

Targeted HIV information



Young Voices animation

We believe digital communication provides new opportunities to reach people who are most at-risk with targeted, accurate, and unbiased information on HIV and sexual health.

We work to reach and engage a range of priority groups – including young people who may lack HIV and sexual health knowledge, heterosexual men who are often reticent to access sexual health services, and men who have sex with men often facing stigma and discrimination.

Reaching young people in Southern Africa

Across Sub-Saharan Africa a ‘youth bulge’ in the population means that record numbers of young people have recently, or will soon become sexually active. If this group doesn’t have the knowledge to make informed choices about their sexual health, the overall number of young people at risk of HIV will grow.

Our [Young Voices](#) project co-created an interactive package of sexual and reproductive health information materials with young people aged 15–24 across Southern Africa. In 2019–20, Young Voices content reached 1.7 million young people aged 15–24 in Southern Africa through social media, with over 291,000 young people watching the Young Voices videos.

This level of engagement has clearly demonstrated the appetite for accessible, youth-focused and youth-led information on HIV and sexual health.

A guy who loves you will not pressure you to do what is not right and what you are not comfortable with. He will respect you and

wait.

- Facebook comment on Young Voices animation

Targeting gay and bisexual men

Through our partnership with gay social networking app [Hornet](#), we developed a series of content for gay and bisexual men. The series features four campaigns focused on the new language of HIV status in an era of PrEP and U=U (Undetectable = Untransmittable), attitudes to condoms and sex, and reasons why it's important for sexually active gay and bi-sexual men to test regularly for HIV.

Alongside the campaigns, we also launched a new [gay health hub](#) bringing together relevant resources from across Avert.org.

Overall in 2019-20 we reached over 130,900 people through social media on LGBT issues and had 22,350 page views of our gay health content.

Find out more about the [impact of our work](#).