Stop AIDS Love Life

Ministries of Information and Health
Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs
Ghana Social Marketing Foundation
USAID
Context in Ghana

- HIV prevalence at 3% (near threshold)
- Absence of sustained HIV prevention campaign prior to 2000
Overall Objectives

• Increase Preventive Behaviors (ABCs)
  – personal perceived risk of HIV
  – positive social norms and support

• Increase Community Participation and Compassion
Principles

• Build on lessons of other African countries
• Strategic, phased approaches
• Blend community level approaches with mass media
• Intervention should be informed by a youthful perspective
• Leverage activities and goodwill of groups and individuals who are ready to act
Formative Research
Key Findings

• **Social Risks vs. Health Risks**
  – Social risks of using prevention perceived as greater than health risks of not using.
  – Intervention needs to address social issues, linking to health behaviors
Phased Components

• Phase 1 (2000-2001): Prevention
  – “Shattering the Silence”
• Phase 3 (2002-2003): Compassion: Faith Based

• Cumulative, Layered Approach
Phase 1: Stop AIDS Love Life

“Shattering the Silence”
Music Video and Song

- 17 top musicians contributed efforts for free
- Massive free airtime on tv and radio
- Music accelerated process of changing social norms around HIV, moving it away from strictly a health issue and start making it a socially acceptable issue to discuss.
Testimonials

• People Living with HIV/AIDS (PLWHAs) come out publicly on TV and in communities.
• PLWHAs came out to tell their stories, placing a human face on the disease, and enlightening the public about the realities of the disease.
• PLWHAs featured on TV, as well as on the community roadshows, schools, churches, radio, etc.
TV & Radio Spots

Messages: Balanced “empowering” with “seriousness of epidemic”
- positive peer pressure and assertiveness skills for youth
- “200 a day getting HIV”
“Things We Do for Love”

- Award-winning TV serial drama for youth on Reproductive Health issues
- Radio/TV Award 2000
- CIMG Award 2001
Community Events: Roadshows and AV Vans

- Massive outreach using enter-educate that reached an estimated 4.5 million people, many in rural areas
Community Involvement: BCC Materials

- Support on-going community activities with Behavior Change Communication (BCC) materials to over 500 groups & organizations
Phase 2: Stop AIDS Love Life
Community Mobilization & Life Skills
Goals and Objectives

- Need to “mature” the program in a stepwise fashion
- Work with community groups to develop and implement participatory approaches focused on life skills
- Respond to faction of population with growing scepticism about “200 a day” message
Traditional Leaders

• Chiefs and Queenmothers Speak Out on Mass Media and in Communities
Traditional Leaders

- Countered skepticism around “200 a day” message of phase 1
- Similar message; new messenger with high credibility in communities
- Modeled most senior chiefs on mass media
- Provided Briefing Packets to Regional Houses of Chiefs for community action
Life Skills Series

• Tools for promoting participatory forms of learning for HIV prevention at the group/community level

• Address more complex issues “beyond awareness”:
  – Eg.: gender equity, negotiation skills, assertiveness training, values identification, etc.

• Journey of Hope & Sara
MAIN COMPONENTS OF JOURNEY OF HOPE Kit

1. The Fleet
2. Future Islands
3. Narrow Bridges
1. “The Fleet”: Key Features

3 Boats = ABC; Crocodiles = HIV

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THE KEY MESSAGE

☑ Be on a “boat” of your choice - according to your culture, your religion, your character, your way of life!

☑ If need be, switch to another boat to stay protected
2. FUTURE ISLANDS

• Future Islands
  - Individual’s future goals in life.

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FUTURE ISLANDS

Behaviour Change Opportunities

• Links personal goals and values with HIV preventive behaviors
• Mastering practical issues in A, B & C
3. NARROW BRIDGES

- Reinforcement of Positive Life Skills

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NARROW BRIDGES

- Encouraging and supporting each other to protect themselves.
- Safely move from one life goal to the next.
- ABC’s without judgmental attitude.
JOURNEY OF HOPE USERS GUIDE

• Detailed Users Manual to assist facilitators

Johns Hopkins University Center for Communication Programs (JHU/CCP) Ghana
JOH Trainings & Community Action

• Master Trainings
  – trained 80 master trainers from 30 organizations
  – Organizations selected based on their ability and willingness to conduct additional trainings and implement JOH
  – these organizations incorporate JOH into their ongoing activities

• Participant Trainings
  – 10 trainings for smaller groups that do not have capability to conduct further trainings
Stop AIDS Love Life Phase 3

REACH OUT SHOW COMPASSION

Johns Hopkins University Center for Communication Programs (JHU/CCP) Ghana
REACH OUT
SHOW COMPASSION

Christian & Muslim Religious Groups

“Forum Of Religious Bodies”

with support from

Johns Hopkins BSPH/CCP
& USAID
Rationale for Compassion

• Reduced stigma leads to:
  – Improved Care and Support
  – Sustained Prevention Behaviors
  – Environment for large-scale VCT program

• Compassion is key and central tenet of religious and humanitarian groups
Objectives

- Increase congregations with well-defined and active response
- Increase those infected and affected who experience compassionate response
- Reduce proportion of people with misperceptions about how HIV is transmitted
The Situation

• Belief PLWHAs are immoral
• Denial among members of religious communities that people in their congregation have HIV/AIDS
• Lack of knowledge about how religious communities can provide meaningful support
Priority Audiences

- Religious Hierarchy
- Clergy, Imams and Lay Leaders
- Congregations and Communities

- These are inter-related, but specific interventions for each
Religious Hierarchy

- Advocacy & Education -
  - Meetings
  - Seminars
  - Forums to Promote Reach Out
  - Show Compassion
  - Distribute Advocacy Materials
Clergy, Imams & Lay Leaders

- Master Trainers Training
- 30 Downstream Trainings – 5 Days for 900 participants
- Compassion Kits
  - Activity & Reference Materials
Clergy, Imams & Lay Leaders

Training Modules

- Module 1: Basic Facts on HIV/AIDS
- Module 2: Definitions:
  - Stigma, Behavior Change, Compassion
- Module 3: Counseling
- Module 4: Compassion, Care & Support
- Module 5: Action Planning
Congregational / Community Level Activities

- HIV/AIDS Care and Support groups
- Compassion and Care Teams
- Welfare centers
- Orphanages
- Active Counseling Programs
- Palliative care provision
- Fund Raising drives
Media Channels

• Print media: leaflets, press ads, posters,
• T-shirts, etc.
• Radio
• Television
• Billboard
Why a mass media component?

• Powerful advocacy
• Support the grassroots' activity in the churches
• Carry the message beyond the church walls
• Unify all activities going on different localities
Print Media

Press: Features, News Items, Press Ad

Prayer of Compassion

This is what the Lord Almighty says: “Show mercy and compassion to one another ... In your heart do not think evil of one another.
Zecheriah. 7:9-10

And remember, Aaron, Zechariah, when he entered his Lord's Tent, he knew that he was in the presence of God, and you are the most merciful of all who show compassion.” So we answered His call and we removed the darkness that was on him, and we restored his family to him and we gave them away with them on mercy from ourselves and a reminder for all those who worship us.

Racon 7:50–54

Today, there are 300,000 people living with HIV/AIDS in Ghana. We, the undersigned religious leaders are thus asking you to spare a little time and say a prayer for all these people including their families.

Double page press
Print Materials

Poster

Show Compassion to people living with HIV/AIDS today

You can't get HIV/AIDS by eating, working or living with people with HIV/AIDS.

A2 Poster

Johns Hopkins University Center for Communication Programs (JHU/CCP) Ghana
Print Materials

Badges

Show Compassion
Reach Out
to people living with HIV/AIDS today

Stickers

Show Compassion
to people living with HIV/AIDS today

Johns Hopkins University Center for Communication Programs (JHU/CCP) Ghana
Print Materials

Leaflets

Johns Hopkins University Center for Communication Programs (JHU/CCP) Ghana
Print Materials

• T - Shirts
REACH OUT SONG

The Reach Out Show Compassion Song & Music Video

Features 20 Gospel musicians
Reach Out

Show Compassion to people living with HIV/AIDS today

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Stop AIDS Love Life

Ministry of Information
Ministry of Health
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