

A DEFINING MOMENT



Rescuing the Next Generation in Africa
Abstinence & AIDS Eradication

True Love Waits International



PROBLEM

The HIV/AIDS epidemic continues to be a devastating global problem. Worldwide, AIDS kills one person every 10 seconds with the most concentrated and high-risk area being the continent of Africa. In 2003, an estimated 25 million people, or 66.1% of the world's HIV cases, lived in sub-Saharan Africa. The 15 countries with the highest percentage of their populations infected with HIV/AIDS are all in Africa – led by Swaziland with an astounding 38.8%.

More than 2.2 million AIDS victims died in 2003 and almost three million new infections occurred, underscoring the tremendous need to implement effective prevention methods among those who are still healthy.

SOLUTION

In 1987, Uganda had the highest reported prevalence rate of AIDS in the world. In 1993, the first steps to implement True Love Waits in Uganda were taken, and in the years that followed, its HIV/AIDS prevalence rate (the percentage of people living with HIV/AIDS)—which in some areas was above 30 percent—dropped to the current rate of 6.7 percent.

Since then, Uganda has lowered its HIV/AIDS infection rate from more than 30% in the early 1990s to approximately 6% of the country's 25 million people as of July 2004. *Some leaders in Uganda say that this turnaround has literally saved a generation!*

Using God's plan for sexual behavior, the LifeWay True Love Waits team has designed a strategy that will teach young people how to choose sexual abstinence until marriage, and then support them as they live their commitments. Through the efforts of community leaders, True Love Waits will help reduce the number of AIDS cases and other sexually transmitted diseases; unplanned pregnancies; and a number of emotional, social, psychological and spiritual problems by helping young people change their attitude and behavior related to sexual expression.

The True Love Waits pledge is a promise to maintain sexual abstinence until marriage. It has had a profound effect on the national and international stage for more than 13 years.

“Believing that true love waits, I make a commitment to God, myself, my family, my friends, my future mate, and my future children to a lifetime of purity including sexual abstinence from this day until the day I enter a biblical marriage relationship.”

GOALS

- Target six sub-Saharan African countries per year for a total of 30 countries in five years.
- Reduce AIDS by 15% in each country over the next five years.
- Train at least five national teams in each country to deliver the True Love Waits message.
- Obtain commitments from 25% of the youth population in each targeted country.

As a by-product of this initiative, countries participating in True Love Waits International will experience economic savings as productivity in the work force will increase while expenses related to HIV/AIDS patients will decrease. Therefore, health care costs could be redirected to other critical needs within the countries such as addressing poverty and improving food production. And, millions of dollars being sent to Africa from other countries for HIV/AIDS relief could be redirected to other parts of the world to address poverty and other critical issues.

METHODOLOGY

True Love Waits teams, comprised of local residents, will be trained to carry the message of sexual abstinence to different people groups. Based on methodologies developed in Uganda, a True Love Waits international team will establish an ongoing relationship with a key national leader in each country. This person, in turn, will build a hierarchy of teams within each country. These teams will utilize a proven verbal-based, culturally appropriate teaching approach to carry the message of True Love Waits.

EVALUATION

At the conclusion of the first two years of the initiative, leaders will gather reports on the number of youth who have signed True Love Waits commitment cards as well as the reductions in the numbers of HIV/AIDS cases, teen pregnancies, and other health-related, social and psychological problems that result from sexual activity outside of marriage. Adjustments to the process will be made as needed and local conditions warrant.

FINANCIAL REQUIREMENTS

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| Personnel | \$520,000 (annually) |
| Administration | \$258,000 (annually) |
| Travel | \$ 72,000 (annually) |
| Publishing Support | \$ 70,000 (annually) |

Annual Total: \$920,000

Five Year Total: \$4,600,000

+ International Event: \$400,000

Total True Love Waits International: \$5,000,000

Note: Financial information does not include personnel and other administrative costs of current LifeWay employees working with True Love Waits.