



MEDIA RELEASE

## **loveLife to present youth HIV prevention strategies at World AIDS Conference in Austria**

For the first time ever, loveLife, South Africa's national HIV prevention campaign for youth, will share its insights into HIV prevention for young people at the 18<sup>th</sup> International AIDS Conference taking place from 18-23 July in Vienna, Austria.

As a world leader in HIV prevention strategies for young people, loveLife will be hosting a comprehensive plenary session. The session will include an overview of loveLife since it was launched in 1999, looking at whether the implementation of a comprehensive programme such as loveLife has worked for South Africa, focusing discussions around the organisation's cutting-edge strategies and multi-pronged campaign that have been designed to help South Africa's youth take a lead in ensuring an HIV-free future. The session will also look at where loveLife is headed in the next 10 years to further reduce the rate of new infections among young people.

Grace Matlhape, CEO of loveLife; former CEO of loveLife, Dr David Harrison and one of loveLife's ex-groundBREAKERS Lerato Mahoyi will form part of the panel of speakers.

They will be joined by Prof Linda Richter, who is Executive Director of Child, Youth, Family and Social Development at the Human Sciences Research Council (HSRC) and one of loveLife's Board of Trustee members, who will also be chairing the session at the conference.

"loveLife aims to shift young people's perceptions of opportunity, and in turn reduce their tolerance of risk of HIV infection through a holistic approach to prevention. The reduction of tolerance of risk however requires a different approach to prevention, focusing on strategies that are not necessarily about behaviour, but young people's response to their circumstances," says Botha Swarts, National Head of Communication for loveLife.

The loveLife satellite session: 'Sharing the experiences of the first 10 years of loveLife and making recommendations for HIV prevention among young people' will be held on Sunday, the 18th of July at 13:30-15:30 (Mini-Room 7).

For more information about the session and participation at the conference, please contact Botha Swarts on +27 (0)72 229 0618.

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## About loveLife

loveLife promotes healthy, HIV-free living among South African teenagers. Organised under the auspices of the New loveLife Trust, loveLife combines a sustained high-powered multi-media campaign with nationwide community-level outreach and support programmes for youth. loveLife's programmes are implemented by a national youth volunteer service corps known as groundBREAKERS and mpintshis in partnership with more than 200 community-based non-government organisations, 5600 schools and 470 government clinics across South Africa. Major funding for loveLife is provided by the South African Government and the Henry J. Kaiser Family Foundation. Additional support is provided by Avis, Barloworld, BMW, DED (German Development Service), Dewey & Le Boeuf, Independent Newspapers, Jumpstart, Mondi Shanduka, Murray & Roberts, Rapport, Royal Bafokeng Holdings, the South African Broadcasting Corporation, Ster-Kinekor, Tone Digital and the Vodacom Foundation.

For more information, visit [www.lovelife.org.za](http://www.lovelife.org.za) or call 0800 121 900.

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