



2021 Collaborative HIV Campaign

UKANIMANJE AND PARTNERS ARE SEEKING FUNDING FOR A COMPREHENSIVE HIV AWARENESS AND TESTING CAMPAIGN.



UkaniManje

PROJECT PROPOSAL 2021

PROJECT DESCRIPTION

UkaniManje, meaning "Wake up now," is a collaboration between top Zambian musicians and public health experts. We train artists in public health messaging and behavior change, creating a new public health messaging capacity in Zambia. UkaniManje supports these artists as ambassadors, creators, and change agents. Our message to "Wake Up Now" is that HIV is still an issue, and HIV affects everyone in Zambia. With this message we raise awareness of the risks and inform and engage youth in conversations around HIV.

Through a collaborative effort, we will embark on a music and radio campaign for Zambian youth, building on best practices, to address HIV and increase awareness, reduce stigma and promote health services.



MISSION

To educate and engage Zambia's youth using music to provide accurate, relatable, and easily accessible information on HIV.

TIMELINE

- July to December - Prelaunch (content creation, training, curriculum development, etc)
- December 1st - Album Launch
- January to December - Outreach Programs (radio, road shows, school visits, etc)



PROBLEM

HIV remains the #1 cause of premature death in Zambia, yet nearly 60% of Zambian youth lack comprehensive knowledge about HIV: this number that has not improved in the last 15 years.

With 60,000 new HIV infections, 21,000 AIDS-related deaths each year and an 11.3% HIV prevalence rate, HIV remains the source of an urgent health crisis in Zambia. COVID-19 is intensifying this crisis. In addition to interruptions in health services and delivery, the World Health Organization predicts COVID-19 could cause a 10-year setback in HIV prevention efforts. As a new generation of Zambians are reaching sexual maturity, they need accessible and relatable information that will allow them to protect themselves effectively against HIV.

SOLUTION

Through a collaborative effort, we will embark on a music and radio campaign for Zambian youth, building on best practices, to address HIV and increase awareness, reduce stigma, and promote health services.

We propose a collaborative effort working together to be as effective and efficient as possible at reaching Zambian youth with a music-based campaign. Our skills in radio, youth outreach, storytelling, concerts and event promotion, public health curriculum development, content development and artist training and partnerships, allow us to create a powerful collaborative HIV prevention campaign.

CONTEXT

Zambia is home to 19 million people, 66% of whom are under 24 years of age. Health resources, both pre-and post-COVID-19, are greatly under-resourced: there are only 0.09 physicians per 1,000 population and health expenditure is less than 5% of the GDP. The Zambian government relies heavily on schools to disseminate important health information, including information on HIV. In 2016 the Ministry of Education introduced Comprehensive Sexuality Education (CSE) to address HIV, but the majority of teachers have not yet undergone training. Outreach efforts that are limited to schools also miss the 40% of 15 to 24-year-olds who do not have access to secondary education.



COVID-19 is adding additional challenges to already limited HIV prevention efforts. COVID-19 is dramatically disrupting health and development systems globally, including supply chains, health services, treatment, and prevention programming. Because of this, The World Health Organization and UNAIDS predict COVID-19 could result in a 10-year setback in HIV prevention and treatment efforts by 10-years.

In Zambia, Covid-19 has forced school closures, decimated the economy, and affected clinics, resulting in additional barriers in access to vital health information for youth. COVID-19 compounds these vulnerabilities and undermines important progress in HIV prevention, increasing the need for HIV outreach, treatment, and care.

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OUR STORY

UkaniManje, meaning “Wake up Now” in Nyanja, is a Zambian NGO that was founded in 2016 as a public health initiative to address urgent and pressing public health communication gaps in Zambia, with a focus on HIV. We use research and evidence-based behavior change theory to create music that enables Zambia’s youth to change behaviors relating to their health. We create original music to connect Zambia's youth to accurate, relatable, and easily accessible information about HIV. Our outreach approach is rooted in public health communication theory and follows best-known public health and behavior change practices that have been shown to be an effective way to share public health information, particularly with young people. Our team of health professionals and award-winning, internationally recognized Zambian musicians aim to “Wake Up” Zambia’s youth to the realities of HIV through music.



The intention is to flood the soundscape with songs that resonate with the fans of each artist and increase awareness about HIV.

The public health professionals on our team approach our work with the support of science, data, and methodology. Our vision is to change public health outcomes, starting with critical interventions to reduce the number of new HIV infections in Zambia. We do this by reaching a large youth audience with key messages, delivered via influencers they look to already, who can convey reliable facts and information with style. Our comprehensive public health campaign will raise awareness and change attitudes as a first step toward action and behavior change.

Our first group song “UkaniManje” was released in August 2019 and has been viewed more than 900,000 times across social media at an outreach cost of less than half a penny per view. The UkaniManje song and video received the 2019 award for Best Artist Contribution to Health from the Zambia Medical Association.



KENNETH KAUNDA'S "LOST ALBUM"

Music has long played an important role in public health messaging, communicating on HIV, stigma, testing and treatment. Fifteen years ago,

Kenneth Kaunda, the beloved first President of Zambia featured in Zambian musical icon Rikki Ililonga's album of songs for HIV awareness for his country in honor of his son, Masuoyo, who passed from AIDS in 1986. When (the then President) Kaunda announced the death to the world, he became one of the first high-profile leaders to publicly acknowledge HIV/AIDS in a continent where it was largely discussed in 'whispers.'

Since stepping away from politics, Kenneth Kaunda devoted his life to bringing awareness to HIV. The songs on this album, one facet of this effort, "describe the risk of AIDS, delivering carefully measured warnings to the accompaniment of a string of musical instruments or a lone guitar."

After being considered "lost" for many years, we have managed to track down a single copy of this historic music.



Recognizing the importance of preserving this work and keeping HIV conversations relevant, the Kaunda family have agreed to help UkaniManje produce a new album of these re-recorded songs while documenting their historical context. Rereleasing this music and interviewing the Kaunda family about the history of HIV in Zambia will help bring attention to HIV and put HIV in current perspective. The UkaniManje team will use these songs as part of the materials for a public health messaging campaign and in the development of curricular materials for schools and youth groups, both preserving this important part of African history and promoting a healthy future.

This album will be used throughout our campaign, in addition to our own 12-song album.

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SELECTED ACCOMPLISHMENTS

- We facilitated a 2019 Peer Influencer training which brought together a cohort of musicians, public health and behavior change experts and gave them the time and space to learn and understand social behavioral change theory as well as to create a series of songs and music videos built upon proven and evaluated public health messaging techniques.
- Our first group song “UkaniManje” was released in August 2019 and has been viewed more than 900,000 times across social media at an outreach cost of less than half a penny per view.



- The UkaniManje song and video received the 2019 award for Best Artist Contribution to Health from the Zambia Medical Association.
- More than 100,000 Zambians viewed our series of COVID-19 emergency PSA videos in the weeks after they were released.
- For our beta-test song “Worth More,” 100% of youth surveyed in our Boston Children’s Hospital’s IRB- and Zambia Ministry of Health- approved focus groups were able to understand the intended messaging (this work was selected as a 2018 Society for Health and Adolescent Medicine video abstract at the SHAM annual conference).
- We were invited by the Zambia Ministry of Health to present our work as part of the 2019 “Zambia’s Quality Improvement Conference”.



STRATEGIC OVERVIEW

Research shows that celebrities have a significant influence on youth and their actions. Radio and social media access in Zambia provide unparalleled forums to reach young Zambians at scale. For this campaign, we will work with the Ministry of Health and Zambia Medical Association, as well as our own doctors and public health experts to ensure that all our information is accurate, up-to-date, and culturally relevant.

One of the most critical aspects of our work is connecting with young people. To do this, we have a comprehensive outreach plan in which we will:

Train “Super Peers”:

We identify popular artists who are already uniquely positioned to influence young people’s behavior. We invite these artists into a cohort and provide continued training in HIV prevention, treatment, anti-stigma interventions and social behavior change theory.

Create Original Content:

Our cohort of artists have artistic freedom in their songs to connect to their fans. While each new song reflects an artist’s style and contains a different subject, the overarching message, to "Wake Up," is a clear ‘call to action’ for this cohesive campaign.

Make Content Accessible:

Our content is intended to be used as a multi-media set of tools to reach youth. It will be accessible on radio and all platforms of social media as well as distributed to participating organizations, educators, and service providers.

Deliver Follow-through:

Our team of health professionals and artists encourage participating organizations, educators, and service providers to engage youth through a curriculum which builds on our content to reach and educate youth and connect them to existing services.

Provide a Call to Action:

We will also use radio, social media, road shows and school visits to encourage youth to create and share their own health-messaging content and stories. We will encourage them to speak up and empower youth to identify as advocates.



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OUR PARTNERS



Implementing Partners:

Agents of Change Foundation Zambia (ACF) is a Zambian, youth-led initiative with the aim of catalyzing a generation of ethical young leaders by using radio to create opportunities for dialogue, participation, leadership, and active citizenship.

The Muchimba Music Foundation (MMF) is dedicated to raising HIV awareness through the power of music, with a goal of shattering stigma and providing access to HIV testing and treatment for those who need it.

Supportive Partners:

Boston Children's Hospital Global Health Program offers a broad spectrum of solutions to pediatric healthcare problems, including research, advocacy, education or assistance with direct clinical care delivery in times of disaster or crisis when local systems request a helping hand. We work in both development settings and complex humanitarian crises, providing solutions that are scalable and sustainable.

AIDS Healthcare Foundation (AHF) for over 30 years, has been committed to providing cutting-edge medicine and advocacy to our patients, regardless of ability to pay.

National Peace Corps Association (NPCA) supports community-based projects that make global giving more efficient, transparent, and effective.



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METHOD/PLAN

Conduct “Peer Influencer” Training (pre-launch): The UkaniManje public health team will address HIV in a Covid world. The artists will also have a refresher course on behavior change theory and be given a chance to participate in an informative conversation with HIV positive youth. This exchange is meant to guide the artists through the campaign, giving them the necessary perspectives of HIV-positive individuals.

Produce 10 Music Videos: UkaniManje aims to produce 10 music videos for 10 already existing (unpublished) songs, focused on HIV messaging.

Kenneth Kaunda Album (KK): Our team will aim to preserve, rerelease as well as produce a few covers and/or remix songs from the "lost album." A mini documentary and minimum of 2 music videos should be produced as a tribute to KK's commitment to ending HIV.

Create a Radio Show: Our partners at *Agents for Change* will lead the creation of a radio show which will last the entire duration of the campaign. It will include appearances from UkaniManje and MMF artists, health experts, local youth, guest educators and service providers. We will use this campaign to amplify already existing services in Zambia with an emphasis on reaching hard-to-reach youth in rural communities.

Curriculum Development: Our team will create an HIV music-centered curriculum to help educators and service providers use music to engage and reach their students and patients with important health messaging.

Launch our Campaign: With a proper album launch, our team will reach as many youth as possible using radio, social media, school visits, partnering service providers and events.

Conduct “Peer Influencer” Training (post-launch): In this training, the UkaniManje public health team will focus on how to facilitate outreach, including how to collaborate with potential stakeholders, how to lead informative sessions with youth, and how to facilitate sessions with educators and service providers.

Organize Outreach Tours: With our partners, our team will share our original music, create opportunities for HIV testing and connect participants to additional services, including our curriculum designed to engage youth in conversations about HIV. We will focus these outreach efforts on vulnerable schools, youth centers and clinics.

Provide a Call to Action: We plan to identify youth advocates who are able to use their voice (in song, art or in speech) to influence their peers. We will create frequent opportunities for youth to share their work with us and potentially be selected to win small prizes or make guest appearances on our radio or social media.



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KEY DELIVERABLES

We will undertake a comprehensive 18-month outreach campaign including:

- A complete album (with 12 HIV songs).
- A rerelease and use of KK's "lost album".
- 2 comprehensive training sessions for the artists.
- A comprehensive curriculum plan to promote conversation and engagement for youth (ie. Youth Friendly Corners, etc.).
- A 12-month weekly radio show.
- Road Shows (or Covid-19 adapted outreach) to at least 7 of the 10 Zambian provinces (initial list: Lusaka, Muchimba, Northern, Central, Copperbelt, Eastern and Southern) with a focus on HIV testing.



WHAT WE ARE BUILDING ON

- A partnership with 2 independently successful HIV-focused programs.
- A team of internationally recognized artists and health professionals.
- A tested and researched-based approach to training artists and reaching youth.
- A reach of more than 1 million youth and a momentum from an award-winning song.
- Existing cache of material (12 already created songs) and proven means of outreach.



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MEASURE OF SUCCESS

This campaign has the potential to create large-scale national changes in behaviors including an increase in testing and increase in knowledge about HIV. We will track the metrics around the music such as radio plays, social media views and top-charts to assess saturation and acceptance of the music. We will also develop more in-depth means to monitor the effectiveness of these interventions including evaluation tools such as focus groups and surveys. Our team of public health experts will lead the ongoing monitoring and evaluation process and adjust the outreach as needed.



In 18-months we aim to bridge the gap between Zambia's youth and valuable HIV information and care.

ORGANIZATION OF FUNDS

UkaniManje, Agents For Change Zambia and the Muchimba Music Foundation have a signed Memorandum of Understanding (MOU) indicating funds collected will be dispersed accordingly.

For this collective campaign, we are able to receive funding as a registered Zambian NGO (through UkaniManje's Zambian bank account) or through our US 501-c-3 entities Boston Children's Hospital on behalf of UkaniManje.

Previous Funders:

- Boston Children's Hospital
- Henry J. Kaiser Family Foundation
- Harvard T.H. Chan School of Public Health
- Aerosmith Endowed Fund for HIV/AIDS Prevention and Care
- AIDS Healthcare Foundation
- National Peace Corps Association

