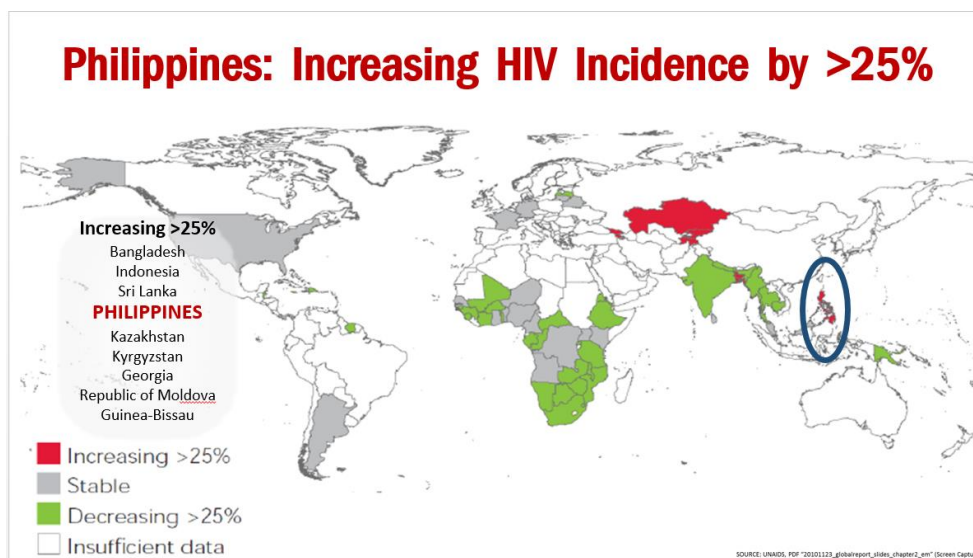


1) Project Title:

Engaging Youth in HIV and AIDS Prevention through Sports and Mobile Theatre

2) Innovation Concept

Globally, the Philippines is a country with one of the world's most rapidly increasing rates of HIV infection. The infection rate has increased by more than 25% while most African countries have a stabilized or decreasing incidence rate.¹ Based on the recent report from the Philippines Department of Health (2018), the number of newly diagnosed HIV positive is increasing every day. In 2008 it was roughly one new case diagnosed per day, whereas in 2017 the incidence rate has increased to 29 new HIV cases per day. While this phenomenon can also be attributed to improved diagnostic practices, it is still much higher than African countries.



From the first reported HIV case in 1984, the total cumulative cases exploded from 1984 to 2017 to 44,000. Eighty-six per cent of HIV cases were among males who are having sex with males (MSM) which is the most common way of HIV transmission. Seventy-nine per cent of HIV cases are comprised of 15-34 years old. The region with the most number of reported cases were: National capital Region (NCR) with 404 (37%) cases, Region 4A with 155 (14%) cases, Region 3 with 108 (10%) cases, Region 7 with 98 (9%) cases and Region 11 with 60 (5%) cases. An additional 273 cases (25%) came from the rest of the country.²

In Region 4A, Cavite ranks as having the highest incidence rate. Three cities of Cavite (Bacoor, Imus, and Dasmarinas) were ranked as one of the high risk areas. From 1984 to 2017, Dasmarinas had a total of 487 HIV cases. The age group of 15-34 have the highest infected (78%) with the

¹ SOURCE: UNAIDS, PDF "20101123_globalreport_slides_chapter2_em" (Screen Capture)

² Department of Health, May 2017:
http://www.doh.gov.ph/sites/default/files/statistics/DOH_EB_HIV_May-AIDSreg.pdf

total number of 375 HIV cases. From 2015 to 2017, a total of 10 AIDS-related deaths have been reported in Dasmarinas.³

Since 2015 the local government of Dasmarinas opened up a specialized clinic – HIV Satellite Treatment Hub also called as “Dasmarinas Social Hygiene Clinic” which provides free HIV testing and education. Doctor Sol Mendiola (head of HIV Satellite Treatment Hub) expressed that they needed additional support to promote HIV prevention and curb the increasing rate of HIV transmission in the city. The clinic is comprised of two staff; herself and one nurse providing treatment and with support from other staff to provide free HIV testing throughout the city.

In response to this challenge, ADRA aims to support and collaborate with Dasmarinas Social Hygiene clinic to prevent new HIV infections among youth, specifically ages 15 to 34 years old. Our aim is to engage youths (15 to 34 y old) on HIV prevention and to encourage them to access counseling and treatment services through innovative approaches (volleyball sports at the barangay and mobile theatre in schools).

The two major outputs are (1) Mobilized partners, local government unit, and volunteers to reach one, test one, and save one in acquiring HIV and AIDS and (2) Information, education and communication on HIV prevention and treatment held (through volleyball sports, and mobile theatre) among youths, specifically males ages 15 to 34 years old.

The illustrative activities which will be implemented for 24 months are the following;

1. Forge partnership with the City of Dasmarinas Social Hygiene Clinic, Barangay Councils, Public Schools, and Youth Groups (such as LGBT community)
2. Support the steering committee (members are from the partners above) on HIV and AIDS prevention.
3. Conduct mobile theatre to promote HIV and AIDS preventions in schools
4. Support and integrate HIV and AIDS awareness drive during sports events (volleyball league)

Adolescents are usually sexually active and desire to be more independent, usually critical of their parents, curious about their sexuality and usually disregard advice from authorities. Based on our interviews with staff of Dasmarinas Social Hygiene Clinic, we have found out that young people in this city like to hang out in disco bars and are actively engaged in different sports. The Medical Officer of City Schools Division of Dasmarinas, Dr. Aileen Hazel R. Tunera, confirmed that there is a high number of teenage pregnancy in Dasmarinas and she highly support the plan to increase awareness on sexual and reproductive health among the junior and senior high schools. Majority of them are also active in social network sites where the LGBT community has put up a chat group and set a regular interaction that they call “grand eyeball” – where all members will meet each other in person. Through volleyball sports in barangays and mobile theatre in schools, the

³ Dasmarinas Social Hygiene Clinic Report

youth will be engaged to increase their awareness about this sensitive issue on sexual and reproductive health and HIV prevention.

HIV and AIDS awareness will be promoted in the city during the sport events (e.g. volleyball league). The mobile theater will be introduced among the youth at schools with permission and close cooperation with school officials. Through these performances our team will convey and reflect the real life situation regarding HIV and AIDS prevention, counseling, testing, and treatment. The performances will portray humorous and at the same time educational to keep young people's attention.

After each performance, ADRA will help facilitate an open discussion to make sure the youth have learned the key messages on how to prevent HIV and AIDS. Open discussions will be provided in order to fight taboo on discussing openly about sexuality and to reduce stigma among people living with HIV and AIDS. Self-protection and access to facilities or resources to get more information or treatment will be emphasized and promoted during these events.

3) Our Approach

- People Centered: ADRA, Dasmarinas Social Hygiene Clinic, and the City Schools Division of Dasmarinas have planned, designed and will implement this innovative concept based on the need and context of the Filipino youth in Dasmarinas City. The project will focus among youth ages 15-34 years old. The proposed program is tailored within the given environment and activities of the youth. They usually participate in public events, in school programs, sports, and in social media.
- Replicable: We will focus first in Dasmarinas City, where the Social Hygiene Clinic is located. Then afterwards, best practices from Dasmarinas will be replicated to neighboring cities of Cavite (i.e. Bacoor and Imus) with the aim to reduce HIV stigma and increase awareness on HIV and AIDS prevention. In close cooperation with the Social Hygiene Clinic we will expand our support to more people to get tested to know their status early.
- Scalable: This program will be scaled up from Dasmarinas City to neighboring cities of Bacoor and Imus, Cavite through our close dialogue with key authorities. We will promote in Cavite province the best practices we hope to achieve in Dasmarinas City and will widely disseminate project achievements (print, videos, and social media) to other partners and nationwide.
- Affordable: This project will incur very minimal cost to fund the sports events while the mobile theatre will not incur cost among the students. We will use the existing Department of Health Information, Education, and Communication (IEC) materials on HIV and AIDS Prevention which is freely available. The project expenses will only cover the salary of one project coordinator, refreshments, transportation cost for sports committee (referees, linesman, honorarium for presentors) and prizes for the winners, advertisement of the events. Actors who will play in the mobile theatre will be chosen from out-of-school youth and the project will provide meals, transportation and daily allowance during rehearsals and performances.

- **Sustainable:** The project will be implementable in the longer term even beyond the project funding because we will maintain a close collaboration and partnership with existing youth clubs, churches, schools, and sports club to engage youths and advocate for HIV and AIDS prevention. We will provide them the educational materials and train local partners to implement this project on how to engage youth through sports and mobile theatre while at the same time learning vital information on safe reproductive health, how to prevent HIV and AIDS, and how to access available facilities or resources.
- **Achieving substantive change:** The substantive change is within the thought processes of young people on how to protect themselves from HIV infection by being informed, empowered, and have control over their decisions regarding their sexual behaviors. Our objective is to control the spread of HIV transmission by providing vital information among the youth in an innovative approach such as the use of mobile theatre, sports and through social media.

4) Target Location

- In Dasmariñas City, Cavite, Philippines which consists of 660,000 people (Census 2015).
 - Schools (12 junior high schools, 8 senior high schools, and 23 colleges) – mobile theatre
 - 16 clusters of barangays (comprised of 75 barangays) – volleyball league
 - Target of 43 schools (estimate of 44,341 students) and 16 clusters (estimate of 100 people per cluster)
 - 44,341 students and 1,600 youths = total of 45,941 people will be reached

5) Evidence of our effectiveness

- Based on ADRA's current project in the province of Camarines Sur (Bicol Region, Philippines) called EMBRACE (*Enhance Mother/new Born/child health in Remote Areas through health Care & community Engagement*). Camarines Sur has high maternal and child mortality due to high poverty incidence. One of the main activities of this project is to promote sexual and reproductive health through mobile theatre in schools and out-of-school youths.
- EMBRACE has implemented awareness sessions through nightly community-level mobile theatre shows, for a total of 33 sessions being conducted to-date. A total of 772 women, 266 men, 2354 girls, and 1565 boys have watched the shows to-date.
- In this behavior change communication strategy, entertainment education is being used through mobile theater plays. It has been observed that this method is very effective in bringing together key messages on Sexual Reproductive Health and Rights (SRHR) in an entertaining way rather than using didactic rational appeals. The method increases audience reach and attention to issues that are still considered taboo by many. Thus, raising awareness among youth and community members on SRHR. The play uses narratives that emotionally engage audience in the lives of believable characters and real-life experiences that young people are likely to face in their day-to-day lives. The story of the play put emphasis that young people can be influenced to have a healthy behavior provided that they get sufficient support from their families, a safe and supportive

environment, and appropriate, accessible health and counseling services. It portrays scenes and deliver lines that uses self-efficacy and modeling to promote specific behaviors such as delaying sexual initiation, contraceptive use, awareness on risks and knowledge about HIV and AIDS, STIs and early pregnancy, values and attitudes toward sexual topics.

6) Open Source and Freely Available

- Our challenge will be open to other applicants on the web of Positive Challenge. We also spread information in our [FB page](#), with more than 8,500 followers.
- ADRA release annually a printed and online version of annual report of our organization accomplishment.

7) Organizational Background

ADRA (Adventist Development and Relief Agency) is an international non-governmental organization working in more than 130 countries around the world and has been established for more than 30 years here in the Philippines. Currently ADRA Philippines has more than 70 employees in the Philippines and deployed where the help is mostly needed. ADRA Philippines provides support in emergency responses in communities affected by natural disasters, promotes sexual and reproductive health, help improves nutrition among mothers and newborn children, build resilient livelihood and promote sustainable development such as supporting small agribusinesses.

OUR INSPIRATION

As the Adventist Development and Relief Agency, we draw inspiration from the Bible and in particular Micah 6:8, which says, “And what does the Lord require of you? To act justly and to love mercy and to walk humbly with your God.” This is a reminder from God of what He expects from us; to act justly – with honesty, fairness and integrity, to love mercy – having compassion and kindness toward one another, and to walk humbly – have humility and realize that we cannot achieve our goals alone. As an ADRA team, we embrace this call and humbly try to act as “Good Samaritans” showing compassion in action and following the example that Jesus set in having a special concern for the poor, despised, fatherless and most vulnerable.

OUR MISSION

ADRA works with people in poverty and distress to create just and positive change through empowering partnerships and responsible action.

OUR VISION

ADRA is a professional, learning, and efficient network that embodies integrity and transparency. ADRA reaches across boundaries, empowering and speaking out for the at-risk and forgotten, to achieve measurable, documented, and durable changes in lives and society.



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Budget

No.	Description	Total Unit	Cost	Total (PhP)	%	Narrative
1	HIV promotion through sports	16	25,000	400,000	7.7	16 clusters, prizes for winners, fee for referees, linesman, and refreshment for sports committee members
2	HIV promotion through mobile theatre	150	25,000	3,750,000	73	150 shows in 43 schools , transportation, meals, allowances for local actors and trainers, and supplies or props during performances
3	Office rent and utilities	24	5,000	120,000	2.3	Office rent, electricity, utilities and internet
4	Office equipment	24	2,000	48,000	0.9	Laptop, mobile phone, printer
5	Project Coordinator salary	24	25,000	600,000	11.6	Salary, insurance and benefits
	Direct Cost Sub-total			4,918,000	95.5	
6	Administrative cost	5%	245,900	245,900	5	Administration expenses (permits, salary of officers and research and development cost)
	Grand Total (Php)			5,163,900	100	