



# PEPFAR

U.S. President's Emergency Plan for AIDS Relief

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## PEPFAR's Work with Youth

Presentation to President's Advisory Commission  
on HIV/AIDS

Deborah von Zinkernagel,  
Principal Deputy Global AIDS Coordinator

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# PEPFAR's Work with Youth

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- Global trend in new infections
- Youth benefit from the range of PEPFAR programs
- Prevention for youth
- Special focus on young women and girls



# Background: Global Declines in HIV Incidence and Prevalence

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New infections globally have dropped from **16,000 /per day to 7,000**

In **16 countries**, HIV prevalence trends among **15–24-year-old pregnant women** showed a decline, with 12 countries showing a decrease of 25% or more

- **Kenya:** HIV prevalence dropped from **14.2% in 2000 to 5.4%** in urban areas and from **9.2% to 3.6%** in rural areas in same period
- **Ethiopia:** **47% decrease** in urban and **29%** in rural areas

*-In both countries PEPFAR is largest contributor to national AIDS response – over \$800 million collectively in FY10*



# African Countries with HIV Prevalence > 10% in 2009

Decreasing **Prevalence** and **Incidence**

Countries	2001	2009	2001-2009 % Change (Incidence)
	Prevalence / Incidence	Prevalence / Incidence	
Swaziland	23.6 / 4.07	25.9 / 2.66	- 35%
Botswana	26.3 / 3.03	24.8 / 1.56	- 49%
Lesotho	24.5 / 2.88	23.6 / 2.58	-10%
South Africa	17.1 / 2.35	17.8 / 1.49	- 37%
Zimbabwe	23.7 / 1.94	14.3 / 0.84	- 57%
Zambia	14.3 / 1.72	13.5 / 1.17	- 32%
Namibia	16.1 / 2.29	13.1 / 0.43	- 81%
Mozambique	16.1 / 1.77	11.5 / 1.19	- 33%
Malawi	13.8 / 1.35	11.0 / 0.95	- 30%



# African Countries with HIV Prevalence of 5-9% in 2009

Decreasing **Prevalence** and **Incidence**

Countries	2001	2009	2001-2009
	Prevalence / Incidence	Prevalence / Incidence	% Change (Incidence)
Cote d'Ivoire	6.5 / 0.39	3.4 / 0.11	- 72%
Uganda	7.0 / 0.71	6.5 / 0.74	+4%
Tanzania	7.1 / 0.64	5.6 / 0.45	- 30%
Kenya	8.4 / 0.55	6.3 / 0.53	- 4%
CAR	8.9 / 0.56	4.7 / 0.17	- 70%
Cameroon	5.5 / 0.59	5.3 / 0.53	- 10%



# PEPFAR's Work with Youth

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Youth benefit from wide-ranging  
PEPFAR programs



# Treatment: PEPFAR Programs Benefit Youth

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- PEPFAR supported **257,694 children on lifesaving antiretroviral treatment** in 2010
  - Children represented **8% of all PEPFAR treatment clients**
- PEPFAR convened **‘PaATH’ public-private partnership** to bring together USG, drug industry, and NGOs to find solutions for pediatric formulations and access
- **Treatment for adults benefits children by preventing orphaning: approximately 4 million orphans averted through PEPFAR treatment programs** alone
  - 15 million children have lost a parent to AIDS in Africa (90% of global total), and children orphaned by AIDS face **elevated risk of death** — when a mother dies, the chance of her child dying within 12-24 months increases 3-10 fold



# PMTCT: PEPFAR Programs Benefit Youth

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- PEPFAR PMTCT programs not only **save babies'** lives, but **save mothers through treatment** and **prevent orphaning of other children** in family
- Through PEPFAR, the US is **leading the global PMTCT effort**
  - PEPFAR programs prevented an estimated 114,000 infant HIV infections in 2010
  - The number of children born with HIV worldwide has fallen from 500,000 in 2001 to 370,000 in 2009
- US led effort to create global action plan toward **eliminating new HIV infections among children by 2015 and keeping their mothers alive**



# Care: PEPFAR Programs Benefit Youth (1)

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Recent external review identified PEPFAR as **largest global funder of programs for HIV-affected orphans, vulnerable children and youth**

Key activities to **strengthen support systems** for youth:

- Strengthen **families as primary caregivers**
  - Economic strengthening - in Kenya and Tanzania, OVC micro-savings programs led to a 10% reduction in food insecurity at a cost of \$1.61 per beneficiary
  - Parent support groups and parent training programs
- Support capacity of **communities** to create protective and caring environments
- Build capacity of **social service systems** to protect the most vulnerable



## Care: PEPFAR Programs Benefit Youth (2)

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Working directly with young people, programs:

- Provide **technical/vocational training** (including building agricultural skills) so they can be productive members of society
- Provide **psychosocial support** through youth clubs, support group and mentoring
  - Particularly important for youth heading their own households due to the loss of parents to AIDS

**Youth Participation:** youth often actively involved in the planning and evaluation of programs

- When programs were establishing national OVC standards in several countries, seminars were conducted prior to and/or following the national leaders meeting to gain youth input and perspective on standards



# PEPFAR's Work with Youth

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Prevention for youth

# Fostering Youth-Focused Prevention

- Sharp **declines in new HIV infections among youth** over past decade have been key driver of global drop in new infections from 16,000 a day to 7,000
- PEPFAR programs address youth with **combination prevention**, a range of interventions in the variety of settings young people frequent
  - Youth-themed events, and youth-friendly testing centers
  - Condom programs for at-risk youth
  - Age-appropriate life skills programs in schools
  - PPPs for job-creation
  - Prevention for teachers
  - Male circumcision for older boys



- ***HIV-Free Generation*** – public-private partnership targeting prevention to teens through media, games and music
- ***Shuga*** – TV drama coordinated with youth-focused campaign



# PEPFAR's New Sexual Prevention Guidance

The U.S. President's Emergency Plan for AIDS Relief

## **GUIDANCE FOR THE PREVENTION OF SEXUALLY TRANSMITTED HIV INFECTIONS**

*August 2011*

Builds on November  
2010 Expert  
Consultation on  
Prevention

Developed in  
consultation with  
USG agencies

Available at

[www.PEPFAR.gov](http://www.PEPFAR.gov)

# The Vision: Evidence-Based Combination Prevention

## Implementation:

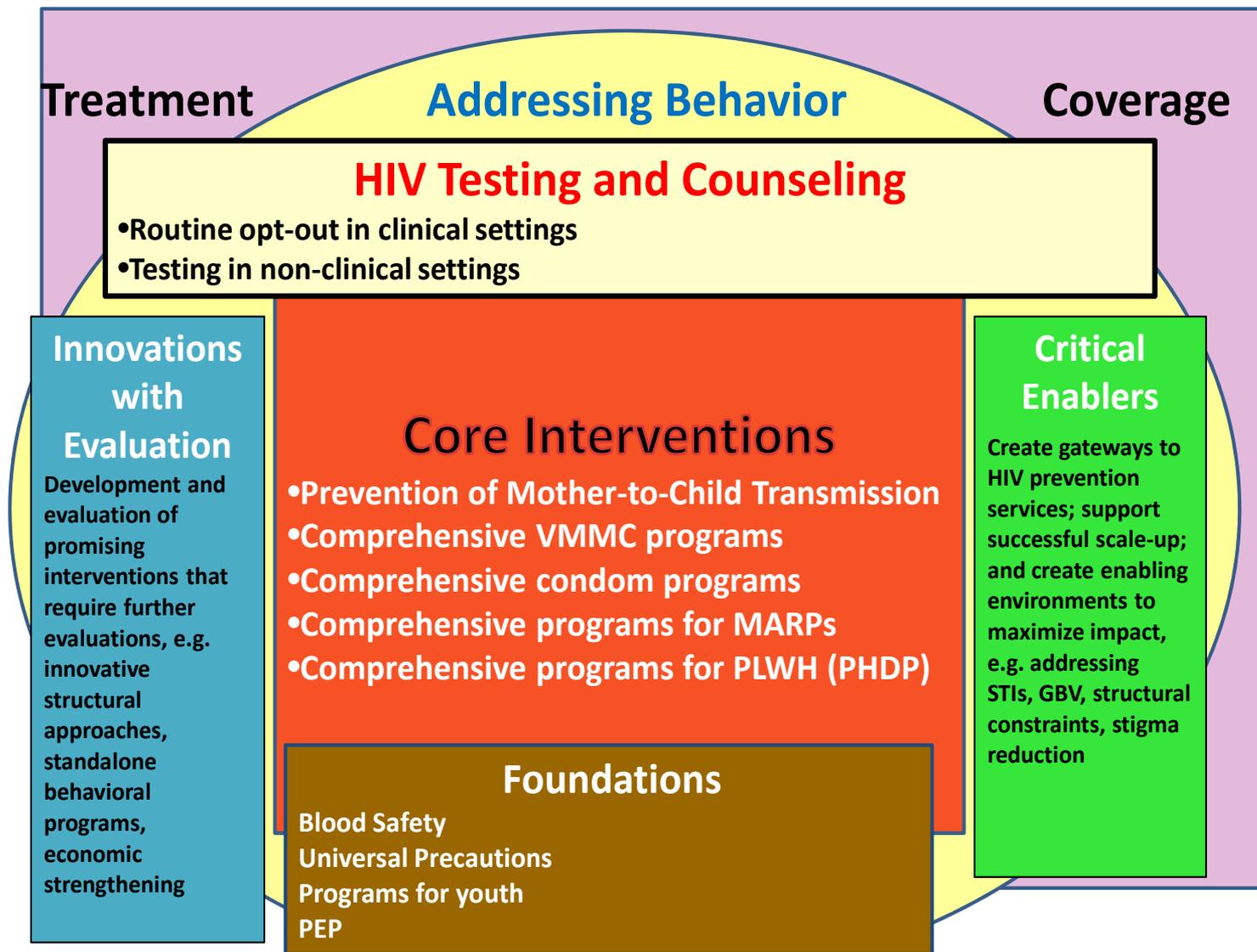
- Mapping prevention needs and targeting activities through ‘**4 Knows**’ data: knowing your epidemic, context, response, and costs
- Scaling up high-impact, evidence-based interventions
- Addressing structural factors
- Contributing to global evidence base

## Elements:

- **Biomedical**, e.g. PMTCT, male circumcision, potentially Tx as prevention (for HIV+) and PrEP (for HIV-)
- **Behavioral**, e.g. testing & counseling promotion, behavior change tailored to populations, condoms
- **Structural**, e.g. policy change, addressing gender-based violence, protection of vulnerable populations



# Assembling a Country Prevention Portfolio Tailored to Needs of Key Populations





# Guidance on Prevention Programming for Youth

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- Guidance reviews **evidence base** for interventions focused on youth
- For program **implementation**:
  - Notes PEPFAR Strategy goal of providing “100% of youth in PEPFAR prevention programs with **comprehensive and correct knowledge of ways HIV is transmitted and ways to protect themselves**”
  - **In schools**, programs should be curriculum-based, adult-led
  - **In clinical settings**, train service providers and take actions to make facilities more youth-friendly, coupled with activities in the community to link or refer young people to health services
  - Need for greater evidence base for youth prevention -- integrate **rigorous evaluation** into programming
    - **Share successful interventions with country leadership** across multiple ministries to integrate into curriculum development, policies, and guidelines in order to promote country ownership and sustainability of evidence-based programming



# Key Areas of Focus for PEPFAR Youth Programming

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- **Education programs** for both in-school and out-of-school youth with components on preventing STIs, including HIV, linked to education on pregnancy prevention
  - Basic standards for curricula and materials, improving teacher training, supporting Ministries of Education and Health to institutionalize education programs
- Provide **necessary information and skills building** to help youth prepare to make their eventual transition to sexual activity safer and healthier
- Work with **parents and guardians** to help improve connectedness and communication to youth
- Expand access to **community-level prevention programs**, including peer outreach, and curriculum-based programs for out-of-school youth
- Support targeted **interpersonal communication, supplemented with youth-oriented, mass-media programs** that encourage youth to think critically about HIV prevention, and to influence knowledge, attitudes, behaviors and norms to promote healthy choices



# Prevention Efforts Focused on Sexually Active Youth

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- **Tailor programming** for sexually active and most-at-risk youth based on patterns of behavior and their needs
- Encourage **development of skills and norms** to promote secondary abstinence, mutual monogamy, and partner reduction
  - Provide those who are sexually active with risk reduction information and skills building, including access to condoms and information on correct and consistent condom use
- Support programming to **engage influential adults within the community** to create an enabling environment conducive to the adoption of safer sex behaviors among youth
- Encourage sexually-active youth to **learn their HIV status**, and provide or refer to confidential youth testing and counseling, and linkages to care for HIV-positive youth



# Core Competencies in Action: MTV



## SHUGA

- In 2009, MTV Staying Alive Foundation joined PEPFAR's HIV-Free Generation and UNICEF to pilot a rights free, hard hitting drama, Shuga.
- Broadcast by over 100 terrestrial broadcast channels in Africa.
- Shuga II coming in Feb 2012



## Evaluation

- High Exposure Among Youth
  - 64% were aware, 60% saw Shuga in Nairobi
- Extensive interpersonal communication
  - Participants reported talking about *Shuga* with other friends and family.
- Statistically significant intention for behavior change
  - Increase in CT
  - Decrease in multiple partners
  - Decrease in stigma

## HIV-Free Generation

### Mission Statement:

To revolutionize HIV prevention for youth ages 10 to 24 in Kenya





# PEPFAR and Education for Youth

- **Education mitigates HIV and other life risks for vulnerable youth**
- PEPFAR has provided **~\$350 million (FY04-10) of OVC to overcome funding barriers to youth education:**
  - Scholarships to make education possible
  - Strengthening school systems/safety to promote attendance
  - Enabling families to support education
  - Reducing other barriers:
    - *GoGirls!* Initiative to keep girls safe in schools
    - Feminine hygiene kits in Kenya
- **HIV prevention education** for girls and boys in communities/schools





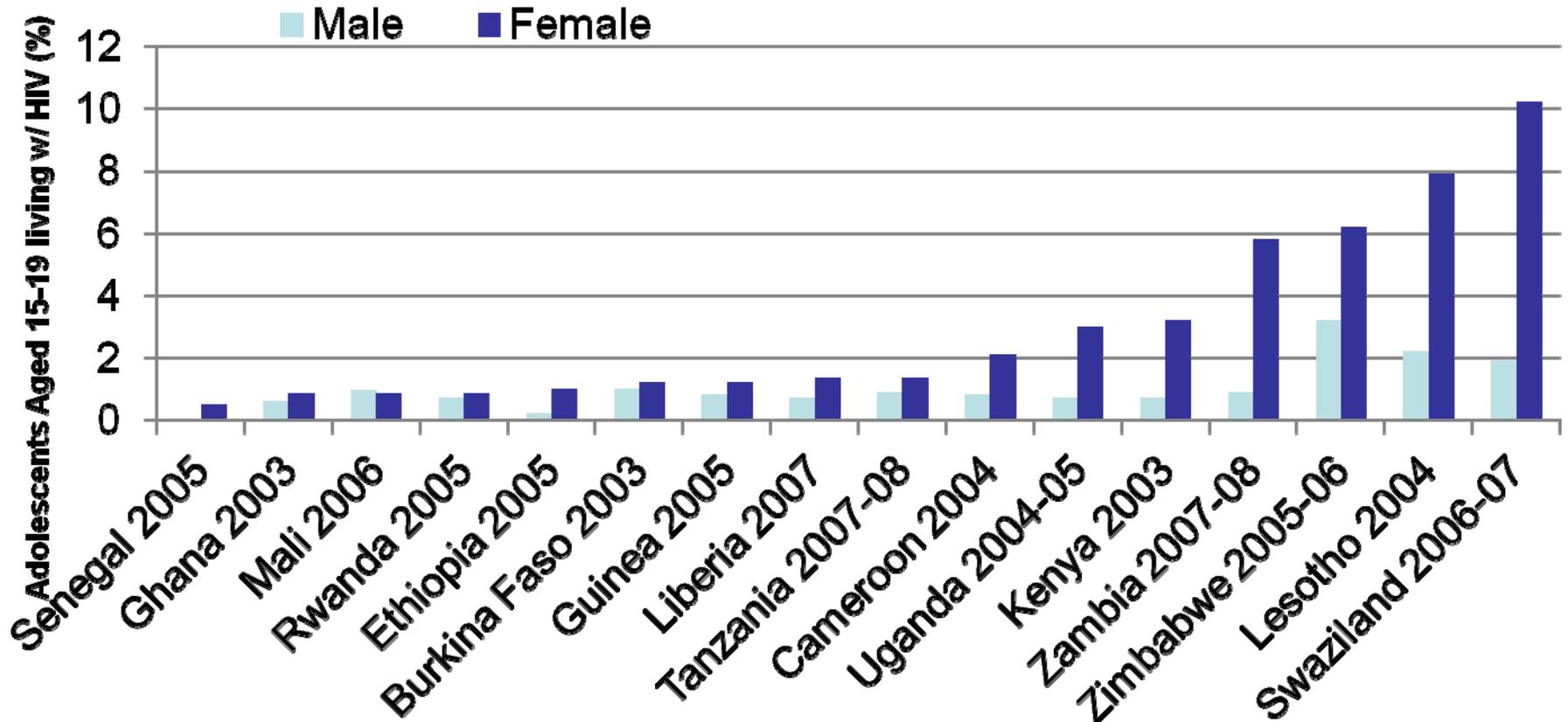
# PEPFAR's Work with Youth

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Special focus on  
young women and girls

# Disproportionate Impact on Young Women and Girls

In Africa, young women experience HIV infection at rates 3 times that of men of the same age



# Elements of PEPFAR's Gender Strategy

- Increasing **gender equity in HIV/AIDS programs and services**
- Engaging **men and boys** to address norms and behaviors
- Increasing women and girls' **legal protection**
- Increasing women and girls' access to **income and productivity resources, including education**
- Reducing **violence and coercion** by
  - addressing harmful gender norms
  - creating safe spaces for women and girls
  - working with teachers and educational systems to keep girls safe from violence and coercion in schools
  - providing post-exposure prophylaxis for those exposed to HIV through sexual assault
  - offering full packages of post-GBV care in PEPFAR-supported clinical facilities





# Prevention That Works for Young Women and Girls

Given heightened risk faced by women and girls, PEPFAR supports high-impact **combination prevention**:

- **Testing and counseling** in PMTCT and other settings
- Provision of **condoms**, including female condoms
- Programs addressing **women in most-at-risk populations**, including sex workers and people who inject drugs
- Addressing behavioral drivers of infection such as **multiple partnerships, intergenerational sex, GBV**
- Research and preparation for implementation of microbicides and other **woman-controlled methods of prevention**
- Age-appropriate **life skills** programs for girls in schools
- **Economic strengthening** to reduce reliance on transactional sex for survival
  - Programs hire **women as paid volunteers** in community and clinical settings, providing them with both economic opportunities and community leadership roles



# PEPFAR Confronts Gender-based Violence as a Driver of HIV Epidemic

- **\$38M for GBV-related services** in over 30 countries in FY10
- **Additional \$57M /3 years for special GBV Initiative**, bringing programs to national scale in Mozambique, DRC and Tanzania:
  - move beyond GBV pilots to **bring programs to scale** at the national or regional level
  - offer screening, counseling and **post-rape care services** for GBV survivors within HIV/AIDS programs
  - support **comprehensive GBV care** for victims of violence at all health facilities
  - support GBV prevention to **address the underlying causes of violence and work across sectors** (education, police, judiciary, social services)
  - address **policy barriers** to women's access to care
  - advance the knowledge base through support for program and intervention **evaluation and improved monitoring** of activities

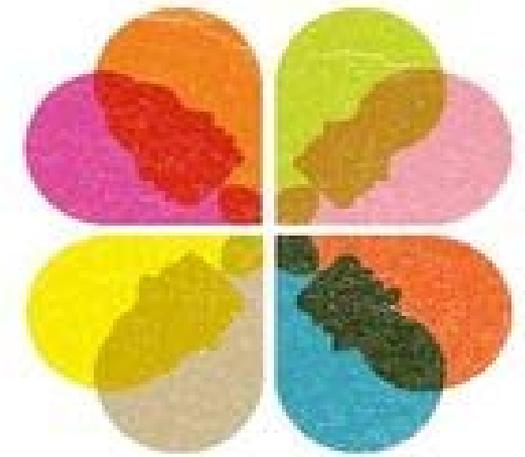




# Together for Girls: Combating Global Epidemic of Violence Against Girls

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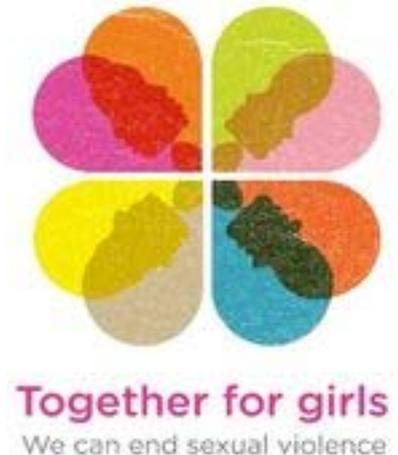
- Innovative effort **by public and private partners** to contribute core strengths to:
  - Conduct **national surveys to document the magnitude** of sexual violence against girls
  - Support **country plans of action** with interventions tailored to address sexual violence
  - Launch **public awareness campaigns** to draw attention globally and locally to problem of sexual violence against girls
- Key partners include S/GWI, PEPFAR, CDC, Nduna Foundation, others



**Together for girls**  
We can end sexual violence

# Supporting Girls as They Move Toward Adulthood

- **Adolescent girls face elevated risk of HIV**
  - HIV prevalence 3 times higher than boys of same age (15-24)
- **PEPFAR programs strengthen girls' ability to thrive**
  - ***GoGirls!*** – addressing girls' vulnerability through communities, schools, and empowerment programs.
  - ***Together for Girls*** – PPP tackling the epidemic of sexual violence against girls and its impact on their risk for HIV
  - ***GBV Program Initiative*** – scaling up programs to address GBV in 3 hard-hit countries (DRC, Mozambique, Tanzania)
  - ***Ongoing activities for girls*** -- PEPFAR programs around the world





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