Welcome to the Johns Hopkins Center for Communication Programs (CCP) ? Ethiopia Behavior Change Communication (BCC) Toolkit!

Many of the activities in this toolkit began in 2005 under the Centers for Disease Control and Prevention (CDC)-funded AIDS Resource Center (ARC), which began as a library and clearinghouse for HIV and AIDS resources, but later expanded its programmatic activities to include a range of knowledge management and HIV prevention, care and treatment BCC activities.

In 2010, ARC came to an end and selected activities were continued by a new cooperative agreement with CDC called Expanded Communication Efforts to Lead and Reverse AIDS Trends in Ethiopia (EXCELERATE). Under the new agreement, EXCELERATE supplemented the existing activities with an outreach component meant to link more individuals to the activities and resources as well as an increased presence on Facebook in order to reach more youth.

This toolkit was created for the purpose of sharing the various materials developed throughout the life of EXCELERATE?s BCC activities.

This toolkit was supported by Cooperative Agreement Numbers PS002969 and PS003059 from Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.
CCP ? Ethiopia is comprised of staff with a wide range of creative skills and technical know-how, including radio production, graphic design, material development, IT management, community outreach, entertainment education and strategic planning and implementation.

The dedication and experience CCP ? Ethiopia staff bring to their work have contributed to the success of its programs as well as carving out CCP ? Ethiopia as an innovative leader in the field.
of behavior change communication.

**Antiretroviral Therapy (ART) Communication**

**Program Duration**
2006 - 2013

**Target Audiences**
- People living with HIV
- Children living with HIV
- Health service providers
- Caregivers of people living with HIV
- Religious leaders
- Pregnant women living with HIV and their partners
- General public

**Objectives**
- Increase uptake and adherence to ART among children and adults living with HIV
- Encourage positive living and improve quality of life of adult and children living with HIV
- Improve quality of care provided by health service providers
- Improve quality of care provided by caregivers at home

**Formative Research**
In 2008, Johns Hopkins University Center for Communication Programs (CCP), under the AIDS Resource Center (ARC), conducted formative research to understand the environment in Ethiopia regarding antiretroviral therapy (ART) service delivery, ART service uptake and challenges to adherence[1]. The research included a facility-based needs assessment of ART services in sampled hospitals and health centers located in four regional states, and a series of focus group discussions with ART patients and health service providers. Furthermore, the BSS II [2] and EDHS 2005[3] were used in the development of the communication strategy and the materials.

**Key Findings**
- A considerable proportion of health facilities and health service providers do not have access to up-to-date information on HIV/AIDS care and treatment.
- Available education and communication materials tend to be in very short supply and do not fulfill the needs of the clients and health service providers.
- Both clients and health service providers prefer communication materials with attractive illustrations and, if possible, real photos showing healthy changes in body appearances.
- Most urban areas accept communication materials prepared in Amharic; however, most people expressed concerns about the usability of these materials for the rural population. Print communication materials can only be useful in rural areas if prepared in simple local
languages.

- Health service providers are overstretched, overworked, and undercompensated, which has serious consequences on quality care provision.
- Clients do not trust health service providers to maintain a client’s confidentiality and feel procedures on maintaining confidentiality of test results are not explained well enough.

Program Description

In 2005, Ethiopia rolled out its Antiretroviral Therapy (ART) program, making HIV treatment available to patients free of charge. With ART roll out came a greater need to educate people living with HIV (PLHIV) and health service providers about treatment options so as to increase uptake and adherence to ART.

In 2008, ARC developed an ART Communication Strategy to guide all interventions. The strategy was based on the formative research findings and a strategy development workshop held with key stakeholders that included more than 40 governmental and non-governmental organizations, health service providers, PLHIV associations and representatives of implementing partners. The strategy summarized the findings of the formative research, elaborated on the interrelationship of specific communication interventions, and outlined the management and implementation as well as the monitoring and evaluation plans. The strategy relied on the communication pathways model, the Continuum of Care model, the Essential Communication Steps to Increase Effectiveness of ART, and the SMART Patient & SMART Provider Approach.

The strategy was resulted in a number of campaigns, including Everyday for Life, Religious Leaders and SMART Client/SMART Provider. Other campaigns under the ART communication include Mental Health for a Bright Future, Lijinetae (Children living with HIV campaign) and Smart Parents for a Healthy Child (PMTCT campaign).


Resources:

- ART Communication Strategy

This document is the national AIDS Resource Center’s (ARC) antiretroviral therapy (ART) communication strategy and work plan for the fiscal years (FY) 2007 ? 2009. It is based on the Ethiopia National ART Strategic Communication Framework from 2004, but updated in both the analysis as well as its relationship to the current situation.
ART Communication Qualitative Study in Four Regions of Ethiopia

This assessment was done by Addis Continental, under the sanction of CCP, to understand the circumstances surrounding ART services in Ethiopia in order to develop communication materials relevant to the Ethiopian context. The assessment was conducted in four regions of Ethiopia; Addis Ababa, Amhara, Tigray and SNNPR.

Everyday for Life

Program Duration
2007 - 2013

Target Audiences

- Primary Audience: People living with HIV (PLHIV)
- Secondary Audience: Caregivers and health service providers

Objectives

- Increase antiretroviral therapy (ART) uptake and adherence among PLHIV
- Encourage positive living and improve quality of life of PLHIV
- Improve the quality of care provided by health service providers

Formative Research

In 2008, the Johns Hopkins Center for Communication Programs (CCP), under the AIDS Resource Center (ARC), conducted formative research to understand the environment in Ethiopia regarding antiretroviral therapy (ART) service delivery, ART service uptake and challenges to adherence[1]. The research included a facility-based needs assessment of ART services in sampled hospitals and health centers located in six regional states, and a series of focus group discussions with ART patients and health service providers. Furthermore, the BSS II [2] and EDHS 2005[3] were used in the development of the communication strategy and the materials.

Key Findings

- A considerable proportion of health facilities and health service providers do not have access to up-to-date information on HIV/AIDS care and treatment.
- Available education and communication materials tend to be in very short supply and do not fulfill the needs of the clients and health service providers.
Both clients and health service providers prefer communication materials with attractive illustrations and, if possible, real photos showing healthy changes in body appearances.

- Most urban areas accept communication materials prepared in Amharic; however, most people expressed concerns about the usability of these materials for the rural population. Print communication materials can only be useful in rural areas if prepared in simple local languages.
- Health service providers are overstretched, overworked, and undercompensated, which has serious consequences on quality care provision.
- Clients do not trust health service providers to maintain a client’s confidentiality and feel procedures on maintaining confidentiality of test results are not explained well enough.

Program Description
In 2005, Ethiopia rolled out its Antiretroviral Therapy (ART) program, making HIV treatment available to patients free of charge. With ART roll out came a greater need to educate people living with HIV (PLHIV) and health service providers about treatment options so as to increase uptake and adherence to ART.

In 2008, ARC developed an ART Communication Strategy to guide all interventions. The strategy was based on the formative research findings and a strategy development workshop held with key stakeholders that included more than 40 governmental and non-governmental organizations, health service providers, PLHIV associations and representatives of implementing partners. The strategy summarized the findings of the formative research, elaborated on the interrelationship of specific communication interventions, and outlined the management and implementation as well as the monitoring and evaluation plans. The strategy relied on the communication pathways model, the Continuum of Care model, the Essential Communication Steps to Increase Effectiveness of ART, and the SMART Patient & SMART Provider Approach.

Resulting from the ART Communication Strategy, the Everyday for Life campaign was produced with quality of care as its centerpiece, aiming to improve quality of life for PLHIV, increase treatment adherence and improve client-provider interaction and relationships.

Under this campaign, several communication materials including posters, various booklets, references for fixed dose combination and single ARVs for adults and children in Ethiopia, and different promotional materials were produced for PLHIV and their caregivers as well as health service providers. The materials deal with healthy living, adherence, side effects management, treatment of opportunistic infections, nutrition and combination therapy for PLHIV and caregivers, along with fixed dose combination and single ARV references and job aids for service providers.

Because of changing national protocols related to ART treatment as well as feedback received from clients, these materials were later revised and assembled into a PLHIV Kit. One of the changes made due to client feedback was to revise the covers of the Kit materials to avoid HIV-related text and images in an effort to reduce possible discrimination toward individuals who access the materials.

The Everyday for Life brand also incorporated the SMART campaign, which is aimed at increasing adherence to ART through improved client-provider relationships.
Furthermore, *Everyday for Life* aimed at enhancing the capacity of religious leaders, who are typically perceived as credible sources of information, to communicate correct and up-to-date information about HIV and ART to their followers.

**Accomplishments**

- Distributed more than 1 million copies of the *Everyday for Life* materials.
- Printed and distributed 5,000 copies of the revised PLHIV Kit throughout Ethiopia.
- Distributed 5,000 copies of each of the 13 drug booklets (Abacavir; Didanosine; Efavirenz; Kaletra; Lamivudine; Lamivudine & Stavudine combination; Lamivudine, Stavudine & Nevirapine combination; Nevirapine; Stavudine; Tenofovir; Lamivudine & Zidovudine combination; Lamivudine, Zidovudine & Nevirapine combination; and Zidovudine) to ART sites and pharmacies.


**Resources:**

- **ARV Drug Information Booklets**

  The following drug booklets were developed under the brand *Everyday for Life*. They are distributed to pharmacies so they can be handed out to clients who are prescribed one or more of these ARVs.

  Each booklet contains information about a specific ARV or combination of ARVs and its dosage, side effects, conflicts with other medications and other important information.

  The booklets were originally developed in 2008, but revised in 2013.

  - Abacavir
  - Didanosine
  - Efavirenz
  - Kaletra
  - Lamivudine
  - Lamivudine & Stavudine
  - Lamivudine, Stavudine & Nevirapine
  - Nevirapine
  - Stavudine
  - Tenofovir
Let's Change Lives - PLHIV Caregivers Booklet

This booklet is part of the PLHIV Kit developed under the brand Everyday for Life. It targets caregivers of PLHIV and outlines 12 points that caregivers can do to support PLHIV.

These points are:
1) Accepting their HIV status.
2) Knowing that they can live healthy.
3) Making sure that their basic needs are met.
4) Showing them that they care.
5) Making sure that they are taking their medications according to the prescriptions.
6) Making sure that they eat properly.
7) Ensuring that they get enough rest.
8) Encouraging them to exercise.
9) Supporting them to keep their personal hygiene.
10) Advising them on safe sex practices.
11) Helping them avoid addictions.
12) Encouraging them to get regular medical check up.

The booklet also outlines ways that the caregivers can protect themselves while caring for PLHIV. The Oromoiffa and Tigrigna versions were developed in 2008. The Amharic version was developed in 2013.

Adult Fixed Dose ARV Combination Quick Reference

This sheet was developed under the brand Everyday for Life for health service providers as a reference to use for prescribing ARVs. The grid summarizes the fixed-dose combinations or single ARVs, their dosage, side effects and other key information related to the drugs.

Pediatric Fixed Dose ARV Combination Quick Reference
This sheet was developed under the brand *Everyday for Life* for health service providers as a reference to use for prescribing ARVs for children. The grid summarizes the fixed dose combinations or single ARVs, their dosage, side effects and other key information related to the drugs.

- **I Can Have a Bright Future with My Medicine - Booklet**

  This booklet is part of the PLHIV Kit developed under the brand *Everyday for Life*. It provides a brief definition of ARVs and talks about when to start ARVs, how to use them, the dangers of lack of adherence and side effects management of ARVs.

  The Oromiffa and Tigrigna versions were developed in 2008. The Amharic version was developed in 2013.

- **My Medicine for My Life - Poster**

  This poster was developed under the brand *Everyday for Life* to encourage adherence to ARVs.

- **Living Healthy is My Responsibility Too - Poster**

  This poster was developed under the brand *Everyday for Life* to encourage adherence to ARVs by empowering PLHIV to take control of their own health.

- **We Take Our Medicine; We Work Well - Poster**

  This poster was developed under the brand *Everyday for Life* to encourage adherence to ARVs.

- **ART Communication Strategy**

  This document is the national AIDS Resource Center’s (ARC) antiretroviral therapy (ART) communication strategy and work plan for the fiscal years (FY) 2007 - 2009. It is based on the Ethiopia National ART Strategic Communication Framework from 2004, but updated in
both the analysis as well as its relationship to the current situation.

- **4 Stages of HIV - Booklet**

  This brochure is part of the PLHIV Kit developed under the brand *Everyday for Life*. It provides information on the 4 stages of HIV, as identified in the WHO Clinical Staging of HIV/AIDS for Adults and Adolescents.

  The Tigrigna and Oromiffa versions were developed in 2008. The Amharic version was developed in 2013.

- **5 Reasons to Stop Drinking, Smoking and Chewing Khat - Booklet**

  This booklet is part of the PLHIV Kit developed under the brand *Everyday for Life*. It provides 5 reasons to stop drinking, 5 reasons to stop smoking, 5 reasons to stop chewing khat, and 5 benefits that can be obtained from avoiding these habits.

  The Oromiffa and Tigrigna versions were developed in 2008. The Amharic version was developed in 2013.

- **What is CD4? - Brochure**

  This brochure is part of the PLHIV Kit developed under the brand *Everyday for Life*. It provides a brief definition of CD4 and talks about what it means when one’s CD4 count is low. It also provides points on what to do when one’s CD4 count is low.

  The Oromiffa and Tigrigna versions were developed in 2008. The Amharic version was developed in 2013.

- **I Can Live Free of Opportunistic Infections - Booklet**
This booklet is part the PLHIV Kit developed under the brand *Everyday for Life*. It provides a brief definition of opportunistic infections, lists the most common opportunistic infections, and talks about how they can be prevented and managed.

The Oromiffa and Tigrigna versions were developed in 2008. The Amharic version was developed in 2013.

**We Can Live Healthy - Booklet**

This booklet is part the PLHIV Kit developed under the brand *Everyday for Life*. It addresses the different aspects of positive living including disclosing to loved ones, eating healthy, getting enough rest, exercising, being free from addictions, maintaining good hygiene, practicing safe sex and getting regular medical check ups.

The Oromiffa and Tigrigna versions were developed in 2008. The Amharic version was developed in 2013.

**Everyday for Life campaign logo**

Logo for Everyday for Life campaign

---

**Lijinetae (Children living with HIV Campaign)**

**Program Duration**
2011 - 2013

**Target Audiences**
- Primary Audience: Children living with HIV and their caregivers
- Secondary Audience: Pediatric health service providers and community leaders

**Objectives**
- Improve the quality of care provided by caregivers of children living with HIV
- Improve the quality of care provided by pediatric health service providers
- Increase antiretroviral therapy (ART) uptake and adherence among children living with HIV
- Encourage positive living and improve quality of life of children living with HIV

**Formative Research**
In 2009, a literature review was conducted to understand the communication gaps that influence
the quality of pediatric ART service delivery and uptake. The literature review was conducted based on the Ethiopian Ministry of Health’s Pediatric Guideline, literature provided by partner organizations working on pediatric HIV and experiences of other countries.

Key Findings

- Low uptake and poor utilization of pediatric services.
- Due to fear of rejection or stigma from their communities, caregivers often do not want to get children under their care tested for HIV. Similarly, when a child in their care tests positive, they usually do not want to disclose the test results to the child, in fear of the child’s disclosing his/her HIV status to the ?wrong? people, or in case the child becomes depressed or angry with them.
- Lack of age-appropriate materials to support children living with HIV and their caregivers at community level.
- Poor availability of child-friendly health care services.

Program Description

Children living with HIV are a population with unique clinical, psychological, and social needs. According to the 2010 Federal Ministry of Health (FMoH)/HIV and AIDS Prevention and Control Office (HAPCO) Single Point Estimate, only 52% of all children living with HIV in Ethiopia access health care services and the majority of them are older than 5 years[1]. In addition, the data indicate that of those who start ART, 23% are lost to follow up. According to the findings, the major reasons for such poor utilization of pediatric HIV services include a bleak outlook for the future of children living with HIV among their caregivers, caregivers’ lack of confidence in their ability to care for children with HIV, inadequate psycho-social support for children living with HIV and their caregivers at community level and poor attitude among health service providers towards children living with HIV.

To address these issues, CCP, in collaboration with the Ministry of Health and other partners, developed a strategic communication framework focusing on pediatric HIV under ARC and subsequently launched the Lijinetae Marena Wotetae campaign (named after a popular children’s song) under EXCELERATE.

A ?hero book? development workshop was also conducted with children living with HIV between the ages of 10 and 15 at which the children were given the opportunity to interact with other children living with HIV and find solutions to the personal and social challenges they face in their day-to-day lives. Over the course of the workshop, the children participated in a series of storytelling, drawing and painting activities designed to guide each child to set their life goals, identify their heroes, and face the challenges and psychosocial obstacles that they perceived as standing between them and their goals.

Furthermore, CCP conducted visits to pediatric ART sites to get a sense of what occurs at the facilities and how the services could be more child-friendly. The visits were followed up by a workshop involving pediatric health service providers, CCP’s creative team, local children’s TV program producers, children’s storywriters, children living with HIV and their caregivers to develop relevant materials and messages to effectively communicate with the children.
Accomplishments

- Developed a Communication Strategy focusing on pediatric ART.
- Produced age-appropriate materials for children living with HIV to increase knowledge about HIV and promote healthy living, taking medications, personal hygiene, etc. The materials include a coloring book for children ages 3-5, a storybook for children ages 6-8 and a board game for children age 8 and above.
- Produced a booklet for caregivers providing detailed information about caring for children living with HIV.
- Produced a poster and calendar under the Lijinetae Marena Wotetae campaign to guide pediatric health service providers in providing child-friendly services.
- Distributed 3,000 copies of the coloring book, 5,000 copies of the caregivers booklet, 3,000 copies of the storybook, 1,000 copies of the calendar and 9,000 copies of the posters to pediatric ART sites.


Resources:

- **Booklet for Caregivers of Children Living with HIV**

  This booklet is developed under the brand Lijinetae Marena Wotetae. It targets caregivers and provides detailed information about caring for children living with HIV. It outlines 13 points that caregivers can do to support children under their care. These points are:

  1) Making sure that a child goes to a health facility for regular follow-up.
  2) Knowing the necessary vaccinations and and making sure that a child gets them.
  3) Making sure that a child is taking their medications on time.
  4) Danger signs and symptoms to pay attention to.
  5) Keeping up a child?s personal hygiene.
  6) Ensuring a child maintains their dental health.
  7) Making sure a child eats a healthy diet.
  8) Discussing HIV with a child.
  9) How to disclose a child?s HIV status.
  10) Encouraging a child to exercise.
  11) Building a healthy relationship with a child.
  12) Being a good role model for a child.
Child-friendly Services Calendar for Pediatric Health Service Providers

This calendar, titled “We Can Make a Difference in the Lives of Children by Providing Child-Friendly Services,” is developed under the brand *Lijinetae Marena Wotetae*. It targets pediatric health service providers.

The calendar includes children’s drawings from the Hero Book (an art therapy activity for children living with HIV) and messages to guide pediatric health service providers in providing child-friendly services to children living with HIV. It outlines 12 points that service providers can do to provide child-friendly services.

The outlined points are:
1) Getting down to the child’s eye level
2) Speaking softly and directly to the child
3) Being smiley and friendly
4) Allowing and respecting emotions
5) Being honest
6) Giving information
7) Starting with the least invasive activity
8) Giving the child choices
9) Engaging children
10) Supporting parent-child relationship
11) Maintaining self control
12) The calendar also outlines what service providers need to do when talking with caregivers

Coloring Book for Children Living with HIV

This color book is developed under the brand *Lijinetae Marena Wotetae*. It targets children ages 3-5. The children color in illustrations of the campaign’s personality, the monkey, doing different activities such as washing hands, taking medicine, etc.

Storybook for Children Living with HIV
This storybook is developed under the brand *Lijinetae Marena Wotetae*. It targets children ages 6-8. It tells the story of two best friends (a monkey and a boy) and their struggle to win a football championship. The story addresses social and psychological issues that children living with HIV may face such as stigma and discrimination, low self esteem and a feeling of being different.

- **Board Game for Children Living with HIV**

  This board game is developed under the brand *Lijinetae Marena Wotetae*. It targets children ages 8 and above. The game has a variety of questions focusing on 5 thematic areas, namely, history, HIV and AIDS, hygiene, mathematics, and animals. It combines education with entertainment and is intended to create awareness about HIV and AIDS and antiretroviral therapy (ART) while children have fun at the same time.

- **Medicine Poster - Pediatric ART Communication**

  This poster was developed with the purpose of making pediatric ART sites more child-friendly and communicating to children about taking their medication.

  The poster shows only a picture of a girl taking her medication and does not have any text, as kids are more attracted to pictures. It aims to make the process of taking medication a normal thing in children’s minds.

- **Poster for Pediatric ART Service Providers**

  This poster was developed under the *Lijinetae Marina Wotetae* brand and targets pediatric ART service providers.

  The poster is designed to remind service providers about their own childhood when they interact with the children and to make it a happier experience for the children to visit the health facility.

- **Poster for Pediatric Health Facilities**

  This poster was developed under the *Lijinetae Marina Wotetae* brand with the purpose of making the pediatric ART sites more child-friendly.
The poster contains a picture of the brand logo, which uses the monkey character as its centerpiece. The monkey is the main character in the children’s storybook and appears in all of the materials developed under this brand.

**Hero Book**

The Hero Book is an art therapy activity for children living with HIV. Each Hero Book is a collection of a child’s drawings that were done during the Hero book development workshop. The drawings include: what ‘hero’ means to them, who they are now and what they want to be when they grow up, their hero, their most memorable day, their outlook of HIV and AIDS, how they felt when they learned of their status, their circle of support, their source of information, what they want to know about HIV and their happiest day.

The following are a few sample pages from the Hero Book.

**Ethiopia National Strategic Framework for Pediatric HIV/AIDS Communication**

The Pediatric HIV Communication Framework directly reflects the outputs from a four-day workshop held in September 2010, under the direction of the Federal Ministry of Health, the HIV/AIDS Prevention and Control Office (HAPCO), and the Johns Hopkins Center for Communication Programs (CCP). The framework is intended to guide and coordinate all pediatric HIV/AIDS Communication efforts in the country.

**Literature Review - Pediatric Communication Gaps**

This document is a literature review conducted to have a clearer understanding of the communication gaps that influence the quality of pediatric ART service delivery and uptake. The literature review has been divided under several headings that capture the essential points of the communication gaps in pediatric ART and thus cover topics including disclosure, stigma and discrimination, hopelessness, adherence and responsibility, lack of communication among health service providers, caregivers and the children, and PMTCT. The review also contains case studies reflecting the facts provided behind each heading. Furthermore, the document touches upon the Ugandan experience in pediatric ART communication.

**Board Game Questions for Children Living with HIV**
This list of questions is the English translation of the questions that accompany the board game for children living with HIV.

The questions cover topics such as animals, geography, HIV and AIDS, hygiene and nutrition.

**Mental Health for a Bright Future**

**Program Duration**
2010 - 2013

**Target Audiences**
- Primary Audience: People living with HIV (PLHIV)
- Secondary Audience: Caregivers, health service providers and the general public

**Objectives**
- Raise awareness of the most common mental illnesses that can affect PLHIV
- Increase communal acceptance and support for individuals with mental illness and their families
- Enable health service providers to deliver client-friendly mental health care and treatment services
- Improve quality of life for PLHIV

**Program Description**
According to the National Mental Health Strategy of Ethiopia, people living with HIV (PLHIV) are more prone to developing mental illnesses, such as depression and anxiety, which in turn impair immune function, negatively impact quality of life, reduce adherence to treatment and contribute significantly to premature death. In addition, HIV, opportunistic infections, and some of the side effects of ARTs have been shown to affect the brain and the nervous system, resulting in mental illness like dementia\[1\]. Recognizing the signs of mental illness, providing proper treatment and helping PLHIV maintain emotional wellbeing is therefore an essential aspect of ?positive living? and crucial for improving adherence to ART. Discussion of mental health challenges and how they can be overcome is also beneficial to the entire general public, who may also exhibit some of the symptoms but not know how to address them.

Under EXCELERATE, CCP developed a Mental Health Communication Framework, using the Pathways to Change Model, in collaboration with key stakeholders, including the Federal Ministry of Health (MoH), and produced communication materials under the *Mental Health for a Bright Future (Yamero Tena Le Biruh Hiwot)* campaign. A series of posters depicting individuals taking small, doable actions to maintain their emotional wellbeing and a booklet addressing the importance of these actions in their everyday lives was developed. Additionally, seven leaflets, supplemented with radio spots, were produced outlining the signs and symptoms of the most common mental illnesses in Ethiopia.
The campaign also incorporated a “mental health corner” on the Betenga Radio Diaries program to address mental health issues diarists are dealing with and provide expert advice and tips that can easily be put into practice to maintain mental and emotional wellbeing.

**Accomplishments**

- Developed a National Mental Health Communication Framework.
- In collaboration with the Ethiopian MoH, distributed 14,000 posters along with 5,000 booklets on maintaining mental health and emotional wellbeing to PLHIV associations and health facilities.
- In collaboration with the MoH, distributed 14,000 leaflets on 7 types of common mental illnesses to health facilities for use by clients diagnosed with these illnesses.
- Distributed 5,000 copies of the Haloperidol drug booklet to pharmacies to be handed out to clients for whom the drug is prescribed.


**Resources:**

- **Mental Health and Emotional Wellbeing - Posters**

  The following posters were developed under the brand *Mental Health for a Bright Future* and encourage specific behaviors to improve or maintain mental health and emotional wellbeing.

  The posters primarily target people living with HIV. However, based on feedback from the target audience, the posters avoid mentioning HIV to reduce stigma associated with accessing the materials.

  **Addiction Free**
  This poster encourages being free from alcohol and substance abuse to maintain mental health and emotional wellbeing.

  **Avoid Stress**
  This poster promotes avoiding unnecessary stress to maintain mental health and emotional wellbeing.

  **Healthy Diet**
  This poster promotes eating a healthy diet to maintain mental health and emotional wellbeing.

  **Exercise**
This poster promotes exercising to maintain mental health and emotional wellbeing.

**Relaxation**
This poster encourages relaxation to maintain mental health and emotional wellbeing.

**Sleep**
This poster promotes getting enough sleep to maintain mental health and emotional wellbeing.

**Time With Family and Friends**
This poster promotes spending time with family and friends to maintain mental health and emotional wellbeing.

- **Mental Health and Emotional Wellbeing - Booklet**
  
  This booklet was developed under the brand *Mental Health for a Bright Future* and addresses behaviors that are useful to maintain mental and emotional wellbeing. The booklet primarily targets PLHIV, but based on feedback from the audience, avoids mentioning HIV to reduce stigma associated with accessing the material. It reinforces messages set forth by the 7 different posters produced under the *Mental Health for Bright Future* campaign.

- **Mental Health and Emotional Wellbeing - Brochures**
  
  This following brochures were developed under the brand *Mental Health for a Bright Future* and outline the signs and symptoms, possible causes and ways to manage various mental illnesses.

  **Anxiety Disorder**

  **Attention Deficit Hyperactivity Disorder (ADHD)**

  **Bipolar Disorder**

  **Dementia**

  **Depression**

  **Epilepsy**

  **Schizophrenia**
Haloperidol Drug Information Booklet

This drug booklet was developed under the brand Mental Health for a Bright Future. It is distributed to pharmacies so that they can hand it out to their clients who are prescribed the Haloperidol drug. The booklet contains information about Haloperidol including its side effects and conflicts with other medications.

HIV and Mental Health Booklet for Health Service Providers

This booklet was developed under the brand Mental Health for a Bright Future.

The booklet is mainly developed for health service providers, so that they can identify the links between mental health and HIV, and be able to help people living with HIV better maintain their emotional and mental wellbeing.

Mental Illness Symptoms Radio Spot

This radio spot was developed under the brand Mental Health for a Bright Future. It alerts PLHIV to the signs of a mental illness so that they can take action early on. Although the radio spot primarily targets PLHIV, there is no mention of HIV in the spot because the campaign is positioned in such a way to reduce stigma towards people who access the materials developed under this brand.

Mental Health Strategic Communication Framework

This document is a strategic communication framework for mental health communication in Ethiopia. It derives from the National Mental Health Strategy developed by the Ministry of Health.

The strategic communication framework follows the pathways to change model and provides key interventions that target different audiences in the environmental, service delivery, community and individual levels.
Smart Parents for a Healthy Child (PMTCT Campaign)

Program Duration
2009 - 2011

Target Audiences
- Primary Audience: Pregnant women and their partners
- Secondary Audience: Service providers, men and women of reproductive age (15-49), pregnant women and their partners, health service providers, families and communities

Objectives
- Increase knowledge among women and men of reproductive age (15-49), pregnant women and their partners, healthcare providers, families and communities
- Identify and reduce misconceptions about PMTCT
- Increase PMTCT service seeking behavior by pregnant women and their partners
- Reduce stigma and discrimination associated with PMTCT among communities and families

Program Description
Based on a review of antenatal care (ANC) and prevention of mother-to-child transmission of HIV (PMTCT) care in Ethiopia, existing data on service provision, and gaps in communication materials geared towards PMTCT, CCP and stakeholders developed a communication strategy through a collaborative process. In 20XX, Smart Parents for a Healthy Child was launched, a national multimedia campaign aimed at increasing uptake of ANC and PMTCT services by pregnant women and their partners in Ethiopia. The campaign was also aimed at enhancing parental understanding of how HIV is transmitted from infected mothers to infants and how PMTCT can minimize this risk.

The campaign produced billboards, posters, booklets, a film and a radio diary. These communication materials address the value of ANC for a safe pregnancy and delivery, emphasize the importance of HIV testing for all pregnant women, and promote positive male partner involvement, including supporting spouses to seek ANC care and couples HIV testing.

Accomplishments
- The Smart Parents for a Healthy Baby campaign was officially launched in the Amhara region, which was selected because of high HIV prevalence and poor ANC uptake. More than 4,000 people participated in the launching events, with about 900 pregnant women attending. In collaboration with HIV/AIDS Prevention and Control Offices (HAPCOs), the Health Bureaus and Women? s Affairs Offices in six towns in which the events were held, attendees
had the opportunity to, among other things, receive ANC services including HIV testing and counseling, learn about condom use, and discuss concerns about ANC with counselors from the hotline.

- Distributed 50,000 copies of a booklet for low literate people, 10,000 copies of a booklet with detailed information about ANC and PMTCT, 50,000 copies of posters, 1,000 copies of flipcharts for health extension workers, and 5,000 calendars for health service providers, along with various other promotional materials.

Resources:

- **PMTCT Posters**

  The following posters were developed under the brand *Smart Parents for a Healthy Baby.*

  **Expecting Couples & PMTCT 1**
  This poster encourages expecting couples to utilize ANC services. The image on the poster (a couple playing with their healthy and happy child) provokes expecting couples’ desire to give birth to a healthy child, and moves them towards utilizing services that minimize risks to the pregnancy.

  **Expecting Couples & PMTCT 2**
  This poster encourages expecting couples to utilize ANC services. The image on the poster (a healthy and happy child) provokes expecting couples’ desire to give birth to a healthy child, and moves them towards utilizing services that minimize risks to the pregnancy.

  **Expecting Couples & PMTCT 3**
  This poster encourages expecting couples to utilize ANC services. The image on the poster (a happy couple and the woman is pregnant) provokes expecting couples’ desire to give birth to a healthy child, and moves them towards utilizing services that minimize risks to the pregnancy.

  **Expecting Fathers & PMTCT**
  This poster encourages expecting fathers to support their partners to utilize ANC services. The image on the poster (a father playing with his healthy and happy child) provokes expecting fathers’ desire to give birth to a healthy child, and moves them towards supporting and utilizing services that minimize risks to the pregnancy.

  **Expecting Mothers & PMTCT**
  This poster encourages expecting mothers to utilize ANC services. The image on the poster (a mother holding her healthy and happy child) provokes expecting mothers’ desire to give birth to a healthy child, and moves them towards utilizing services that minimize risks to the pregnancy.
Health Service Providers & PMTCT
This poster reminds health service providers of their responsibility to be welcoming, to ensure they provide adequate information and to provide high quality service.

- **PMTCT Booklet - Full Version**

This booklet provides detailed information for pregnant women and their partners on what they should expect during the trimesters of their pregnancy and what they should do to ensure a safe pregnancy, delivery and the health of the child and mother after delivery.

- **PMTCT Booklet - Mini Version**

This booklet is a summary of what parents should expect during pregnancy and what they should do to ensure a safe pregnancy, delivery and the health of the child and mother after delivery. The booklet targets low literate people and communicates to the audience mainly through illustrations.

- **I Got What I Wished For (Simegn Agegnehu) - PLHIV Diarist Documentary and Discussion Guide**

This 16-minute documentary features the story of Hiwot Mamo, a diarist from the Betengna radio diaries program, where she loses her first child because she failed to strictly follow her doctor’s advice. However, Hiwot amended her mistakes during her second pregnancy and gives birth to an HIV-free baby. The film takes viewers through the process that Hiwot went through to have a healthy baby. The film is supplemented with a discussion guide for follow-up discussions after viewing.

- **Before and After (Fitina Huwala) - PMTCT drama**

This four-episode drama takes viewers through the story of a couple that discovers that they are HIV-positive while they are trying to have a baby. This emotional rollercoaster drama
shows what the couple goes through to ensure that their child is free from HIV.

- **MNCH/PMTCT Communication Strategy**

  CCP developed this Maternal, Neonatal and Child Health (MNCH)/Prevention of Mother-to-Child Transmission (PMTCT) communication strategy in 2011.

  The strategy outlines its sociopolitical and environmental, service delivery, community-level and individual-level objectives. It also includes barriers to PMTCT. The strategy includes creative briefs for three domains: individual-level (pregnant women, HIV+ pregnant women, male partners), community-level (women and men of reproductive age, influential leaders) and service delivery (health service providers at facilities, support staff at facilities, community-based service providers).

  This communication strategy led to the creation of the *Smart Parents for a Healthy Child* campaign.

- **Literature Review - Knowledge, Attitudes and Practices Around PMTCT in Ethiopia**

  This literature review identifies key materials, published and non-published, resulting in a comprehensive review of literature on knowledge, attitudes and practices related to prevention of mother-to-child transmission (PMTCT) in Ethiopia. The review summarizes key findings, patterns, recommendations and conclusions.

  The findings of this review were used to inform the design of a PMTCT communication strategy, which led to the development of the campaign *Smart Parents for a Healthy Child*.

**Religious Leaders**

**Program Duration**
2009 - 2011

**Target Audience**

- Religious leaders
Objective

- Enhance the capacity of religious leaders to be able to address misconceptions about HIV and antiretroviral therapy (ART) among their followers

Program Description

As identified in the ART communication strategy, religious leaders are typically perceived as credible sources of information by their followers. Thus, the Everyday for Life campaign also targeted religious leaders with the objective of enhancing their capacity to address misconceptions around HIV and ART among their followers.

CCP developed materials for the Ethiopian Orthodox Church (EOC) religious leaders, which included a video featuring community conversations with clergies discussing ART related issues, a special HIV/AIDS training curriculum and a pocket guide, and a training of trainers (ToT) manual. Sign posts featuring phrases from the Bible that support ART uptake and adherence were also developed to address the misconception that taking medications was against the church doctrine.

A similar program with the Ethiopian Muslim Development Association was conducted where community conversations were held that covered basic HIV and AIDS information and addressed key misconceptions.

Accomplishments

- Held community conversations with 110 Imams from across the country, which covered basic facts about HIV/AIDS, identified Imams’ misconceptions about HIV/AIDS, and built their capacity by providing them with the knowledge, psychological and spiritual support to return to their communities and provide correct and up-to-date information and advocate for correct adherence practices.
- Conducted a training for religious leaders of the EOC in Hawassa covering topics related to HIV and ART.
- Distributed 1,000 copies of the ToT manual, 800 copies of the video on DVD, and 1,000 copies of the pocket guide to religious leaders of the EOC in SNNP region.
- Erected 200 sign posts featuring bible phrases in support of ART uptake and adherence in churches in and around Hawassa.

Resources:

- Signposts for Religious Leaders

These signposts were developed under the brand Everyday for Life for religious leaders.
The signposts contain verses from the bible to remind religious leaders and followers of the Ethiopian Orthodox Church that it is their responsibility to provide solutions for challenges as identified in the video. These challenges include stigma and discrimination, cleanliness of church premises, vulnerability to contagious infections and discontinuation of ART.

• **HIV and AIDS Training of Trainers (ToT) Manual for Religious Leaders**

This document is a ToT manual on HIV and AIDS for religious leaders. The training addresses topics such as HIV and AIDS, behavior change, responsibilities of religious leaders, antiretroviral therapy (ART) and the church doctrine, counseling and community mobilization.

• **Finding Solutions for Current Challenges Video**

This video targets religious leaders of the Ethiopian Orthodox Church. The video features a workshop conducted with religious leaders in Hawassa, where they identified challenges, the root causes of those challenges and solutions.

The challenges discussed in the video include: stigma and discrimination, cleanliness of church premises, vulnerability of contagious infections and discontinuation of antiretroviral therapy (ART).

Finding Solutions for Current Challenges Video

• **Who is Trustworthy? - HIV Information Booklet for Religious Leaders**

This pocketsize booklet for religious leaders provides basic information about HIV, the stages of HIV, prevention methods, stigma and discrimination, antiretroviral therapy (ART) and the church doctrine. The booklet also contains a FAQ section that addresses concerns from religious leaders.

• **ART Communication Strategy**
This document is the national AIDS Resource Center’s (ARC) antiretroviral therapy (ART) communication strategy and work plan for the fiscal years (FY) 2007 ? 2009. It is based on the Ethiopia National ART Strategic Communication Framework from 2004, but updated in both the analysis as well as its relationship to the current situation.

SMART Client/SMART Provider

Program Duration
2010 - 2013

Target Audiences

- People living with HIV (PLHIV) and health service providers

Objectives

- Increase ART uptake and adherence among PLHIV through improved client-provider relationships
- Empower PLHIV to take control of and be more responsible for their health
- Enable health service providers to be more attentive to each client?s needs

Formative Research

According to formative research conducted by CCP in 2008, one of the key barriers to ART adherence was lack of open client-provider communication[1]. Strengthening the communication between health service providers and clients living with HIV can increase adherence in two important ways: it empowers clients to take control of their health and discuss their concerns openly, while at the same time enables service providers to be more attentive and responsive to each client?s needs.

Program Description

Under the ARC project, CCP conceptualized the SMART Client/SMART Provider campaign (Asteway Takami and Tagash Balemuya) and piloted the program in Addis Ababa. The two-pronged campaign produced materials for clients and health service providers. Materials for clients included: a video and discussion guide; a low-literacy community conversation flipchart and accompanying facilitator?s guide; an adherence diary; and radio spots. For health service providers, the SMART materials included a video and accompanying discussion guide along with various promotional materials. The pilot in Addis Ababa was successful and as a result, under EXCELERATE, CCP scaled up the campaign to the Amhara, Oromia and Tigray regions. The materials were translated into Tigrigna and Oromiffa and then rolled out in collaboration with NEP+, a local umbrella organization for people living with HIV (PLHIV).
The SMART Client/SMART Provider campaign focuses on encouraging clients to talk openly to their service providers and to take control of their lives and health, while encouraging providers to be more attentive and responsive to their client's needs, promoting patient involvement.

**Accomplishments**

- Conducted 301 community conversations in governmental hospitals, health centers and PLHIV associations using SMART materials, reaching 6,093 ART clients.
- Reached around 330 ART service providers during mentor review meetings, ART basic training and case managers’ review refresher training using the SMART video and discussion guide.
- Distributed 1,200 SMART Client videos and 1,350 SMART Providers videos in Adama, Hawassa, Jimma, Bahir Dar, Mekelle and Addis Ababa.
- Translated all SMART client materials to Tigrigna and Oromiffa languages.
- Reached 4,205 PLHIV with small group discussions using the SMART Client materials in the Amhara, Oromia and Tigray regions.
- Distributed an additional 3,900 SMART Client and SMART Provider videos, 500 flipcharts and various SMART promotional materials in Amhara, Oromia and Tigray regions.


**Resources:**

- **SMART Provider (Tagash) Video and Discussion Guide**

  This video is part of the SMART Client/SMART Provider campaign under the major Everyday for Life brand.

  The video targets health service providers with the objective of improving quality of care provided to PLHIV through improved client-provider relationships.

  The video covers five general points: 1) receiving patients with a smile, 2) planning together, 3) open and clear communication, 4) time management and 5) making sure that the client is satisfied.
SMART Provider (Tagash) Video

The discussion guide is a facilitator’s guide to conduct small group discussions using the SMART Provider video.

SMART Client (Asteway) Videos and Discussion Guides

This video is part of the SMART Client/SMART Provider campaign under the major Everyday for Life brand.

The video targets PLHIV with the objective of improving their relationship with health service providers and empowering them to be more responsible for their own health.

The video covers six general points: 1) respecting one’s self, 2) taking responsibility for one’s own health, 3) having a diary to record health concerns, 4) remembering appointments with health service providers, 5) being respectful to health service providers, and 6) asking questions.

SMART Client (Asteway) Video (Amharic)
SMART Client (Asteway) Video (Oromiffa)
SMART Client (Asteway) Video (Tigrigna)

The discussion guide is a facilitator’s guide to conduct small group discussions using the SMART Client video. It is available below in Amharic, Oromiffa and Tigrigna.
SMART Client (Asteway) Flipcharts and Discussion Guides

This flipchart is part of the SMART Client/SMART Provider campaign under the major Everyday for Life brand.

The flipchart targets PLHIV with the objective of improving their relationship with health service providers and empowering them to take more responsibility for their own health.

The flipchart covers six general points: 1) respecting one’s self, 2) taking responsibility for one’s own health, 3) having a diary to record health concerns, 4) remembering appointments with health service providers, 5) being respectful of health service providers and 6) asking questions.

This flipchart is intended for health facilities that do not have access to a DVD player.

The discussion guide is a facilitator’s guide to conduct small group discussions using the SMART Client flipchart.

ART Communication Strategy

This document is the national AIDS Resource Center’s (ARC) antiretroviral therapy (ART) communication strategy and work plan for the fiscal years (FY) 2007 - 2009. It is based on the Ethiopia National ART Strategic Communication Framework from 2004, but updated in both the analysis as well as its relationship to the current situation.

Betenga Radio Diaries

Program Duration
2006 - 2013

Target Audiences

• Primary Audience: People living with HIV (PLHIV)
• Secondary Audience: Caregivers, health service providers and the general population between the ages 24 and 45

Objectives
- Reduce stigma and discrimination towards PLHIV
- Increase health literacy on and adherence to ART and encourage positive living practices among PLHIV
- Increase listeners' perception of personal risk and vulnerability to HIV
- Address social factors, such as poverty, childhood development, parent-child communication, sexual relationships, partner communication, etc. that could have an impact on exposure to HIV and AIDS
- Allow the voices of PLHIV to be heard by their communities and beyond

Program Description

Betenga refers to a welcomed guest who often visits one's home. Building on that meaning, the Betenga Radio Diaries program takes real life stories of PLHIV into the homes of listeners and provides a unique insight into what it really means to be HIV positive in Ethiopia. The program began in 2006 under the ARC. Upon the completion of ARC in 2010, the program was continued by EXCELERATE.

Betenga holistically draws attention to individual, societal, service delivery and environmental issues faced by PLHIV in their day-to-day lives. Consequently, the diaries not only increase public awareness about HIV, VCT, PMTCT and ART, but also present the raw human emotions of dealing with these issues in relatable true life stories. Thus, it has become a captivating and practical way to address the issues of stigmatization and marginalization that many PLHIV experience in Ethiopia while also showcasing the process of their transformation and the resilience that helped them overcome these challenges.

Over the seven years the program was on air, 43 diarists have shared their stories in Amharic, Oromiffa or Tigrigna for an average of 30 episodes each. These programs aired weekly in Addis Ababa, Amhara, Oromia, SNNPR, and Tigray on seven different stations. Betenga strengthened the capacity of 28 diarists in effective communication and 22 radio producers in media production.

Development and Testing

The Betenga Radio Diaries process starts with one-on-one interviews that Betenga staff holds with potential diarists to get a feel of their stories. The diarists are found from associations that work on HIV and AIDS. Heavy emphasis is placed on determining the potential diarist's personality, existing knowledge, experience, and so on.

Once a diarist has been selected, a Betenga producer conducts a pre-interview, which is not as detailed as the interview to be done later. The diarist's lifeline, the structured story line which shows the overall story flow of the diarist that is broken down into episodes, is stated for further expansion of the stories on each episode, These episode outlines are reviewed before actual production begins.

The Betenga producers are trained alongside the diarists so that the each can get to practice what they're being taught with the other.

After production, pre-testing of the episodes with various groups is done once to explore what else could be added or should be modified.
The finalized episodes which are done for six different stations in three different languages and five different regions are send out to the stations through mail service providers. After the radio program is broadcast the radio stations collect feedbacks from audience.

**Promotion**
After the production of each episode, the *Betengna* team sits down to review the episode and discuss how best to edit it, as well as possible feature programs that can follow the diary. Each episode of *Betengna* consists of two components. The first is a story narrated by the diarist. The second typically features interviews with experts or other individuals related to the issues mentioned by the diarist so they can provide input and advice for PLHIV and their family and community members on how to deal with the issue.

**Accomplishments**
More than 900 episodes of *Betengna* have been produced and broadcast since its initiation in 2005. Of these, 715 were produced under the EXCELRATE project. Similarly, under EXCELERATE, *Betengna* received 13,347 calls, 1,429 SMS messages and 54 emails from its listeners. The *Betengna* website, on which all aired episodes are archived, has received more than 6,939,803 hits and 1,138,326 downloads. The radio program?S Facebook page has received more than 36,000 likes and an average of 155,000 people view the episode posted each week, some of which also participate in discussions.

**Resources:**

- **Betengna Documentary**
  The *Betengna documentary* film is a 5-minute length video that was produced as a promotional material.

- **Betengna Logos & CD Labels**
  These CD labels show the Betengna (or ?Aantee? in Oromiffa, ?Memuney? in Tigrigna) logo and are used for labeling CDs that are sent to the radio stations. The logos are also used on print materials for each region.
Exposure and Effectiveness of Betengna - Study Report

This study was conducted in November 2007 in order to determine exposure to the program and the extent to which program objectives could be linked with the program. The study consisted of a household survey conducted in four regions - Amhara, Tigray, Addis Ababa, and SN-NPR. All data collection activities were undertaken by Addis Ababa Continental Institute of Public Health.

The study found that overall exposure to the program was 18.2% across the four regions, but when only the regions of Addis Ababa and SNNPR were considered, exposure rose to 29.3%.

Exposure was associated with radio ownership, being better educated, higher socioeconomic status, and being younger.

Listening to the program was associated with perceiving greater affinity for the diarists, having a better understanding about what it means to lead an HIV-positive life, greater perceived identification with PLHIV, and stronger beliefs that PLHIV should be treated with respect. All of these were also indications of lower opinion levels of stigma.

Listeners, compared to non-listeners, also had lower levels of misconceptions that it was possible to contract HIV through casual contact (e.g. shaking hands, hugging, sharing utensils or toilet), and they had higher levels of empathy toward PLHIV.

After controlling for age, gender, socioeconomic status and radio ownership, exposure to the program was associated with higher levels of knowledge about HIV transmission and prevention.

The paper concluded that the program appeared to be making an impact on lowering stigma and promoting greater knowledge and positive attitudes.

• Betengna Discussion Guides for Community Outreach

The discussion guides are used by the outreach department when conducting community-level discussions in small groups. Selected episodes from each diarist’s story are discussed and the major health issues are brought into focus for reinforcement.

• Betengna Documentary Creative Brief

The creative brief is used as a guideline to meet the following objectives:
Help listeners understand the scope and breadth of the *Betengna Radio Diaries* program and on which outlets it is available (e.g. stations, website, etc.);

Highlight *Betengna*’s unique strategy of being a reality radio program focusing on PLHIV; and

Convey *Betengna*’s applicability to audiences living in the different regions of Ethiopia with different contexts and languages (Tigrigna, Amharic and Afan Oromo).

- **Betengna Intro and Outro Jingles**

  The intro and outro jingles are used as an input to start and finish each episode and are produced uniquely for *Betengna* radio programs. The jingles for Oromia and Tigray regions have been adapted to the local language.

- **Betengna Radio Diaries Training Manual**

  The training manual describes how to successfully perform the two components of a *Betengna Radio Diaries* episode, the diary and follow-on program (e.g. expert interviews). It is used to train producers and new diarists.

- **Betengna Radio Diaries Episodes**

  The *Radio Diaries* episodes below include five different diarists aired on the five stations in three different languages.

  - Werike Biru (Amharic)
  - Solomon Miruts (Tigrigna)
  - Uma Shoa (Oromiffa)
  - Aster Kebede (Amharic)
  - Tizita Asfaw (Amharic)

  The Betengna Radio Diaries program ran from 2007 - 2013.

- **Betengna Radio Diaries Radio Spots**
The following radio spots are 1 to 2 minute spots promoting the Wegen AIDS Talkline and correct and consistent condom use. They are aired in between the diary and follow-on components of *Betengna* episodes.

**Dagu Youth Media Program**

**Program Duration**

2008 - 2013

**Target Audiences**

- Primary Audience: In- and out-of-school youth ages 15-20
- Secondary Audience: Parents and teachers

**Objectives**

- Increase in- and out-of-school youth’s perceptions of susceptibility to HIV infection
- Increase self-efficacy, with respect to HIV prevention, of in- and out-of-school youth
- Delay sexual debut of in- and out-of-school youth who are not sexually active

**Formative Research**

In July 2008, ARC conducted a literature review on the reproductive health, sexual and HIV/AIDS trends of young people in Ethiopia. The review was done on the latest research findings on these issues.

**Key Findings:**

- Misconceptions about definitions of sex, types of sex and the risks associated with these types of sex were high among young people.
Misconceptions about abstinence and its supposed negative health effects also existed among young people.

- Abstinence was seen as impractical, unrealistic, or impossible by certain groups of young people.

- Definitions of relationships varied among youth.

- Definitions of sexual consent varied among youth.

- Transactional sex and cross-generational sexual relationships among sexually active young people, though not the norm, were common.

- HIV risk perception was low among young people.

- Peer-to-peer communication about sexuality was the norm, although not necessarily beneficial for passing on healthy sexuality information.

- Parent-youth communication was low.

The literature review was of great importance and a major input for the development of the *Dagu Youth Media* communication strategy followed by the production of the Dagu Youth Kit and *Dagu Addis* radio design document.

**Program Description**

*Dagu Youth Media Program* is a comprehensive media program initiated by the ARC project in 2007 for in- and out-of-school youth. The program is comprised of the *Dagu Addis* radio program, youth capacity building and the Dagu Youth Kit.

In 2010, EXCELERATE took over these three components, supplemented with strong social media engagement to enable continued dialogue and extended reach.

*Dagu Addis* delves deeply into seven thematic areas: HIV and AIDS, reproductive health, gender,
life skills, relationships, sexuality and communication. In- and out-of-school youth, parents, teachers and other key stakeholders are an integral part of the design and implementation of Dagu Addis. Topics and content for each radio episode are developed through a collaborative process ensuring that the issues discussed are what youth consider to be pertinent in their lives. In addition, the true-life stories of youth presented on the program give it authenticity and prevent the program from sounding top-down or preachy.

All episodes of Dagu Addis are available for listening and download on the Dagu website.

Dagu Youth Media Program builds the capacity of in-school youth by providing journalism training to school mini media practitioners. It also supplies schools with media equipment to enable youth to produce their own programs related to HIV and AIDS as well as air Dagu Addis during their break times. Every summer, Dagu Youth Media Program selects high school students in Addis to intern with the Dagu team, providing students the opportunity to learn interviewing, hosting, editing and radio production skills as well as share their stories and experiences on the program.

The Dagu Youth Kit was created by ARC and rolled out by EXCELERATE. It reinforces messages transmitted on Dagu Addis within listening discussion groups organized throughout the country. The Dagu Youth Kit contains selected Dagu Addis episodes, a discussion guide and Mehiret?s Decisions, a comic book, meant to build young people?s decision-making skills. A mini-magazine of true stories presented on Dagu Addis, a reflection journal and booklets on frequently asked questions around reproductive health, HIV and STIs, relationships, peer-to-peer communication and parent-child communication supplement the kit.

Accomplishments

- Produced and broadcast a total of 174 new Dagu Addis episodes on Sheger FM. Under the ARC project, 76 new episodes were produced and 4 were re-run. Under EXCELERATE, 98 new Dagu Addis episodes were produced and 58 were re-run.

- Under EXCELERATE, a total of 3,076 calls and text messages were received from listeners who engaged in the show or provided feedback. All episodes of Dagu Addis are archived on its website, which has received 2,379,371 website hits and 71,424 downloads.

- Provided internship opportunities for 8 in-school youth. The Dagu Youth Media Program gave the interns training on basic journalism and Adobe Audition software.
- Built the capacity of 27 high school mini media programs by supplying horn speakers, microphones, amplifiers and DVD players to make each school’s transmission quality better.

- Broadcast a total of 24 *Dagu Addis* episodes on 41 high school mini media programs.

- *Dagu Youth Media Program*, under EXCELERATE, strategically utilized Facebook as a mechanism to continue the dialogue initiated by the radio programs. As a result, the *Dagu Youth Media* Facebook page has received more than 45,000 likes and an average of 150,000 individuals view or participate in discussions and posts each week.

- According to [www.socialbakers.com](http://www.socialbakers.com), in September 2013, the *Dagu Youth Media Program* Facebook page reached 3rd among the most popular media-related Facebook pages in Ethiopia.

- Accomplishments regarding the Dagu Youth Kit are included in the Oureach Program profile.

Resources:

- **Dagu Addis Radio Episodes**

  The following resources are a sample of *Dagu Addis* radio episodes. All episodes of *Dagu Addis* are available for listening or download on the *Dagu website*.

  **Episode 96 - Delaying Sex Part 2**

  This 30-minute *Dagu Addis* radio episode shows the benefits of delaying sex and the different ways of expressing love without sex. Daniel, one of the interviewees, shares why and how he delays sex. The episode also features Mahider, who wanted to delay sex at first, but then had unsafe sex that resulted in an unwanted pregnancy. She emotionally describes how the unwanted pregnancy has affected her life and her communication with her family.

  **Episode 113 - Communication**

  This 30-minute *Dagu Addis* radio episode focuses on the benefit of open communication with parents and friends. Azalech and her daughter, Bezanesh, share how they have built their relationship by communicating openly. Azalech shares her life experiences with her daughter so that Bizanesh can draw lessons from her. Tirsit Bekele, another parent featured in the episode, explains how she discusses sexuality, sex and reproductive health with her four children.
Episode 120 - Risks of Unsafe Sex

This 30-minute *Dagu Addis* radio episode discusses the risks of unsafe sex, namely, STIs, unwanted pregnancy and HIV. The program features the real stories of Meron and Estifanos. Meron, 17 years old, had unsafe sex with her boyfriend and gets pregnant. She aborted the baby, but it was a painful experience that she still regrets. Estifanos, a young guy who wanted to experience sex and ?be a man?, first began having sex with commercial sex workers. After some time, he was sexually active with different girls from his school as well as continuing to have sex with commercial sex workers. Most of the time, Estifanos did not use a condom. Estifanos later on became sick and tested HIV positive.

Episode 140 - Virginity

?Virginity? is a 30-minute *Dagu Addis* radio episode that deals with misconceptions about virginity. The program is based on research investigating sexual activity of girls ages 15-24 in 10 Addis Ababa high schools. That research shows 5.4% of young girls engage in oral sex and 4.3% engage in anal sex to ?keep? their virginity[1]. Only 26.1% use a condom every time they engage in anal sex. Dagu Addis interviewed the researcher, who said the main reasons given for practicing oral and anal sex were preventing pregnancy (96% and 92%, respectively), maintaining virginity (86% for both oral and anal) and reducing the risk of STIs (80% and 83%, respectively). The aim of the radio program is to educate young people that engaging in any kind of sexual activity is indeed sex and can cause HIV or STI infections or unwanted pregnancy if they do not use a condom every time.


**Creative Brief - Life Choices Interactive Story**

This creative brief is an important tool for the production of *Mehiret?s Decisions*, a comic book that aims to strengthen young people?s decision-making skills.
Creative Brief - Dagu Addis Promotional Materials

This creative brief points out how to do communication materials for youth ages 15-20 to motivate them to listen to and participate on the Dagu Addis radio program.

- Literature Review - HIV and AIDS Knowledge, Attitudes, Beliefs and Practices (KABP) Among Young People in Ethiopia

This literature review was conducted on July 2008 by CCP Ethiopia to assess the status quo of the spread of HIV and risk factors. It reviewed the epidemiological data, socio-cultural data, HIV knowledge, sexuality, faithfulness, condom use, communication about sex, substance abuse and gender norms among other topics from nine governmental, non-governmental and higher learning institutions.

- Dagu Youth Kit Materials

The following resources comprise the Dagu Youth Kit.

**Our Changing Bodies - Booklet**
This booklet contains 25 questions and answers that cover some of the physical and emotional changes that may occur in adolescent years. The target audience for this booklet is in- and out-of-school youth ages 15-20.

**HIV and STIs: Preventing Risks to Our Future - Booklet**
This booklet contains 25 questions and answers regarding HIV and AIDS, sexually transmitted infections (STIs) and reproductive health. The target audience for this booklet is in- and out-of-school youth ages 15-20.

**Relationships and Communication - Booklet**
This booklet contains 12 questions and answers regarding relationships and communication. The primary target audience for this booklet is in- and out-of-school youth ages 15-20. The secondary target audience is parents.

**Discuss with Your Children - Brochure**
This brochure aims to encourage and enable parents to talk to their young children about life issues. The brochure also addresses the challenges parents may face when communicating with their adolescent sons and daughters and suggests tactics to facilitate and improve communication. The target audience for this brochure is parents.

**Real Stories of Youth - Magazine**
Real Stories of Youth magazine features interviews with young people about their life experiences, especially relating to reproductive health. Real Stories of Youth depicts how some young people engage in high risk behaviors and how these behaviors affect them as well as how they cope with the consequences.

**Who Am I? Diary**
The objective of the diary is to give in- and out-of-school youth ages 15-20 an opportunity to conduct a self analysis and reflect on their goals, decisions, choices and daily activities in a way that keeps their attention turned towards protecting their health. The diary has 12 exercises that help youth to look inward and find their own answers to challenges they face.

**Dagu Youth Media Program Promotional Posters**

The following resources are posters highlighting various messages of the Dagu Youth Media Program.

**Let's Dagu**
This poster shows young people talking and promotes listening to Dagu Addis. It also gives the date and radio station on which the program is broadcast.

**To Discuss Easily with Family... Let's Dagu**
This poster shows a teenage girl talking with her parents. The text in the poster reads ?Discussing with your parents gives freedom?. The poster is referring to creating open communication between parents and children. It also promotes listening to the Dagu Addis program.

**To Make Your Love Relationship Better... Let's Dagu**
This poster shows lovers and its text reads ?Understanding each other and taking care of oneself will give happiness?.

**To Know What Women Want... Let's Dagu**
This poster shows a teenage guy with a thought bubble that indicates he is wondering is if his girlfriend really loves him, understands him and is faithful. He also considers whether she would be happy if he is honest with her and what she wants from him.

**To Know What Men Want... Let's Dagu**
This poster shows a teenage girl with a thought bubble that indicates she is wondering if her
boyfriend really loves her, understands her and is faithful. She also considers whether he would be happy if she is honest with him and what he wants from her.

**Dagu Addis Design Documents**

The following resources are design documents for the youth radio show, *Dagu Addis*.

*Dagu Addis Design Document - Phase 3 (24 new episodes)*
This design document is a blueprint for the production of 24 *Dagu Addis* episodes. The document guides producers in creating program episodes that will address the needs of its target audience, in- and out-of-school youth ages 15-20. Issues addressed in this design document include sexual networks, love and sex, finding the right partner, pimping, empowering women and parent-child communication.

*Dagu Addis Design Document - Phase 4 (47 new episodes)*
This design document serves as a blueprint for the production of 47 *Dagu Addis* episodes. The document guides producers in creating program episodes that will address the needs of its intended audience, in- and out-of-school youth ages 15-20. Participants of the design workshop that resulted in this design document consisted of in- and out-of-school youth, parents, teachers, representatives of different implementing partners working on youth, and Dagu producers and creative team.

**Short Film - A Day in Life**

*A Day in Life* is a short film just over 9-minutes long that aims to educate youth on how to best to budget and make use of one’s time. The program format includes a feature story that follows the daily activities of two young girls and two young boys from morning to evening.

**Short Film - Dating**

*Dating* is an 8 1/2-minute short film that depicts what youth constitute as a date and offers some of good, healthy ways to spend time with a partner on a date. It also illustrates the difference between dates that involve risky situations and dates that are safe.

**Dagu Addis Listeners Discussion Guide**

The facilitators guide is prepared to help run Listeners Discussion Groups in different parts of the country. The facilitators guide is accompanied by a CD with 26 Dagu Addis episodes and supplementary materials. The sessions are designed to be interactive and to provoke in-
depth discussions. Each of the 26 episodes includes: 1) an interactive topical icebreaker linked to the program; 2) a brief synopsis of each episode; 3) suggested questions; 4) summary statements; and 5) a ?Small Doable Action? for participants to do before the next meeting.

The issues discussed in this guide—sex, drugs, relationships, etc.—are sensitive and it will be helpful to have the support of parents, guardians, community leaders and/or teachers before the activities begin.

Outreach

Program Duration
2010 - 2013

Target Audiences
- Youth, university students, PLHIV associations

Objectives
- Increase the reach of EXCELERATE programs such as Dagu Youth Media Program, Betengna Radio Diaries and Antiretroviral Therapy (ART) Communication
- Build the capacity of RARCs to conduct BCC outreach activities at the regional level using EXCELERATE BCC program materials
- Increase linkages to HIV and AIDS related services
- Increase awareness and use of the RARCs

Program Description
CCP?S outreach department works to ensure that the behavior change communication (BCC) materials produced for EXCELERATE?S various BCC activities reach their target audiences. This is achieved through community-based interactive events that reinforce messages and motivate audiences to take action. To this end, Outreach Program utilizes a three-pronged approach:

I. Using Regional AIDS Resource Centers (RARCs) as a hub for outreach activities: CCP enhances the experience of individuals that come to the RARCs by encouraging them to participate in listening and reading discussion groups, trainings, and informational and skills-building sessions.

II. Supporting local partner organizations to utilize EXCELERATE?S communication interventions: CCP builds local partners? capacities in facilitation skills and the correct use of BCC materials, and subsequently supplies them with financial and material support so that they can implement outreach activities at the grass roots level.

III. Using local and national events as springboards for outreach activities: CCP
capitalizes on various religious, cultural and sports events held in communities to increase the demand for and use of HIV prevention, treatment and care services.

**Accomplishments**

- Formed 77 *Dagu* and *Betenga* listener discussion groups in three selected RARCs and trained facilitators to use the toolkits.
- Over 1,160 people participated in lively and thought-provoking discussions about various topics including assessing one’s HIV risk, the importance of HIV testing and disclosure and how to maintain good physical and mental health.
- Through local partner organizations like Partners for Health, Redeem the Generation, Brother of Good Works and NEP+, 42,452 youth and adults were reached using the *Dagu* and *Betenga* toolkits.
- Used CCP’s ART Communication *SMART Client/SMART Provider* materials in small group discussion activities to reach 4,205 people in Adama, Hawassa, Mekelle, Bahirdar, and Dessie towns through NEP+, a local partner organization.
- Reached 4,000 youth at the 3rd All Ethiopian Games with short videos about *multiple concurrent partnerships* and *alcohol abuse*, by demonstrating correct condom use and by reinforcing key messages in small group discussions of around 25 youth at a time. Due to the demand created through those discussions, 2,868 youths received voluntary counseling and testing (VCT) services.

**Alcohol and HIV Prevention**

**Program Duration**

2009 - 2010

**Target Audiences**

- Primary audience: In-school youth (high school and university)
- Secondary audience: University staff, parents, bar staff

**Objectives**

- Increase awareness about the link between excessive alcohol consumption and exposure to HIV risk
- Encourage high school youth to avoid alcohol intake
- Encourage university students to know their limits and refrain from excessive drinking
- Increase self-efficacy of high school and university students to resist peer pressure and avoid excessive drinking
- Engage bar owners and staff to enhance their knowledge about the dangers of excessive drinking and take action to prevent clients from excessive drinking
Formative Research
In 2009, under ARC, CCP conducted a literature review on alcohol and HIV in order to gain a better understanding of the situation in Ethiopia.

Key Findings

- In 2007, a nationwide study conducted on alcohol and khat consumption and their association with HIV/AIDS transmission, prevention, care and treatment found that alcohol consumption and khat chewing were high in all regions and were progressively increasing over time.
- Effects of excessive alcohol intake included being more likely to have casual sex without a condom, less likely to agree to condom use, less likely to push for condom use, and more likely to be a victim or a perpetrator of violence.
- Data from the 2003 World Health survey conducted among adult men and women aged 18 and above identified men as heavy episodic drinkers with a consumption of five or more standard drinks in a short period of time at least once a week.

Program Description
CCP, under ARC, conducted a consultative meeting to analyze stakeholders’ experiences related to alcohol consumption. In addition to gathering inputs, linkages were created among stakeholders to collaborate on alcohol-focused HIV prevention. The consultative meeting was followed up with the development of an Alcohol communication strategy with defined communication objectives, a strategic approach and target audiences. The program identified high school and university students as the primary audience.

Based on the strategy, messages targeting high school students were developed and focused on resisting peer pressure under the theme Be Different. These messages use peer modeling of successfully avoiding drinking by promoting ways to resist peer pressure to drink and fun and healthy activities youth can do instead of drinking. Materials produced included posters and brochures as well as pens and bags.

Messages targeting university students emphasize drinking in moderation under the theme Know Your Limit, while still supporting the decision to Be Different and not drink at all. The communication materials focus on enhancing self-efficacy, promoting peer support and resisting peer pressure to drink. The communication materials also portray the negative effects of excessive alcohol intake and the benefits of limiting consumption. The materials produced for university students included public service announcements (PSAs), bookmarks, posters, brochures and pens.

Accomplishments

- Launched the Know Your Limit campaign at Addis Ababa University where approximately 300 students and partner organizations participated
- Distributed 16,000 copies of 8 types of posters, 10,000 brochures, 8,000 bookmarks and a variety of promotional materials in 32 government universities, high schools, youth clubs and associations in all nine regions and two city administrations.
• Aired four PSAs portraying the negative effects of excessive alcohol consumption on national TV, four times a week for four weeks from September to October 2011.
• Reached 4,000 people in a community-wide event using the Alcohol PSAs and small group discussions that followed.

Resources:

• **Be Different Posters - Avoiding Alcohol**

  The following posters were developed under the theme *Be Different*, which encourages in- and out-of-school youth to avoid alcohol by promoting ways to resist peer pressure to drink, and fun and healthy activities youth can do instead of drinking.

  *I don’t drink!* "I know what I want to be, I choose my own direction"

  *I don’t drink!* "My friends do not decide for me, I am proud to be different"

  *I don’t drink!* "I care about my health, I will withstand my peers' pressure to drink"

  *I don’t drink!* "My decision is firm, I entertain myself through sports"

• **Be Different Mini Booklet - "I don't drink! I choose my own direction"**

  This mini booklet is developed under the theme *Be Different*. It targets in- and out-of-school youth. It shows peer modeling of successfully avoiding drinking by promoting ways to resist peer pressure to drink and fun and healthy activities youth can do instead of drinking. It also outlines the short-term and long-term negative effects of alcohol, the benefits of not drinking alcohol and ways to overcome peer pressure.

• **Know Your Limit Brochure - Useful Messages About Alcohol**

  This brochure is developed under the theme *Know your Limit*. It targets university students.

  It outlines six benefits limiting alcohol consumption or not drinking and ways to control the amount of alcohol one consumes.
Know Your Limit Bookmark - Benefits of Limiting Alcohol Consumption

This bookmark is developed under the theme *Know your Limit*. It targets university students and highlights six benefits of limiting alcohol consumption or not drinking at all.

Know Your Limit Posters - Limiting Alcohol Consumption

The following posters were developed under the theme *Know Your Limit* and encourage university students to limit the amount of alcohol they consume and avoid risks to their health.

*Know Your Limit Drinking Excessively is Hurting Yourself - Unprotected Sex 1*
This poster shows how excessive consumption of alcohol can lead to unprotected sex and exposure to HIV.

*Know Your Limit Drinking Excessively is Hurting Yourself - Unprotected Sex 2*
This poster shows how excessive alcohol consumption can lead to unprotected sex and expose young women to unwanted pregnancy, STIs and HIV.

*Know Your Limit Drinking Excessively is Hurting Yourself - Impaired Decision Making*
This poster shows how excessive alcohol consumption can affect one's decision making ability and expose them to health problems.

*Know Your Limit Drinking Excessively is Hurting Yourself - Impaired Judgment*
This poster shows how excessive alcohol consumption can impair one's judgment and put their life in danger.

Alcohol Communication Strategy Workshop Report

In 2010, the AIDS Resource Center (ARC) held a strategy design workshop for the alcohol program to address the links between alcohol and HIV, focusing on harm/risk reduction and moderating alcohol consumption.

The workshop report provides the overall communication objective, target audiences, behavior change objectives including the key benefit, barriers and facilitators of those behaviors and ideas for communication materials to change the behaviors of the identified audiences.
Know Your Limit Public Service Announcements (PSAs)

The following public service announcements (PSAs) were developed under the theme *Know Your Limit* and target university students.

The PSAs show the negative effects of excessive alcohol consumption through the stories of university students.

PSA 1 - *The Fight*

PSA 2 - *Casual Sex*

PSA 3 - *Sick Girl*

PSA 4 - *Alcohol, Khat and HIV*

This PSA shows the negative effects of excessive alcohol consumption along with chewing khat.

Literature Review - Alcohol Consumption in Ethiopia

This document is a literature review that explores the limited researches, aiming to provide insight into the actual situation of alcohol consumption in Ethiopia, especially in relation to its contribution to the spread of HIV and AIDS. This literature review explores types and sources of alcohol in Ethiopia, profiles of alcohol users, reasons for using alcohol, its connection with sexual behavior and condom use, barriers to responsible drinking behaviors, and other topics.
Male Norms

Program Duration
2009 - 2010

Target Audience

- University students
- Federal Police Commission
- Ethiopian National Defense Force

Objectives

- Promote and model positive male norms associated with faithfulness, respect for women, open discussion with partners, safer sex, reduced alcohol consumption and family responsibility
- Create opportunities for men to discuss issues of masculinity and the impact of inequitable gender norms on health and HIV and AIDS
- Decrease tolerance for norms that promote having multiple sex partners

Formative Research

In 2009, CCP, under ARC, undertook a literature review to identify prevalent male gender norms and notions of masculinity throughout Ethiopia and their impact on the health of men and women. This review explored possible linkages between the social expectations of being a ?real? man and the spread of HIV and how prevalent these norms and views of manhood might be and how they might contribute to risky behaviors (such as multiple sexual partnerships, alcohol use, sexual violence) and reinforce gender inequalities.

Key Findings

- A study conducted in Oromia and SNNPR regions showed that traditional gender norms have resulted in the denial of women to have access to property, services and information. Women exhibit lesser decision making power both at the household and the community levels (MHRC, 2004).
- Women often do not decide when and whom to marry or when and with whom to have sex. They have limited ability to negotiate sexual terms within or outside marriage.
- According to a study conducted among communities in the southern part of the country, about 60 percent of the respondents reported that sexual experience with multiple partners was often expected and regarded as ?normal? for men.
- Commercial sex and extra-marital sexual relationships were most commonly practiced among uniformed personnel due to their mobility. In the 2005 Behavioral Surveillance Survey (BSS), alcohol and khat use were found to be more common amongst male respondents as compared to females.

Program Description

Capitalizing on the knowledge and experiences of the ARC team and other partners working on
programs targeting men, ARC developed a communication strategy to promote masculine identity that encourages protection of self and family as a core value. A key part of this strategy was to stimulate reflection (consciousness) and dialogue on what it means to be a man and how social expectations of manhood often translate into harmful behavior, such as having multiple sexual partners and gender based violence. Two workshops were conducted, one with university students and another with uniformed servicemen and women, where they were encouraged to reflect on issues of masculinity, the impact of inequitable gender norms and good qualities of a man through body mapping art.

Body mapping is a tool that has been used for many years by people who want to get a better understanding of themselves, their body and the world they live in. The process often includes painting exercises, drama acting, group discussions and personal reflections.

These awareness-raising activities were coupled with promotional campaigns that reinforced positive alternative behaviors for men. Specific behaviors such as seeking HIV testing, faithfulness, respect for women, open discussion with partners, condom use, reduced alcohol consumption and family responsibility were promoted in booklets, posters and pocket calendars. These communication materials depict men in equitable relationships, showing loyalty and responsibility to their partners and families.

**Accomplishments**

- Distributed 36,000 posters and 15,000 calendars in all government-owned universities, National Defense Force camps and Federal Police Commission units in all nine regions and two city administrations of Ethiopia.
- Distributed 1,500 booklets of body maps and their descriptions by the participants who created them to youth clubs and associations in Adama, Hawassa, Jimma, Bahir Dar, Mekelle, Addis Ababa and Gambella.

**Resources:**

- **Male Norms Posters Targeting University Students**

  The following posters were developed under the brand *Jegnenete* (being a hero) and target university students. They show "jegnenete" (being a hero) is not only about being a war hero, but also about being responsible for your behaviors.

  **Poster 1 - Resisting or Limiting Intake of Alcohol**
  This poster shows "jegnenete" is also about being responsible enough to limit alcohol consumption, withstanding peer pressure to drink and knowing that one doesn’t have to drink to have a good time.

  **Poster 2 - HIV Testing**
  This poster shows "jegnenete" is also about caring for your own and your partner’s health and
getting tested for HIV with your partner.

**Poster 3 - Shared Decision Making and Using Condoms Consistently**
This poster shows "jegnenete" is also about being responsible for your and your partner's lives, sharing decision making with your partner as well as using condoms consistently.

---

**Male Norms Posters Targeting the Federal Police**

The following posters were developed under the brand *Jegnene*te (being a hero) and target the Federal Police. They show "jegnenete" (being a hero) is not only about being a war hero, but is also about being responsible for your behaviors.

**Poster 1 - Resisting or Limiting Intake of Alcohol**
This poster shows "jegnenete" is also about being responsible enough to limit alcohol consumption, withstanding peer pressure to drink and knowing that one doesn't have to drink to have a good time.

**Poster 2 - HIV Testing**
This poster shows "jegnenete" is also about caring for your own and your partner's health and getting tested for HIV with your partner.

**Poster 3 - Shared Decision Making and Using Condoms Consistently**
This poster shows "jegnenete" is also about being responsible for your and your partner's lives, sharing decision making with your partner as well as using condoms consistently.

---

**Male Norms Posters Targeting the National Military**

The following posters were developed under the brand *Jegnene*te (being a hero) and target the national military. They show "jegnenete" (being a hero) is not only about being a war hero, but is also about being responsible for your behaviors.

**Poster 1 - Resisting or Limiting Intake of Alcohol**
This poster shows "jegnenete" is also about being responsible enough to limit alcohol consumption, withstanding peer pressure to drink and knowing that one doesn't have to drink to have a good time.

**Poster 2 - HIV Testing**
This poster shows "jegnenete" is also about caring for your own and your partner's health and getting tested for HIV with your partner.
Poster 3 - Shared Decision Making and Using Condoms Consistently
This poster shows "jegnenete" is also about being responsible for your and your partner?s lives, sharing decision making with your partner as well as using condoms consistently.

- Literature Review - Male Norms and HIV Risk Behaviors in Ethiopia

This review explores possible linkages between social expectations attached to being a ?real? man and the spread of HIV. It describes how prevailing norms and views of manhood might contribute to risk behaviors and reinforce gender inequalities.

- Reflections of People on Masculinity: Body Maps and Descriptions Booklet

Under ARC, CCP conducted two body mapping workshops on male norms in Addis Ababa. Body mapping is a tool that has been used for many years by people who want to get a better understanding of themselves, their body and the world they live in. The process often includes painting exercises, drama acting, group discussions and personal reflections.

During the two workshops, participants comprised of university students, federal police and national defense members were able to identify harmful male norms within their society and their impacts on HIV and AIDS. They expressed their thoughts on gender roles, alcohol consumption, healthy and unhealthy relationships, etc.

This booklet is a publication of the body maps and their descriptions created in those workshops. The booklet also has discussion questions and a guide for creating your own body map.

Multiple Concurrent Partnerships (MCP)

Program Duration
2009 - 2010

Target Audiences
- Primary Audience: Adult men between the ages of 24 and 45
- Secondary Audience: Married women, young girls, commercial sex workers (CSWs)
Objectives

- Increase the risk perception of engaging in multiple concurrent partnerships (MCP)
- Increase knowledge and promote skills to reduce HIV risk as related to MCP, specifically partner reduction

Formative Research

In 2009, under ARC, CCP conducted a literature review on the issue of MCP in Ethiopia in order to gain a better understanding of the situation. The review yielded very little information about MCP in Ethiopia, demonstrating the extent of the gap in HIV research and programming in Ethiopia. Nevertheless, the little information acquired was supplemented with data from other countries in sub-Saharan Africa to inform the development of an MCP communication strategy for Ethiopia.

Key Findings

- A 2005 BSS showed that around 15.5% of married uniformed personnel surveyed had engaged in extramarital sex with CSWs and other non-paying, non-regular partners during the last 12 months.
- In Gebremariam’s 2007 study, high school students were found to have an average of three overlapping partners: one for school, one located on their way from school to their homes and one who resides in their neighborhood.
- Men appeared to be more involved in MCP than women, based on two studies (SC Eth, 2008 and BSS 2005) which found that: a) married men are likely to be involved in sexual infidelity (men were twice more likely to have MCPs than their female partners); and: b) males were found to be 12 times more likely to have more than one sexual partner than females during the last 1 year (although partnerships may or may not have been concurrent).
- Condom use was found to be higher in paid sex than non-commercial sex. According to the study, it was assumed that condoms were rarely used in marriages.

Program Description

CCP, under ARC, conducted a strategy design workshop in December 2010 involving representatives from organizations working on MCP and the target audiences that the literature review found as likely to be engaged in MCP. During the workshop, participants identified gaps in current MCP efforts, developed communication objectives, and drafted materials with key messages. The primary and secondary audiences were also identified.

A series of short videos depicting men and women in different scenarios involving sexual networks were produced as a centerpiece to the MCP communication materials. The stories were written with the target audiences in mind, so that viewers will be able to relate to the characters and understand how their behaviors may put them at risk of HIV and connect them to an extensive sexual network.

Supporting print materials, such as posters and brochures, were also developed to reinforce messages about the dangers of being in a sexual network and what can be done to reduce one’s number of partners or remain faithful to one partner. The print materials mainly promote the use of condoms correctly and consistently and partner fidelity.
Accomplishments

- Distributed 9,000 posters and 5,000 brochures in universities, high schools, youth clubs and associations in Addis Ababa, Adama, Mekele, Bahir Dar, Jimma, Awassa and Gambella.
- Reached 4,000 people in a community-wide event using the MCP videos and following small group discussions.
- Uploaded and posted the MCP videos on YouTube and Dagu and Betengna Facebook pages. The videos were viewed by 2,357 individuals on YouTube, and 108,321 individuals have viewed the post on Facebook.
- Aired the MCP videos in five cinemas in Addis Ababa, reaching approximately 48,000 individuals.

Resources:

- **How Much Do You Know About the Dangers of Having More Than One Sexual Partner At a Time? Brochure**
  
  This brochure was developed for the MCP campaign. It targets toward adult men, university students and people in a relationship.
  
  The brochure defines what sexual network means, common reasons why people have other partners in addition to their main partner and the dangers of being part of a sexual network.

- **Are You In a Sexual Network? Posters**
  
  The following posters were developed for the MCP campaign.

  **Correct and Consistent Condom Use**
  The poster depicts how even if a person may be faithful to one partner, he/she may still be connected to a sexual network if the faithfulness is not mutual. It promotes correct and consistent condom use.

  **Faithfulness After Testing for HIV with Partner**
  This poster is targets married couples. It depicts how if one or both partners are having extramarital relationships, they are putting themselves and their families at risk of HIV. It promotes faithfulness after testing for HIV with a partner.

  **HIV Testing with Partners and Partner Reduction**
  The poster targets young people in a relationship. It depicts how having more than one sexual partner at the same time increases the risk of HIV exposure by putting one in a
dangerous sexual network. It promotes HIV testing with partners and reducing one?s number of partners to one.

- **Are You In a Sexual Network? Discussion Guide**

  This discussion guide is developed as an accompaniment to the MCP campaign videos.

  The discussion guide summarizes the stories of the five main characters and covers points to consider when conducting group discussions, how to prepare, questions to ask, summarizing points and the way forward.

- **MCP Campaign Videos**

  The following short videos each feature a story and were developed as the centerpiece of the MCP campaign.

  **Asfaw’s Story**

  This video tells the story of a married man who works at a non-governmental organization. Even though he says that he loves his wife, he goes out with other women. He travels out of Addis Ababa for work, which gives him an opportunity to spend time with other women.

  **Yosef’s Story**

  This video tells the story of a rich married man who owns a business. As he earned more money, he started to desire more women, and younger too. He has a second home with a young woman who has recently given birth.

  **Sintayehu’s Story**

  This video tells the story of a handsome and charming taxi driver who is in his 20?s. Although he?s been in a long-term relationship with his girlfriend, he says he?s still not ready to be committed to one partner. He still likes his freedom and enjoys having his side partners.
Frehiwot's Story

This video tells the story of a young university student from a low-income family. She has an age-mate boyfriend at school, but feeling pressured to be like her friends, she starts to go out with older men.

Hareg's Story

This video tells the story of a young girl who is faithful to her partner, but is unknowingly connected to a sexual network due to her partner having other sexual partners.

- Literature Review - Multiple Concurrent Partnerships in Ethiopia

This literature review assesses the extent of multiple concurrent partnerships in Ethiopia. Pulling from various research, it provides an insight into what MCP means, the existing types of MCPs in the country and the underlying factors which lead individuals into such kinds of sexual behaviors.

- MCP Materials Design Workshop Report

In 2010, the AIDS Resource Center (ARC) held a Materials Design Workshop to develop materials addressing multiple concurrent partnerships (MCP) in Ethiopia.

The workshop report provides the overall communication objective, target audiences, behavior change objectives ?including the key benefit, barriers and facilitators of those behaviors ? and ideas for communication materials to change the behaviors of the identified target audiences.

Modeling and Reinforcement to Combat HIV/AIDS (MARCH) Project
Program Duration
2005 - 2013

Target Audiences

- Ethiopian National Defense Forces (ENDF)
- Federal Police Commission (FPC)
- Addis Ababa University students (AAU)

Objectives

- Model behaviors that increase HIV prevention, care and treatment practices
- Reinforce social norms that support behavior change among the target audiences
- Promote positive living practices for PLHIV

Program Description

The Modeling and Reinforcement to Combat HIV/AIDS (MARCH) project is a behavior change communication model that has been effectively utilized across three most-at-risk populations in Ethiopia. Through a rigorous technical design process that combined science with entertainment, transitional characters in a long-running print serial drama portrayed the realistic challenges of adopting HIV prevention, care and treatment practices. The messages in the print serial dramas were reinforced through peer-to-peer learning to engender normative change amongst the target audiences.

MARCH was initiated under the ARC project; JHUCCP continued providing technical assistance and capacity building to the three implementing partners - Addis Ababa University, the Federal Police Commission and the Ethiopian National Defense Force - in the execution, management and monitoring of their respective MARCH projects through the EXCELERATE project.

Black Tigers - Ethiopian National Defense Force (ENDF)

Resources:

- World AIDS Day and HIV Testing and Counseling Day Posters - ENDF

These posters are promotional materials for World AIDS Day (WAD) and HIV Testing and
Counseling (HTC) Day in Ethiopia, which target the ENDF community, among others. All posters are A3 size and have the year’s tag lines for both WAD and HTC.

- **Black Tigers - Peer Educational Manual**

  The following document is the peer educational manual used in the reinforcement activities, such as group discussions on topics covered in the Black Tigers photo comic book series, targeting the Ethiopian National Defense Force.

- **Black Tigers - Episodes 1-26 + one special episode**

  This comic book is the main component of the MARCH ENDF project. It serves to educate members of the ENDF on the major behavior change objectives modeled by the characters.

  The comic book follows four different characters which are accompanied by both positive characters, which help the major characters achieve desired behavior and also negative characters which do the reveries of the positive character.

  Below are episodes 1-26 of the first phase of the project. A special episode was also included, and focuses on STIs.

- **Black Tigers - Phase 2: Episodes 1-7**

  This comic book is the main component of the MARCH ENDF project. It serves to educate members of the ENDF on the major behavior change objectives modeled by the characters.

  The comic book follows four different characters which are accompanied by both positive characters, which help the major characters achieve desired behavior and also negative characters which do the reveries of the positive character.

  Below are episodes 1-7 of the second phase of the project.

**Life 101: the Journey - Addis Ababa University (AAU) Students**

Resources:
AAU Certificate Curriculum Training Manual

The Certificate Curriculum training manual is composed of 9 different topics. The topics include:

- the basics of HIV and AIDS;
- stigma & discrimination;
- gender issues;
- life skills;
- facilitation skills;
- strategic communication;
- entertainment education;
- organizing an event; and
- monitoring & evaluation.

The training is given to Addis Ababa University students in a 9-day training. The manual includes practical exercises directly related to the topics under discussion as well as audio files and power points.

The training manual serves as a reinforcement material for MARCH’s AAU project, *Life 101: The Journey*.

Begtera Newsletter

Begtera is an 8-issue newsletter targeting Addis Ababa University students and includes questions, discussions points related to current health related issues on campus and tips on health related issues.

It serves as a reinforcement material for MARCH’s AAU project, *Life 101: The Journey*.

Life 101: the Journey - Episodes 1-6 (Audio)

Since *Life 101: the Journey* is a print material, visually impaired students at AAU were unable to fully take advantage of the materials. As a pilot program, the first 6 episodes of the photo comic book series were transcribed into audio format.

World AIDS Day and HIV Testing and Counseling Day Posters
The following posters were developed to address and celebrate the World AIDS Day and HIV Testing and Counseling Day events that took place at the University.

- **Life 101: the Journey - Episodes 1-30 (Print)**

  *Life 101: the Journey* is a cartoon and photo comic book series targeting Addis Ababa University students that portrays characters going through realistic challenges as they adapt HIV prevention, care and treatment practices.

  Below are episodes 1-30 of *Life 101: the Journey*.

- **Data Summary Grid - AAU**

  This data summary grid was created using data from a formative assessment on the knowledge, attitudes and practices around HIV among youth in Ethiopia. The grid was used to develop behavior change objectives which are modeled by the cartoon and photo comic book series targeting Addis Ababa University students.

- **Life 101: the Journey - Design Documents**

  This design document contains the *Life 101: the Journey* bible, which was used as pre-production guiding document. The document also includes the pathway to change document, which outlines the basic principles of MARCH.

- **Life 101: the Journey - Pre-production Components**

  The following are samples of the pre-production components of *Life 101: the Journey*. The components include a synopsis, script, shooting script and story board.

  The synopsis is developed based on the bible and then the script is written in detail from the synopsis. After the script is finalized, the shooting script, which describes the script in a more visualized way, is done. Finally, the story board is done, which is then translated into the photo shoot later on.

- **AAU Reinforcement Activities**
MARCH’s AAU project includes a cartoon and photo comic book series targeting students with messages on HIV prevention, care and treatment practices. The project also includes reinforcement events that are conducted by students who have taken the Certificate Curriculum training.

The students are trained to organize events designed to link *Life 101: the Journey*'s messages around HIV to further understanding of the behavior change objectives.

- **Life 101 and Begtera Pretest**

Before the actual implementation and distribution of the *Life 101: the Journey* cartoon and photo comic book series and the Begtera newsletter, a pretest was done among Addis Ababa University students. The pretest was conducted to see if the materials developed were understood, liked and culturally appropriate.

**Shooting Stars - Federal Police (FP)**

*Resources:*

- **Shooting Stars - Episodes 1-30 (Print)**

*Shooting Stars* is a photo comic book targeting members of the Federal Police Commission that portrays characters going through realistic challenges as they adapt HIV prevention, care and treatment practices.

Below are episodes 1-30 of *Shooting Stars.*

- **World AIDS Day and HIV Testing and Counseling Day Posters - FP**

The following posters were developed for the annual World AIDS Day and HIV Testing and Counseling Day events. The posters target uniformed groups, including the Federal Police Commission.
Shooting Stars Promotional Poster

This poster was developed to give a general description of and promote MARCH’s *Shooting Stars*, a photo comic book targeting members of the Federal Police Commission with messages on HIV prevention, care and treatment practices.

- **Shooting Stars - Peer Education Manual**

  This manual is a reinforcement component for *Shooting Stars* and is used to conduct peer discussions among the police based on the PSD’s behavioral change objectives.

- **Shooting Stars - Design Documents**

  These design documents include the *Shooting Stars* bible, which was used as pre-production guiding document, and the pathway to change document, which outlines the basic principles of MARCH.

- **Shooting Stars - Sample Synopsis and Script**

  The following documents include a sample script and synopsis from the Shooting Stars series targeting the Federal Police.

Fitun Warmline

[Image of Fitun Warmline logo]
Health care professionals confront many complex questions about HIV treatment and care. In Ethiopia, limited resources, inadequate communication infrastructure, and lack of continuing education opportunities often prevent health care professionals from staying up-to-date on the latest information about HIV/AIDS. To address these challenges ARC established the Fitun Warmline - a toll-free telephone information service devoted to answering questions from health care professionals about HIV/AIDS care and treatment. Health care professionals across Ethiopia can use the Fitun Warmline to get quick, accurate, and up-to-date answers to their questions with a single call.

The Warmline consists of a multidisciplinary team of HIV/AIDS experts, including physicians, nurses, lab technicians, pharmacists, public health specialists, counselors and psychiatrists. The Warmline team brings together practical knowledge and experience with the latest research and technical information on care, treatment and diagnostics. The Warmline staff can either answer questions immediately, or will return the call after conducting additional research - usually within 2 hours. When necessary, the Warmline will also supply documentation to support the answer provided. Challenging cases are forwarded to senior HIV experts in Addis Ababa University (AAU) and other organizations such as the University of California San Francisco, UCSF | National HIV/AIDS Clinicians Consultation Center, NCCS.

Program Audience
All healthcare providers working in the field of HIV/AIDS in hospitals, health centers, health posts, VCT centers, medical schools, laboratories and pharmacies.

Objectives
Fitun’s main objective is to provide rapid, evidence-based responses to a wide variety of questions on HIV/AIDS and related health topics in order to contribute to the quality of comprehensive HIV/AIDS prevention, care and support services in Ethiopia. Fitun helps health care professionals implement policy, apply new medical practices and achieve better results.

Activities/ Interventions/ Services
- Fitun hosts a toll tree call-in center devoted to answering questions about HIV/AIDS from health care workers in Ethiopia.
- Fitun’s state-of-the-art website functions as a complementary service to the Warmline by providing direct access to important resources and support materials for health providers and by offering an alternative means for health providers to address inquiries to the Fitun team.
- Services offered also include production and dissemination of informational materials such as flyers, drug information charts, frequently asked questions (FAQs) and job aids.
- The Warmline team is also involved in provision of information and support on antiretroviral (ART) logistics and supply issues.
- Health experts also identify and disseminate research, training and supply gaps in ART service delivery to inform policy and action through the center.
- Fitun Warmline provides:
  1. Consultation on all aspects of HIV testing and clinical care
  2. Recommendations on managing occupational exposure to HIV and hepatitis B & C ? PEP
  3. MTCT advice on testing and care of HIV-infected pregnant women and their infants
  4. Internet access to hospitals and health centers

Wegen AIDS Hotline

Wegen AIDS Talkline is a toll-free hotline that provides information, telephone counseling and a referral service on HIV/AIDS, STIs, TB and related topics. Established in 2004, it serves people from all over Ethiopia who access the service by dialing 952. The Talkline offers confidential
telephone counseling in 14 local languages including Amharic, Afaregna, Aderegna, Oromiffa, Somalegna, Siltigna, Guragegna, Wolayitegen, Kembategna, Hadigigna, Sidamigna, Tigregnà, Awigna, Dawrognà, as well as English. The counselors provide callers with scientifically accurate information and counseling about HIV/AIDS-related issues including HCT, PMTCT, ART, opportunistic infections, care and support, sexually transmitted infections, and Tuberculoses (TB). The Talkline also links callers to health services and resources available to them locally. The center has a state-of-the-art calling system that records key data for further analysis and quality assurance.

- Profile
- Monthly Call Volume
- Wegen AIDS Talkline Quarterly Callers Data
- Previous Statistics

Audience
Wegen AIDS Talkline serves any person in Ethiopia who would like to get up-to-date information and telephone counseling on HIV/AIDS related topics, Sexually transmitted Infection (STI) and Tuberculoses (TB).

Objectives
Wegen AIDS was started with the objective of encouraging Ethiopians to know their HIV status and use appropriate prevention methods. The hotline also aims to reduce stigma and discrimination facing PLWHA by correcting misconceptions about HIV/AIDS transmission. Health messages promote ART adherence among PLWHA and uptake of PMTCT. Callers can also get psychological support from counselors in dealing with personal and family crisis.

To use the Wegen AIDS Talkline
Dial 952 toll-free from any cell phone, landline or public phone. Currently the Talkline operates Monday through Saturday from 8:00 a.m. to 8:00 p.m.

Callers’ Feedback

?Thanks to Wegen AIDS I am able to build a better relationship with my doctor. I know how to take my ART medication and I am now back to my normal health status.? ?caller from Metema

?Wegen AIDS Talkline is a pioneer service in Ethiopia and its services are life-saving.? ? caller from unknown region

?Your counselors have helped me get over my fear of getting tested. You have changed my life and today I want to say thank you very much.? ? caller from Shashemene

?Me and my spouse are very happy with your program, You gave us hope though your advice for people like us who had no hope. Now we are out from the forest and living with the community without any problem by maintaining our health condition?. -- caller from Arsi

?I learned that your work is life-saving. I called now to appreciate you, keep it up. Now I am free from insecurity because of your counseling service. I got the courage to test for HIV and my result negative? -- a 19 years old female caller from Addis Ababa

Services

- Provide Talkline callers up-to-date and accurate information on HIV/AIDS including VCT, PMTCT, ART, opportunistic infections, care & support; sexually transmitted infections, and Tuberculoses (TB).
- Offer high quality telephone counseling service to callers
- Refer callers to appropriate services across the country
- Track and disseminate data from hotline callers

World AIDS Day and HIV Counseling and Testing Day Campaigns
Program Duration


Target Audiences
The program audiences for events depended on the decision of organizing bodies such as the Federal HIV/AIDS Prevention and Control Office (FHAPCO) or nationally established taskforce coordinating the events. It also depended on whether the communication was focused on IEC/BCC and/or Advocacy. So far, target audiences have been: young men and women of reproductive age, men, youth, couples, families, in- and out-of-school youth, men in relationships, women and girls, people in leadership positions, pregnant women and the general public.

Objectives

- Provide campaign support to FHAPCO and partners
- Help ensure that WAD and HCT Day events are successful

Program Description
There are two major national events focused on HIV and AIDS in Ethiopia: World AIDS Day on December 1 and Ethiopian National HIV Counseling and Testing Day (HCT) on September 10, the eve of the Ethiopian New Year. The AIDS Resource Center (ARC) provided campaign support to FHAPCO and partners.

ARC served as an active member of the WAD and HCT Day task forces, providing technical and financial support to conduct the campaigns. This support included developing messages and producing campaign materials including posters, flyers, t-shirts, banners, billboards, press kits, press alerts, web pages, video and radio PSAs, documentaries and feature stories. The materials were distributed to all partner organizations both in Addis Ababa and outside Addis Ababa, including those in the task forces, regional HAPCOs, regional health bureaus, and HIV and AIDS clubs for in- and out-of-school youth.

WAD is marked every year in Ethiopia, providing an opportunity to commemorate and publicly share successes and achievements in the battle against HIV and AIDS, while recognizing the epidemic?s global and national impact.

WAD Campaign Themes

- 2011 ? Getting to zero
- 2010 ? Universal Access and Human Rights
- 2009 ? Universal Access and Human Rights ? I am accepted, I am getting treatment
- 2008 ? Leadership
- 2007 ? Leadership
- 2006 ? Leadership
- 2005 ? Leadership
- 2004 ? Women and Girls, Leadership

HCT Day is observed on the Eve of the Ethiopian New Year. The day was designated by the
Ethiopian President to be observed every year with the central message *New Year, New Life.* Themes are decided by organizing bodies such as FHAPCO or by the nationally established task force.

**HCT Day Campaign Target Audiences**

- 2009 ? Men in a couple
- 2008 ? In- and out-of-school youth (ages between the ages of 15-24)
- 2007 ? Family
- 2006 ? Couples
- 2005 ? Youth
- 2004 ? Men
- 2003 ? Young men and women in reproductive age groups

**Accomplishments**

- The number of organizations that utilized the HCT Day and WAD themes grew over the years that the campaign materials were being developed. During the last campaign years from 2009 ? 2011 for HCT day and WAD, the ARC distributed close to 100,000 posters and flyers to partner organizations in different parts of the country and in various events targeting in- and out-of-school youth, the general population, women etc. All regional ARCs observed HCT Day with various outdoor events that fit the theme for the year. These events were actively attended by local community members who use the opportunity to be entertained and informed about HIV. In 2009 ? 2010 alone, 50,000 HCT posters and 20,000 brochures were distributed to partners and other organizations. Also, 7,000 posters and 20,000 HCT brochures produced in Oromiffa were distributed to partner organizations and used for the Erecha event (Oromia cultural event).

- When the first HCT Day in Ethiopia was established in 2004 to promote HCT services in the country, very few people knew their sero-status and not many people understood the benefits of accessing HCT services. Since then, ARC has undertaken various HCT promotional activities such as the distribution of flyers and brochures on various cultural and regional events, tying HCT services given by partner organizations with small group discussions, and incorporating HCT promotion with the PMTCT campaign, which immensely contributed to the increase in the uptake of HCT. Since 2004, more than 9 million people have been tested for HIV and know their status.

**Resources**

- Various posters, flyers, banners, booklets, brochures and documentaries were produced according to the yearly theme and target audiences chosen by FHAPCO.

---

**Source URL:** https://www.k4health.org/toolkits/jhuccpethiopiabcc