

Brothers for Life launches in South Africa

Brothers for Life was launched in Kwamashu, Durban, on Saturday, 29 August 2009. It is a joint effort by the South African National AIDS Council, the Department of Health, USAID/PEPFAR, Johns Hopkins Health and Education in South Africa (JHHESA), Sonke Gender Justice and the United Nations System in South Africa.



Dr Wblefi Sefularo

In a message of support, deputy president and chairperson of the South African National AIDS Council, Kgalema Motlanthe, expressed his support for the campaign. Motlanthe said, "Government supports all initiatives to minimise HIV infections, strengthen family values and contribute towards the rebuilding of the moral fabric of society. The deputy president said that "governments key approach to dealing with HIV remains prevention, treatment care and support, which requires invigorated social partnerships."

Brothers for Life focuses on the role that men have to play in a world with AIDS. Men have largely been excluded from previous HIV prevention efforts and where men have been included this has often blamed marginalised men. Brothers for life seeks to mobilise men as improving the health and social outcomes for men directly improve the health and wellbeing of women and children - so the campaign has direct benefit for the entire society.

Over the coming months South Africans will see the Brothers for Life Manifesto advertisement that will be broadcast on all television stations, on radio and in the print media. The manifesto calls upon South Africa men to take responsibility for their actions.

Nomfundo Eland of the SANAC Women's Sector said that the sector supports the Brothers for Life Campaign. "It is important that men actively take up the battle in curbing the rate of new HIV infections first understanding their own bodies, having safe sex, treating STIs, testing for HIV, planning pregnancy, getting involved and supporting their partner through pregnancy and being responsible parents." Nomfundo adds that, "working with men as partners is very important in changing gender norms that perpetuate the spread of AIDS and in broader sexual and reproductive health."

To sign up to the Brothers for Life campaign, send a "Please call me" to 072 924 2559.

For more information, go to www.brothersforlife.org.