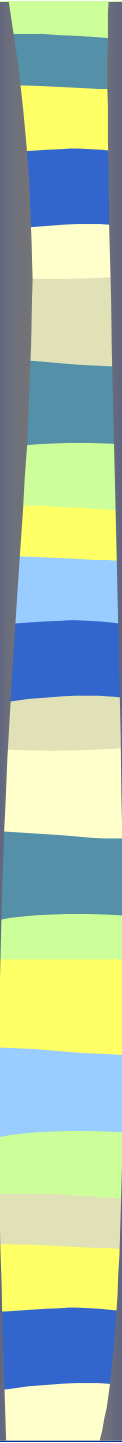


# Behavior Change Communication (BCC) Strategies for HIV Prevention in a Post- conflict Setting in Southern Sudan

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# Pilot Project for Reducing HIV/AIDS Transmission and Improving Related RH Practices in Yei River County and Rumbek, Rumbek County, Southern Sudan

October 2001 to October 2003



**NSNAC**







# Goal

- To develop appropriate strategies for reducing the transmission of HIV and improving related reproductive health services in the project locations



# Objectives

- **Objective 1: Project Design**
- **Objective 2: To increase demand for and use of key reproductive health services, and adoption of safer sexual practices by the population in the pilot sites in Rumbek and Yei Counties**
- **Objective 3: To Improve capacity of Rumbek and Yei River County Health Departments (CHDs) to support delivery of key and quality reproductive health services**



# Project Activities

## Design Phase:

- Rapid Assessment
- Behavior Change Communication Formative Assessment
- Behavioral and Seroprevalence Survey on HIV, Syphilis and Herpes

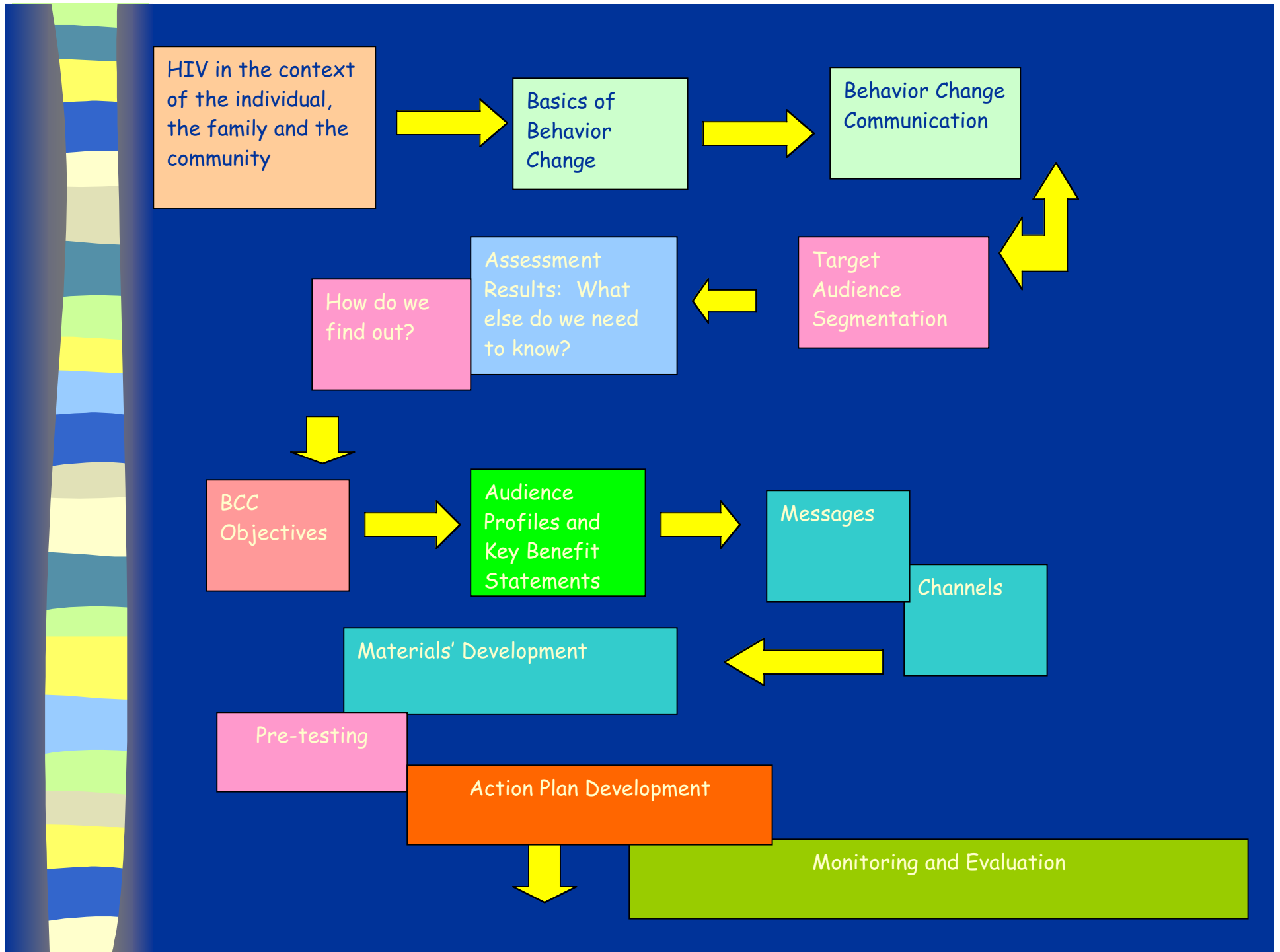
## Implementation Phase:

- Behavior Change Communication
- Support for NSNAC
- Quality STI and related RH services
- Surveillance for STIs and HIV



# Behavior Change Communication

- Behavior Change Communication (BCC) is a tool for promoting and sustaining risk-reducing behavior change in individuals and communities by distributing tailored health messages in a variety of communication channels





# 1. Identifying Problem and Program Goals

- Rapid Assessment
- Problem: lack of RH services and low RH/HIV/STI knowledge among population



## 2. Identifying Target Populations

- Target Population is men and women between the ages of 15-49 years
- In Yei County, the project reached 10 Bomas in 3 Payams with a population of 105,000
- In Rumbek County, the project reached Rumbek Payam and parts of 2 other Payams with a population of 50,000 to 100,000



### 3. Formative Assessments

- Behavior Change Formative Assessment
  - Qualitative Research methods (Focus Group Discussions and Key informant Interviews)
  - Participants were women traders, the military, customs officials, truckers, and both in-and out-of-school youth



# Overall Risk Context

- Traditional and civil community structures destroyed by prolonged conflict and population displacement
- Drinking and smoking of marijuana and opium
- Cultural practices of polygamy and wife inheritance
- Very low condom use
- Low reproductive health awareness
- Unintended pregnancies, early marriages, and STIs are reported to be very common
- Lack of RH services



# BCC Strategy Recommendations

## ■ Barriers

- Media-poor setting
- Challenging and complex language situation for BCC
- Poor transportation and infrastructure

## ■ Enabling Factors

- Strong government support
- Mass and local media potential
- Interpersonal communication channel potential
- Trainable human resource pool and potential for training in HIV/AIDS/STI



## 4. Seeking Consensus From Stakeholders

- Involvement of the NSNAC, local NGOs and partners in meetings, strategy workshops, assessments and materials development



## 5. Segmenting Target Populations

### ■ Primary Audiences:

- **Yei:** Military, out-of-school and in-school youth, and women
- **Rumbek:** Military, out-of-school and in-school youth, women on their own, and business ladies

### ■ Secondary Audiences: community leaders, religious leaders, teachers, parents, and healthcare providers



## 6. Identifying Behavior Change Objectives

- 1) To increase the adoption and continued use of safer sex practices
  - Reduce number of partners
  - Increase use of condoms
  - Promote correct use of condoms and increase condom negotiation skills
  - Increase age of sexual debut among youth
  - Improved understanding of sex and sexual health among youth



## BCC Objectives, Cont.

- 2) To promote improved STI care-seeking behavior (symptom recognition, consequences of long-term infection)
  - Improve knowledge of STI transmission modes (reduced misinformation)
  - Increase frequency of partner referral
  - Decrease frequency of self-medication



## BCC Objectives Cont.

- 3) To promote use of VCT to know status and reduce risk behaviors
- 4) To reduce the level of stigma associated with condom use
- 5) To reduce the level of stigma associated with people living with HIV/AIDS



## 7) Designing BCC Strategy and Developing Monitoring and Evaluation Plan

- BCC Strategy Development Workshop
- Monitoring and Evaluation Plan Developed




# BCC Strategy Development Workshop

- Involved community leaders and members of target audience
- Developed capacity of community in BCC
- Identified theme, key messages and channels of communication



# Theme: New Weapons for a New Enemy

- HIV/AIDS seen as the “second front” in southern Sudan
- Benefits of behavior change include protecting yourself, your family, and your nation from STI/HIV/AIDS
- Key behaviors (‘weapons’) identified were abstinence, being faithful to one uninfected partner, condom use, seeking treatment for STIs, and voluntary counseling and testing for HIV



**New Weapons  
for a New  
Enemy!**

**Aduat  
Hariba al  
Jedida lel  
adu al Jedid!**

**Titu moriesi  
Iudokök i  
miriku  
Iudukötio!**



## 8) BCC Activity and Product Development

- Peer Education
- Community Events and Video Shows
- HIV/AIDS/STI training of secondary audiences
- Condom Distribution
- BCC Materials Development



# Peer Education

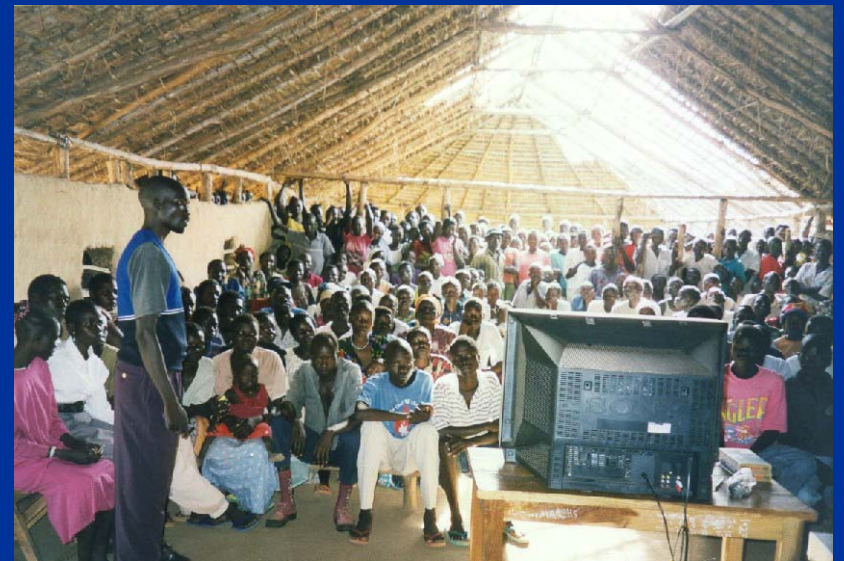
- 90 peer educators were trained from four target groups in the two locations
- Reached peers through individual, group discussion and special events
- PEs promoted VCT and STI services, increased knowledge on HIV prevention and care, distributed condoms, and referred peers to VCT, STI and general health services
- PEs collected monthly data and participated in community events and video shows



Peer Educators receiving Bicycles in  
Kaya, Yei County

# Community Events and Video Shows

- Special events included drama, VCT demonstration, poems, music and folkloric group performance and quiz games
- Video shows were facilitated by PEs





Malembe Music Group Performance in Yei



Rumbek PEs and folkloric group leading a march on World AIDS Day



# HIV/AIDS STI Trainings

- Community Sensitization Workshops (Community leaders)
- HIV/AIDS STI Trainings for Traditional Healers, Drug Vendors, Maternal Child Health Workers (MCHWs), and Traditional Birth Attendants (TBAs)



HIV/AIDS Workshop for MCHWs and TBAs



# Condom Distribution

- Condoms distributed free of charge
- Peer Educators promote, demonstrate, and distribute condoms
- Fixed sites such as health centers, bars, lodges, clubs, kiosks, and restaurants distribute condoms



Youth Club, Condom Distribution Point, Yei



# Materials Development

- Two PE Training curricula developed (Military and General)
- T-shirts, caps, posters, flyers and brochures developed



## 9) Pre-testing and Revising BCC Elements

- Pre-testing of various versions of messages, posters and t-shirts with members of the target audiences
- Key stakeholders involved in pre-testing and message selection

# Message Pre-Testing





## 10) Implementing and Monitoring BCC Campaign Plan

- Detailed Implementation Plan
- Monitoring and Evaluation Plan
- Data collected on PE activities and contacts
- Assessment of BCC activities demand creation



# Lessons Learned

- Incentives are necessary to motivate PEs
- Adequate training and refresher needed for PEs due to low literacy
- Materials should be developed in local languages
- Ensure supply of condoms before creating demand
- Collaboration and involvement of community leaders in monitoring PE activities should be strengthened for ownership, accountability and sustainability of activities