Behaviour Change Communication Strategy for Zambia

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Presentation outline

- Background
- Guiding principals
- Key BCC issues
- Specific Objectives
- Communication tools
- Results/Achievements
- Challenges
- Lessons Learnt.
BACKGROUND INFORMATION

- Zambia has a population of 13 million people
- 51% female
- 49% males
- 14.3% HIV prevalence rate in 15-49 age group.
- 16.6% in female
- 12% in males
- 1.8% incidence rate
- 1.3 million PLWHIV
- 30% testing coverage
- 450,000 on ART
BCC GUIDING DOCUMENT

✓ BCC in Zambia is guided by the national HIV & AIDS Communication and Advocacy Strategy (2011-2015)

✓ Its overall goal is to increase the percentage of Zambians who are well informed, engaged, empowered and positively participate in the national prevention agenda.
KEYS BCC ISSUES

The national communication and advocacy strategy is constructed around the following issues:

- Low condom use
- Multiple Concurrent Partnerships (MCP)
- Low male medical circumcision
- Cultural practices
- Inter-generational and Transactional sex
- Alcohol and substance abuse
- Mother-to-child Transmission
- Men having sex with men (MSM)
- Mobility and gender based inequalities
SPECIFIC OBJECTIVES

The NACAS has four specific objectives. These are centered on the following themes:

✓ Behavioural Change
✓ Institutional Change
✓ Policy Change
✓ Monitoring and Evaluation
COMMUNICATION TOOLS

These include:
✓ Interpersonal communication (individual and community conversations)
✓ Community based (Community radio listening clubs, community drama, stories etc)
✓ Mass media (television, radio, newspapers, magazines, posters etc.)
Current national campaigns

These include:

✓ Brothers for life (against GBV & MCP)

✓ Condom use (Promoting consistency, and correct use)

✓ Safe love (against MCP)

✓ Male circumcision (promotion of MMC)
RESULTS/ACHIEVEMENTS

- Increased uptake of condoms especially among the youth. (UNGASS 2011)
- Delayed sex debut among youths from 15 to 18 (ZDHS 2007; UNGASS 2011).
- Reduced infection rates especially among the youths
- Dramatic increase in MMC up-take in the last 2 years in traditionally non circumcising regions
- Increased community conversations on issues surrounding MCP
- Reduced stigma and increased up-take of ART.
CHALLENGES

✓ National prevalence HIV rates are still very high at 14.3%
✓ Incidence rates still remain high among sub-populations such as sex workers, MSM, IDU and their partners.
✓ Increased vulnerability of OVC
✓ Stigma and denial are relatively high
✓ Marginalization of women, the weak and voiceless
✓ Rural Urban migration and mobile working populations
✓ Donor fatigue
LESSONS LEARNT

✓ I.E.C. material development process usually excludes the community and target groups.
✓ Most I.E.C. materials are in English instead of traditional languages
✓ There is need to use community based BCC methods and involve the communities in programming
✓ Community based BCC strategies are more sustainable.
✓ BCC works!
Like our Chipolopolo Africa soccer Champions,

TOGETHER WE CAN OVERCOME!
THANK YOU.