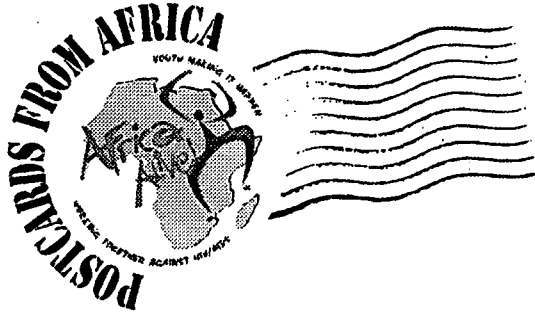


YOUTH MAKING IT HAPPEN

**Africa
Alive!**

WORKING TOGETHER AGAINST HIV/AIDS

www.africaalive.org



Africa Alive! introduces "Postcards from Africa"

"**Postcards from Africa**" is a way for young people in Africa to share with concerned people around the world their experiences, their stories, their hopes and fears about living with the reality of AIDS. **Africa Alive!** is encouraging young people as individuals or as members of youth groups, church groups, schools or AIDS prevention organizations to send us their stories. We will then put them on the **Africa Alive!** website at www.africaalive.org. Last month, our site received over 85,000 visitors from around the world.

In the upcoming months a "Postcards from Africa" section will be launched on the site that will showcase letters, photographs, drawings, and e-mails received from young people sharing their experiences living in a world heavily affected by AIDS. Young people from all over the globe can log on and read these personal stories. Many people outside Africa have heard the horrendous statistics about AIDS in Africa but few of them have heard the personal stories, the day-to-day reality of life as a young person living in Africa. **Africa Alive!** believes that people around the world want to be able to relate on a person-to-person level. They want to know how life in Africa is similar to or different from their own lives.

In contrast to the negative, faceless statistics about AIDS seen in the mass media, **Africa Alive!** wants people to know about all the positive things being done in Africa to combat AIDS. We hope that "Postcards from Africa" will open up the dialogue among young people in Africa and with the rest of the world, because dialogue and discussion are the beginning of understanding, and understanding can eventually lead to change for the better.

Africa Alive! also wants to help the young people of Africa communicate directly with other young people. So we are starting a "Penpals" program on the website, encouraging young people in Africa to request to be linked up with youth in other countries. Whether it is as part of a youth group, school or as an individual, we encourage young people get the dialogue going!

Here's how it all works:

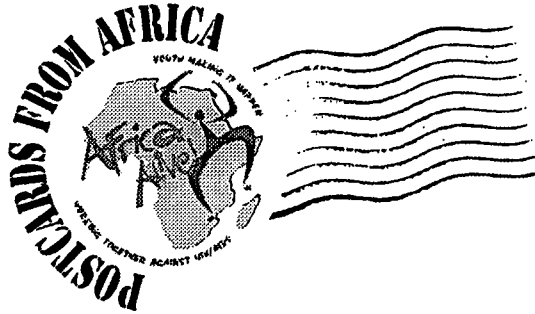
Africa Alive! will provide local addresses for people to write to, and "postcards" can be collected onsite at local ***Africa Alive!*** events, at offices of partner groups, and at other select locations. Young people can then send their stories to these addresses or, if they have access to the Internet, they can send their information directly to postcards@africaalive.org. PLEASE include photos or hand drawings if you can. Selected "postcards" will be posted on the ***Africa Alive!*** website. We will also try to get these stories and letters published in the local media if they originate in ***Africa Alive!*** participating countries (Kenya, Nigeria, South Africa, Tanzania, Uganda, Zambia and Zimbabwe) ”.

What we are looking for:

Africa Alive! is looking for brief personal stories, opinions and anecdotes about living in a world affected by AIDS. We want to hear about people's real experiences and how AIDS has affected their lives. But we also want to hear about the positive stories of young people doing good work in their communities in the areas of: AIDS prevention; peer education, helping others understand HIV/AIDS; caring for those living with AIDS (in the family or in the community at large); and raising awareness of AIDS in the community. We are especially interested in hearing from young Africans who are living with HIV/AIDS.

Short "postcards" consisting of a few sentences are welcome. But, if young people have longer stories to tell and like to write, we strongly encourage them to write more and would love to hear what they have to say.

Penpals: If writers, or youth groups are interested in having a penpal or in matching up with a youth group or school in the USA, ***Africa Alive!*** encourages them to indicate this at the top of their "postcards". ***Africa Alive!*** will also encourage young people who visit the website and youth groups here in the United States to become penpals and write back. We will create a section on our website on "postcards" for penpals, youth groups and school/classroom exchanges.



For "Postcards from Africa" Writers

"Postcards from Africa" is an *Africa Alive!* project that gives you the chance to share your experiences, your stories, your hopes, fears, and dreams with a larger audience via the internet. The *Africa Alive!* website www.africaalive.org now features a section specially designed for your stories of living in a world with HIV/AIDS. So far there have been over 85,000 visitors to our website this month – double the number from just last month! The world will have a chance to read your stories in your own words and see your pictures. Some stories in the international press just focus on the negative statistics around HIV/AIDS and offer no hope. We want your stories to tell the world what it's like in your society living around AIDS, whether you have HIV/AIDS or not. We want to hear about young people living productive lives with HIV, helping others who live with HIV/AIDS, or contributing to HIV/AIDS prevention efforts. We want to show the world that there is hope for the young people of Africa!

We encourage you to write about whatever your experience is with AIDS, and send pictures (photos or drawings) of your life (family, friends, school, girlfriend or boyfriend, whatever you like.) We hope that your stories will encourage people who visit our site to donate money toward AIDS prevention programs in Africa and get involved.

Penpals. Additionally, we hope to link you up with schools, or other youth groups around the world. If you, your youth group, or classroom is interested, please indicate in your letter that you are looking for a Penpal, or would like to link up your classroom or youth group for exchange, and please include an address where you and your group can be reached.

What to Write About?

Tell us about you, and how HIV/AIDS has affected your life. You can write about whatever affects you with regard to HIV/AIDS, but some ideas to get you started could include: Where do you live? How many brothers and sisters do you have? What is your favorite game or activity? Do you know anyone who is HIV positive? What have you learned from him/her? Are you HIV positive? What is your life like today living with HIV or AIDS? What are some of the things you used to believe about AIDS? How have your ideas changed as a result of living around or with HIV/AIDS? What is happening in your community to fight AIDS? Whom do you admire? Do you have a friend or family member who has died of AIDS? Tell us about that person, and what people said about him/her? What do you think your community can do to get rid of AIDS? What is your dream in life? What is the most difficult thing about living in a place where there is AIDS? What worries you most? What are you doing to protect yourself and your friends? Who taught you the most about AIDS and how to protect yourself?

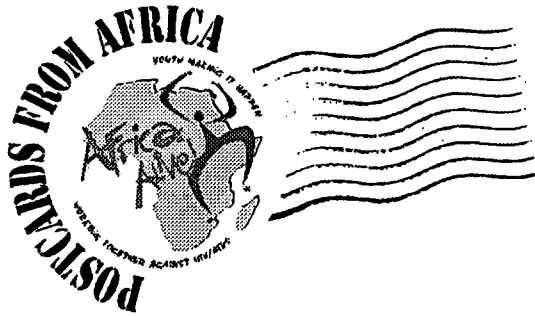
Here's How it All Works

Africa Alive! will provide local addresses for people to write to or to bring their letters, photos and/or drawings to. Your postcards will be collected at AA! partnering organizations and onsite at local AA! events, or other selected locations. PLEASE include photos or hand drawings if you can, and be sure to write your name and address on the back of your snaps or drawings, as well

as on your letter. If you have access to the Internet, please tell us in your letter, or, you can send your letters directly to postcards@africaalive.org. Selected postcards will be posted on the ***Africa Alive!*** website. Local partnering organizations will also try to get your stories, letters, photos, and drawings published in the local media, if they originate in ***Africa Alive!*** participating countries (Kenya, Nigeria, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe.)

We look forward to reading your stories and seeing your faces, as well as sharing them with the world! If you have access to the Internet, please e-mail any questions to: info@africaalive.org

Addresses:



For "Postcards from Africa" Writers

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Tell us about your experience with AIDS, and send pictures (snaps or drawings) of your life (family, friends, school, girlfriend or boyfriend, whatever you like.) We hope that your stories will encourage people who visit our site to donate money toward AIDS prevention programs in Africa and get involved.

Penpals. Additionally, we hope to link you up with schools, or other youth groups around the world. For information, please indicate in your letter that you are looking for a Penpal, or would like to link up your classroom or youth group for exchange, and please include an address where you and your group can be reached.

What to Write About?

How has HIV/AIDS affected your life? Tell us about your life, including: Where do you live? How many brothers and sisters do you have? Do you know anyone who is HIV positive? What have you learned from him/her? Are you HIV positive? What is your life like today living with HIV or AIDS? What are some of the things you used to believe about AIDS? How have your ideas changed as a result of living around or with HIV/AIDS? What is happening in your community to fight AIDS? Whom do you admire? Do you have a friend or family member who has died of AIDS? Tell us about that person, and what people said about him/her? What is your dream in life? What is the most difficult thing about living in a place where there is AIDS? What worries you most? What are you doing to protect yourself and your friends? Who taught you the most about AIDS and how to protect yourself?

Here's How it All Works

Africa Alive! will provide local addresses for people to send their letters, photos and/or drawings to. Your postcards will be collected at *Africa Alive!* partner organizations and onsite at local *Africa Alive!* events or other selected locations. PLEASE be sure to write your name and address on the back of your snaps or drawings, as well as on your letter. If you have access to the Internet, please tell us in your letter, or, you can send your letters directly to postcards@africaalive.org. Selected postcards will be posted on the *Africa Alive!* website. Local partnering organizations will also try to get your stories, letters, photos, and drawings published in the local media. We look forward to reading your stories and seeing your faces, as well as sharing them with the world! If you have access to the Internet, please e-mail any questions to: info@africaalive.org

The following is a checklist of administrative issues to be dealt with concerning the Postcards idea. Each NWG should discuss as a group and be able to address the following issues before launching the Postcards project in their country.

1.	Ensure there is one address where people can send their postcards, and that the address is clearly labeled on all media that go out, such as the partner organization and writer flyers.	
2.	Identify one person who will collect and log the postcards on the tracking sheet, and then distribute the postcards to media as necessary and mail to JHU on a monthly basis. Postcards should be sent to: Jennifer Boyle JHU/CCP 111 Market Street, Suite 310 Baltimore, MD 21202	
3.	Identify a person who will follow up on pen pal requests, making sure that information gets sent out.	
4.	Identify one person who will approach local media outlets--preferably a newspaper AND a broadcaster--to carry the postcards locally. This person should prepare carefully so that they can sell the idea to the potential vendors, ie, how will the local media benefit by running the postcards? This person should know in advance how to get the most out of a partnership with the media.	
5.	Discuss: If we get a regular AA postcard column or piece in the mass media, what does that column say, other than running a postcard or two? What message are we trying to get across? How is this Postcards campaign different from other youth advice columns or letters to the editor?	
6.	Discuss: How do we promote this locally? What exactly do young people get out of it? Are there any incentives? What are they? Who pays for the incentives?	
7.	Discuss: What is the cost involved in doing these activities? Cost out anticipated expenses, such as meetings, postage, other. Where do the funds come from? What local organizations can we approach for funding?	
8.	Discuss: How can we involve those who send in postcards in a more active way over time? What are potential activities that can be linked to Postcards, such as peer education, support groups, etc?	
9.	Inform JHU/CCP of decisions on all these issues, including names of individuals who will be assuming duties. Once completed, this information can be emailed to jboyle@jhuccp.org	

How to Use Postcards Tracking Sheet

How to record information from postcards: We are interested in keeping track of general information about the postcard senders and the content of the postcards, in order to have a better idea of the audience we are reaching. Therefore, the following information should be recorded for each postcard you receive:

- **Number** – Each letter and accompanying snap or drawing should be clearly labeled with a number for cross-referencing. Additionally, if the sender has not written his/her name and address on the letter or enclosed snap or drawing, please do so.
- **Date** the postcard is received
- **Topics covered** in the postcard (drawn from the list of potential topics provided in the Index)
- **Gender** of the Sender
- **Age** of the Sender
- **Location** of the Sender
- **Address** of the Sender (include email address if provided)
- **Internet Access** (write Yes or No) – for keeping track of how many adolescents have access to the Internet and the Africa Alive web site
- **Pen Pal Request** (write Yes or No) – for keeping track of how many adolescents are interested in having a Pen Pal
- **Info Sent** (write Yes or No)
- **Date Pen Pal info sent**

Where to send recorded information: At the end of each month, the completed tables should be sent along with the postcards and accompanying snaps and/or drawings to:

Jennifer Boyle
JHU/CCP
111 Market Street, Suite 310
Baltimore, MD 21202

At the beginning of each month, please start a new table.

Questions about recording this information or about the table itself can be addressed to Jennifer Boyle through the above address or by email, at jboyle@jhuccp.org

POSTCARDS TRACKING SHEET

<u>Index: Topics Covered</u>		
relationships with parents (1)	relationships at school (5)	daily life (9)
relationships with family (2)	stigma (6)	factual information re: HIV/AIDS (10)
relationships with boy/girlfriend (3)	physical symptoms (7)	community activity centered around HIV/AIDS (11)
relationships with friends (4)	emotions (8)	death of loved one (12) other ____ (13)

No.	DATE	TOPICS COVERED (see index above, please note all topics covered)	GENDER	AGE	PROVINCE OR STATE OF SENDER	ADDRESS OF SENDER	INTERNE T ACCESS Y/N	PENPAL REQUEST Y/N	REPLY SENT Y/N	DATE REPLY SENT	SNAP/ IMAGE INCLUDED Y/N	WHO PROCES SING
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The Africa Alive! Artist Briefing Kit



This kit has been developed for musicians and other artists to help them spread HIV/AIDS prevention information and messages through their work and thus join the struggle against HIV/AIDS in Africa.

The Kit's objectives are to:

- Inform you about HIV/AIDS in Africa,
- Show how you, as a "role model" especially for youth, can modify social norms and behaviors regarding HIV/AIDS,
- Explain to you how Entertainment-Education works, and
- Give you the necessary resources to include thoughtful HIV/AIDS prevention messages and activities into your performances and other artistic work.

Why your involvement is so important

Your involvement is needed because as an artist, you have the opportunity to reach young people with life saving messages. Young people look up to you, admire your work and often copy your behavior. Your work as an artist is important because it reaches people through the heart. You know what it means to spread the word. Therefore, we are asking you to include HIV/AIDS prevention messages into your work and to use **Art as Your Weapon to join the Fight against AIDS.**

Who we are

Africa Alive! is an innovative multinational network of youth and AIDS organizations aimed at reaching and empowering youth with HIV/AIDS prevention programmes using popular entertainment. It responds to the fact that hundreds of youth organizations have already joined the fight against AIDS throughout Africa; and although their gains have been impressive, their approach remains tactical rather than strategic. **Africa Alive!** provides the inspiration and means for these organizations to work together and to scale up the response toward AIDS on a regional level. Formerly scattered activities in the fight against AIDS are becoming part of a well-developed, coordinated strategic effort by Africans to address their crisis effectively. Nearly 100 public and private sector organizations have joined forces in Nigeria, Ghana, Kenya, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe; each country formed a National Working Group, whose regional Board of Directors meet three times a year, usually at our project office in Durban, South Africa.

Africa Alive! uses popular entertainment as a means to reach out to youth and to talk about the reality of AIDS in their lives. Mixing entertainment with AIDS education has been a proven effective motivator to change risky health behaviors. Popular entertainment channels that are used by **Africa Alive!** interventions are focused around music and drama: music contests and concerts; radio and TV variety/talk shows and spots using celebrities as role models; comic books and youth newspapers; peer outreach to schools and communities; community-based theater and traveling road shows. All of these media are being used to reach youth and to inspire them to join forces and start to fight this epidemic collectively.

During the XIII International AIDS Conference in Durban, **South Africa**, for example, *Africa Alive!* staged two concerts in partnership with the Vodacom Ocean Action Festival and the SABC, involving such well-known South African artists as Jabu Khanyile and Rebecca. During these performances behavior change messages for young people were shown on a wide screen; the artists integrated motivational segments or AIDS prevention songs into their repertoire; a condom demonstration was performed on stage, and 4000 youth enthusiastically joined in with B-Sharp, the performing Zambian band, singing "no condom no sex" to the melody of Bob Marley's well-known song "No woman, no cry". The Durban conference really was **Youth Making it Happen. Working Together against HIV/AIDS**.

The *Africa Alive!* goal is to reduce the spread of HIV/AIDS among African youth and to scale up the response towards the epidemic by forming synergistic partnerships throughout Africa.

Africa Alive! Objectives are to:

- ✓ Build networks of HIV/AIDS and youth organizations active in AIDS prevention in the eight participating Africa Alive! countries;
- ✓ Strengthen the capacity of Africa Alive! network organizations for advocacy, public/private fundraising, and design and implementation of programme interventions;
- ✓ Support ongoing advocacy efforts at national and community level;
- ✓ Generate and leverage funds from the public & private sector; and
- ✓ Generate, disseminate and scale-up identified proven communication programme practices for behavior change on the national, community and individual level.

Africa Alive! Principles:

- Regional multinational Initiative in Africa
- Focus on HIV/AIDS
- Youth participation at all levels
- Support and reinforcement of national efforts
- No replication or duplication of on-going activities
- Effective networks facilitating sharing of lessons learned
- Focus on popular entertainment to modify social norms and promote individual and community-level behavior change

For more information, please check the *Africa Alive!* Webpage: www.africaalive.org

What you need to know about HIV and AIDS



Does HIV cause AIDS?

There is **no question** among the majority of the world's scientists **that HIV causes AIDS**. The average period between getting infected with HIV and developing AIDS is eight to ten years in the absence of treatment. There are a very few HIV positive individuals who, for some reason to do with their immune system, will not develop AIDS within that period and may not fall ill at all. The majority of people will not be that fortunate; they will get sick and die.

The origins of HIV

There has been a great deal of ill-informed speculation on the origins of HIV/AIDS. The majority of the world's AIDS researchers believes now that HIV is a virus that first infected animals (without being dangerous to them) and through them started to infect humans. The disease is likely to have originated from monkeys in Africa. Human blood must have gotten in contact with the blood of an infected monkey, through a bite or other ways of transmission. Regardless of the origins of HIV, it is clear that only ways to prevent it is sexual abstinence, condom use and other forms of safer sex.

How the virus works

In order for a person to get infected with HIV (become HIV or sero positive), the virus enters the body and attaches itself to a cell. The cells the virus uses as "hosts" in the human body, are called CD4 cells and macrophages. They have particular duties in organizing and protecting the body's overall response to disease and illness (immune system). Therefore HIV is particularly deadly to the body because it attacks the very cells that are responsible for the immune system.

Myth:

HIV-infected people who show no signs of illness will not infect their sexual partners.

Reality:

People who are HIV-positive are infectious for others all the time.

Modes of infection

In order for a person to be infected, the virus must pass through an entry point in the skin and enter the blood stream. The main modes of transmission in order of importance are:

- Unprotected sex
- From infected mother to child
- Intravenous drug-use with contaminated needles
- Use of infected blood or blood products, and
- Other modes of transmission including blood and contact with open bleeding wounds.

Myth:

A child born to an infected mother will be HIV positive.

Reality:

The chance of mother to child transmission (MCT) of HIV is about 30 % and can be greatly reduced with appropriate interventions.

Voluntary Counselling and Testing (VCT)

The most common HIV tests are testing the human blood for antibodies against the HI Virus. Two such tests are called ELISA and Western Blot test. A new form of tests is also using saliva.

Testing and disclosing the results to individuals is very sensitive and should always be accompanied by appropriate counselling, before and after taking the test. People taking the test should do so based on informed consent. The counselling should include information on how to treat yourself and others as an HIV-positive person: how to protect your own health and those of other people.

Myth:

HIV tests are not accurate.

Reality:

They are extremely accurate except for the short period when HIV positive people have not yet developed antibodies against the virus and will therefore test "false negative". It usually takes between 3 to 6 months to develop the antibodies after having been exposed to the virus. People who think they have been exposed to HIV should get tested and then confirm the findings of that first test 3 to 6 months later. Provided they have not had any unprotected sex during that time, the results of the second test will be definitive.

Preventing Sexual Transmission

In order to prevent sexual transmission of HIV from one person to the other there is a limited, but effective range of options. A person can:

- Maintain good sexual health, meaning that STDs should be treated immediately, and that harmful sexual practices should be discouraged. Dry sex, for example, increases the risk of tears and abrasions in the vagina and therefore facilitates for the HI Virus to enter into the woman's bloodstream;
- Decrease the number of sexual partners, which automatically decreases the risk of infection;
- For youth, delay the onset of sexual activities; and
- **No matter what: Use a condom every time you have sex!** This is critical, particularly if you don't know the HIV-status of yourself or your partner.

Myth:

Condoms don't work because HIV can pass through the latex and they break.

Reality:

The HI-Virus cannot pass through the latex. If condoms are used properly, they don't break and if used consistently they provide close to 100% protection against HIV.

Treatment

HIV is the most intensively studied disease ever. There is no cure or vaccine for HIV/AIDS, yet. However, there are some major advances in medical treatment. Antiviral drugs and drug combinations (cocktails) are available now, and have resulted in prolonged survival of HIV-positive people.

Myth:

AIDS is untreatable

Reality:

Although to date AIDS is not curable, therapies are available to reduce the viral load in the body (and therefore infectiousness towards other people). They definitely improve the quality of life of people living with HIV/AIDS, but the challenge is to make them affordable to everyone.

(Adapted from Alan Whiteside and Clem Senter: AIDS. The Challenge for South Africa, Cape Town: Human&Rousseau (Pty) Ltd., 2000)

What you need to know about HIV and AIDS in Africa



AIDS is Real!

- HIV/AIDS is a leading cause of death in all of Africa and especially in southern Africa.
- Currently, in the year 2000, over 24.5 million Africans and over 4.2 million South Africans are infected with HIV and will develop AIDS within the next 10 years. Every day an additional 6000 people die of AIDS in Africa and an additional 11,000 Africans become infected **every minute**.
- In southern Africa at least one in every five people, age 15-49, is infected with HIV.

Who is at Risk of Getting HIV?

- Anyone who has **unprotected sex** can get HIV infection and AIDS.
- Young adults are most at risk of contracting HIV. Around 60% of all adults who are HIV positive, were infected before they turned 25.
- Young African women are far more likely to be HIV infected than young men. The reason that girls become infected earlier than boys is because they have sex with older men. Also, women get HIV more easily during sexual intercourse with an infected partner than men. In addition, most women do not have the power in a relationship to negotiate condom use, and are dependent on the decision of their partner as to whether or not they will use them.
- Right now in South Africa, one in four young women, and one in eleven young man, age 15-19, is HIV positive.

How many more People will Die from HIV/AIDS?

- In 1999 over 250,000 South Africans already died of HIV/AIDS, and
- About 6,000 African currently die from HIV/AIDS every day.
- In all of Africa, over 12 million children have lost one or both parents to HIV/AIDS.
- If nothing is being done to stop HIV/AIDS and what has being done is not working, more than half of all 15 year-old boys will die from HIV/AIDS in some African countries, and
- In South Africa, the average life expectancy will drop from 68 to 48 years old by the year 2010.

But, there are real signs of hope:

- In Uganda, the estimated rate of infection (prevalence rate) **decreased** from a peak of close to 14% in the early 1990s to around 8% .
- According to analysis, the following factors are responsible for this development: Political will and leadership; an open society and a determination to fight against stigma; a strategic response, involving issues of prevention, care and support, and advocacy, coming from many sectors of society; long-term and sustained responses reaching down to the community-level; and experience-based programs.
- The Ugandan DJ and **musician, Philly Lutaya** was the first to break the silence, declaring himself as having AIDS.

Musicians are among the cultural leaders of their countries and of Africa. It is largely through them that the rest of the world knows Africa. And it is again through them that the world will know that the people of Africa, particularly the young people, are doing something positive, are working together *—against* AIDS and *for* a better life.

Various artists settle for entertainment education

By Glory Mushingi

Various artists have decided to work together with Africa Alive towards sensitising especially the youth, to reproductive health and HIV, by producing songs that are going to reflect on issues of HIV and how best it can be addressed.

Africa Alive chairman to Zambia, Brian Chengala and country representative Thomas Kapakala told the Monitor in a joint interview that their organisation also intended to do a compilation album featuring different artists in the country to pass the message of reproductive health to the public.

Chengala said his organisation was working closely with the artists because they had an impact on society and were able to make a larger impact with Lusaka.

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(The Monitor, September 15-21, 2000)

"Artists Unite Against AIDS - Future Activities" Health-L: May 14, 1997

Yesterday, 12 May 1997, the "Artists Unite Against AIDS" project, chaired by musician Brian Chengala, held a one day workshop at the Hotel Intercontinental to discuss future activities to contribute to the fight against HIV/AIDS in Zambia. There were about 50 participants: singers, musicians, drama & theatre groups, script writers, poets and others interested.

It was generally agreed that so far the main messages that have been conveyed by songs, drama and theatre have often been too negative, e.g. only stressing the fact that AIDS is a "killer disease", leaving little room for positive messages on prevention and support for people affected by HIV/AIDS. Artists can play a key role in "breaking the ice" and initiate discussions on sensitive issues and taboos. This does not only relate to specific AIDS related messages, but also on social problems that promote the spread of AIDS, like poverty, alcohol abuse, and the position of women in Zambian society.

The participants discussed possible new messages that would focus more on hope, and positive action. Hopefully these new ideas will soon result in songs, drama, TV programmes that aren't only entertaining, but most of all have a positive message.

(Source: <http://www.medguide.org.zm/aids/aidszam1.htm#artists>)

Role Models and their Responsibilities



First of all, what actually is a role model? Youth in the USA, asked in a survey, defined a role model as:

- Someone who shares the same opinions with you.
- Someone who does the right thing.
- Someone whose life or philosophy you hope to emulate.
- Someone with cool hair.
- Someone who puts themselves last at all costs.
- Someone who inspires and motivates you.
- Someone you can be proud of.
- Someone who makes good decisions.
- Someone who shows you "how to live".
- Leaders and people of high character.
- Someone who positively influences people.
- Someone who makes you realize who you are.

(Source: <http://www.nsa.edu/~sources/l7/roval.htm#Other>)

• **Someone who makes you realize who you are**

Many people are role models for others in one way or another. You, as a musician/artist also have a public appeal through your performances. As a performer, you are a role model to many people—whether you want to be or not. We hope you will take on that role actively, and help millions of Africa's young people see the way forward.

How do Role Models Change Behaviors?

According to the influential Social Learning Theory (Albert Bandura) people learn behaviors by observing and imitating others as well as through formal education:

People identify with their idols and the people they elect to be their role models. By seeing the people they admire being engaged in worthy causes and speaking up where others don't dare, they feel encouraged to do it themselves. If you do it, they feel approved to do it too. Your public endorsements of the reality of AIDS will initiate actions that help other people move through a variety of steps that eventually lead to behavior change. Your involvement as a role model can:

- ✓ Give people a different understanding of HIV and AIDS (*knowledge*).
- ✓ Make them aware of their own behavior regarding HIV/AIDS (*awareness*).
- ✓ Increase their perception of public support for e.g., speaking up about HIV/AIDS (*approval*).
- ✓ Motivate them to do something about it (*intention to act*).
- ✓ Encourage them to really carry out their decision to change their own behavior (*action*), and
- ✓ Increase more public and private discussions about HIV/AIDS and encourages others to spread the word as well (*advocacy*).

During the peak of the AIDS epidemic in the United States and Europe, AIDS activists had to fight against the same wall of silence around HIV/AIDS that now hides the epidemic in Africa. The people who courageously broke the public silence were film and sport stars and popular artists. Without them, people still would not admit that any of their relatives and friends had died of AIDS.

What is Entertainment-Education?

Entertainment-Education is as old as human culture because virtually every type of entertainment is also in some way educational. Every fable has a moral; every story and every song has some type of universal theme (or message) that gives the audience something to think about and makes them feel in a certain way.

In recent years, the **Entertainment-Education** format (also known as **Enter-Educate** or Edutainment) has been revitalized to help stimulate positive social behavior change in a wide variety of important areas, such as democracy and governance, farming, and HIV/AIDS prevention. Enter-Educate now has almost limitless forms of expression: Radio or television soap operas, for example, are holding the attention of audiences while giving helpful messages about such important matters as malaria and child health. Football games are promoted under the banner "Let's kick polio out of our country". Song writers and musicians are creating popular and memorable songs, performed by leading artists, to inspire youth to protect themselves from HIV/AIDS and to care for those who already have the disease.

Enter-Educate formats have real advantages over straight message delivery because they involve the audience's **emotions**. A song can inspire feelings of love, or joy, or even patriotism; a football game stirs feelings of power, pride and the desire to win; a soap opera, with its several plots and many characters, stimulates a range of emotions, from love to anger, to humor, while its characters can model different positive behaviors. With their emotions engaged, it is much easier for people to accept and be influenced by an important message. This **educational** message provides the audience with **relevant knowledge** that they can understand, believe in, apply to their own lives, and put into practice themselves.

How to create Effective Messages

In addition to being engaging and entertaining the message must also **be accurate and delivered through good entertainment**. Top quality entertainment is essential to grab and hold the attention of the audience. Message accuracy is essential to enable people to change their own lives appropriately and **lends credibility to the person delivering the message**. This means the message must be **tailored to your audience** and it must be: correct, complete, clear, concise, consistent, and culturally appropriate.

As a musician and artist you know how to appeal to the heart; you know how to capture people's attention, to tell stories that touch everyone. To help in the fight against AIDS you can use those skills to let people know about the danger, but also to give them hope and purpose to live. AIDS is a terrible scourge, but in the end, people need to have **hope, not hopelessness**; they need to rise up against HIV/AIDS, to take personal responsibility, to get involved in the struggle, to act, to advocate, to work together against HIV/AIDS.

Entertainment Educators like to consult the Seven Cs for effective messages. They should

- ✓ Command attention
- ✓ Cater to the heart and the head
- ✓ Clarify the message
- ✓ Communicate a benefit
- ✓ Create trust
- ✓ Convey a consistent message and include a
- ✓ Call for action

If you need more details about how to develop and use messages for HIV/AIDS prevention, don't hesitate to contact **Africa Alive!** (Afalive@iafrica.co.za).

How to integrate HIV/AIDS Prevention Activities into your Agenda?



The sky is the limit for the variety of activities you could be involved in in the fight against AIDS. You could:

- ✓ Actively educate your audiences at public performances about HIV and AIDS;
- ✓ Create and perform educational songs, vignettes, etc. that can modify your audience's social norms and individual behaviour;
- ✓ Invite and endorse other AIDS organizations to be present during your shows and allow them to distribute materials;
- ✓ Continually support and engage in youth AIDS prevention programmes in your country through personal appearances or recorded audio and video testimonials and PSAs;
- ✓ Help raise funds necessary to support the fight against AIDS in Africa through performance or by allowing your songs to be used on fundraising CDs and tapes;
- ✓ Advocate with leaders in government, in the business and entertainment industry, and in your own community wherever you live.

Your information on AIDS or your messages can focus on one or more of the following points:

- Make people aware of AIDS in your own community;
- Provide information on AIDS;
- Educate people about how to protect themselves from HIV/AIDS;
- Help address myths and reality about safer sex;
- Encourage people to practice safer sex (i.e., use a condom, reduce the number of your sexual partners, and, for teenagers, delay sex);
- Refer people to health centers for HIV counselling and testing or to a telephone hotline in your country;
- Help them change their behavior by being a role model and talking about your activities and what you believe in;
- Help people understand the value/benefit of behavior change (talking about AIDS openly, treating People living with AIDS with respect, using condoms, reducing the number of their sexual partners, etc.);
- Keep HIV/AIDS and the causes leading to its rapid spread (poverty, a violent climate for women) on the public agenda;
- Help to reduce the stigma against people living with HIV/AIDS by reminding people that they cannot contract HIV by touching or showing affection.

(Adapted from AIDSCAP: Behavior Change Through Mass Communication)

And your own style and imagination in doing these things will enhance its effect. It is, nevertheless, important to be aware of a couple of things when being a role model for HIV/AIDS prevention for youth:

Act as you speak. Your messages to others need to be consistent with your own life style. If you propose condom use, delay of sex for youth, or the reduction of sexual partners, your word won't be respected if you have a variety of sexual partners, or, as a teenage star, become pregnant at a very early age.

Know the issues. To be credible you will need to know some of the most important issues: causes and prevention of HIV; myths and facts about AIDS; examples of successful efforts by youth to address HIV/AIDS prevention in their community.

Effective Communication during Performances

Below are a couple of tips how to integrate HIV/AIDS education into your performances and some examples what the musicians of the *Africa Alive!* Group from Zambia (B-Sharp) did when they performed at the *Africa Alive!* Concerts during the XIII International AIDS Conference in Durban:

Hints and Tips	Examples
Develop a plan of action before the concert or other performance on how to incorporate messages.	Make sure the rest of your group is clear about it as well.
Choose which messages you want to get across.	Don't overdo it, people can only remember two to three messages per evening. Quality before quantity.
Time your HIV/AIDS segment.	Don't make it too long. People and especially youth don't want to hear long speeches in concerts. <i>B-Sharp</i> kept it at 30 minutes and therefore the performance was precise and effective and really received the attention of the audience.
Start the performance with something that engages the audience from the beginning	<i>B-Sharp</i> asked the audience in Durban as an opener "How is Africa?" - "Alive!" was the answer.
Let the music or other art form carry the message and invite the audience to sing along.	<i>B-Sharp</i> developed the HIV/AIDS prevention text "No condom, no sex!" on the melody of Bob Marley's "No woman, no cry", and composed a song called "Youth of Africa, we'll gonna keep Africa Alive!"
Use little performance tricks to hold the attention on the message.	<i>B-Sharp</i> stopped the song abruptly in the middle and started talking about youth and HIV/AIDS in Africa: that the youth of Africa cannot wait for the adults to protect them from HIV/AIDS, but that they need to start changing their own sexual behavior! Use a condom every time you have sex, was the message. They then started the song over again.
Use the time during breaks and between other performing groups to interact with the audience on AIDS related topics:	Invite audience members up on stage to answer prepared HIV/AIDS quiz questions and win one of your group's memorabilia. Invite a group of peer educators to hold a condom demonstration, etc.
If you don't mind, share your personal experience with HIV/AIDS, talk about your friends or family who are infected and affected by HIV/AIDS.	People in your audience will feel more comfortable about their own situation, and you might gain a lot of credibility for your courage.
End your performance with the sing-along song or an important message you started with (repetition).	<i>B-Sharp</i> started and ended their performance with the sing-along "No condom, no sex" to remind people about their message from the beginning. The singer walked away towards the end and the band finished the song. The result was that people kept singing and humming the song long after the performance was over.

HIV/AIDS Messages for ARTISTS



Below you will find a collection of HIV/AIDS messages for your use. Adapt and change them as you see fit, and, most of all, have fun being creative!

1. PREVENTION

A. General

- HIV/AIDS - You Can Prevent It! Get the Facts and Exercise your power!
- Spread Love, not AIDS -Get the Facts and Protect Yourself.
- Unite Against AIDS, Protect Yourself and Those You Love.
- Any one of us could get AIDS... if we don't exercise our power. Respect yourself. Protect yourself.
- People are dying to know about AIDS - Get the Facts! Contact your local AIDS service (hot line, or health care provider) to learn more.
- Even healthy young people can be infected with HIV. You can't tell by looking. Protect yourself.
- How can you tell if someone is HIV positive? (pause) You can't tell by looking. Protect yourself. Practice Safer Sex.

B. Abstinence/Delaying Sex

- Date but wait... AIDS and STDs can be prevented.
- It's ok to say no. Respect yourself. Wait until you're ready.
- Do you know what you CAN'T get AIDS from? Abstaining.
- Abstain, you've got a lot to gain!
- If he loves you, he'll wait. (If she loves you, she'll wait.) Respect yourself and your partner. Wait until you're ready.
- Word to the wise: Wait.
- School first, sex later.
- First things first... You and your health. Sex can wait.
- Remember your **ABCs**: **A**bstain. And, if you're having sex, **B**e faithful and use a **C**ondom every time.

C. Condom Use

- Care for Yourself. Care for your partner. Use a condom every time.
- Dress code for the year 2000... (show condom). AIDS is for real, protect yourself!
- If it's not on, it's not in!
- "All you need is love"... and a condom.
- Be wise, Condomize!
- Love can prevent AIDS. Use a condom to show your love.
- You can pick up more than a hot date... use a condom every time.
- Keep your love Alive! Use a condom every time.
- You're sleeping with every partner your partner ever had. Use a condom every time.
- Don't leave home without it... or you might come home with it. Use a condom every time to protect yourself from HIV and other STDs.

- How to avoid AIDS... three suggestions: use a condom, use a condom, use a condom. Any questions?
- Keep your sex life alive, use a condom every time!
- Guess what I like to wear to bed? A condom.
- Give the gift of love, and wrap it properly (show condom).
- Want to know how to be good in bed? Use a condom.

D. MONOGAMY/LIMITING PARTNERS

- Cheating on your partner could mean more than a broken heart. AIDS is real. Keep to your partner.
- Sex is more fun when you stay with one!
- Show your love, stick to one partner.
- Many partners, many risks.
- Stay safe, stay together.
- Sex with the one you love is better than sex with many you don't. Respect the one you love. Play it safe.

2. COMMUNICATION

- AIDS is a worldwide problem. It's there and it's HERE. Why aren't we talking about it?
- Ignoring it won't make it go away. Talk about AIDS. It's real.
- Talk to your partner about HIV. Together you can prevent AIDS.
- AIDS is real. The first step in preventing it is talking about it.
- What can you do to prevent AIDS? Break the silence. Talk about it.
- Silence may be our biggest enemy. Talk about AIDS.
- AIDS, a four-letter word that you CAN say in public.

3. CARE AND SUPPORT

- Take pride in yourself and take care of others. People with AIDS need our care.
- What do you do when your best friend has AIDS? Be there. Our friends living with AIDS need our support.
- We all know someone affected by AIDS. Show your love and support to those in need.
- My friend with AIDS is still my friend.
- Remember! The virus is our enemy not the person. Show compassion for those infected with HIV.
- Share the challenge of AIDS. Your loved ones with AIDS need your care and support.

Respect yourself. Honor our people. Those affected by AIDS need our love.

Example: Speaking out on AIDS

By Femi Anikulapo-Kuti



From the UNICEF webpage: www.unicef.org/pon00/mysong.htm

Nigerian star Fela Anikulapo-Kuti had the gift of music and a personal courage that made him a larger-than-life figure. He had millions of fans around the world and was a political activist who spoke up for the rights of his people and never hesitated to criticize corrupt leaders. Many powerful people in politics and the military wanted him silenced, but nothing, not even jail and torture, could break his spirit or quiet his voice. What silenced him where nothing else could was



AIDS. Fela died from the disease in 1997, at the age of 58. The day after he died, his family decided to announce the cause of his death to the world. The news shocked and affected the lives of many millions. His son, Femi Anikulapo-Kuti, tells the story of how, in revealing the cause of his father's death, he and his family hoped to lift the veil on the killer epidemic, and of Femi's own personal crusade to break the silence surrounding AIDS, the greatest catastrophe facing Africa.

In Nigeria and many other countries in the developing world, an unacceptable silence continues to hamper efforts to check the fast and deadly spread of AIDS. Governments, families and individuals have all played into the hands of the disease by remaining silent or not speaking out loudly and repeatedly enough for the message to sink in.

After my father's death, his brother Olikoye Ransome-Kuti and I spoke up because we felt a personal need to break the silence about AIDS. We felt it would be criminal to continue in the conspiracy of silence, which only encourages ignorance, stokes denial and perpetuates misinformation during this monumental catastrophe.

The moment we went public was also the start of my personal commitment to give a voice to the shocking reality of AIDS.

In my concerts, I speak about AIDS, and I often have banners on stage promoting AIDS awareness. I also try to build this awareness through other forums and I challenge others lucky enough to be in my position to do the same.

AIDS is real and it is here, indiscriminately cutting down those we know and love - brothers, sisters, fathers and mothers.

Africa and its friends need to confront AIDS with the same determination and unity as they would any enemy seeking to annihilate them. Although battle hardened, Africa has never confronted such a ruthless foe: Of the 2.8 million people who died of AIDS last year, 79 per cent were Africans. By the end of this year, 10.4 million children under the age of 15, the majority in Africa, will have lost their mother or both parents to AIDS.

AIDS is our continent's greatest social and human catastrophe in history and its profoundly grave implications on economic and political stability are already evident: Families are devastated, communities are decimated, hospitals are overwhelmed. Schools have lost teachers to the disease and pupils are being forced to

drop out for lack of funds. Businesses have suffered personnel and productivity losses that are difficult to absorb. Africa's hard-won gains in recent years - in health, education and industry - are evaporating. (...)

Failing to educate people about the disease is like signing their death sentence. Political leaders, artists, performers and teachers, therefore, need to seize every opportunity to educate people about how to protect themselves from HIV infection. There is so much that needs to be said.

We must speak about the high risks our mothers and sisters face of contracting this disease; their risks are higher than men's and boys'. Girls and women are extremely vulnerable. Physiologically, they become infected more easily than men, and social pressures, cultural practices, violence, repression and prevailing values and behaviours make it difficult or even impossible for them to protect themselves. We cannot, with clear consciences, keep quiet about this. We must help women understand their rights and risks, and we need to support them when they exercise their right to take control of their sexuality and their bodies.

As individuals, we must speak of the need to change behaviour. It is suicidal to have numerous sexual partners. The message must be repeated again and again in as many ways as necessary that the surest protection against HIV infection is either abstinence or practising safe sex and limiting one's sexual exposure. All those who are sexually active must take full responsibility for their actions and health and use condoms to protect themselves and others.

Equally, we must dispel the negative myths surrounding life with AIDS. As with many HIV-positive people, Fela was ill for several years, and he was lucky to have a family that loved and cared for him through the difficult times of his sickness. But many people who are HIV positive are ostracized and treated as outcasts, or worse, by their own communities. Far more often than we would like to admit, children and other sick people are abandoned in hospitals or other institutions. Such ignorance and intolerance must be stamped out. Those living with AIDS can be helped to live full and secure lives and in turn help others avoid the disease.

In families where AIDS has struck, truth must be spoken about the cause of death. Using popular euphemisms such as 'after a brief illness' or attributing death to supernatural causes or other substitutes makes it easy to ignore the real cause and thus incur the further loss of life.

Let all of us who are losing loved ones to AIDS make it known that the disease is here and it is indiscriminate in its attack. By accepting this, it will be easier for more people to participate in information campaigns to enable those who have so far escaped AIDS to avoid contracting it.

But behavioural change is only part of the solution. When people are poor and unemployed, they feel hopeless. Many 'area boys and girls' - the street children of Lagos - have told me that they engage in risky sexual behaviour out of the boredom and the lack of security and direction that comes with living on the streets.

The message is clear: To fight AIDS, we must fight poverty, with greater energy and more resources than ever before.

Until there is a cure, let us raise our voices against HIV/AIDS in a song heard around the world. It is a song of defiance and struggle.

But most of all, it is a song of hope - the hope that when we sing forcefully together, the silence and stigma that nourish this epidemic can be broken, and life can triumph over death.

** Femi Anikulapin-Kuti is a world-renowned ambassador of Afro-Beat music and a celebrity advocate in the fight against AIDS. He has developed television spots and messages in Nigeria that reach millions of his young fans and call for urgent action against practices that lead to death of young and old alike*

The Africa Alive! Pledge



Acknowledging the power of artists in inspiring youth and motivating communities into action,

Convinced that youth hold the power to transform Africa's HIV/AIDS 'crisis' into a bold initiative for life,

Recognizing the urgent need for mass action in the fight against HIV/AIDS in Africa,

I pledge to lead the way by informing youth about HIV/AIDS prevention and mobilizing populations into action.

Signature

Date

Name (print)

Country

(Note: You could also do a Group Declaration during a concert, such as: We, the artists of "One Billion Against AIDS", pledge to lead the way by...)

To demonstrate my support, I can:

1. Be a role model for healthy behaviors; Help to promote healthy behaviors, such as safer sex practices; Help give healthy living a new appeal;
2. Talk about AIDS prevention during performances, interviews and other public appearances;
3. Integrate HIV/AIDS prevention messages creatively into songs that not only entertain but educate audiences;
4. Serve as an Ambassador for AIDS Prevention by getting involved in community activities, adopting a youth group, supporting an orphanage or making community appearances;
5. Help advocate for improved HIV/AIDS policies (use your visibility to its advantage);
6. Encourage other artists to join the cause;
7. Contribute to AIDS prevention campaigns by attending events, providing public service announcements, etc.
8. Dedicate a show to AIDS prevention;
9. Dedicate memorabilia to an auction for AIDS;
10. Wear the red ribbon (wear the *Africa Alive!* button);
11. Break the Silence: Talk about it, Talk about it, and Talk about it!

"Until there is a cure, let us raise our voices against HIV/AIDS in a song heard around the world. It is a song of defiance and struggle.

But most of all, it is a song of hope – the hope that when we sing forcefully together, the silence and stigma that nourish this epidemic can be broken, and life can triumph over death."

Femi Anikulapi Kuti speaking out on AIDS for UNICEF



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