



BROTHERS FOR LIFE FACT SHEET

Brothers for Life has enlisted some of the best-known names and faces in South African sport and international football to help promote HIV prevention. Here are some of the key facts that underlie this campaign:

WHY FOCUS ON MEN AND USE SPORTS STARS?

- Brothers for Life recognises that while the majority of men are doing the right thing that there are a minority men whose behaviours puts them and others at risk of HIV and who continue to commit violence against women and children. To bring about change Brothers for Life aims to mobilise the silent majority of men to stand up and take action to prevent HIV, gender-based violence, improve men's health and thereby the health of all South Africans.
- Sports stars are like any person whose life is complex, changes over time and as all with human beings, are also prone to making mistakes. Yet sports stars command considerable attention and are able to appeal to a wide variety of audiences who follow them. Today some of South Africa's leading sports stars and international footballers are adding their voices to mobilise others around the values that Brothers for Life aims to promote.

FACTS ABOUT HIV IN SOUTH AFRICA

- There are approximately 5.3-million South Africans living with HIV today.
- Young women aged 15-24 are four times more likely to be infected with HIV than young men the same age. HIV prevalence (% of the population living with HIV at a give point in time) is highest amongst women between the ages of 20-34, where HIV prevalence peaks at around 33%.
- Men are more likely to be infected with HIV during the ages of 25-49 years of age, where HIV prevalence peaks at around 23%.
- In some districts of South Africa HIV prevalence amongst pregnant women is between 40-45%, meaning that in these districts nearly one in two pregnant women are living with HIV.

FACTS ABOUT HIV IN SUB SAHARAN AFRICA

- In 2008, an estimated 1.9 million people living in sub-Saharan Africa became newly infected with HIV, bringing the total number of people living with HIV to 22.4 million.
- Sub-Saharan Africa remains the region most heavily affected by HIV. In 2008, sub-Saharan Africa accounted for 67% of HIV infections worldwide, 68% of new HIV infections among adults and 91% of new HIV infections among children. The region also accounted for 72% of the world's AIDS-related deaths in 2008.
- Women and girls continue to be affected disproportionately by HIV in sub-Saharan Africa. In sub-Saharan Africa as a whole, women account for approximately 60% of estimated HIV infections.
- HIV remains the leading cause of death for women of child-bearing age especially in sub-Saharan Africa.
- There are 14.1 million children in sub-Saharan Africa who have lost one or both parents to AIDS – of this 9.7 million of these children live in Southern and Eastern Africa.

BE A MAN WHO CHOOSES A SINGLE PARTNER OVER MULTIPLE CHANCES WITH HIV

- Multiple sexual partnerships comprises a range of sexual relationships that includes one-night stands, having sex with a friend or several friends regularly over a period of time, or being in a stable relationship with a main or married partner but having another/other partner/s at the same time (concurrently).
- Multiple sexual partners increases a person's risk of HIV infection as the person becomes part of a "unseen" sexual network where one individual is connected to others through their sexual histories and their existing partnerships. If one person gets infected, everyone within this sexual network is at an increased risk of HIV infection.
- Young people aged 15–24 in South Africa are more likely to have multiple sexual partners (more than one partner in a 12 month period) and in particular young men – 30% of young men have multiple sexual partners compared to 6–9% of young women. These partnerships may either be overlapping (concurrent) or not (serial monogamy, one night stand). Young people have multiple sexual partners as the majority of them are single and not in stable relationships. The majority of South Africans only start forming stable relationships around the age of 35+.
- Young women aged 15–24 are four times more likely to be infected with HIV as young men the same age. This may be owing to the fact that they may have sex with older partners who are already infected with HIV. Sex between a younger and an older person is known as intergenerational sex.
- Brothers for Life stands for men who choose to have a single partner and speak out about the risks associated with multiple sexual partners to their friends, families, communities and society at large.

BE A MAN WHO CHOOSES TO BE RESPONSIBLE WITH SEX EVEN AFTER DRINKING

- People who consume four or more alcoholic beverages in one occasion are more likely not to practice safer sex and more likely to be infected with HIV.
- 26% of men report having five or more drinks in one sitting a few times a month and 19% of reported drinking heavily almost every week.
- 68% of men and 56% of women believe it is easier to have sex with people who frequent nightclubs, bars and shebeens.
- Men and women of all age groups believe that when they are drunk, neither they nor their partners will care about HIV and are less likely to use condoms correctly when under the influence of alcohol.
- Seven percent (7%) of people report that the last time they went to a nightclub, bar or shebeen, they had had sex with someone they had never met before (National Communication Survey).
- Brothers for Life stands for men who drink responsibly. Men who know when they have had enough to drink. Who take care of their friends and ensure that they do not have sex or drive when under the influence of alcohol. Who take action to prevent those around them from acting irresponsibly when under the influence of alcohol.

BE A MAN WHO TAKES NO CHANCES AND ALWAYS USES A CONDOM

- Young men aged 15–24 are more likely to use condoms (73–79%) than young women (51–64%). This is primarily because young men are more likely to be engaged in more casual sexual relationships and they may perceive themselves to be at higher risk.
- Condom use among young women is lower which may be due to the fact that young women are more vulnerable as the power dynamics within their relationship may prevent them from insisting on condom usage, especially if they are in relationships with much older men (intergenerational) .
- Condom usage varies, depending on the type of relationship. Amongst married men and women condom usage is the lowest (15%); amongst cohabitating couples +- 26% report using condom at last sex. A total of 51% of women and 62% of men with main partners report using condoms at last sex.
- Both men and women are more likely to use condoms in casual sexual encounters, or when having sex with friends, although men are more likely to do so than women.
- Brothers for Life stand for men who always realise that it is both their responsibility and that of their partners to always use condoms and protect themselves from HIV.

BE A MAN WHO IS NOT AFRAID TO KNOW HIS HIV STATUS

- Only 48% of sexually active men have ever tested for HIV, compared to 74% of sexually active women. This discrepancy may be because most women get tested at antenatal care services during pregnancy.
- 37% of people reported being tested for HIV in the past year, with 43% of women and only 30% of men reporting having tested in 2009.
- People who discuss testing with their partners are almost four times more likely to actually test for HIV.
- Brothers for Life stand for men who know their HIV status. Who encourage their friends and families to test for HIV. Men who know that if they know their status can make the right decisions to protect their health and that of their partner in the future.

WHAT WILL AMBASSADORS DO TO PROMOTE HIV PREVENTION?

- The Brothers for Life campaign will provide ambassadors with regular updates that will allow them to include messages on HIV prevention in their work and interaction with other men, for example in radio or television interviews or with their own teammates and peers.
- Brothers for Life will support the government's drive around HIV testing by encouraging the ambassadors to take a public HIV test and to encourage their team mates to test. The only way the government's target will be reached is if more prominent South Africans take part and support the government's HIV testing drive. Ambassadors will not be expected to disclose their status.
- Participate in community activities being undertaken to promote HIV prevention and speak about the need to prevent new HIV infections, to promote men's health and action against violence against women and children.

ENDS

Issued by Marcus Brewster Publicity on behalf of Brothers for Life.

+ 27 11 022 9711

Edward Mahlasela

edward@mbpublicity.co.za

Refilwe Lesabane

refilwe@mbpublicity.co.za

Hein Kaiser
hein@mbpublicity.co.za