager to learn new things. We only chose a handful so we could train them one on one and invest in them qualitatively.”

Imperial has been so impressed with the gBs that they are looking at taking on twelve more gBs in internship positions in 2007.



Let the Games Begin

Each year the buzz and excitement of thousands of students can be felt as they gather around the country to participate in the six-month long series of sporting events as part of the loveLife Games. The Games are drawing to a close for 2006 but as usual that has not failed to excite a nation of sports-crazed teens.

Since 2001, the South African Government has contributed financially to supporting loveLife in operating and hosting the loveLife Games.

Organised in partnership with the Department of Sport and Recreation and the Department of Education, the Games now forms part of the national sports development programme for young people and from 2007, will be integrated more into other sporting events.

The Games is a festival of district and regional knock-out events culminating in

provincial competitions that expose young people to the rigours of competitive challenge. More than 350,000 students and an equal number of spectators participate each year. While sports is the main focus, activities such as entertainment, drama, art, and debating are also included to ensure participation by youth with a variety of interests.

Thabo Mogotloane, an educator from Reamohetse High in Limpopo, says, “You’ve got to touch young people’s lives in a way that inspires and creates real

opportunity for them. loveLife gives our children an opportunity to see the potential of how great we can be and provides positive roles models.” The loveLife Games makes people proud and with pride comes all sorts of positive spin offs for nation building and developing young people to take back the future for themselves – one that is HIV free.



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