

Choma

*Getting Real About Everything from Love and Sex to Fashion and
Beauty since 2013*

Overview of **CHOMA ONLINE MAGAZINE**



Photo credit: Gushan Khan/Avert/Ikusasa Lethu



CHOMA IS A PROUD PROJECT OF HIVSA

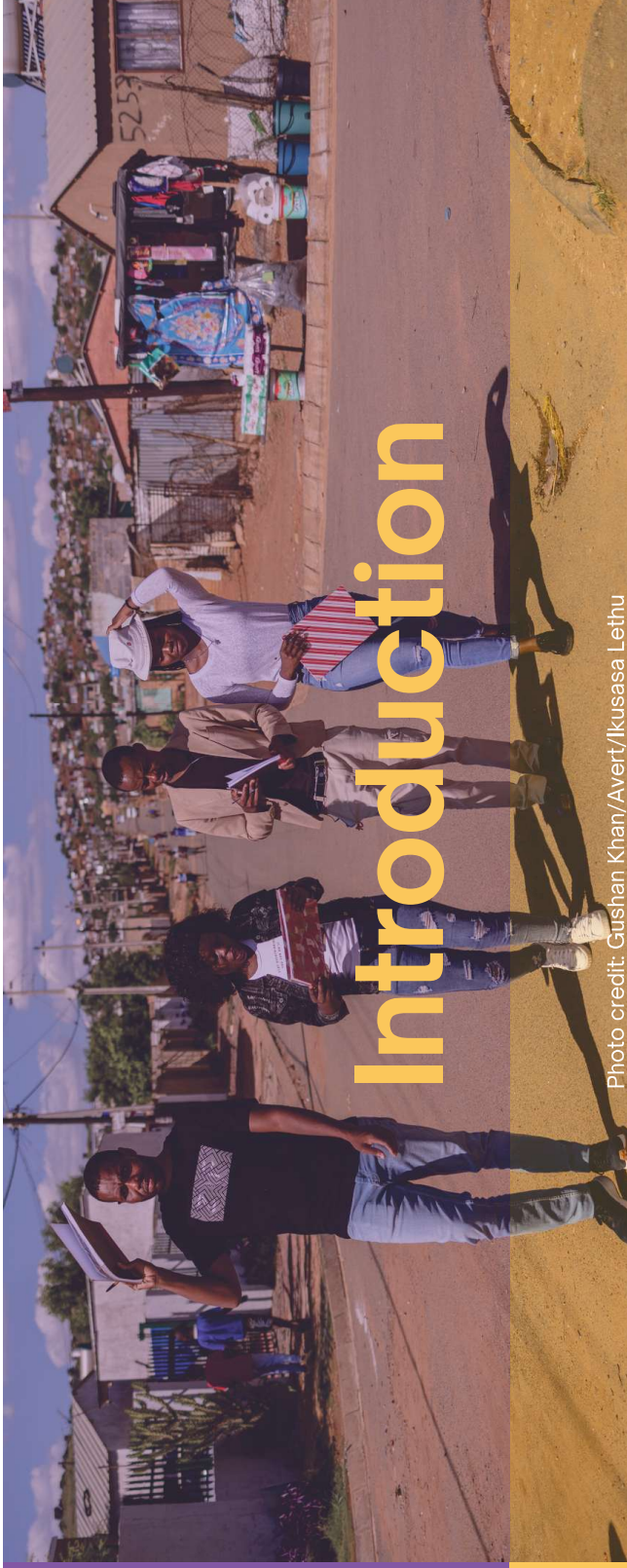


Photo credit: Gushan Khan/Avvert/Ikusasa Lethu

Introduction

Established in 2013 with seed funding from the Charlize Theron Africa Outreach Project and GIZ, Choma magazine seeks to engage user interest in a wide array of popular content (both fun and serious).

The primary purpose of the magazine is to engage young women and girls on life, HIV and sexual reproductive health and rights so that they are able to make informed decisions resulting in healthier lifestyles thereby reducing HIV incidence in these young girls and women.



The need for Choma Magazine

Choma exists to address the high rates of HIV infection in girls and young women, high teenage pregnancies and high rates of gender based violence.

Choma gives women and girls the AGENCY to make informed decisions about their sexual and reproductive health.

HIGH HIV INFECTIONS IN GIRLS AND YOUNG WOMEN

South Africa is home to almost one-fifth of people living with HIV worldwide. In 2019, women accounted for the majority of new infections in the country. In 2020, 4 800 000 women and girls aged 15 and older were living with HIV in South Africa, compared to 2 700 000 men and boys aged 15 and older (UNAIDS 2019). In South Africa the trend of higher HIV infection rates among women are not only limited to the 15-24 year age group, although this group is indeed also severely affected as well.

ESCALATING RATES OF TEEN PREGNANCIES

In the period 2022 to 2023, South Africa recorded **150,000 pregnancies in the age group 10 - 19**, a big increase from the 129,223 recorded in 2019, 34,000 in 2002. Teenage pregnancy poses many health risks in young girls, as well as spelling dire consequences for their economic outcomes and those of their babies. What is not receiving attention is the sexual violence young girls face between the ages of 10 and 16 which result in unwanted, unintended pregnancies

HIGH RATES OF GENDER BASED VIOLENCE

South Africa is deemed to be the rape capital of the world, with girls and women being the most highly represented victims, often at the hands of intimate partners



How CHOMA empowers girls and women



Choma is an interactive online magazine that offers psychosocial support, accurate and informative content through social media posts and articles as well as surveys/polls to understand user behaviour.

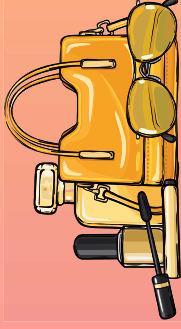
Content straddles the following content pillars:



Sexual and Reproductive Health



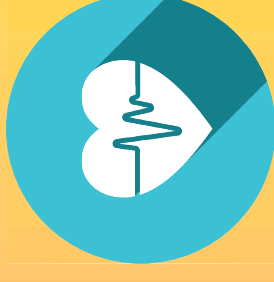
Love & Relationships



Fashion and Beauty



Inspiration



Health

Ask Choma

Ask Choma is a feature where users can reach out to trained moderators for advice and psychosocial support.
Ask Choma is a “big sister” and friend that users trust to give them reliable advice and support.

Young people ask questions about sexual reproductive health, mental health, relationships, sexual abuse, and school because these topics are relevant to their lives and well-being.

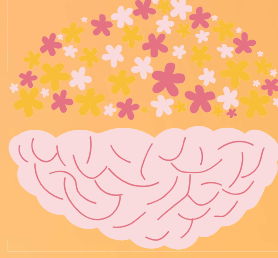
In seeking answers to these questions, young people are often looking for guidance, support, and reliable information to help them navigate the complexities of adolescence and make informed decisions about their health and well-being.

Ask Choma typically interacts with 1,000 users on a monthly basis and provides initial counselling and containment and referral to other services.

Sexual and reproductive health



Mental Health and Wellbeing



Abuse



Love and relationships



Choma

HOW CHOMA HAS HELPED OUR USERS

Numbering

No problem choma....

Nawe you helped me alot during the worst time of my life. You became a sister to me

Hi Choma I just want to say you are the best and thanks for being a wonderful Choma to me since 2016... You played a huge role in assisting me to deal with challenges. I know I have a friend somewhere that I can run to when I need advice

dis time...I've learned a lot so I won't repeat same mistakes again and again.. 😊 I also wanna thank from the deepest part of my heart...Choma you teach me a lot choma...I don't know what would I do without you..🙏. Thanks once again...

Oukay Thank u Got Your help and not only helping me but helping out teenagers out there 🍎

You are amazing Choma 🍎❤️ a chomi I never had in my entire life you always listen to me you are shoulder to cry 🙏 on a person whom I can talk to with any fear of being judged or laughed by with you Choma you always upgrade my mood always got my back ❤️ I love you Choma please keep this campaign on because it's really awesome 🍎 and thank you for being there for me always

Thanks choma you always been there since day one.... You helped me a lot with advices... Thanks once more

Thanks choma I'm so grateful for your words of wisdom and encouragement . I also thank you for creating this platform



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Choma

CHOMA NEXT LEVEL PLANS AND PARTNERSHIP APPEAL

Choma magazine has served more than 5 million users since inception. Many of our users have grown with the magazine from adolescence to young adulthood. Many of our users have also expressed the need for the magazine to expand in the following ways:

- Speak to both male and female users about all matters relating to gender equality and preventing gender based violence, mental wellbeing and other matters;
- Speak to young users between the ages of 13 and 17 to prevent teen pregnancy, HIV infection and inspire young people to reach their goals;
- Speak to young adults between the ages of 18 and 25 about sexual and reproductive health matters and choices;
- Speak to young people in their diversity, reaching the LGBTQI+ community about sex and sexuality, HIV prevention and mental wellbeing.

We appeal for partnerships to help us keep Choma magazine operational and to expand our service offerings to reach young people in their entirety and in their diversity.

Choma



Photo credit: Gushan Khan/Avart/Ikusasa Lethu

Please reach out to discuss how we can partner together to continue this work



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Choma

LINKS TO SOCIAL MEDIA PLATFORMS



Facebook: Choma
Instagram: @chomamag
Twitter: @chomamag
Website: www.choma.co.za



Facebook Group: [WeCare](https://www.facebook.com/WeCare)
Instagram: [@wecare_za](https://www.instagram.com/wecare_za)
Website: www.choma.co.za