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Federal Department of Home Affairs FDHA
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LOVE LIFE: new campaign aimed at adolescents and young adults

Every year, around 90,000 young people in Switzerland have their first sexual experiences. They need reliable information to protect themselves from HIV and other sexually transmitted infections. LOVE LIFE is therefore specifically targeting 16- to 26-year-olds and building their health literacy through relatable information on safer sex.

Every year, around 90,000 young people in Switzerland have their first sexual experiences. In doing so, they make important decisions about their sexual health. In some cases, they already belong, from a young age, to the population groups with an increased risk of HIV or other sexually transmitted infections (STIs). Raising awareness of safer sex early on and building health literacy among adolescents and young adults therefore helps reduce the risk of infections.

LOVE LIFE is now focussing on 16- to 26-year-olds because this age group is particularly exposed to the issue. According to the cantonal curricula, young people also learn about HIV and STI prevention at school. The campaign provides easy-to-understand and relatable information on safer sex, thereby complementing what is taught in schools.

Young people's lived reality is at the heart of the campaign: LOVE LIFE speaks their language and reaches them on the channels they use, particularly social media. Through formats such as videocasts and short videos, the campaign provides information on safer sex and on looking after sexual health. At the same time, it provides space for exchange, dialogue and active participation. This allows teens and young adults to ask questions offline and online, raise their concerns and explore relevant topics. The campaign points people to further resources such as the lovelife.ch website and the Safer Sex Check with personalised recommendations for protection and testing.

“Thanks to Switzerland’s pioneering work in the prevention of HIV and viral hepatitis, and better treatment options, we have already achieved a great deal. But there are still several hundred infections a year,” says FOPH Director Anne Lévy at the

campaign launch. It is therefore important to keep going and to provide young people with reliable information. “Young people are beginning to explore their sexuality. The campaign helps build their health literacy.”

It makes sense to raise awareness of the topic early “so that young people know how they can protect themselves,” says Parham Sendi, infectious diseases specialist and head of the FOPH Communicable Diseases Division.

The Federal Commission for Issues relating to Sexually Transmitted Infections (FCSTI) is also supporting this effort: “The new LOVE LIFE campaign introduces young people to the topic of safer sex. That is really important when it comes to preventing sexually transmitted infections. This is because safer sex only remains firmly established in the general population if every new generation is made aware of it,” explains president Milo Puhan.

Embedded in national prevention programme

The LOVE LIFE campaign is one of the measures of the National Programme ‘Stop HIV, hepatitis B and C viruses and sexually transmitted infections (NAPS)’, which was adopted by the Federal Council. It aims to eliminate the transmission of HIV and hepatitis B and C virus in Switzerland by 2030. The numbers of other sexually transmitted infections are also to be reduced (more info: NAPS info)

LOVE LIFE is a campaign jointly run by the Federal Office of Public Health (FOPH), the Swiss AIDS Federation and SEXUAL HEALTH SWITZERLAND. Around CHF 450,000 per year is expected to be available for this purpose between 2026 and 2029.

Further information

LOVE LIFE website: Lovelife.ch

FOPH website: FOPH landing page on Love Life

National Programme (NAPS): HIV, hepatitis B and C and other sexually transmitted infections (admin.ch)

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