



Something for Something Love Campaign Strategy

January 2005

Acknowledgements

The *Y.E.A.H.* Campaign Strategy was designed through a participatory process that involved the National Young people's Advisory Group and Technical Advisory Team, and was facilitated by the *Y.E.A.H.* Campaign Implementation Unit and the Health Communication Partnership. We would like to thank the Uganda AIDS Commission for its invaluable contributions to the strategy and ever-present support for *Y.E.A.H.* We would also like to thank all the young people and Technical Advisory Team members who participated in the design and have guided the campaign. We would also like to recognize the support received from Straight Talk Foundation and Communication for Development Foundation to establish the Campaign Implementation team.

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LIST OF ABBREVIATIONS

AIDS	Acquired Immune Deficiency Syndrome
AIM	AIDS Integrated Model Programme
BCC	Behaviour Change Communication
CDFU	Communication for Development Foundation Uganda
CBO	Community Based Organisation
CIU	Campaign Implementation Unit
FBO	Faith Based Organization
HCP	Health Communication Partnership
HIV	Human Immunodeficiency Virus
IRCU	Inter-religious Council of Uganda
MARCH	Modeling and Reinforcement to Combat AIDS
NGOs	Non-governmental Organisations
PEPFAR	President's Emergency Plan for AIDS Relief
PSI	Population Services International
STF	Straight Talk Foundation
STI	Sexually Transmitted Infection
TAT	Technical Advisory Team
Tx. sex	Transactional Sex
UAC	Uganda AIDS Commission
UNFPA	United Nations Fund for Population Assistance
UNICEF	United National International Childrens Fund
UPHOLD	Uganda Program for Human and Holistic Development
USAID	United States Agency for International Development
VCT	Voluntary Counseling and Testing
YAGs	Young people's Advisory Groups
<i>Y.E.A.H.</i>	Young, Empowered and Healthy
Y.P.	Young People

1. BACKGROUND:

Over the past 20 years, Uganda has made significant strides to decrease HIV prevalence and improve the overall reproductive health of young people. However, research shows that young people 15 – 24 years of age continue to face great risks such as HIV infection, early childbearing, inadequate education, and the negative health consequences that result.

The National Strategic Framework for HIV and AIDS in Uganda 2003/4 – 2005/6 calls for improved coordination and intensity of communication efforts for and by young people. In response, the Uganda AIDS Commission (UAC) in partnership with many organizations serving young people and other stakeholders, both international and local, developed a conceptual framework for addressing issues pertaining to their sexual and reproductive health. The framework recognizes a young person's ability to make changes in his/her own life can be facilitated by changes in social norms, values, services, laws and policies. It also recognizes that interventions at multiple social levels are critical to reducing young people's risks to HIV, sexually transmitted infections and early pregnancy.

The *Y.E.A.H.* (Young Empowered and Healthy) campaign began in 2004 to address the growing need to improve health and social practices among young people in Uganda in response to The Uganda government's call for improved coordination and intensity of behaviour change communication (BCC) efforts. It is designed and implemented by a coalition of Ugandan organizations and Young people's Advisory Groups (YAGs) under the auspices of the Uganda AIDS Commission HIV/AIDS Partnership. USAID has provided the start-up funding through the Health Communication Partnership (HCP) to establish the *Y.E.A.H.* Campaign Implementation Unit and for the first three years of activities.

Y.E.A.H. is a multi-channel communication campaign for young people that combines mass media, person-to-person and community media. The mission of the campaign is to stimulate dialogue and action among communities, families, schools, and health institutions; and model positive practices through local and national media. The objectives of the campaign are to reduce HIV prevalence and early pregnancy, and to increase the proportion of young people who complete primary education and beyond.

2. Y.E.A.H. CAMPAIGN

2.1 OVERALL CAMPAIGN STRATEGIC APPROACH

Y.E.A.H. has developed an approach to campaign management that maximizes participation and ownership by young people and all stakeholders in planning, development, implementation, monitoring and evaluation.

2.1.1. Management and planning

The *Y.E.A.H.* Campaign will be managed by an Implementation Unit which has been established through a partnership of Communication for Development Foundation Uganda (CDFU) and Straight Talk Foundation (STF) under the auspices of the Uganda AIDS Commission (UAC).

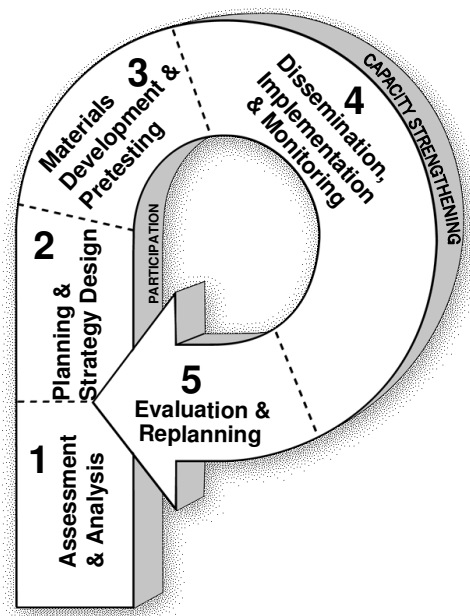
The Implementation Unit is guided by a Technical Advisory Team comprised of communication experts from organizations actively involved in sexual and reproductive health programmes for young people, including: Uganda AIDS Commission, Ministry of Health, Ministry of Gender, Labour and Social Development, Ministry of Education and Sports, CDFU, Straight Talk Foundation, UNFPA, Save the Children, Uganda AIDS Control Programme, Population Secretariat, Population Services International, Program for Children and Young people, Family Planning Association of Uganda, AIDS Information Centre, Health Communication Partnership, AIM Project, UPHOLD Project, UNICEF, POLICY Project, Uganda Reproductive Health Advocacy Network, and the YEAH Young people’s Advisory Groups.

Y.E.A.H. will establish five Young people’s Advisory Groups (YAGs)—one in Kampala and four regional YAGs. YAGs will be comprised of young people between 15 – 24 years old who have been selected by their peers, and will participate in the development, pretesting, dissemination, monitoring and evaluation of campaign interventions and materials. Two representatives from each YAG will participate in TAT meetings.

2.1.2. Planning and implementation cycle

Y.E.A.H. will follow a staged campaign planning and implementation cycle that allows for participation and consultation among stakeholders and young people (see 5-stage planning cycle diagram).

Campaign Planning and Implementation Cycle



Stage 1: Assessment and Analysis

- Conduct literature review and consultative meetings to identify and clarify issues
- Conduct rapid qualitative assessments for comprehensive situation analysis
- Analyze and prioritize issues and themes for campaigns
- Conduct formative research as necessary to gain a more in-depth understanding from the audiences' perspective

Stage 2: Planning and Strategy Design

- Develop a campaign strategy during a workshop with representatives from the YAGs and TAT.
- Draft a campaign strategy document for review and discussion with TAT and UAC
- Develop a campaign monitoring and evaluation plan, including performance indicators
- Establish radio production team, and train in MARCH approach
- Share formative research and strategy document with radio production team
- Develop creative briefs for advertising agency and graphic design organizations, solicit proposals, select and negotiate contracts
- Identify government and NGOs, CBOs, FBOs partners to participate and support delivery of the strategy at community level
- Form regional YAGs

Stage 3: Materials Development and Pretesting

- Radio production team develops character profiles, storylines, and script outlines for radio serial drama
- Implementation Unit, TAT and YAGs review radio serial drama design
- Radio production team produces 3 months of programming for pretesting by YAGs
- Advertising agency and/or graphic design organization develops creative materials for review by TAT and YAGs
- Implementation Unit and YAGs pretest creative materials
- Revised materials produced
- Implementation Unit and YAGs review relevant participatory tools and approaches
- Participatory tools reproduced, adapted, or developed
- YAGs trained in use of participatory tools and pilot test among peers
- Participatory tools and Campaign Action Kits produced
- Advocacy tools, materials, and approach developed
- Monitoring and evaluation tools and instruments prepared

Stage 4: Dissemination, Implementation, and Monitoring

- Radio programs and spots broadcast
- Print materials distributed widely through districts, service delivery sites, schools, and networks of young people serving and community organizations

- Train trainers from CBOs, NGOs, FBOs and young people’s groups to conduct participatory activities and distribute tools
- Campaign action kits promoted, distributed, and tracked
- Monitor key performance and outcome indicators and report results to UAC, TAT, and YAGs
- Conduct media briefings

Stage 5: Evaluation

- Conduct sentinel community surveys to measure indicators of campaign exposure, salience, attitudes, risk and self-efficacy, knowledge, behavioral intentions, and actual practices.
- Analyze data and share with UAC, TAT, YAGs
- Provide strategic recommendations for future *Y.E.A.H.* campaign phases.
- Plan for second phase campaign.

2.1.3. Multi-Channel Approach

Y.E.A.H. will employ a multi-level, coordinated approach to communication resource development and dissemination, with a radio serial drama as the centerpiece. Campaigns will also incorporate reinforcing radio spots, and messaging on other existing radio programs, print and outdoor media, as well as a wide range of communication tools (eg. publications, training kits, drama scripts, music, interactive DVDs, videos, etc.) to stimulate community participation and mobilize young people.

2.1.4. Social Mobilisation and Community Participation

Y.E.A.H. Campaign communication will be designed to engage people in what the Brazilian educator Paulo Freire has termed *conscientisation*, or “an understanding of their circumstances and the social environment that leads to action.” The Freirean theory that underlies this approach is predicated upon the notion that, through consciousness-raising, men and women in communities will critically examine dominant social norms and mores, particularly those that influence young people’s sexual, reproductive health, and education choices. Once men and women begin to question the status quo, they will recognize that social norms are not constant, but have changed even in their lifetimes and are subject to change. They will recognize that they can--and should--have a role in deciding which norms are beneficial and which are detrimental to social development. They will then be empowered to develop plans of action to overcome obstacles by working with others in their social networks or communities for the overall well-being of themselves, their families, and their communities.

2.1.5. Radio drama as centerpiece

Y.E.A.H. will develop a popular radio serial drama, utilizing the MARCH (Modeling and Reinforcement to Combat AIDS) approach. Initially, *Y.E.A.H.* will produce the series in English and two local languages; adding a third local language during the first year of broadcasts. The program will broadcast on as many stations as the campaign’s budget will allow.

Characters and communities in the drama series will model changes in behavior that the *Y.E.A.H.* campaign wishes to encourage. Drama characters will also feature in other campaign media, to promote the radio series, but also to stimulate dialogue and action around campaign themes and

issues. The radio program will also offer opportunities to link community and young people's groups, health workers and teachers to *Y.E.A.H.* campaign activities and resources.

2.1.6. Phased Implementation

Y.E.A.H. will implement campaigns in a phased manner in order to cover more than one key issue over time while retaining focus on a limited number of issues during each campaign. Changing campaign focus over time will also prevent audience fatigue and will allow messages to keep pace with changes in the social, political, and technical environment. *Y.E.A.H.* will launch its first campaign at the end of its first year (May – June, 2005). This first phase campaign will run for one year, during which time *Y.E.A.H.* will design the second phase campaign, drawing from feedback generated during the first phase. The second phase campaign will launch at the beginning of the third year. Thus, during its first 3 years, *Y.E.A.H.* will be able to launch two campaigns—one after the other. If *Y.E.A.H.* successfully leverages additional funds, a third phase campaign could be designed while the second phase is ongoing. It is also possible that, with additional funding, *Y.E.A.H.* could develop concurrent communication interventions for various audiences.

2.2 CAMPAIGN DESIGN PROCESS

The themes and communication approaches for the first two campaign phases were developed through a consultative process, involving young people and other stakeholders in sexual and reproductive health. The process began with a vulnerability analysis of HIV and AIDS among young people, and a review of research into sexual and reproductive health among young people. These formed the basis for a National Conceptual Framework for Coordinated Communication among Young People. Working within the Conceptual Framework, *Y.E.A.H.* facilitated a workshop among young people and stakeholder representatives in late 2004 to identify the themes for first and second phase campaigns, and to develop a message and media strategy for the first phase.

2.2.1. Vulnerability Analysis

Campaign design began with a participatory and multi-phased situation analysis that identified factors that increased the risks young people face for HIV, STIs, early pregnancy and school drop out. UNICEF led a process which involved a wide range of stakeholders working with young people, and young people themselves aged 14-25 years from throughout Uganda. Participants examined the risks unique groups of young people face for HIV and AIDS and the underlying causes of these risks. The analysis considered rural girls, rural boys, urban out of school young people, and young people living in conflict situations.

2.2.2. Literature Review of the Reproductive Health Risks of Young People

The Health Communication Partnership conducted a literature review in an effort to broaden the situation analysis beyond HIV and AIDS to consider risks related to early pregnancy, STIs and school drop out. The review included qualitative and quantitative research of risky behaviours, decisions and social barriers affecting young people and their sexual and reproductive health. It also included narratives describing sexual choices, individual risk perception and decision

making collected from letters sent in to Straight Talk Foundation by young readers of *Straight Talk* newsletters. This review, along with the Vulnerability Analysis, laid the foundation for the development of the Conceptual Framework for Strategic Communication.

2.2.3. Conceptual Framework for Strategic Communication

The Conceptual Framework developed under the guidance of Uganda AIDS Commission and through the technical input of various partners working in reproductive health and young people, is designed to lay the theoretical groundwork for all communication for HIV/AIDS prevention for young people including that of the *Y.E.A.H.* campaign. The Conceptual Framework, developed through a participatory process, identifies and defines the six key factors most important to influencing the level of risk young people face for HIV, STIs, early pregnancy and school drop out. These factors are: 1) adult support and guidance of young people; 2) life skills, 3) gender inequities; 4) sexual exploitation; 5) participation of young people in programs and community; and, 6) access to services friendly to young people. The Conceptual Framework acknowledges that these factors must be addressed at all levels of society--individual, community/services, and the socio-political--in order for young people in Uganda to make responsible and healthy life choices.

2.2.4. Communication Strategy Design Workshop

In December, 2004, the *Y.E.A.H.* Campaign facilitated a 5-day participatory Strategy Design Workshop to define the focus of both first and second phase campaigns, and to flesh out a message and media strategy for the first phase. The process relied heavily upon the Conceptual Framework and findings of the situation analysis and other pertinent research. Participants included members of the national Young people's Advisory Group and Technical Advisory Team along with the Campaign Implementation Unit and representatives from Health Communication Partnership and Media for Development Trust. Population Services International (PSI) presented formative research recently conducted as part of the Ministry of Health's Cross Generation Project, a project designed to reduce the prevalence of cross-generation sex among young, urban girls and older men.

2.3 PHASE I STRATEGY

2.3.1 Campaign Themes

During the Strategy Design Workshop, workshop participants--led by the young people themselves--selected two priority factors from the Conceptual Framework to be addressed by the first and the second phase *Y.E.A.H.* campaigns. It was agreed that Phase 1 will focus on sexual exploitation, defined more specifically as transactional sex; and Phase 2 will focus on improving adult support and guidance for young people. While sexual exploitation and adult support were chosen as the primary communication issues, it was agreed that life skills, young people's participation, and gender relations are cross-cutting issues that will be woven into the communication strategy as well.

Participants acknowledged that transactional sex is an important risk factor at the root of many health and social problems young people face. Both young participants and stakeholders agreed that the gravity of the risks associated with transactional sex are often ignored; the practice is

often encouraged socially; and issues related to transactional sex are often treated lightly, particularly by the media. Additionally, participants felt that the impact of a communication strategy developed to address transactional and cross-generational sex among young people in rural settings could be amplified through the complementary work being implemented by the Ministry of Health and PSI.

2.3.1.1. Transactional Sex Defined

Transactional sex is defined as engaging in sex in exchange for favours, money or material goods. For the purposes of this campaign, transactional sex will not refer to commercial sex work, or survival sex, where girls are so poverty stricken that their only means of survival is sex.

Transactional sex encourages girls to become sexually active early during adolescence and to become pregnant before they are ready. It also contributes greatly to HIV prevalence, which is growing most rapidly among 15 – 24 year old girls and 20 – 29 year old men.¹ Transactional sexual relationships reduce a girls' ability to insist on condom use, to end relationships, or to refuse sex.

According to qualitative research conducted by PSI, transactional sex has become a norm in Uganda, among age mates as well as cross-generational couples. Girls exchange sex for rides in men's cars, marks in school, employment, and gifts. The Ministry of Gender, Labour, and Social Development estimates that as many as 30% of girls 15 – 24 years old are involved in transactional relationships with men ten years or more their senior.²

There are a number of reasons why girls enter into transactional relationships:

- The desire to have clothes, shoes, hair styles and other material goods that their friends have but their parents do not provide.
- Many times employers withhold jobs or pay, unless a young girl has sex with them.
- Sometimes teachers give girls better grades in exchange for sexual favours
- Parents sometimes encourage their daughters to enter into transactional relationships in order to provide for the family
- The difference in social status between an older man and a girl can make it culturally unacceptable for the girl to refuse sex
- Sometimes girls who are involved in transactional relationships with older men encourage their friends to become involved as well.²

Although girls who engage in transactional sex with older men put themselves at an increased risk of HIV, they are more worried about pregnancy and the consequences of being caught by the

¹ Uganda AIDS Commission, The National Strategic Framework for HIV/AIDS Activities in Uganda: 2000/1 – 2005/6, March, 2000.

² Population Services International, The Uganda Cross Generational Sex Pilot: a Coordinated Social Movement, presentation by Twebese Rukundema during the *Y.E.A.H.* Strategy Design Workshop, December 2005.

man's wife. In addition, some girls feel that they lose their dignity when they become involved in transactional relationships.²

Men often become involved in transactional sex because they are attracted by the firm bodies of young women, they have the means to do so, and they are able to have sex with a young attractive woman in exchange for gifts or favours. Often these men think that young women are less likely to be infected with HIV than older women or commercial sex workers. In addition, transactional sex has become a norm among men who have the means. Young men watch older men in transactional relationships and know that one day, when they are older and have the means, they will also be able to enjoy these sorts of relationships.

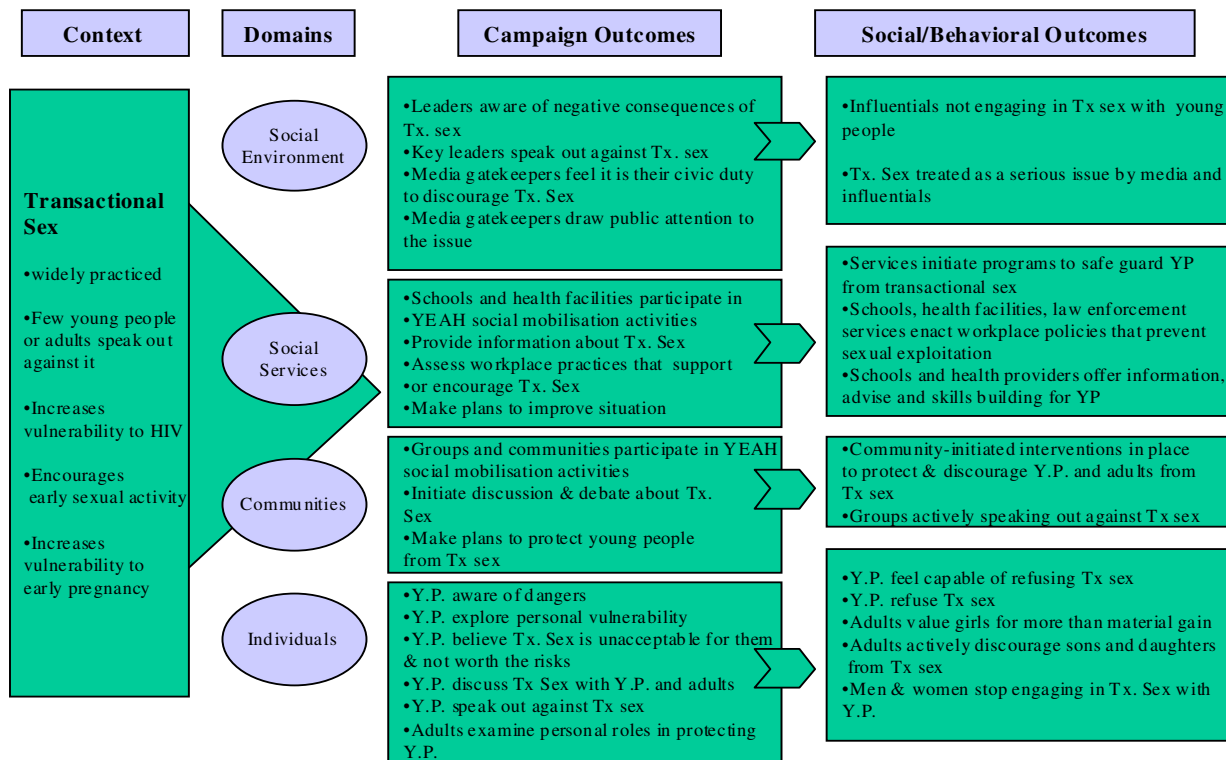
Although transactional relationships are common among older men, they are still considered immoral by many in society. Consequently, men engaging in these relationships usually do not want their colleagues or their wives to know.

People who are opposed to transactional and cross-generational sexual relationships rarely speak out against the practice. There is a societal belief that one should not interfere in another's sexual practices. Someone's sexual practices are not the business of anyone else. In addition, men engaging in transactional relationships are usually people with money and some degree of power. Therefore, people are unlikely to confront such people about their sexual practices, for fear that they will lose privileges that they are currently earning.

2.3.2. Phase 1 Campaign Conceptual Framework

The following conceptual framework outlines the campaign's approach to addressing the first phase theme of transactional sex at the community, services, and social environment levels. *Y.E.A.H.* expects to achieve the campaign outcomes over the short term campaign. This framework also depicts the resultant long term social and behavioral outcomes that the short term campaign's outcomes will produce:

Conceptual Model for Phase 1 YEAH Campaign



2.3.3 Phase I Campaign Audiences

Primary audiences for individual behavior change were identified:

- Girls aged 15 – 24 who are currently or are considering engaging in transactional sex, and
- Men 18 – 55 who are currently or are considering engaging in transactional sex

Audiences at community level include:

- Young people's groups
- Faith based organizations
- Workplaces
- Community based organizations

Social Services audiences include:

- Primary and secondary schools
- Health facilities

Socio-political audiences include:

- Media gatekeepers
- Political leaders
- Religious leaders

2.3.3 Phase I Campaign Objectives

- To stimulate dialogue and action concerning transactional sex among communities, families, schools, and health institutions
- To model behaviours through local and national media that provoke introspection, and enable adults and young people to resist transactional sexual relations.

2.3.4 Media and Social Mobilization Plan

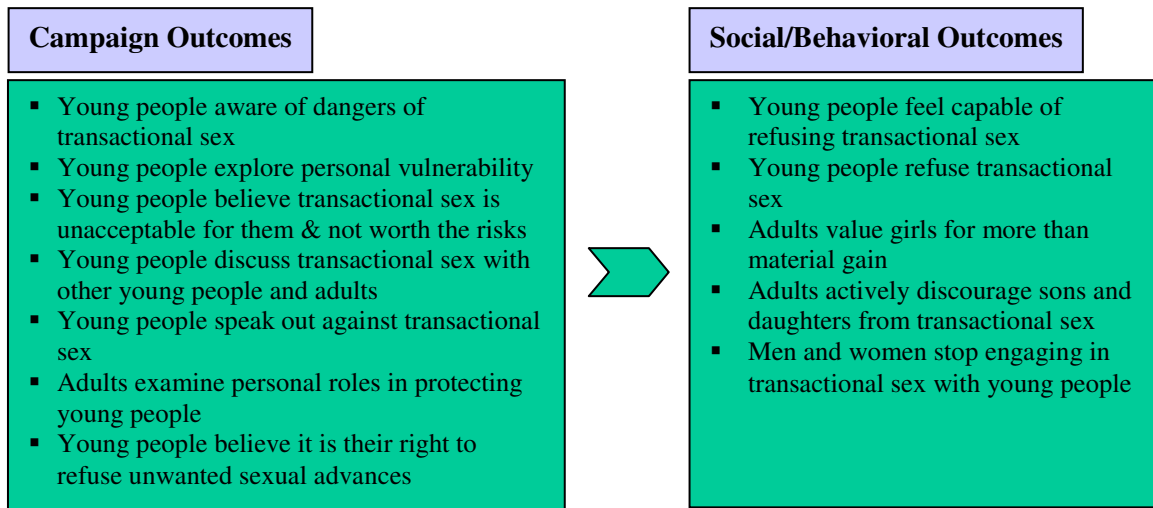
The *Y.E.A.H.* Campaign strategy is designed to stimulate a national movement against transactional sex. Thus, the strategy strives to influence individual behavior of young people, their parents, and older men. It also aims to stimulate a “buzz” in the national and local media around the topic of transactional sex; and to invite schools, health facilities, faith based organizations, communities and young people's groups to openly discuss, examine, and take action concerning transactional sex.

The media and mobilization plan has three parts, which are all inter-linked:

- a. Centerpiece radio drama series with reinforcing materials and activities to model and reinforce individual behaviour change
- b. Advocacy activities among media and religious leaders to create support for the campaign among influentials
- c. Mobilizing community groups, health facilities, schools, workplaces, and communities to take action

2.3.4.1. Centerpiece Radio Drama Series and Reinforcing Materials and Activities:

Y.E.A.H. Campaign radio drama series and reinforcing materials and activities will be developed to stimulate individual behavior change. Expected outcomes from these activities and media at the individual level are described as campaign outcomes in the Conceptual Model. It is anticipated that over time campaign outcomes will contribute to social and behavioural outcomes.



A highly popular radio drama series will provide a consistent creative thread throughout all *Y.E.A.H.* campaign phases and across other communication channels. The *Y.E.A.H.* Radio Serial Drama will be a weekly half-hour series of programs, 39 episodes per year running for two years to make a total of 78 episodes. Initially, the series will be produced in three languages: Luganda, English and Luo. A fourth language will be added during the first year. The program will start broadcasts in May or June 2005. The programs will as much as possible will be recorded in the language areas, with Luganda and English being recorded in Kampala studios, and Luo and Runyankole being recorded up-country.

Radio series characters will represent primary and secondary audiences and will model desired behaviour changes while facing realistic barriers and facilitators. Characters will be designed so that listeners identify with them, and can empathize with their situations and decisions. The drama will avoid portraying sugar daddies as evil; and young girls involved in transactional relationships as morally decadent, but will show the real context in which such relationships are formed and the challenges faced when trying to avoid or stop them.

In addition, communities and groups in the drama series will model the participatory dialogue and action activities that *Y.E.A.H.* will be promoting through its “Campaign Starter Packets” (see below). Through the drama, audiences will experience how a community group or young people’s group implements introspective exploration into community or school practices that put young people at risk of exploitative sexual relationships and then plan interventions to improve the situation.

Each program in the series will invite health workers, teachers, and organized groups to become involved in the *Y.E.A.H.* campaign by writing into the Implementation Unit for a free Campaign Starters Packet (see description below). Programs will also feature short “*windows to communities*” featuring interviews and visits to young people’s groups, health facilities, schools, workplaces, or communities that are actively participating in *Y.E.A.H.* activities.

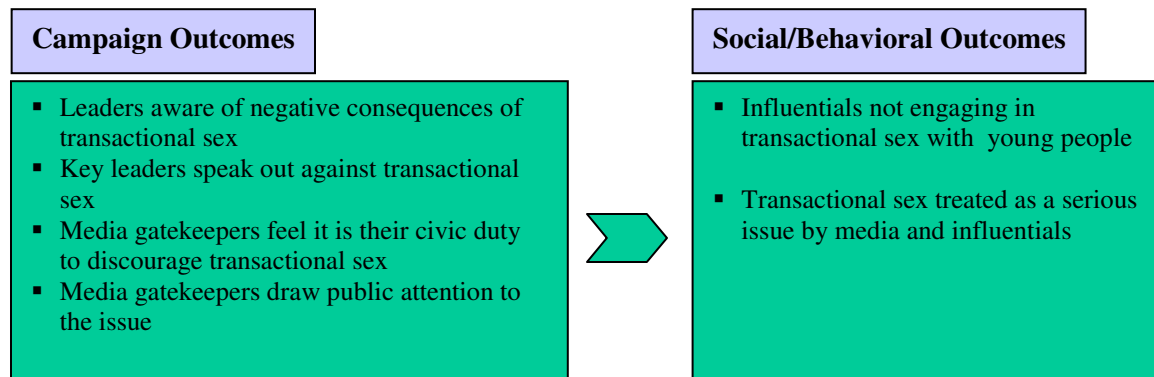
In order to reach young people who do not have access to radio or who cannot understand the languages in which the program is broadcast, *Y.E.A.H.* will produce *quarterly comic books* that shadow the radio series. Characters and storylines in the comic books will be the same as the radio programme. Comic books will be produced in as many local languages as possible and distributed through young people’s groups, community groups, schools, and possibly as newspaper inserts. Comic strips, taken from the comic books, will be published in all language newspapers weekly, shadowing the drama on radio.

Other materials will be developed to tease the public into listening to the radio drama and discussing issues as they arise in the programs. These may include:

- *Billboards*, featuring drama characters, with creatives that change every quarter. Billboards may feature questions that peak public interest in the drama and stimulate discussion about transactional sex, such as “Will Margaret tell Fred about Sarah’s sugar daddy?” or “Will Fred marry Sarah if he learns she has a sugar daddy?”
- *Radio mini-drama series spots* (1 – 2 minutes) in several languages based on radio drama series characters, with creatives that change each quarter.
- *Radio and TV spots for men* during World Cup broadcasts
- *Posters* promoting the radio series and inviting groups to become involved in the *Y.E.A.H.* campaign by writing into the Implementation Unit. In addition, the Cross Generation Project will produce posters discouraging cross-generational sex.
- *Teaser ads and features* similar to the billboards and posters in Straight Talk Newsletters, *Y.E.A.H.* comic books, and regular newspapers.
- *Radio teaser announcements* on Straight Talk radio programmes and other radio programs for young people.

2.3.4.2. Advocacy activities among media, political, cultural and religious leaders

Y.E.A.H. will also conduct advocacy activities among political, religious, and cultural leaders. Expected outcomes from these activities and materials at the socio-political level are described as campaign outcomes in the Conceptual Model. It is anticipated that over time campaign outcomes will contribute to social and behavioural outcomes.



The *Y.E.A.H.* campaign will work closely with the Ministry of Health Cross-Generation Pilot Project to sensitize media leaders and gatekeepers at national level to the campaign issue. *Y.E.A.H.* will provide spokespersons identified and briefed by the Cross-Generation Project with *booklets of convincing facts and figures* concerning transactional sex, teenage pregnancy, HIV/AIDS and school drop outs, and the *Y.E.A.H.* campaign. Working with these spokespersons, *Y.E.A.H.* will organize:

- *Appearances on TV and radio talk shows*
- *Interviews in the press*
- *Press briefings*
- *Meetings with parliamentarians, cabinet members, cultural leaders, district leaders*
- *Speeches and presentations during Rotary Club meetings, meetings of employers and workers' unions*

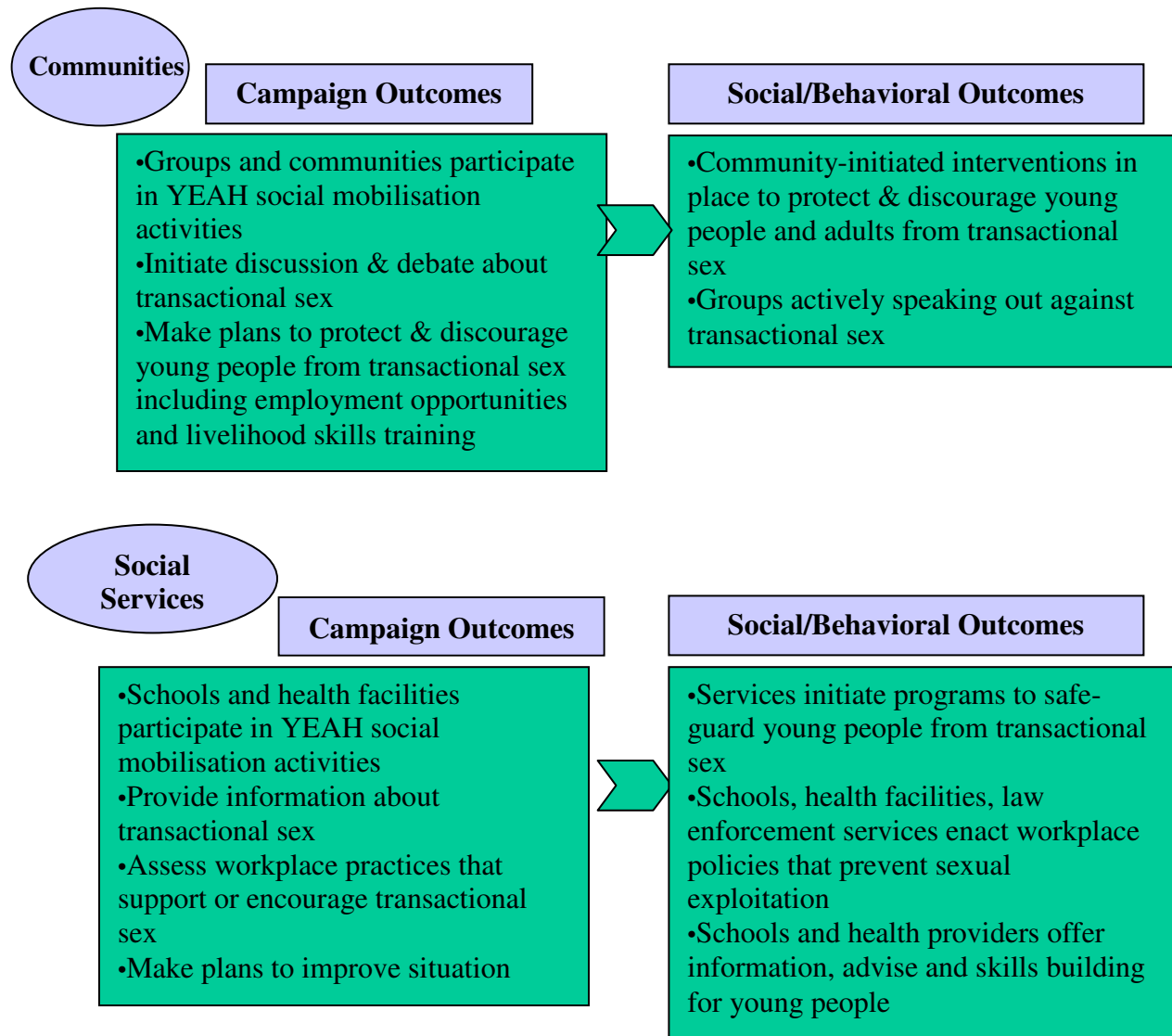
With support through the Cross-Generation Project, the Inter-religious Council of Uganda (IRCU) will sensitize religious leaders to the issue of transactional sex. *Y.E.A.H.* will work with IRCU to disseminate information about *Y.E.A.H.* campaign activities, and invite faith-based organizations to implement *Y.E.A.H.* campaign activities. *Campaign Starters Packets* (see description below) will be made available to faith based organizations with training for their community and young people's group leaders.

Regional Lead Organisations will assist Regional *Y.E.A.H.* to conduct sensitisation meetings with district leaders in the districts that are within their organisation's sphere of influence. *Y.E.A.H.* staff, national YAG members, and representatives of Regional Lead Organisations will orient district leaders to the *Y.E.A.H.* campaign, its implementation structure, and the focus of its first phase campaign. District leaders will be invited to include *Y.E.A.H.* campaign activities on their annual workplans, and to participate in *Y.E.A.H.* activities organised by the Regional YAGs.

2.3.4.3. Mobilizing young people's groups, health facilities, schools, workplaces, and communities to take action

Y.E.A.H. will develop participatory tools and approaches that stimulate introspection and dialogue among young people 15 – 24 and their parents/guardians, teachers, community leaders

concerning transactional sex. These activities and materials are expected to result in outcomes at both community and service delivery levels, as described in the Conceptual Model. It is anticipated that over time campaign outcomes will contribute to social and behavioural outcomes as outlined in the graphic below.



YAGs will be trained to train leaders of young people’s groups, faith based groups, community resource persons and community based organizations to use the tools and implement these approaches as part of their ongoing programmes. The tools and approaches will be packaged as “Campaign Starters Packets” which will be distributed upon request to any organization interested in participating in the *Y.E.A.H.* campaign. It is anticipated that *Y.E.A.H.* will produce three types of packets with slightly different combinations of materials and activities: one for

young people, faith-based, and community based groups; one for schools; and one for health facilities.

Campaign Starters Packets – *Y.E.A.H.* will develop starter packets that will draw heavily on materials and tools already developed by other organizations. An illustrative list of the types of materials and tools that may be included in a packet includes:

- Campaign posters
- Identifying badges or stickers with campaign slogan and *Y.E.A.H.* logo
- Board game similar to “The Game of Life”
- Quiz games
- “Life Choices” DVD with facilitators guide
- Message points for presentations during meetings or health talks with illustrations
- A booklet with facts and information, suggestions for community and group activities to stimulate dialogue and action around transactional sex, lists of resource organizations (eg. YAGs, Young people’s Centres, Young people’s Friendly Health Services, Organizations trained by *Y.E.A.H.*, VCT services, contraception services, HIV/AIDS support groups, etc.)
- Information about community grants—where and how to apply (eg. PEPFAR, Global Fund)
- Easy-to-replicate brochures or handouts on the topics of: transactional sex, life skills, gender relations, income generation and employment opportunities, HIV/AIDS prevention, and contraception
- Trigger cards and scripts for interactive drama
- Tools and instructions for participatory learning and action
- Postage-paid postcards for feedback

Go-getters’ Clubs - the Cross-Generation Pilot Project will establish clubs for girls in tertiary institutions. The clubs will provide peer support for girls to stay out of transactional sexual relationships; and will give girls a chance to meet successful women role models who succeeded without the help of a sugar daddy.

2.3.5 Individual Behaviour Change Content Outline for Girls aged 15-24

Primary Audience: Girls aged 15-24 who are currently or are considering engaging in transactional sex. These girls are not commercial sex workers, nor are they extremely poor and engaging in transactional sex as a means of survival.

Secondary Audiences:

- Peers of the primary audience, both girls and boys, 15- 24 years old, who are not engaged in transactional sex.
- Parents (and guardians) of the primary audience.

Behavioural Goal for Girls Who Engage in Transactional Sex: To have long-term goals and to avoid transactional sex in order to realize them.

Communication Objectives:

As a result of the campaign, the primary audience will:

- Know that transactional sex puts them at high risk of HIV
- Have an attitude that transactional sex is unacceptable for them and not worth the risks
- Feel capable of refusing transactional sex
- Refuse transactional sex

As a result of the campaign, the peers will:

- Believe that transactional sex is not the only option for success and survival
- Actively discourage their friends from becoming involved in transactional sex

As a result of the campaign, parents (and guardians) will:

- Value girls for more than immediate material gains
- Actively discourage their daughters from engaging in transactional sex

Key Promise for primary audience:

If you stop transactional sex, you will be more likely to realize your long-term goals and retain your dignity.

2.3.6 Individual Behaviour Change Content Outline for Men aged 18-55

Primary Audience: Men aged 18 – 55 years who are engaged in transactional sex.

Behavioural Goal: To enter long term sexual relationships based on mutual respect and not exploitation.

Communication Objectives:

By the end of the campaign, the primary audience will:

- Have an attitude of responsibility for protecting young women and partners
- Know that they can get HIV even from a young partner
- Stop engaging in transactional sex

Key Promise:

If you stop having transactional sex, you will have a clear conscience and more consistency with your moral values

Secondary Audiences (Influencers of the primary audience):

- (1) Peers of men who engage in transactional sex. These peers do not engage in transactional sex themselves
- (2) Media gate keepers (Radio, TV, and Print)

Behavioral Goals for secondary audiences:

- Peers of men engaging in transactional sex will speak out against transactional sex
- Media gatekeepers will stimulate discussion/debate; expose the problem; and draw public attention to the issue of transactional sex.

Communication Objectives for secondary audiences:

By the end of the campaign, peers of men engaging in transactional sex will:

- Feel that it is socially acceptable to discourage their peers from engaging in transactional sex
- Know that they are helping their friends and their families by discouraging it
- Discourage their peers from engaging in transactional sex

As a result of the campaign, media gatekeepers will:

- Know that transactional sex is a major contributor to the HIV epidemic in Uganda
- Feel that it is their civic duty to discourage transactional sex
- Stop treating transactional sex lightly in the media

2.3.7 Mandatory Requirements

All campaign materials will be pretested with their intended audiences, reviewed by a small group of TAT members, and revised accordingly. All campaign materials will credit the *Y.E.A.H.* Campaign, the Uganda AIDS Commission and the donors responsible for funding them.

2.3.8 Monitoring and Evaluation Plan

Y.E.A.H. will be evaluated through a number of methods. The plan includes pre- and post campaign surveys in selected districts, monitoring of project activity and organizational processes in sentinel communities, analysis of service statistics in sentinel communities, tracking of broadcasts of the *Y.E.A.H.* radio serial drama, analysis of letters from radio program listeners, analysis of media coverage of young people's sexual and reproductive health issues, and a series of small scale qualitative studies of selected secondary audiences. The M&E Plan is attached as Appendix B. A suggested timeline for research activities is attached as Appendix C.

2.3.9 Timeframe and Responsibilities for Phase I Campaign

See attached.