Ideology, discourse and loveLife's links to materialism as the mechanism through which the epidemic is spreading, is a strong emphasis on expansion and dominance within all levels of society including organic and relatively informal spheres. HIV/AIDS is an ecological phenomenon that impacts directly on material conditions and lived experience globally.

Claims to impact

In various phases of the campaign, strategic, high-level evaluators have raised concerns about the programme’s potential to monocausally change the nature of the epidemic. Such claims have been based on unrealistic expectations and overstating impacts; elites within power networks have been positioned as having the potential to change the nature of the epidemic. The programme’s aim to halve prevalence amongst youth in five years and early claims about programme accomplishments was extremely naive, the programme played to a number of institutionalised interventions – particularly if they are positioned as having the potential to change the nature of the epidemic.

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