

Our working principles



Avert believes that empowered people are informed people, able to take action to look after their sexual health. For over 30 years we have been providing information and education on HIV to empower people through knowledge.

As a small organisation with limited resources we believe our greatest gains can be made by reaching larger populations of those affected by HIV through digital. We also work to reach and engage those acting as gatekeepers to more marginalised groups who do not have digital access.

We recognise that in some cases other organisations may be best placed to work with specific population groups, so where we can add value by working with those organisations we do so.

We have been and remain firmly rooted in the belief that everyone has the right to health and the right to equal access to HIV prevention, treatment and support services. Our work is driven by our strategic aim of reaching those that need to know (men and women, young and all, in all their sexual diversity) in the locations that matter.

Gender

We understand gender to include women, men, girls and boys in all their diversity. Women – particularly adolescent girls and young women – continue to be disproportionately affected by HIV. Worldwide, women constitute more than half of all people living with HIV, while in sub-Saharan Africa young women and adolescent girls are nearly three times as likely as men of the same age group to be living with HIV. Transgender people, particularly trans women, are also one of the groups most affected by the HIV epidemic and are 49 times more likely to be living with HIV than the general population. But effective responses must also reach out to men. Men are harder to engage in health services, and have lower levels of knowledge of their HIV status and poorer health outcomes as a result.

Through Avert's work we challenge the damaging gender norms that make women and girls more vulnerable to HIV, and men less likely to test or access treatment. We proactively seek opportunities to introduce new projects and programmes that reach those who need to know, and who are most at risk of HIV and its impact - to give them a voice and ensure equal access to sexual and reproductive health services and rights.

A knowledge and learning organisation

Embedding knowledge and learning in all we do is key to our approach and to the success and impact of our work. We prioritise learning from and sharing with others across the sector and beyond, so we are best able to deliver the change we seek.

Monitoring and evaluating our success

We monitor and evaluate our efforts against our Theory of change's four Response Results, our Desired Change, and a set of more detailed qualitative and quantitative indicators for each Response Priority.

We will share important results, and continue to look outside and across the sector for new ideas and efficiencies to monitor and evaluate our work, and to better contribute to the wider HIV response.

Efficiency and sustainability

We are committed to ensuring we are a vibrant, effective and efficient organisation that is fit for purpose. This includes investing in our staff and nurturing talent, bringing new efficiencies to our operations, and developing our governance to ensure transparency and compliance.

A considered and achievable fundraising strategy supports the delivery of our four-year plan. New partnerships and business development opportunities support the growth of our work, and also allow us to benefit from technical expertise and new ideas.

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Last full review:

19 December 2019

Next full review:

19 December 2021