

Project title: HIV FREE YOUTH
Priority areas included: <ul style="list-style-type: none"> ▪ Prevention ▪ Advocacy, ▪ IEC ▪ Institutional capacity building
Proposed geographical location: Urban: Ilemela and Nyamagana urban wards Rural: Ilemela and Nyamagana rural & sub-urban wards: (Ilemela Districts: Sangabuye, Bugongwa & Buswelu) and (Nyamagana District: Buhongwa & Igoma)
Target Population: 21 wards which contains 21 government secondary schools. Approximately: 18,000 In-school youth aged 13-24
Project Summary: Briefly describe the project under the following headings:
Problem Statement: Young boys and girls aged 13-24 years account for 60% of new sexual transmitted infections including HIV. On the other hand, 60.2% of young women and 58.5% % of young male aged 13-24 are said not to have a comprehensive knowledge on HIV/AIDS. 1This is due to the reason that, there is limited information, education and communication on skilled based HIV/ASRH from parents, teachers and health providers to adolescents.
Main objective of the project: To increase 30% of youth 13-24 years of age with comprehensive knowledge on HIV/ASRH.
Specific objectives: To ensure skilled based HIV/ASRH media and performed art initiative are integrated into youth school extra-curriculum activities.
Strategies of the project: <ul style="list-style-type: none"> ▪ Mobilization and packaging of youth friendly skilled based HIV/ASRH popular publications materials. ▪ Skilled based HIV/ASRH knowledge popularized to youth by youth through media (print & electronic) and performed art initiatives. ▪ Monitoring, Evaluation and Sharing of Best Practices.
Expected outcomes the project: <ul style="list-style-type: none"> ▪ Increased number of schools with active integration of skilled base HIV/ASRH education into student's scheduled extra-curricular activities. ▪ Improved access to skill based HIV/ASRH information to youth (in school) through mass media coverage (electronic & print) ▪ Increased comprehensive knowledge HIV/ASRH among youth. ▪ Reduced number of new HIV infection among youth aged 13-24 in target area

B. Detailed description of proposed project:

Problem:

In Mwanza region Parents, guardians and the community in general do not speak/ communicate with their children/ youth concerning skill based HIV/ASRH, which leaves the youth vulnerable to STD/HIV infection. Seen that situation as a gap, the government and other stakeholders initiated various HIV prevention campaigns focusing on educating youth about HIV. These efforts included Ministry of Health and Social Welfare (MOHSW), Ministry of Education and Vocational Training (MOEVT) designing HIV/ASRH related materials that were not packed in a youth friendly way and have not been applied in students extra – curricular activities.

With all those efforts new HIV cases among youth between 13-24 keeps on increasing, this is due to the fact that the type of knowledge delivered is neither comprehensive nor skill based. Leaving a gap of more than 60.2% of young women and 58.5% % young men lacking skilled based comprehensive HIV/ASRH knowledge with 50% of young women and 43%of men having first sexual intercourse before reaching 18 years of age, which leads to high level of unplanned pregnancies ranging from 3% among young women 15 years of age to 54% among women aged 19 years.

World health Organization (WHO) has devised a scale to rate different types of behaviour change communication (BCC) interventions (The Ready, steady, Go! Scale rates). The Go! Scale rate means that, the intervention approach has extensively been proven; it's workable, can be adopted and scaled up.

In this project Boresha in collaboration with its stakeholders will apply The GO scale rate to implement the project since this intervention includes dissemination of skilled based HIV/ASRH education through a combination of multiple channels such as radio, print and performed art (interactive: drama, public speaking, coral, solo verse and others) reinforcing the same messages. Such sessions enable the audience to go through the process of understanding problem and reach consensus on the solution. And this is where interventions appear.

Strategies

In strategy 1: **Mobilization and packaging of youth friendly skilled based HIV/ASRH popular publications materials.**

Boresha in collaboration with Ministry of health and social welfare (MOHSW) Ministry of education and vocational training (MOEVT), media personnel, religious leaders and behaviour change communication (BCC) experts will unpack the updated skilled based HIV/ASRH material into a youth friendly popular publications manner (Adding these materials into students/youth extra-curricular activities).The materials will be pre-tested & reviewed for compilation of the final version that will be published for circulation to youth and teachers within the project area.

In Strategy 2: Skilled based HIV/ASRH knowledge popularized to youth by youth through media (print & electronic) and performed art initiatives.

The project will prepare skilled based HIV/ASRH performed art festivals (PAF) in six categories each with a limit number of participants (Debate: 5, single performance: 3, public speaking: 1, instant questions and answers: 3 and drama:8).The festivals will encourage participation of all secondary school students within the project area. *In the process of preparation and during interactive festival events, student will explore their abilities to analyze drivers of sexuality and portray them to the society in a reflection manner. They will develop not only art on the stage but also the skills on HIV/ASRH education.*

To achieve this, several activities will be employed; popularization of skilled based HIV/ASRH youth friendly popular materials, PAF basics, adjudication criteria and the concept of integration into school extra-curricular activities will be conducted to the district educational authorities, district HIV coordinator, head teachers & cultural/sports teachers from all 21 secondary schools, ward executive officers and the ward extension officers (education & health) within the project area.

Boresha and school officials will distribute comics to each school within the project area and orient the students about the project. Identified schools will then register to participate in performed art festivals.

There will be a multi-level nature of festivals. **Level 1 (Preliminaries):** Teachers/Boresha & Partner Radio media house will orient and sensitize secondary school students to form teams of different PAF categories (Debate: 5, single performance: 3, public speaking: 1, instant questions and answers: 3 and drama: 8). Teams within same school (intra-school) will orient themselves on skilled based youth friendly HIV/ASRH popular materials as a source of information while composing for the performed art festival. Teams within the school will be given a period of 90 days to select contestants who will represent the school in mentioned categories.

Level 2 (Intra-ward): contestants from each category in a school will compete with the other secondary school contestants. These events will involve all 21 wards within Ilemela and Nyamagana districts. The first 15 winner schools in the ward competitions will qualify to compete with other wards at the zone level (**Level 3**). Each zone will envisage 5 wards.

The first five winners in each category at the zone level will qualify for district level (**Level 4**) skilled based HIV/ASRH performed art festival competitions. Where they will compete to get the district overall winners in each category. In all these levels, both participant & winners will be rewarded and trainers of first winners in all categories at district level will be awarded. In addition, Partner Radio media house for all levels, will air youth initiatives, produce programs and participate into the reinforcement exercise.

The baseline survey will be conducted at the beginning of the project while end term evaluation will be conducted at the end of the project period. Project monitoring will be done daily and on event basis as per project monitoring and evaluation plan. The evaluation results will be shared with the audience and other stakeholders. The findings will as well help to improve the regular Partner Radio broadcasting quality and "Boresha" program.

Description of Outcomes:

- Increased percentage of schools with active integration of skilled base HIV/ASRH education into student's scheduled extra-curricular activities.
(*Denominator:* Total number of schools without integration pre-intervention & *Numerator:* Total number of schools with active integration post-intervention multiply by 100)
- Improve access to skill based HIV/ASRH information to youth through mass media coverage (electronic & print). This will be determined by number of targeted people reached with both youth friendly popular materials as well as mass media messages. HIV/ASRH youth friendly popular materials issue register as well as the Final media survey (within Final evaluation) will help us assess this outcome effectively.
- Increased comprehensive knowledge HIV/ASRH among youth.
(*Denominator:* Total number of youth without skilled based HIV/ASRH comprehensive knowledge pre-intervention & *Numerator:* Total number of youth with skilled based HIV/ASRH comprehensive knowledge post-intervention multiply by 100)

TABLE 1 – Strategies/Activities/Outputs

Strategy 1: Mobilization and packaging of youth friendly skilled based HIV/ASRH popular publications materials.

Activities	Baseline Position (if it exists)	Quantified Outputs
1.1 Conduct one week orientation and consultative workshop to unpack the updated MOHSW/MOEVT skilled based educational materials into youth friendly skilled based HIV/ASRH popular publication materials	MOHSW/MOEVT skilled based educational materials in place	One week orientation and consultative workshop of 20 multi-speciality group of experts on development of youth friendly skilled based HIV/ASRH popular publication materials.
1. 2 Print skilled based & youth friendly popular publication materials on HIV/ASRH education as per updated MOHSW/MOEVT guidelines.	NONE	18,050 skilled based & youth friendly HIV/ASRH materials printed,

Strategy 2: Skilled based HIV/ASRH knowledge popularized to youth by youth through media (print & electronic) and performed art initiatives

Activities	Baseline Position (if it exists)	Quantified Outputs
2.1 Conduct consultative workshop to plan on themes, categories, processes and procedure of skilled based HIV/ASRH performed art festivals (PAF).	NONE	One day consultative workshop of 15 people to plan on themes, categories, processes and procedure of PAF conducted.
2.2 Orientate key stakeholders on skilled based & youth friendly popular materials and on PAF initiatives.	NONE	One day orientation of 100 stakeholders on skilled based & youth friendly popular materials and on basics and adjudication criteria.
2.3 Conduct intra-school, intra-wards, intra-zones and the district level performed art festivals to popularize skilled based and sexual reproductive health knowledge to youth.	NONE	Intra-school PAF conducted for 3 month among schools which registered.
		Intra-ward PAF conducted for 3 month among schools which registered
		2 weeks of intra-zones PAF among winning teams from different wards.
		1 day district level PAF on skilled based HIV/ASRH conducted and winners are awarded.
Activities	Baseline Position (if it exists)	Quantified Outputs
2.4 Produce and air radio spots containing skilled based and HIV/ASRH messages.	2 Radio Spots available	10 radio spots/jingles produced and aired 1000 times in a year.
2.5 Produced, air and conduct interactive dialogue on	4 relevant radio documentaries available	Produce 30 radio documentaries by the end of

skilled based HIV/ASRH issues and performed art festivals (PAF).		the project. And broadcast fact based radio documentaries & dialogue on issues pertaining HIV/ASRH weekly and on event basis.
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STRATEGY 3: Monitoring, Evaluation and Sharing of Best Practices

Activities	Baseline Position (if it exists)	Quantified Outputs
3.1 Conduct baseline survey which will provide data about the existing number (%) of youth who have required skill based knowledge about HIV/ASRH.	The existing baseline data covers the whole country of Tanzania, rather the project management team wants to obtain its own.	2 weeks base line evaluation conducted at the beginning of the project.
3.2 Conduct registration of in school youth who will be involved in PFA.	NONE	Registration of youth in school who will participate in PAF accomplished within the first quarter.
3.3 Conduct on-going project monitoring	NONE	On-going daily follow-up of media programs and weekly school programs.
3.4 Conduct quarterly project review meeting with stakeholders and project staff to discuss about project progress	NONE	1 day report & review meeting with teachers representing different schools conducted and articles published quarterly.
3.5 Conduct end of the project evaluation	NONE	2 weeks final evaluation conducted on month eleven.
3.6 Conduct project closure meeting and result sharing with stakeholders through presentation, meeting and publication of articles.	NONE	Publication of articles in 2 national newspapers quarterly and 1 day stakeholders sharing meeting the project results and planned way forward to 70 people.

Section 3: Partnership

Partner's roles:

Boresha as the Lead Organization intends to partner with Partner Radio media house, in this partnership Boresha will coordinate all workshops, planning and development of all HIV/ASRH related materials, performed art festivals, review meetings, monitoring and evaluation of all project activities including financial management. In addition Boresha uses its medical, communication and public health experts (stuff) to make sure that all health aspects of radio programs produced are well synchronized and communicated.

Partner Radio will be responsible for producing and broadcasting fact based HIV/ASRH documentaries and spots as well as interactive community dialogues on pertaining to skill based HIV/ASRH issues. They will as well broadcast inter-school, inter-ward and inter-district level festivals and events.

Financial Arrangements:

The funds received from donor will be managed by Boresha, and the disbursement to Partner Radio will be on assignment basis.

Section 4: Urgency and Sustainability

Project need:

Tanzania has a population of 42,746,620 people. 60.2% of young women and 58.5% of young men aged 13-24 are said not to have comprehensive skill based HIV/ASRH knowledge. This data collaret with the number of youth said to get STD's including HIV/AIDS, Among them 60% of youth aged 13-24 years account for new sexually transmitted infections including HIV.Hence there is a direct relationship between comprehensive knowledge and spread of HIV among youth.

This project has come during the right time with great urgency since it is meant to fill in the gap that Parents, teachers and other community members neglected their responsibility (in educating their youth about HIV/AIDS prevention). It is urgent since the number of new infections and death among youth 13-24 in our areas is increasing daily. The transition made here is base where our youth will have the right knowledge that will empower them in the right actions. That will contribute into the reduction of not only new HIV infections, but also reduction of other sexually transmitted diseases as it fills the knowledge gap created by existence of silence among parents teachers and other community.

Currents efforts:

The World health Organization (WHO) has devised a scale to rate different types of behaviour change communication (BCC) interventions (The Ready, steady and Go Scale rates). The Go Scale rate means that, the intervention approach has extensively been proven; it's workable, can be adopted and scaled up easily.

Our project has adopted multi-approaches (such as use of interactive drama, performed art festivals, songs, public speaking and debate) which are built in best practise such that were rated as Go! Using WHO scale. The project is innovative since it will manage to integrate these interventions into in school youth extra-curricular activities that will effectively fill the knowledge gap by imparting skill based HIV/ASRH knowledge to youth in a user friendly way such that the youth may be able to practice and perform their active roles in HIV prevention.

Sustainability:

In ensuring that this project is sustainable Boresha/Partner Radio utilises the use of rewards as a motivation factor to encourage the youth to read, discuss, dialogue and effectively participate in arranged performed art festivals, which in turn will automatically help to sink the lifetime skill based HIV/ASRH knowledge.

Furthermore Boresha/Partner Radio has already invited local organization with interests to underwrite Partner Radio's programs as their corporate social responsibility to market their products during performed festival activities so that after the project phases out these local organisations may continue to fund these festivals as one of their social marketing strategies while at the same time providing income to sustain Boresha/Partner Radio activities, hence continuing our initial efforts.

Section 5: Monitoring and Evaluation

Technical monitoring:

Intended results	Indicators	Means of verification	information collected
Increased number of schools with active integration of skilled base HIV/ASRH education into extra-curricular activities.	Integration of skilled base HIV/ASRH education into extra-curricular activities among 50% secondary schools which had no such programs before.	<u>Information:</u> topics and activities. <u>Data source:</u> School timetable, quarterly teaching report.	Monthly, quarterly & annually
Improve access to skill based HIV/ASRH information to youth (in of school) through mass media coverage (electronic & print)	10 radio spots produced and aired 1000 times annually	<u>Information:</u> Radio programs with skilled based HIV/ASRH education. <u>Data source:</u> Transmission report & CDs.	Monthly
	30 fact based radio documentaries produced, aired & dialogued by the end of the project.		
	25,000 copies of skilled based HIV/ASRH youth friendly popular materials Printed & distributed by the end of the project.	<u>Information:</u> evidence of distribution. <u>Data source:</u> issue register.	First quarter
Increased comprehensive knowledge on skilled based HIV/ASRH comprehensive knowledge among youth 13-24 years.	30% of youth without comprehensive knowledge can at least mention 80% of skilled base HIV/ASRH knowledge by the end of the project	<u>Information:</u> Pre-intervention and post knowledge level. <u>Data source:</u> Baseline and final evaluation reports.	Last quarter

Financial monitoring:

Boresha has a sound financial policy and procedure manual which guides the organization when dealing with all financial related transactions. The organization have a general account and specific accounts for each project implemented, in this case the account for this project will be managed by the Board of directors in which the executive director is the signatory category A, while the program manager and finance and administration manager are the signatories category B. in order to conduct any transaction within the project account all signatories must agree and sign the request and the bank cheque.

On the other hand, to be effective and for control purposes, Boresha has a computer package to monitor and report all financial transactions. Each month the Financial Manager produces a financial statement that indicates amounts of money spent according to the budget codes. The financial information allows staff members to keep track of the expenses according to the budgets and program implementation. In addition, our accounts are annually subjected to auditing by private external auditor who compiles our audited accounts for submission to the board of trustees.