

Break the silence Talk about AIDS

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Contents

Acknowledgments	i
Chapter I	
INTRODUCTION	
Background	1
Rationale	2
Chapter 2	
STRATEGY AND OBJECTIVES	
Strategy and Message Positioning	3
Goals and Objectives	3
Audiences	3
Implementing Partners	3
Chapter 3	
CAMPAIGN ACTIVITIES	
Fundraising and Building Partnerships	4
Preparatory Activities	4
Community Mobilization	4
Training and Orientation	5
Campaign Interventions at the Football Stadium	5
Media Coverage.....	7
Follow-Up Interventions	8
Chapter 4	
CAMPAIGN IMPACT EVALUATION	
Knowledge about HIV/AIDS and Prevention	9
Risk Perception of Getting HIV/AIDS	9
Interpersonal Communication about HIV/AIDS	9
Condom Knowledge, Attitudes and Use.....	9
Sources of Information on HIV/AIDS	9
Results of the <i>Break the Silence</i> Campaign	9
Exposure to Print Materials	10
Health Information and Referral Booths (HIRBs)	10
Awareness and Exposure to HIV/AIDS Information Hotlines.....	10
Chapter 5	
CONCLUSIONS AND RECOMMENDATIONS	
Conclusions	11
Specific Recommendations for a Sports Event HIV/AIDS Prevention Campaign.....	11
General Recommendations	12
Appendices	
Appendix A	13
Appendix B	14

ACKNOWLEDGMENTS

In the aftermath of a mass media campaign to which literally hundreds of individuals gave of their time and talents, the task of selecting a few key players for recognition is indeed a daunting one. Like the credits of a movie that was filmed in several locations around the world, the acknowledgments for the 1999 *Break the Silence: Talk about AIDS* campaign and report are divided between a “Nairobi Unit” and a “Baltimore Unit.”

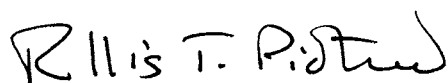
The campaign would not have occurred in the first place if the members of the governing board of the Confederation of East and Central African Football Associations (CECAFA) had not realized the potential of the Under-20 Youth Football Tournament for disseminating AIDS prevention messages and invited us—the Johns Hopkins University Population Communication Services project (JHU/PCS)—to work with them. Among other contributions, CECAFA sponsored a fundraising *harambee* for potential donors, organized three press conferences, and provided two staff members.

Although he never held this title, the Nairobi Unit Director was unquestionably Dr. Henry N. Tabifor. A Cameroonian reproductive and public health consultant based in Nairobi, he acted as our man on the ground, coordinating all campaign interventions and providing the initial documentation of the campaign upon which this report is based. The baseline and evaluation research was ably managed by Ms. Milka Juma, a Program Officer in the JHU/PCS-Nairobi Field Office who oversaw the fieldwork, data analysis, and report writing. Students of the Kenya Medical Training College conducted the fieldwork under the supervision of their lecturer Richard Kolute. Julius Majale headed up the data processing team.

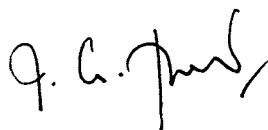
We cannot leave the “Nairobi Unit” without mentioning the Kenyan policy-makers and opinion leaders who conducted the Minutes of Silence and publicly took a stand in the fight against AIDS, the dedicated counselors from the Kenya AIDS NGOs Consortium and the National AIDS Control Program who staffed the information and referral booths and hotlines, the 11 football stars from 6 countries who volunteered as spokespersons for the campaign, the health educators who trained them, and the Kenya Police Band that entertained the crowds with popular tunes associated with HIV/AIDS prevention themes. Kul Graphics produced the eye-catching print materials, Executive Printers produced the calendars, Ayton Young & Rubicam worked with the young athletes to produce radio and television spots and photographs, while Media Network coordinated the community outreach activities and the Fun Festivals that greeted the teams at the airport. The contributions of various donor organizations—DfID/FUTURES, GTZ/Kenya, UNAIDS, UNFPA/Kenya, and USAID/Tanzania—are listed in detail in Appendix A. The Kenya Broadcasting Corporation rebroadcast the television spots free of charge during World AIDS Week. The many journalists covering the tournament voted to honor Voice of America radio with a special silver medal for its outstanding round table discussions, interviews, and human-interest stories.

When the tournament was over, the players had returned to their home countries and everyone else had moved on to other things, it fell to our tenacious “Baltimore Unit” to shepherd this report to final publication and distribution. The authors owe a debt of gratitude to Elizabeth DuVerlie for proofreading and editing the early drafts, to Susan Gaztañaga for additional proofreading and coordinating the publishing process, to Nafissatou Diop-Sidibe and Stella Babalola for analyzing the data from the field and writing the research section, to Francine Mueller for the beautiful layout and design, and to Nancy Smith for brilliantly editing a 63 page tome down to a clear, concise account of the *Break the Silence: Talk about AIDS* 1999 campaign.

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Chapter I

INTRODUCTION

Background

The *Break the Silence: Talk about AIDS* campaign was designed to deliver highly motivating HIV/AIDS prevention messages to encourage men to talk about AIDS and to develop personal game plans to prevent it. The campaign was launched under the Caring and Understanding Partners (CUP) Initiative, which was first proposed at the Africa Regional Conference on Men's Participation in Reproductive Health in Harare, Zimbabwe in 1996. The CUP Initiative is a strategy to engage and promote men as partners in family and reproductive health issues through sports. It has been endorsed by 175 policy-makers and program managers from 31 African nations at the Harare conference and the First Conference of French-Speaking African Countries on Men's Participation in Reproductive Health in Ouagadougou, Burkina Faso in 1998. It has since grown into a continent-wide reproductive health and sports initiative that has conducted interventions in eight countries and involved major international and national donors, NGOs, and private-sector businesses.

Various combinations of community outreach, print and broadcast media, and interpersonal communication approaches are used to reach men with messages that are tailored to influence their behavior and subsequently affect their health and that of their families. This particular CUP Initiative campaign, *Break the Silence: Talk about AIDS*, was held during the Confederation of East and Central African Football Association's (CECAFA) Under-20 Youth Football Tournament because of the opportunities it provided to:

- use an innovative approach to reach large numbers of young men with AIDS prevention interventions,
- bring one-on-one counseling services closer to young men who do not frequent health facilities,
- decrease the stigma surrounding the disease by providing national leaders and health personnel with credible information and enabling them to speak out about the AIDS crisis, and
- launch a prototype health promotion campaign that could subsequently be implemented through football (soccer) tournaments in countries throughout Africa.



Uganda vs Ethiopia "Kick AIDS Out of Africa"

CECAFA comprises 11 member countries: Kenya, Uganda, Tanzania, Somalia, Sudan, Ethiopia, Zanzibar, Rwanda, Burundi, Djibouti and Eritrea. Seven youth teams from Eritrea, Ethiopia, Kenya (two), Rwanda, Sudan and Uganda participated in the tournament, hosted by Kenya, and the AIDS prevention campaign.

Rationale

The AIDS epidemic in Africa has become the continent's leading cause of death. Infection rates of HIV/AIDS in sub-Saharan Africa are the highest in the world. With only ten percent of the world's population, Africa has 70 percent (24 million people) of the world's HIV/AIDS cases, with about 50 percent of these occurring in young adults ages 15-24. In Africa, HIV/AIDS is spread mainly through sexual contact. Hence, it is a disease of the young reproductive age group, the largest segment of the African population.

There exist few sources of reproductive health information and HIV/AIDS prevention for African youth. There is also a great deal of reluctance among parents to talk with their children about AIDS prevention. Thus, most youth do not protect themselves from pregnancy or HIV/AIDS. Likewise, many football (soccer) players, who receive little or no HIV/AIDS education from their teams or associations, have become infected with AIDS. Over 165 national and league players have died from AIDS in Kenya and Uganda in the past two years alone. Anecdotal evidence suggests that HIV/AIDS is a widespread problem among football (soccer) players.

Since men in Africa watch, respect and emulate the behavior of their favorite football players, these players can serve as role models to motivate fans to learn more about how to protect themselves and their families from HIV/AIDS. They can bridge the credibility gap that exists between the message and the messenger in Africa and make football tournaments an ideal forum for delivering public health messages.



Chapter2

STRATEGY AND OBJECTIVES

Strategy and Message Positioning

The strategy of the *Break the Silence: Talk about AIDS* campaign was to work with football players to prevent the spread of HIV/AIDS among themselves and their fans by adopting personal game plans. A multi-media communication campaign was carried out during the CECAFA tournament from October 23 to December 1, 1999 in which fans and players were encouraged to “Kick AIDS Out of Africa” and to “Be on the Winning Team.” These AIDS prevention messages were delivered primarily through counselors at Health Information and Referral Booths (HIRBs), a mobile video van that circulated in the community and on the football field during the matches, calls to action delivered through advocacy speeches by leaders and print materials. The campaign encouraged fans to talk about AIDS with friends and family and to make personal game plans to prevent it. Fans received AIDS messages through slogans using sports terminology: Know Your Opponent, How Does This Opponent Attack?, Can I Defeat the Opponent?, What is Your Game Plan?, Be a Champion, Don’t Sit on the Sidelines.

Goals and Objectives

Break the Silence: Talk About AIDS had the dual aim of breaking new ground as a creative and effective forum to reach and involve men and leaders in AIDS prevention and serving as a prototype AIDS campaign that can be promoted through football tournaments in other African countries. The male-friendly calls to action and messages were reinforced and complemented by prominent Kenyan leaders who spoke out publicly advocating people’s attention and behavior to focus on this crisis. The campaign had the following communication and institutional objectives:

Communication objectives:

- To increase the knowledge of participating team players and coaches about HIV/AIDS prevention;
- To increase the number of men under age 20 who know where to go for HIV/AIDS information;
- To increase the number of men under age 20 from the CECAFA countries participating in the tournament who discuss HIV/AIDS with friends, parents, partners or others; and
- To increase the number of leaders and policy-makers advocating approaches and services to protect youth from HIV/AIDS.

Institutional objectives:

- To strengthen the capacity of CECAFA to organize a multi-country health campaign as part of a regional annual tournament;
- To increase the number of organizations collaborating to reduce the spread of HIV/AIDS among youth;
- To involve football players, coaches and referees in mobilizing populations for HIV/AIDS prevention using football caravans; and
- To increase the number of CECAFA countries that have developed an action plan for the CUP Initiative.

Audiences

Football players, referees, coaches and team managers were the primary audiences for the campaign. They became ambassadors, reaching out to the campaign’s secondary audience: football fans (particularly young men), partners and families of these young men, and policy-makers and leaders who watched the matches.

Implementing Partners

There was tremendous response and interest from the international donor community and the NGO sector in support of the campaign. This was evident during a fundraising dinner, called an *harambee*, which was organized by CECAFA specifically to involve the private and public sectors.

Chapter3

CAMPAIGN ACTIVITIES

Fundraising and Building Partnerships

One of the guiding principles in the CUP Initiative was to build the capacity of and partnerships among local organizations and institutions. The CECAFA Youth Football Tournament in Kenya provided a unique opportunity to build partnerships among sports and public health organizations and the media and donors that fund these activities. The partnership between the Johns Hopkins University Population Communication Services (JHU/PCS) of the JHU Center for Communication Programs (CCP) and CECAFA began when CECAFA asked JHU/PCS to conduct AIDS awareness and prevention interventions during its Under-20 Youth Tournament. Given CECAFA's experience in organizing major football tournaments and the experience of JHU/PCS in implementing reproductive health campaigns, a Memorandum of Understanding was established to facilitate collaboration to implement the *Break the Silence: Talk about AIDS* campaign. JHU/PCS agreed to be a principal organizer of the AIDS prevention campaign and provided technical assistance to develop the campaign strategy and interventions. JHU/PCS solicited the support from national and international donors for specific campaign materials and interventions, and CECAFA sponsored an *harambee*. The success of this campaign is due to the hard work, collaboration and contributions of 12 organizations (Appendix A).

Preparatory Activities

Prior to the tournament, requests for bids were sent to major print, broadcast media and community mobilization firms. Kul Graphics was selected to print posters, brochures, and booklets for the campaign. These print materials, developed by Kul Graphics with input from a variety of AIDS-related organizations and technical assistance from JHU/PCS, were pre-tested through the Kenya Field Office in Nairobi.

Ayton Young & Rubicam (AYR) was selected to produce radio and television spots. With guidelines from JHU/PCS and AYR, team officials selected players who had strong English skills and were excellent role models both on and off the field to appear in the spots.

Media Network, an international communications and community mobilization firm, was contracted to discuss HIV/AIDS prevention information with young people during community mobilization sessions around Nairobi. These sessions were video taped and some were shown on large screens at the end of matches. Media Network was also responsible for presenting entertaining, health-related videos using a mobile van.

Counselors to staff the HIRBs were selected and supported by the Kenya AIDS NGOs Consortium (KANCO). KANCO and JHU/PCS program managers developed a phone answering protocol, reviewed counseling skills, exchanged tips for dealing with challenging callers, and discussed referral places for a variety of AIDS-related services.

Twenty Kenyan policy-makers and opinion leaders were selected to lead one-minute silences, which were followed by speeches to break the silence and encourage people to talk about AIDS prevention.

Community Mobilization

Through community mobilization interventions thousands of young people were encouraged to attend the tournament and learn about AIDS prevention. Team buses decorated with banners bearing campaign messages made over 80 trips to and from the stadium. Banners and posters were placed at prominent points in the city and both print and electronic media informed people of the campaign activities.

Media Network was stationed at the Jomo Kenyatta International Airport to welcome the teams and lead them in a convoy to Nairobi. As part of a media fanfare to mobilize a large turn-out for the matches, Media Network conducted daily promotions in the densely populated neighborhoods of Kibera, Jerico, Kawangware, Mbagathi, KIA, Huruma, Kangemi, Buru Buru, Riruta Satellite, Kalolemi, and Shauri Moyo in Nairobi. Along the streets of and within these neighborhoods the staff of Media Network distributed promotional and health education materials to young people including T-shirts, sun visors, calendars, posters, brochures, footballs, and condoms. Media Network played the theme song “Time for Action,” interviewed youth about HIV/AIDS, and showed health education videos to crowds estimated at 2,000 at each venue.

Training and Orientation

The training of players, coaches and team managers about HIV/AIDS prevention was a key campaign activity. Fourteen coaches and 126 players from seven teams listened to talks about the objectives of the campaign, how to make their own personal game plan to prevent AIDS, and how to talk to teammates about HIV/AIDS. Four health educators provided information about HIV/AIDS prevention to players and coaches of four teams, and encouraged them to talk with their fellow players about it and serve as role models in the promotion of healthy lifestyles in their communities. Ten team doctors and six coaches received orientation on the promotion of personal health among players.

Campaign Interventions at the Football Stadium

CECAFA Youth Tournament (October 23 to November 6, 1999)

An estimated 140,000 fans attended the 13 matches in the Under-20 CECAFA Football Tournament. The seven teams that participated in the tournament (including two teams from Kenya) were: Kenya A, Sudan, Eritrea and Rwanda in group A, and Uganda, Kenya B and Ethiopia in group B (Appendix B.) All matches were played at the City Stadium in Nairobi. The venue was appropriate for reaching the community with AIDS messages because it is located in a densely populated area that is easily accessible from many regions.

Advocacy

Advocacy Match: During this campaign, there was also a women’s football match to deliver the message that AIDS prevention is the business of both men and women. Women’s football teams from Mathare and Mombassa in Kenya sensitized fans about the role of women in preventing AIDS. This caused a lot of excitement and an opportunity to have women take part in matches that encouraged both men and women to be caring understanding partners to each other.

During the semi-finals, Kenyan parliamentarians played a **Fathers Open Communication with US** match at another venue to FOCUS on the role of fathers in HIV/AIDS prevention. About two weeks after this match, the parliamentarians held a workshop on the issues of HIV/AIDS in Kenya. Although the workshop had previously been planned, it is accurate to note that the tournament activities served to sensitize the parliamentarians and helped pave the way to their taking a leading role in moving this issue to the forefront of the country’s concerns.

One week after the workshop, on November 26, President Daniel Arap Moi made his first public statement on AIDS, declaring it a national disaster and calling for the immediate integration of AIDS education in schools. Since then, 150,000 reproductive health calendars and more *Break the Silence* brochures have been produced for distribution in the schools. The manner in which to introduce these materials and AIDS awareness is currently being established between the Ministry of Education and institutions dealing with health communication and HIV/AIDS education.

Minute of Silence and Breaking the Silence: Twenty policy-makers led the one-minute silences at the beginning or during half time of each match. The involvement of prominent leaders was designed to decrease the stigma, break the silence, and increase public dialogue surrounding HIV/AIDS. The strategy was to have a dignitary lead one minute of silence to reflect how HIV/AIDS has claimed the lives of many, including football players and fans.

Breaking the silence followed with motivational talks by leaders, players or fans on a series of HIV/AIDS-related topics, including developing a personal game plan to prevent the spread of HIV/AIDS.

HIV/AIDS Prevention Materials

The distribution of promotional materials inside and outside the stadium boosted the number of people attending the matches. The scramble for the materials, especially posters, calendars and condoms, was evident throughout the tournament period. Many young people did not hesitate to indicate that they came to the stadium primarily to get information and materials about AIDS. Approximately 137,000 condoms were distributed to fans, mainly around the counseling booths.

Entertainment-Education Activities

Before the beginning of every match, Media Network used its mobile public address system to broadcast the campaign theme song “Time for Action” around the stadium. The Kenya Police Band also reached the crowds at half-time with prominent, award-winning rhythms featuring HIV/AIDS awareness themes. Entertaining videos with relevant HIV/AIDS messages were shown in the stadium after the matches, and were also featured in various parts of the city.

Health Information and Referral Booths (HIRBs)

Two booths within the stadium served as both counseling sites and focal points for the distribution of materials before, during, and after the matches. Two of 15 AIDS counselors staffed the booths each day. Health advice about sexually transmitted diseases (STDs) and HIV/AIDS prevention and other issues related to young people’s sexual health were shared with fans attending the matches. The counselors distributed HIV/AIDS materials and condoms at various places throughout the stadium and gave impromptu talks to individuals or small groups who came seeking information. Small group or one-on-one discussions were held with over 2,000 people, mostly young men, who had questions about HIV/AIDS. Most of their questions related to how HIV/AIDS is transmitted and what they and their friends could do to avoid getting it, including questions about the types and efficacy of condoms.

Those people who wanted to know their HIV status were referred to counseling sites listed on brochures. Many young people were glad to learn that they could call four hotline numbers, also listed on the brochures, and have their questions answered confidentially.

Hotlines

Four public telephone lines were acquired from Kenya Post and Telecommunication. Two of the lines were installed at the CECAFA Secretariat at Nyayo Stadium, one at the National AIDS Control Programme (NASCOP) and the fourth at KANCO. The lines were to operate from 8:00 a.m. to 8:00 p.m. In view of the increased response to the hotlines, the activity and calling periods were extended through World AIDS Day on December 1, 1999. Following the tournament, three hotlines were maintained and were operational daily from 2:00 p.m. to 8:00 p.m. Two trained HIV/AIDS counselors were always available to staff the hotlines. Due to some technical problems, however, the lines were not fully operational on many days.

The initial response to the hotlines was slow, but as the campaign progressed, the response improved. The counselors received an average of seven calls daily during the first week. By the middle of the second week this number had reached 13 calls a day, increasing to 15 at the end of the tournament. The main sources of information about the hotlines were the *Break the Silence* brochures and word-of-mouth by friends who had attended the football matches.

Final Match and Award Ceremony

The final match between Kenya and Uganda had about 28,000 fans in attendance including government officials, Ministers of Public Health and Youth and Sports, ambassadors, CECAFA officials, other dignitaries, and representatives of the donor community (DfID/FUTURES, JHU/PCS, UNAIDS, UNDP, NASCOP, KMTC and UNFPA). Kenya Broadcasting Corporation (KBC) relayed the match live. The half-time break featured a speech by the



During the awards ceremony, the CUP Initiative trophy along with gold, silver and bronze medals and CECAFA tournament cups were presented.

Minister of Public Health, highlighting the objectives and achievements of the CECAFA Youth Tournament and AIDS Awareness Campaign.

When the match ended, Kenya had won the regional football tournament. It was a victory on two fronts: against the opposing team and against HIV/AIDS. A gold medal was given to Kenya, a silver one to Uganda, and a bronze medal was given to Ethiopia. The prestigious CUP Initiative trophy was given to Kenya, while the runners-up were given CECAFA tournament cups. Subsequently the CUP Initiative trophy was presented to President Moi in honor of his support of the campaign.

CUP Leadership Club medals were also given to sponsors of the campaign. These gold, silver and bronze medals were awarded according to the sponsor's contributions toward the support of the youth initiatives within the campaign. UNAIDS, DfID/FUTURES, JHU/PCS, UNFPA, GTZ and NASCOP won gold medals, USAID/Tanzania won silver, while CECAFA, KMTC and KANCO won bronze medals.

Media Coverage

The national print and electronic media provided wide coverage of the football tournament and AIDS Awareness Campaign. CECAFA convened three press conferences prior to the tournament. Press releases from the CECAFA Head Office about the venue, timing, and line-up of the matches appeared in print and broadcast media. Press releases were also issued from JHU/PCS's office in Baltimore and distributed via Africa News Online and the Panafrican News Agency. During the two-week tournament, numerous articles on the CUP matches appeared in the local newspapers, while journalists who had accompanied their teams relayed updates to their local papers. A British Broadcasting Corporation correspondent in Kenya relayed the results of the matches to England including reports on the AIDS Awareness Campaign. The television spots produced with popular football players aired free of charge, courtesy of KBC. The radio spots featuring the football players were aired through national and international media outlets. Highlights of the tournaments and radio interviews were aired on the following radio and television stations: KBC Radio Sports Club, Contact KBC Programme in English and Kiswahili, Nation FM, and TV Citizen.

Voice of America (VOA)

VOA was an important partner in this campaign. It broadcast three 30-minute programs on October 16, 23 and 30, 1999 consisting of interviews with CECAFA and JHU/PCS officials, prominent sports journalists in Kenya, health officials, AIDS program managers, young people and parents. The interviews provided a valuable exchange of experiences among AIDS programs in the countries participating in the tournament. VOA was awarded a silver medal in recognition of its coverage of the AIDS epidemic in East and Central Africa and the AIDS Awareness Campaign.



To ensure coverage of reproductive health issues in sports, a coalition of “sports journalists for health” was created.

Follow-up Interventions

World AIDS Day

Health education materials produced for the CECAFA Tournament were featured during World AIDS Day on December 1, 1999. KBC aired the television spots and various media outlets aired the radio spots that were produced during the tournament on other days in addition to World AIDS Day to keep the AIDS Awareness Campaign in the forefront of the region.

Ministry of Education

NASCOP has been working with the Ministry of Education to try to ensure that the reproductive health calendars and *Break the Silence* brochures are distributed to 200,000 classrooms in Kenya. This decision to introduce AIDS education in schools reflects an awareness on the part of the government of Kenya about the severity of the problem, and its support in having students taught about HIV/AIDS prevention.

Local-Level Football and Community Organizations

Youth counselors and football groups have visited the Nairobi JHU/PCS office requesting health education materials and support in integrating HIV/AIDS messages into existing football tournaments in their communities.

National Youth Development Program

Preparations are under way for launching a National Youth Development Programme supported by the Federation of International Football Associations (FIFA). This program is designed to create 88 football schools in Kenya that will teach football and AIDS education to youth, especially in rural areas. If implemented, this program would transform the CUP Initiative into a national program.

CECAFA Member Countries

During the campaign, country delegations pledged to replicate the *Break the Silence: Talk About AIDS* campaign in their respective countries by:

- Reproducing and using campaign banners and print materials from the tournament (translating materials into local languages where appropriate).
- Broadcasting radio and television spots produced during the tournament during World AIDS Day.
- Forming a coalition of “sports journalists for health” to ensure coverage of reproductive health issues in sports.
- Integrating the AIDS Awareness Campaign into Champion Club Tournaments in member nations.
- Introducing a one-minute silence followed by breaking the silence in all sporting events.
- Developing plans of action with guidance from JHU/PCS for implementing activities through various sports committees.
- Developing country-specific interventions including plans and budgets for similar AIDS prevention and action campaigns.

Chapter4

CAMPAIGN IMPACT EVALUATION

The research for this campaign consisted of a baseline knowledge, attitude and practices survey conducted with the players of each team before health educational materials were delivered to them. The impact of the campaign was measured through more than 750 exit interviews with players and fans that were conducted by selected students from the Kenya Medical College.

Knowledge about HIV/AIDS and Prevention

Almost all respondents (99 percent) reported that they had heard about HIV/AIDS and had known, or known of, a victim of the disease. Virtually all respondents (97 percent) mentioned sexual intercourse as a mode of HIV/AIDS transmission. Other ways of HIV/AIDS transmission mentioned included blood transfusion, use of unsterilized equipment, and sharing razors. Respondents seldom mentioned mother-to-child transmission. Most respondents know of ways to avoid HIV/AIDS including using condoms, having one sexual partner, and abstaining from sex. A few respondents mentioned avoiding transfusion with unscreened blood and using sterilized syringes.

Risk Perception of Getting HIV/AIDS

Sixty-four percent of all respondents said anybody can get AIDS, 30 percent said those who had unprotected sex were at risk, and 31 percent mentioned other categories of people. Asked if they were at risk, more fans (64 percent) than players (49 percent) acknowledged being at risk of getting infected with HIV/AIDS. Reasons given for being at risk included being infected by a partner, receiving infected blood by a transfusion, hair cut or an accident. Those who felt they were not at risk gave reasons including abstaining from sex, having only one sexual partner, and not sharing sharp equipment.

Interpersonal Communication about HIV/AIDS

Most players (66 percent) and fans (60 percent) had discussed HIV/AIDS with someone in the six months preceding the survey. Respondents were most likely to discuss HIV/AIDS with friends, neighbors and partners. Only about one-third of the players mentioned discussing HIV/AIDS with the team coach or teammates. Since football players spend a large amount of time together during training with their coaches, this offers opportunities to facilitate discussion. About 62 percent of sexually active players and fans said they discussed the importance of having protected sex with their sexual partners during last sexual intercourse, but only half actually used condoms.

Condom Knowledge, Attitudes and Use

Virtually all respondents (95 percent of players and 91 percent of fans) said condoms protect users from getting infected with HIV/AIDS/STDs. About 22 percent of players and fans agreed with a statement that condoms have tiny holes that can allow HIV to pass through, while 16 percent did not know. Most football players and fans were sexually active and unmarried. However, more fans than football players had sexual relations in the past year. Of those sexually active, half said they had used condoms during their last sexual intercourse. Only one-fifth of the sexually active respondents (40 percent of players and 23 percent of fans) reported consistent use of condoms. Although condom use is low among young players and fans, the majority (92 percent) knew various sources for getting condoms including supermarkets, shops, kiosks, chemist shops, and public health facilities.

Sources of Information on HIV/AIDS

Players and fans got information on HIV/AIDS from radio, television and newspapers. Other sources mentioned were schools, friends, churches, health workers and pamphlets.

Results of the *Break the Silence* Campaign

Players and fans were exposed to different information, education and communication (IEC) activities during the *Break the Silence* campaign. Asked if they had been exposed to *Break the Silence* messages before the day of the interview, 92 percent of players and 76 percent of fans said yes. The majority of respondents (82 percent) correctly

understood that *Break the Silence* means that they should discuss HIV/AIDS with someone. For most respondents (78 percent), this was the first time they had heard or read health messages during a football match, and 90 percent liked having such messages and services during matches.

Exposure to Print Materials

Most players (93 percent) and fans (73 percent) had seen or read materials with *Break the Silence* messages. Materials most seen or read included calendars, posters, brochures, and T-shirts. Of those respondents exposed to campaign materials, 60 percent said they learned they should discuss AIDS, 60 percent learned that they must develop a personal game plan to prevent getting HIV/AIDS, and 15 percent learned about HIV/AIDS counseling and testing services.

Health Information and Referral Booths (HIRBs)

About two-fifths of the respondents knew about the two HIRBs in the stadium. Of those, 44 percent visited the booths, mainly to get information on HIV/AIDS and condoms. The HIV/AIDS counselors at the booths also distributed brochures, posters and calendars with *Break the Silence* messages.

Awareness and Exposure to HIV/AIDS Information Hotlines

Less than half the respondents (33 percent of players and 29 percent of fans) knew about the HIV/AIDS information hotlines. Only 22 percent of players and 12 percent of fans telephoned the hotlines. Those who called the hotlines said they got useful information.

Survey of Hotlines

The telephone hotlines were in place for five weeks, from October 24 through December 1, 1999. On many days, due to the erratic nature of telephone lines in Nairobi, the hotlines were not functioning.

Demographics: Among the 1,444 people surveyed about the overall campaign exposure, four percent (approximately 58 people) said they had called the hotline. During this five-week reference period, 127 people placed calls. Of these, nearly two-thirds (62 percent) were men. Also, 66 percent of calls came from people under 25 years of age; the average age was 23 for men and 22 for women. Thus, the hotlines attracted the campaign's intended audience of young men.

Time of day and length of call: Most (71 percent) of the calls came in during the afternoon (up to 8:00 p.m.). Calls averaged six minutes in length, with the shortest around two minutes and the longest 35 minutes.

Sources of information: The predominant source of HIV/AIDS information was a counselor or official (68 percent) from a participating NGO. Much more infrequent sources were brochures and leaflets, the HIRBs, and friends and relatives. The data suggest that knowing about the availability of the hotline from impersonal sources such as these is not enough to motivate most people to call the hotline. It should nonetheless be noted that it was counselors at the HIRBs who distributed the brochures and leaflets, which may have encouraged some people to call, even though callers stated their source as a brochure and not a counselor.

Issues discussed during calls: The majority of callers (74 percent) wanted to obtain additional information concerning AIDS. Most questions centered on the mode of transmission of HIV/AIDS, protection from AIDS and STDs, and the reliability of condoms. Nearly one-quarter (21 percent) of callers wanted to know where to go for HIV testing, while eight percent had other reproductive health concerns and an additional eight percent had a variety of other questions. Most callers gained the specific information they had requested.

Referrals: Nearly 50 percent of callers required a special intervention and were appropriately referred. More than two-thirds of referrals (69 percent—or about 43 people) were for HIV testing, STD diagnosis, or other health-related problems. The remaining 31 percent were referred for counseling or HIV/AIDS/STD educational materials at a youth or counseling center. Most of the callers who were referred to testing sites had not known of them. Many counselors were recruited from such facilities, and referred callers to their health centers, which almost doubled the number of youths visiting their centers since the beginning of the campaign.

Chapter 5

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

There is no doubt that the use of football to promote HIV/AIDS in the East and Central African region is an effective and timely strategy. Accomplishing the goal and objectives of the *Break the Silence* campaign was challenging for many reasons. Adequate structures and resources had to be put in place. This was the first time health education was being integrated into a sports tournament in the region, so collaborating organizations had to forge partnerships. The mobilization of resources and management of finances were complicated because there were dual priorities: the AIDS Awareness Campaign and the football tournament. Coordinating communication, transportation, accommodations and funding for the participating country delegations proved difficult at many levels.

Nonetheless, the goal and objectives were achieved despite some unforeseen shortcomings in the implementation of the campaign activities. For the first time in the history of the East and Central African region, football was being played with the purpose of advocating HIV/AIDS prevention. The campaign has caused young people, policy-makers and opinion leaders to realize that it is only through discussing HIV/AIDS that they will devise a solution to internalize new behaviors and live healthy lives. Of importance, young football players have been trained as role models in AIDS prevention, to talk about AIDS with their teammates and others and advocate how to prevent the deadly disease.

The effect of the campaign went beyond the teams and fans in the stadium; it reached into the community. The educational video shown in the neighborhoods, increased visits to health clinics and distribution of AIDS prevention materials testify to the achievements made during the campaign. The AIDS information hotlines proved successful, especially in a society where few sources of information exist on reproductive and sexual guidance for youth and where there is great reluctance among parents to talk with their children about AIDS prevention. The campaign not only succeeded in breaking the silence and creating an awareness of the AIDS crisis, it also provided health information sources for young people and their parents.

The one-minute silences observed during the matches called attention to the need for young people, especially men, to be caring and understanding partners, and to act to prevent the spread of AIDS. The silences convinced many that talking about AIDS is the way forward, not only in Kenya but in the entire East and Central African region.

Strong evidence of the positive impact made by the campaign can be found in the resolutions made by country delegations that attended the CECAFA Youth Tournament. The *Break the Silence: Talk About AIDS* campaign contributed to changes in policy for youth. After the tournament, President Moi called upon the nation of Kenya to awaken to the reality of its devastation from AIDS and gave directives for AIDS education to be immediately taught in all schools. Kenya's Minister of Education has endorsed the distribution to all schools of materials developed by the CECAFA Youth Tournament and AIDS Awareness Campaign. KBC television has also taken upon itself to continue featuring the TV spot produced during the tournament. The silence has been broken.

Specific Recommendations for a Sports Event HIV/AIDS Prevention Campaign

- Get youth actively involved in identifying their risks of HIV exposure and transmission.
- Encourage young people to practice ABC: A = abstinence, B = being faithful to one sexual partner, and C = condom use.

- Create opportunities (i.e. role-playing) for players, coaches and fans to discuss issues of sexuality including HIV/AIDS.
- Provide detailed, accurate information on HIV/AIDS/STDs and other sexual and reproductive health matters.
- Use information sources that players and fans find meaningful (i.e. sports and entertainment figures, health information and referral booths) and disseminate information in settings where young people congregate (i.e. sports events).
- Develop ongoing links among sports authorities (i.e. CECAFA) and institutions dealing with health communication and services to integrate HIV/AIDS education.
- Assure awareness, accessibility and reliability of hotlines (and try to provide toll-free lines).
- Involve primary audiences in the design and implementation of campaign follow-up activities to assure interest, relevance, ownership, sustainability, and to encourage continued behavior change.

General Recommendations

- **Memorandum of Understanding** – To adapt regional campaign activities to country-specific events, CECAFA and JHU/PCS should negotiate Memorandums of Understanding between country AIDS Control Programs and national football associations to determine activities and who will be responsible for them. This will help assure wider national impact, continuity over time, and donors will find it easier to disburse funds to the campaign.
- **Government Ministries and NGOs** – Involvement and commitment from Ministries of Health, Youth and Sports, Information, and Education in the various countries will strengthen youth participation and turnout during tournaments. JHU/PCS and CECAFA should involve youth-oriented NGOs early in the planning stages of the campaign.
- **UNAIDS** – Try to involve UNAIDS as one of the organizing partners, as it coordinates funds from donors and AIDS programs with offices and resources in the CECAFA countries.
- **Federation of International Football Associations (FIFA)** – Involvement of FIFA should strengthen efforts made by CECAFA and integrate AIDS and healthy lifestyle campaigns in sports using the CUP model.
- **Fundraising** – To involve the corporate sector and generate sufficient funds for an effective campaign, planners should identify firms and other potential donors, approach them early and vigorously, and help them integrate CUP Initiative activities into corporate sports events.
- **Mass media** – Local print and broadcast media and journalists should receive appropriate orientation so they can provide equal coverage of both the sports and AIDS campaign activities.
- **Staffing and seed money** – The provision of seed money for setting up initial structures before soliciting funds from other donors must be addressed. Effective use of local staff for such an initiative is crucial. Adequate logistical support to host a regional tournament/AIDS campaign should be assured before funds are raised for AIDS prevention activities.
- **One-minute silences** – Assuring that one minute of silence can take place during matches requires planning and coordination with referees.

Appendix A: Donor Supported Activities

Organization	Support Given
JHU/PCS (through USAID/Washington)	<ul style="list-style-type: none"> • Provided technical assistance • Produced campaign materials: T-shirts, sun visors, trophies, medals • Produced regional TV and radio spots • Provided orientation for country teams, players, managers and coaches • Raised funds • Coordinated consultants • Provided Health Information and Referral Booths (HIRBs)
CECAFA	<ul style="list-style-type: none"> • Provided two staff persons in-kind • Printed football match tickets, invitation cards • Individual countries supported travel of their players • Sponsored fundraising event <i>harambee</i>
DfID/FUTURES	<ul style="list-style-type: none"> • Helped fund TV and radio spots • Produced campaign banners • Supported telephone hotline counselors (Nov. 7 to Dec. 1, 1999) • Funded community AIDS information talks • Provided accommodation for selected teams and players
GTZ/Kenya	<ul style="list-style-type: none"> • Printed over 350,000 reproductive health calendars • Supported the initiative with footballs
Kenya AIDS NGOs Consortium (KANCO)	<ul style="list-style-type: none"> • Recruited and supported hotline managers and HIRB counselors during the tournament (Oct. 23 to Nov. 6, 1999) • Provided one hotline and space to train hotline counselors
KMTC	<ul style="list-style-type: none"> • Provided vehicle for 10 days
Media Network	<ul style="list-style-type: none"> • Provided staff time for two senior officials • Subsidized equipment hire and services
NASCOP	<ul style="list-style-type: none"> • Paid for accommodations for players • Provided two vehicles with drivers • Provided three STD treatment kits • Provided hotline facility and space • Distributed condoms during the matches • Supported one senior program staff member
UNAIDS (WHO, UNICEF, UNFPA, UNDP, World Bank)	<ul style="list-style-type: none"> • Printed campaign posters, information brochures, HIV/AIDS service sites leaflets and the tournament programs • Provided accommodation for non-Kenyan CECAFA officials
UNFPA/Kenya	<ul style="list-style-type: none"> • Advocated through national newspaper supplement, informal match T-shirts and certificates • Provided funds to monitor and evaluate campaign • Produced campaign review magazine
USAID/Tanzania	<ul style="list-style-type: none"> • Supported travel of local team
VOA Radio	<ul style="list-style-type: none"> • Organized and aired round table discussions/interviews of the campaign activities and progress

Appendix B: CUP Matches and Campaign Activities by Date

Date	Results	Crowds	Policy-maker(s) (PMs)	IEC materials & Counseling Sites	Media Houses	Video (Media Network)	Service delivery*
10/23/99	Kenya A 0 Rwanda 0	4,200	3 PMs 1-minute silence observed	Banners 6 Posters 4,000 Brochures 12,000	Radio 1 TV 4 Print 2		Condoms 400
10/24/99	Kenya B 1 Ethiopia 4	5,600	11 PMs 1-minute silence observed	Banners 5 Posters 500	Print 2	Health Education HIV/AIDS	Counseling 58 Condoms 6,000
10/25/99	Sudan 3 Eritrea 1	4,050	10 PMs 1-minute silence observed	Banners 4 Posters 500 Brochures 2,000	TV 4 Print 1	Health Education HIV/AIDS	Counseling 310 Condoms 56,000
10/26/99	Uganda 1 Kenya A 2	10,000	30 PMs 1-minute silence observed	Banners 4 Brochures 3,000	Radio 3 TV 3 Print 2	Health Education HIV/AIDS	Counseling 140 Condoms 18,000
10/27/99	Kenya A 1 Eritrea 0 Sudan 3 Rwanda 1	12,000	30 PMs 1-minute silence observed	Banners 4 Posters 1,000 Brochures 1,000 Calendars 3,000 Sites 1,000	Radio 4 TV 3 Print 3		Counseling 600
10/28/99	Uganda 0 Ethiopia 0	13,000	12 PMs 1-minute silence observed	Banners 4 Posters 2,300 Brochures 3,000 Calendars 6,000 Sites 1,000 Booklets on HIV/AIDS 39	Radio 4 TV 3		Counseling 430
10/29/99	Day of rest						
10/30/99	Rwanda 0 Eritrea 1	8,300	17 PMs	Banners 4 Posters 1,000 Brochures 3,000 Calendars 1,700	Radio 2 TV 3 Print 2	Health Education HIV/AIDS	
10/31/99	Kenya B 0 Sudan 0	18,200	28 PMs 1-minute silence observed	Banners 4 Posters 1,500 Brochures 2,000 Calendars 6,000 Sites 4,000	Radio 3 TV 3 Print 3		Counseling 226
* Counseling and condom distribution							

Appendix B: CUP Matches and Campaign Activities by Date (continued)

Date	Results	Crowds	Policy-maker(s) (PMs)	IEC materials & Counseling Sites	Media Houses	Video (Media Network)	Service delivery*
11/1/99	Day of rest						
11/2/99	1st Semi-Finals Uganda 4 Sudan 3	13,000	23 PMs	Banners 4 Brochures 500 Sites 500	Radio 4 TV 3 Print 2	Health Education HIV/AIDS	Condoms 12,000
11/3/99	Kenya 3 Ethiopia 1	21,000	30 PMs	Banners 4 Posters 2,000 Brochures 3,500 Calendars 4,500 Sites 3,500	Radio 4 TV 3 Print 3	Health Education HIV/AIDS	Counseling 165 Condoms 24,000
11/4/99	Day of rest						
11/5/99	Runner-up Ethiopia 7 Sudan 6	8,500	30 PMs	Banners 4 Posters 1,000 Brochures 500 Calendars 6,000	Radio 5 TV 3 Print 4		Counseling 203 Condoms 5,400
11/6/99	Finals Kenya 2 Uganda 1	23,000	55 PMs 1-minute silence observed	Posters 8,000 Brochures 20,000 Calendars 18,000	Radio 3 TV 4 Print 3		Condoms 16,000
Totals		140,850	279 PMs	Banners 47 Posters 21,800 Brochures 50,500 Calendars 45,200 Sites 10,000 HIV/AIDS Booklets 39	Radio 33 TV 36 Print 27		Counseling 2,132 Condoms 137,800
* Counseling and condom distribution							