

# Public Private Partnerships

## Harnessing the Power of the World Cup: Football for an HIV-free Generation

Using the tagline *Football For an HIV-Free Generation* this new pan-African initiative uses the power of sport as the impetus for innovative large scale, comprehensive, youth focused HIV prevention. The initiative taps into the excitement around the 2010 FIFA Soccer World Cup by using soccer as the entry point for an evidence-based strategy that draws on best practice for HIV prevention, youth communication and sports for development.

Combining outreach programs for youth including educational, leadership and life skills development with a sustained pan-African HIV/AIDS education and information media campaign, this effort aims to:

- Reduce the rate of HIV infection among young Africans
- Engage young people across Africa in the fight against HIV/AIDS
- Boost leadership and increase country-level focus and funding of more concerted large-scale HIV/AIDS prevention across Africa

By building on the existing expertise and infrastructure of established organizations and local partners, this initiative uses a large-scale pan-African approach to mobilize youth across the continent in support of the goal of an HIV/AIDS free generation

### The Idea

F4 is the brainchild of **Coxswain Social Investment plus (CSI+)** and an example of our innovative approach to development and our ability to broker powerful and impact oriented partnerships. Recognizing the unifying potential of the World Cup and the fact that this is the first time it will be organized on African soil as well as building on the comparative advantages of existing partners and efforts, **CSI+** created the platform for an initiative that addresses a key development challenge in a motivating and sustainable manner. F4 is the initiative and our work with the current generation is part of the plan in seeing an HIV free Africa.



“Combining soccer with community based programs and intensive media outreach will give a boost to ongoing HIV prevention work on the continent and will be powerful in the months building up to the first World Cup to be hosted in Africa”

**Dr. Peter Piot**  
UNAIDS Executive Director



Visit [www.f4hivfree.com](http://www.f4hivfree.com)

# Public Private Partnerships



Methembe Ndlovu, Co-Founder of Grassroots Soccer, serves as the GRS Zimbabwe Program Director and assistant coach for the Zimbabwe National Team is one of the role models for youth in Africa.

## The Partners

### **African Broadcast Media Partnership Against HIV/AIDS (ABMP) and Kaiser Family Foundation:**

Responsible for Coordination of Media and Communication efforts. Formed in 2005 for the purpose of reinvigorating the contribution of African broadcast companies to the fight against HIV/AIDS, the ABMP includes 55 African broadcast companies across 33 countries. ABMP member companies have committed a minimum of 5% daily airtime to a sustained continent wide HIV awareness and education campaign. The ABMP will, together with Kaiser Family Foundation and others, explore existing communication platforms.

### **Coxswain Social Investment plus (CSI+):**

Serves as Secretariat responsible for partner coordination, outreach and fundraising effort. Experienced in designing public-private partnerships and rallying support, for funding and commitment for global development causes, **CSI+** is ideally placed in the role as Secretariat for the initiative.

### **Grassroot Soccer (GRS) and loveLife:**

Jointly responsible for Social Franchise Model and youth led activities. GRS is a South Africa based NGO that for the past 6 years has developed and refined a model using soccer as the vehicle for prevention of HIV infection in African youth. GRS works closely with loveLife who has over the past 10 years accumulated significant experience in youth development for HIV-prevention, and specifically in the development of youth leadership in promotion of HIV-prevention. Together loveLife provides technical and training assistance in partnership with GRS for the development of a lifestyle program for implementation in community level programs.

### **UNAIDS:**

Lead on high-level advocacy and technical assistance. The world's premier technical agency in the field of HIV/AIDS is uniquely placed to entertain and undertake a high level advocacy and communications role, broker access to in-country partners and budgets and provide necessary guidance and/or technical assistance.