Our vision, mission and values

Our vision is a world with no new HIV infections, where people make empowered sexual health choices, and where those living with HIV do so with dignity, good health and equality.

Our mission is to increase health literacy on HIV and sexual health, among those most affected in areas of greatest need, in order to reduce new infections and improve health and well-being.

We believe in individuals’ inalienable right to health, and their right to make informed choices around their sexual health. We aim for everything we do, and how we do it, to be underpinned by our set of core values:

**Evidence-based**

We are committed to providing reliable, accurate, and high-quality information on HIV and sexual health. We use the latest evidence to inform our content and programmatic priorities.

**Responsive**

We adapt our approach to respond to changing trends in the HIV epidemic and in how our target audiences access and consume information.

**Trustworthy**

We have more than 30 years’ experience of working in the HIV response. We are recognised and accredited as a provider of accurate and reliable information.
Creative
We understand the power of new approaches to bring about change. We focus on solutions and think creatively to continually improve our work and bring new insights to the sector.

People-oriented
We put people at the centre of what we do and how we do it – supporting, valuing, engaging and involving them. We aim to be accessible, inclusive and friendly in everything we do.

Collaborative
We believe by working in partnership we can pool skills and resources, share learning, and have greater impact.

Sex-positive
We believe in a sex-positive approach to sexual health and rights that recognises and celebrates sexual pleasure and sexual diversity, prioritises personal agency, and is free of judgment.

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