Zambia Integrated Health Programme

ZIHP-Youth Project

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Youth Communication Assistant
4 key interventions

- Youth Activists Organisation (YAO)
- Youth Media Group (YMG) Trendsetters
- *Africa Alive!*
- *HEART* campaign
Youth Activists Organisation (YAO)

- Youth NGO formed in 1995 by high school graduates
- Addressing key civic, environmental, economic and health problems affecting Zambian youth
- Supported by USAID, CEDPA, JHU/CCP
YAO Basic Communication and Facilitation Skills Training

Objective

- Equipping Anti-AIDS clubs, religious and school youth leaders with better communication skills

Activities

- Produced inter-faith training curriculum (Treasuring the Gift)
- Trained over 85 young people, schools, religious groups (Muslim and Christian), and youth clubs
- Reached over 300 youth directly
YAO ARH Soccer Camps

Audiences

Primary
- Boys 14 - 24, in and out of school, married and single

Secondary
- Parents of participants
- Community leaders

Implemented in nine districts: Chipata, Chongwe, Kafue, Nchelenge, Mpika, Lundazi, Kawambwa, Mwense and Mansa
YAO ARH Soccer Camps

Objective

- Encouraging men to participate in SRH, HIV/AIDS, FP and child health activities in the family.

Part of a collaborative *Caring Understanding Partners (CUP)* initiative

- JHU/CCP
- Society for Family Health (SFH)
- Zambia Information Services/Population and Communication Project (ZIS/POPCOM)
- Zambia Football Coaches Association (ZAFCA)
- United States Peace Corps Volunteers (US-PCV)
YAO Soccer Camp Activities

**SRH/HIV/AIDS/FP training for:**
- Fathers and couples (JHU/CCP & SFH)
- Coaches (YAO & ZAFCA)
- Women (JHU/CCP, SFH, local health center)
- Girls (YAO)

- Youth Football skills (YAO & ZAFCA)
- Schools out reach sessions (YAO)
- Mobile Video Shows (SFH)
Youth Media Group (YMG)

- Young journalists established *Trendsetters* in 1997

- Audience: Urban and peri-urban youth 15 - 25, in and out of school

- Originally producing 5000 copies, now 32,000 monthly:
  - 12,000 sales
  - 20,000 schools edition
Youth Media Group (YMG)

*Trendsetters* distribution
- Lusaka and the Copperbelt, through schools and supermarkets

Awards
- Global Media Award from the Population Institute in 1997
- Millennium Pacesetters Award from Radio Phoenix in 2000

Production of Brochures for UNICEF and CCP on:
- AIDS
- Contraceptives
Africa Alive!

A bold multi-national, multi-media initiative using entertainment-education to improve ARH, reduce the spread of HIV/AIDS/STDs among African Youth
Activities

- **ICASA launch and concert Sept 99**
  - 5 Ministers of Health
  - 5000 delegates and local youth
  - broadcast live on national TV for 2 Hrs

- **Africa Alive! concerts at the Durban 2000 AIDS conference in South Africa**
Africa Alive! Activities

- X-plosion 2000 special, a 4 episode musical/talk show TV programme focusing on HIV/AIDS using popular musicians
- 2000 Music festival-held in July 2000
- Alliance Francaise annual music day
- World AIDS Day concerts
- NWG Capacity building workshops held in Livingston, Lusaka, Kitwe
Africa Alive! Activities

- Sponsors the ‘Most Socially Conscious Artist Award’ at the annual Ngoma Awards

- HIV/AIDS Youth Rallies/music contests
  - community and youth driven
  - visited 7 Communities
  - reached 35,000 youth directly
  - launched “Postcards and Penpals”
The HEART CAMPAIGN

- A National Youth Mass Media campaign
- Focuses on safer sex or abstinence for young people.
- Emphasizes leadership, full participation of young people in planning, designing, implementation, monitoring and evaluation.
- Promotes positive peer pressure, changing community norms/youth culture, and youth supporting each other to practice abstinence or safer sex.
Audience Segmentation/ Objectives & Messages

Male 14-19 years Urban (Phase one)
- Abstinence - *Abstinence* “*ili che*” (giving abstinence a cool image)
- Consistent condom use - “You can’t tell by looking” and “cool guys use condoms”

Female 12-19 years Urban (Phase one)
- Abstinence - “Virgin power virgin pride”
- Consistent condom use - “Trust alone is not enough”
Outcome

Phase I
• 5 TV spots, 5 Radio spots, 3 posters, Note Books, Car stickers, 2 Music Videos

Phase II
• 5 TV spots, 26 Radio Spots in 7 languages, 4 posters, 1 Music Video, 1 Music CD with all the songs produced on the campaign

Phase III
• 5 spots selected from FGDs with audience and stakeholders. Production starts in January 2002
Partners

- Youth NGOs (Youth Advisory Group)
- JHU/CCP
- SFH
- Central Board of Health
- Network of People Living with HIV/AIDS
- National HIV/AIDS/STD Council and Secretariat
- Religious based organisations/networks
- Donors
Results

- Reached 71% of urban youth; 37% of rural youth
- Substantially increased perceptions of risk
- Increased condom use at last sex vs. control group
- Increased communication about safe sex with partners, friends
- Increased abstinence vs. control group
- Increased self-efficacy of young women to refuse sex