HCP MATERIALS CATALOGUE

- Malaria
- Child Health
- Reproductive Health
- HIV & AIDS
- Community Action

Radio - Print - Community Drama - Television - Film - Flip chart - Handbook - Guide - Counseling Kit - Internet
This document is a catalogue of all the materials produced by Health Communication Partnership (HCP) Zambia between September 2004 and December 2009, with support from USAID and the American people. It provides an overview and short description of the materials, their audience, purpose, and also lists any partners involved in the production.

Please note that the goal of the HCP Zambia project was to produce high quality, accurate communication materials, developed through strategic design, research, pre-testing and input from key stakeholders as well as the intended audience. These materials are intended to be used as widely as possible.

While these materials have been largely disseminated through the HCP Zambia project, should there be any interest in further use, including reprint, dissemination, re-broadcast, please contact the Afya Mzuri Resource Centre (recoursecentre@afyamzuri.org.zm), a partner NGO with whom the soft and hard copies of these materials will reside after the close of the HCP Zambia project.

With this in mind, replication of these materials by others is not just permissible but encouraged. It is only asked that certain guidelines be observed by the replicating organization - the content of these materials should not be altered in any way without permission and that the original logos that appear on the materials will be retained as they are when reprinted even if other logos are added.

We hope you will find this catalogue useful.

Sincerely,

Lynn Lederer          Uttara Bharath Kumar
Chief of Party       Deputy Chief of Party

We would like to acknowledge with thanks, the following agencies that have worked with HCP in the execution of these materials:

- dB Studio
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- LACO
- Venus
- Printech
- Comlink
- Prime Communications
- Image Promotions
- Radio Christian Voice
- ZNBC
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An expectant mother in Mansa at an antenatal clinic watches a video that teaches her how to protect the health of her unborn child. A Neighborhood Health Committee in Siavonga raises goats and opens a tuck shop; proceeds from both are used to provide food, clothing, and health care services for orphans in the community. A group of students in Chongwe perform a short play that questions why certain household duties are tied to gender for a crowd of hundreds of their peers, parents, community leaders and government officials as part of the annual Creative HEART Contest. Associate counselor Gladys Nyambe in Choma goes door to door as part of the Supportive Counseling to Elderly Guardians of Children program and meets grandmother Joyce Mudenda, who is struggling to look after her three grandchildren. Gladys encourages and supports Joyce through the process of learning the status of her sickly 10 year old granddaughter and starting the child on antiretroviral therapy. The HCP has played a catalytic role in each of the stories and in many more -- by producing the video, giving technical support to the Neighborhood Health Committee, sponsoring the contest, and training counselors.

In this era where people in Zambia still succumb to preventable diseases like AIDS, malaria and diarrhea, they need to know how to prevent these illnesses, and when and where to access the health care available to them. Where the Ministry of Health and other partners provide the policy framework and delivery of services, HCP created the awareness that brings people to the clinics, leading them down the path to better health.

The goal of Health Communication Partnership Zambia has been to contribute to the “improved health status of Zambians” (SO7) by supporting “Zambians taking action for health” (IR7.1). Awarded in August 2004, the HCP included the Johns Hopkins Center for Communication Programs, Save the Children and the International HIV/AIDS Alliance. HCP interventions helped individuals, families and communities undertake behaviour change that optimized their health and well being by better enabling them to take action for their own health and that of their loved ones. HCP collaborated with the Ministry of Health (MOH), the National AIDS Council (NAC), Provincial Health Offices (PHOs), District Health Management Teams (DHMTs), other allied ministries and public institutions, local and international NGOs, and community-based organizations (CBOs).

HCP Zambia worked in 22 districts, selected for their geographical isolation, in all nine provinces of Zambia. The Ministry of Health perceived gaps in the services and trainings they could provide to these rural communities, and HCP assisted in filling them. The bulk of HCP activities and interventions were concentrated at the district and community level, other activities such as mass media and behavior change communication materials were centrally-based and had a national focus and national impact.
The HCP Zambia program interventions supported activities in the following technical areas as prioritized by the Ministry of Health:

1. Child Health
2. HIV and AIDS
3. Malaria
4. Maternal Health
5. Reproductive Health

HCP activities focused on reducing high-risk behavior and strengthening individual and collective action for health by strengthening community-based systems and networks, mobilizing leadership (religious, traditional, de facto) and youth, and promoting the change of harmful social and gender norms. Quarterly follow-up meetings held by HCP kept community groups focused and motivated, and lead to increased success in achieving goals.

Along with community empowerment, HCP brought about change through the materials they created: videos, posters, radio shows, flip charts, magazines, and training guides. In the fourth year, HCP also began to address emerging health issues such as promotion of male circumcision for HIV prevention, pediatric AIDS care, and reduction of multiple and concurrent sexual partnerships.

In 2008, HCP was identified as a key implementing partner by the President’s Malaria Initiative (PMI) in designing, implementing and evaluating information, education and communication (IEC) and behavior change communication (BCC). Working closely with the National Malaria Control Centre (NMCC), HCP selected ten additional districts based on high malaria incidence as well as the presence of key partners (RAPIDS and the Malaria Consortium) who helped to implement the collectively developed BCC strategy.
**HEART Life Skills Toolkit**

Reaching youth with experiential learning on comprehensive SRH

**YEAR**
2006

**CHANNEL**
Toolkit

**AUDIENCE**
Youth

**LANGUAGES**
English

**PARTNERS**
MOH, NAC

**DISTRIBUTION**
14,000

**DESCRIPTION**

The **HEART Life Skills Toolkit (HLST)** is a compilation of practical experiential learning activities directed at enhancing the capacity of youth to adopt healthy sexual lifestyles, stay healthy and achieve their life goals and dreams. It has four main components: the Users’ Manual, the Narrow Bridges and accompanying materials, Card Characters, and Images and stories of persons living with HIV and AIDS. As an experiential learning tool, it focuses on promoting open discussion and better understanding of relationships and behaviors that put young people at risk of HIV, sexually transmitted infections and unwanted pregnancies. Playing, learning and taking responsible action are the three pillars upon which the various activities are based. This toolkit promotes the development of self-esteem through the strengthening of negotiation, assertiveness, and critical decision-making skills. The toolkit is targeted at all youth, regardless of religious background or ethnicity, whether they are in or out of school or living in rural, peri-urban or urban areas.
**Creative HEART Competition Guide**

Facilitating the engagement of youth in creative competitions to address health issues

**YEAR**

2006

**CHANNEL**

Booklet

**AUDIENCE**

Youth

**LANGUAGES**

English

**PARTNERS**

NAC, MOH, MOE

**DISTRIBUTION**

2,500

**DESCRIPTION**

The guide booklet describes the process by which youth can participate in the Zambia Creative HEART Contest (ZCHC). It also describes the rules and how prospective contestants can organize and prepare their entries.

ZCHC was designed by the HCP and implemented in partnership with MOE and the NATAAZ at district level. It was developed to be a helpful tool to communities to engage youth in addressing the health challenges they face and has had a primary focus in mobilizing to take positive action around HIV and other health issues. It provides a unique opportunity for young people to explore their own thoughts and ideas related to health issues affecting their communities. The contest involves adults in an important role of supporting and helping young people as they learn communication and information seeking skills. Additionally it exposes the wider community to important messages through their attendance at the contest events.
HEART campaign
Reaching youth with HIV prevention messages through multimedia channels

YEAR
2009

CHANNEL
- Posters- 4 messages
- TV- 4 spots
- Radio- 8 spots, Bauze Radio Talk Show
- Comic books- 4 messages
- Concert

AUDIENCE
Urban and rural youth (male and female) age 10-24 years

LANGUAGES
- English (TV, comic books, posters), plus 7 Zambian languages (radio)

PARTNERS
- NAC, UNFPA, DFID, ZCCP, AD

DISTRIBUTION
- TV spots- aired on ZNBC, MUVI TV and MOBI TV and ZANIS Mobile Video Units
- Concert- broadcast live on ZNBC
- Radio spots- aired on ZNBC and Radio Phoenix
- Posters - 1,000 each
- Comic books- 5,000

DESCRIPTION
The HEART campaign, spear-headed by a Youth Advisory Group comprised of youth from varying socioeconomic backgrounds from across Zambia, promotes safer sex through a focus on primary and secondary abstinence as well as correct and consistent condom use to prevent HIV among youth. Originally implemented from 2000-2004, the HEART campaign demonstrated that with effective youth-focused and mass media-oriented interventions, knowledge and behavior can be influenced and changed. The posters and comic books of the HEART campaign will be distributed through youth organizations and health centres.
**One Love Kwasila!**
Reducing multiple and concurrent sexual partnerships to reduce HIV infections

**YEAR**
2009

**CHANNEL**
Multimedia- TV, DVD, radio, print, Internet, SMS, branding

**AUDIENCE**
Married men aged 25-50 years and their wives and girlfriends aged 15-45 years

**LANGUAGES**
English and Nyanja

**PARTNERS**
MOH, NAC, SFH, ZCCP, DFID, UNFPA, Soul City, Ministry of Communication and Transport, RTSA, Zambeef, Flash, Ticklay

**DISTRIBUTION**
TV spots- aired on ZNBC and MUVI TV
Mid Morning Show and Your Health Matters on ZNBC
Radio spots- aired on ZNBC, Radio Phoenix, and Radio Christian Voice
Radio talk show on Radio Phoenix and Hone FM
Print materials-
Internet (www.onelovekwasila.org.zm and Facebook) and mobile phones
Road Tax Discs and bumper stickers - 5,000 each
Branding - 600 branded inter- and intra- city buses and trucks

**DESCRIPTION**
One Love Kwasila! is national multimedia campaign designed to provide basic information about the risks posed by multiple and concurrent sexual partnerships, provoke thought and dialogue and increase self-risk perception. The goal of the campaign is to get men and women to reduce their number of sexual partners, ideally to one, and/or use condoms consistently.
HIV & AIDS - Prevention, Treatment & Care

TITLE

Club Risky Business
Using enter-education approach to reducing multiple and concurrent sexual partnerships

YEAR

2009

CHANNEL

TV - 10-part miniseries (short form)
Discussion guide
Behind the scenes documentary
Radio talk show

AUDIENCE

Married men aged 25-50 years and their wives and girlfriends aged 15-45 years

LANGUAGES

English and Nyanja

PARTNERS

MOH, NAC, SFH, ZCCP, DFID, UNFPA, and Soul City

DISTRIBUTION

TV- Aired on ZNBC and MUVI TV
DVDs and discussion guide- 1,000 distributed to partners, screened on Mobile Video Units through ZANIS, long-distance buses, and available for rent through Blockbusters

DESCRIPTION

Club Risky Business is the centerpiece of the One Love Kwasila! campaign. The innovate series wholly produced in Zambia tells the story of MCP in an entertaining yet educational way. The drama follows three male protagonists as they navigate their sexual networks and discover the risks therein. Each episode combines evidence-based narrative with relevant health messages, thinking points and calls to action.
HIV & AIDS - Prevention, Treatment & Care

TITLE
One Love Kwasila! Animerts

YEAR
2009

CHANNEL
TV - 4 spots 1 minute each

AUDIENCE
Married men aged 25-50 years and their wives and girlfriends aged 15-45 years

LANGUAGES
English, Nyanja

PARTNERS
MOH, NAC, SFH, ZCCP, DFID, UNFPA, and Soul City

DISTRIBUTION
TV- Aired on ZNBC and MUVI TV

DESCRIPTION
These innovative animated adverts (“animerts”) are based on the three lead characters from Club Risky Business. Two promote partner reduction, while one promotes consistent condom use to prevent HIV through multiple and concurrent partnerships.
**Title**

**CHAMP 990 Talkline publicity materials**
Promoting a hotline for HIV counselling by phone

**Year**

2009

**Channel**

Posters- 3 messages

**Audience**

General public

**Languages**

English

**Partners**

CHAMP

**Distribution**

5,000 of each

**Description**

Launched in December 2003 in response to the need for accurate information, education and professional counseling around HIV and AIDS, the 990 Talkline continues to offer 24-hour, toll-free, confidential services to all callers across the nation, including some of the remotest districts. The service is available for free on all Zamtel lines and on the Cell-Z mobile network within Lusaka. HCP has produced promotional material for CHAMP to promote and publicize this service.
Pediatric ART Flip Chart
Providing accurate information on pediatric ART for providers to use when counselling parents and caregivers of children with HIV

YEAR
2008

CHANNEL
Flip chart
Booklet

AUDIENCE
Healthcare providers and caretakers of children living with HIV, children 0-12 years

LANGUAGES
English with key hard words translated

PARTNERS
NAC, MOH, EGPAF

DISTRIBUTION
2,500

DESCRIPTION
This flip chart is for use in the first sessions of adherence counselling for the care-givers of children, 0 to 12 years, at the beginning of antiretroviral (ARV) treatment. It does not include counselling before the child is tested for HIV, although some of the same issues may be discussed at that time. Each page of the flip chart covers one important aspect of treatment which should be covered prior to starting ARV treatment. On each page facing the counsellor there is a list of topics to discuss with the clients and a list of important things that the counsellor needs to remember. In addition, there are pictures to help with discussion on the pages that face the care-giver and child.
**HIV & AIDS - Prevention, Treatment & Care**

**TITLE**

The Story of Bobo  
Educating young people on HIV, ART, and the importance of adherence

**YEAR**

2008

**CHANNEL**

Animated films - 2 episodes

**AUDIENCE**

Youth, children

**LANGUAGES**

English, plus 7 Zambian languages

**PARTNERS**

NAC, MOH

**DISTRIBUTION**

DVD - 1,700 to health centres and NGOs  
TV - ZNBC

**DESCRIPTION**

*The Story of Bobo* is an animation about the destructive effects of the virus (HIV) and the beneficial effect of antiretroviral (ARV) medication. *Be HIV free* tells the story of how the HIV virus works inside the body in a simple and colorful way. The follow up, *Be AWARE, Take CARE* show what happens inside your body when you do not take your medication (ARV’s) on time, and, therefore, how important it is to faithfully take the medication.
**Title**
*Sign Language Poster for the Hearing Impaired*
Providing HIV information to the hearing impaired

**Year**
2009

**Channel**
Poster

**Audience**
Youth

**Languages**
English
Sign language

**Partners**
ZAPLD, US Peace Corps

**Distribution**
5,000 through ZAPLD and US Peace Corps

**Description**
In conjunction with the Zambian Association of People Living with Disabilities and the American Peace Corps, HCP developed and printed a sign language poster tailored to Zambian health needs.
**TITLE**

_Edukator_
Providing young people with HIV information through an enter-education approach

**YEAR**

2009

**CHANNEL**

Board game

**AUDIENCE**

Youth, 11 year +

**LANGUAGES**

English

**PARTNERS**

**DISTRIBUTION**

2,500 to youth peer educators

**DESCRIPTION**

The _Edukator_ board game has a unique approach to educate people on issues surrounding HIV and AIDS. The presents information in a fun and entertaining way making it easily acceptable in many cultures, especially where readership is very low. People that may not have attained higher levels of education find it easy enough to understand and play the game because of its graphic presentation. The recommended minimum age is 11 years and above, however, this may vary from one culture to another.
These trendy brochures target teenagers that currently are or are thinking about becoming sexually active. The Male Condom brochure gives basic information on the do’s and don’ts of how to use a condom while also dispelling common myths and misconceptions. The Abstinence brochure adresses the benefits of abstinence including how to show love to your partner while abstaining from sex. The FAQ on HIV and AIDS brochure gives information not only on HIV transmission and prevention, but also how to interact and care for those who are HIV positive.
**TITLE**
*The HIV & AIDS Question and Answers Booklet*
Providing accurate answers to commonly asked questions

**YEAR**
2005

**CHANNEL**
Booklet

**AUDIENCE**
Religious leaders, teachers, parents, community leaders

**LANGUAGES**
English

**PARTNERS**
ZINGO, NAC

**DISTRIBUTION**
5,000

**DESCRIPTION**
Almost everyone in Zambia knows that HIV and AIDS is here, but they have many questions about how it is spread and prevented. This book answers the most common questions people ask health providers about HIV and AIDS. The answers in the book help teachers, parents, community leaders, religious leaders, and others, educate and inform people about the illness and how they can avoid it or, if positive, manage it.
HIV & AIDS - Prevention, Treatment & Care

TITLE
Zambia Uniformed Service Personnel materials
Providing HIV and AIDS information tailored to those in the uniformed services

YEAR
2006

CHANNEL
HIV and AIDS Peer Leadership manual
Posters - 4 messages

AUDIENCE
Uniformed Service peer leaders

LANGUAGES
English

PARTNERS
MOH, NAC, SFH

DISTRIBUTION
Manual - 500
Posters - 8,000

DESCRIPTION
There are some behaviours and lifestyles that are common to almost all uniformed services (police, prisons, ZRA, immigration). At the same time, each branch of uniformed service has varying levels of acceptability of sensitive issues and patterns of sexual behaviours. The Peer Leadership Manual content is comprehensive and is designed to allow individual services to pick and choose elements that are useful, and to adapt the contents to their own needs and environment. The manual is designed to help peer leaders understand their role and responsibilities as well as help them with techniques on how to best share their knowledge with their peers. The Uniformed Personnel posters highlight how service men and women can be sexually responsible and keep themselves and their loved ones safe from HIV and AIDS.
HIV & AIDS - Prevention, Treatment & Care

TITLE
Barotse Royal Establishment Against HIV/AIDS (BAA) Campaign
Engaging the community in social action to address HIV and AIDS

YEAR
2006

CHANNEL
Handbook
Posters - 5 messages

AUDIENCE
Traditional leaders (Western Province)

LANGUAGES
English

PARTNERS
MOH, NAC, SHARE

DISTRIBUTION
Handbook- 500
Posters-

DESCRIPTION
This campaign aimed to strengthen the capacity of the Borotse Royal Establishment to identify, plan and implement activities directed at addressing priority health and social issues, in addition to mobilizing local leadership to action to influence and advocate for positive change in health and social norms. HCP and partners worked with the Barotse Royal Establishment to develop an effective action plan to promote HIV and AIDS risk avoidance behavior in Western Province.
**TITLE**
*Mwana Wanga* video and discussion guide
Encouraging pregnant women to accept PMTCT services

**YEAR**
2006

**CHANNEL**
Video
Discussion guide

**AUDIENCE**
Men and women of reproductive age, especially pregnant women

**LANGUAGES**
English (guide), Lozi, Bemba, Nyanja, Tonga (video)

**PARTNERS**
NAC, MOH

**DISTRIBUTION**
Videon - 2,500
Discussion guide - 2,500

**DESCRIPTION**
*Mwana Wanga (My Child)* is a thought provoking 3-part video which focuses on the Prevention of Mother to Child Transmission (PMTCT) during pregnancy, delivery, and the post-natal period. The video explores how pregnant women may be assisted to accept voluntary counselling and testing (VCT). If they are HIV positive, Anti Retroviral Therapy (ART) is advised in order to reduce the chances of transmitting HIV to their unborn babies. These materials were distributed to Antenatal clinic waiting rooms, NGOs, Mobile Video Units, VCT centres, ART centres and workplaces.
**HIV & AIDS - Prevention, Treatment & Care**

**TITLE**

*Care & Compassion* movement
Engaging religious leaders to reduce stigma and discrimination

**YEAR**

2005-2006

**CHANNEL**

- Toolkit
- Posters - 5 messages
- TV - 4 spots per language
- Radio - 4 spots per language
- CDs - “It’s not over until God says so” theme song
- Badges

**AUDIENCE**

Religious leaders

**LANGUAGES**

- English (toolkit, posters), plus 7 Zambian language (TV, radio, theme song)

**PARTNERS**

- MOH, NAC, ZINGO

**DISTRIBUTION**

- Toolkit - 150
- Posters - 1,000 of each
- Radio - ZNBC and community radio stations
- TV - ZNBC
- CDs - 500
- Badges - 12,000

**DESCRIPTION**

A movement spearheaded by traditional and religious leaders through mass media to inspire individuals and communities to be compassionate to and caring for PLHAs, as well as to motivate other religious leaders to join the effort to reduce stigma against PLHAs in their congregations. To that end, radio and TV spots have been developed featuring PLHAs, pastors, and imams. Related activities included training for religious leaders in using religious teachings as a basis for sermons and behavior change messages around HIV testing, stigma reduction and care and support for PLHAs. To support activities a *Care & Compassion Toolkit* was developed which included posters, call to action brochures, “Compassion” badges, an HIV and AIDS Fact Book, a sermon guide, and the HCP videos: *Tikambe* and *Mwana Wanga*.
**HIV & AIDS - Prevention, Treatment & Care**

**TITLE**

*Flip Chart for Client Education - HIV Prevention, Treatment and Care*

Providing a tool for improved HIV counselling by service providers and peer educators

**YEAR**

2007

**CHANNEL**

Flipchart

**AUDIENCE**

Health providers, people starting ART and those supporting them, general public

**LANGUAGES**

English

**PARTNERS**

MOH, NAC, WHO

**DISTRIBUTION**

4,500

**DESCRIPTION**

The *Flip chart for Client Education* is a counselling tool that can be used by health workers, adherence counselors, peer educators or trained support group members to educate on and discuss issues of HIV prevention, treatment and care. While this flip chart is primarily designed for PLHA and their caregivers, the information is relevant for anyone who wishes to learn more about these topics. The flip chart was distributed to ART sites, PLHA support groups, NGOs, Mobile Video Units, and workplaces with peer educators.
**HIV & AIDS - Prevention, Treatment & Care**

**TITLE**

*Living and Loving Radio* materials

**YEAR**

2006-2007

**CHANNEL**

- Posters - 5 messages
- Radio program - 26 episodes
- Discussion guide

**AUDIENCE**

PLHA and their caregivers, general public

**LANGUAGES**

- English (handbook, posters), Nyanja, Bemba, Tonga, Lozi, and Kaonde (radio)

**PARTNERS**

MOH, NAC

**DISTRIBUTION**

- Posters - 5,000 of each type
- Radio - ZNBC and 8 community radio stations
- Discussion guide - 500

**DESCRIPTION**

The *Living and Loving* programme provides information that will enable PLHA’s to live positive lifestyles, as well as to equip caregivers with information to effectively take care of persons who are chronically ill. *Living and Loving* is a 26 episode programme produced in 6 languages. It has been broadcasted on 9 community radio stations in all the provinces of Zambia. The listening guide has 26 sets of discussion questions, based on the 26 topics covered in the radio programme.
The *Positive Living Handbook* is for people living with HIV who know their status and those living with them or caring for them. There are many of different sections in the handbook including advice on keeping a healthy body and mind, on the right foods to eat, on the types of medicines for HIV positive people, and on where to go for more information and support. This book is heavily illustrated and written at a level of English suitable for lower literacy audiences. It is designed to be a comprehensive and practical guide to living positively with HIV. The handbook was distributed to Positive Living support groups, VCT centres, PATFs, DAFTs, clinic waiting rooms, Mobile Video Units, NGOs, OVC groups.
**TITLE**

*Road to Hope* video and discussion guide

Providing information and hope to people starting ART

**YEAR**

2006-2007

**CHANNEL**

Video
Discussion guide

**AUDIENCE**

PLHA starting on ART and those supporting them, general public

**LANGUAGES**

English (video), plus 7 Zambian languages (guide)

**PARTNERS**

MOH, NAC, ZNBC

**DISTRIBUTION**

Film- 2,500
Guide- 2,500

**DESCRIPTION**

*Road to Hope* showcases three stories that shed light on the reality faced by Zambians who have tested HIV positive and make the journey towards accessing and adhering to Anti-retroviral Therapy (ART). Through the voices of positive Zambians, this film shows the struggles and triumphs of being on ART as part of the process of living positively with HIV. This film is designed to educate people through the voices of those who have lived through the process of initiating and remaining on treatment. These materials were distributed to ART clinic waiting rooms, NGOs, Mobile Video Units, workplaces.

**AWARDS**

- 2007 Silver World Medal (Healthcare) at the New York Film Festival’s 42nd Annual Film and Video Awards
Tikambe Let’s Talk About It: HIV-related Stigma and Discrimination video and discussion guide
Addressing HIV-related stigma and discrimination

YEAR
2003-2006

CHANNEL
Video
Discussion guide

AUDIENCE
General public

LANGUAGES
English (guide), Nyanja, Bemba (video)

PARTNERS
MOH, NAC

DISTRIBUTION
Video- 2,500
Discussion guide - 2,500

DESCRIPTION
Tikambe (Let’s Talk About It), explores how HIV and AIDS-related stigma and discrimination is affecting ordinary Zambians’ lives. This video provides a personal and compelling portrait of people who are ordinary, candid, strong and brave in sharing their personal experiences. These are the stories of real people, not actors. The video and discussion guide were distributed to clinic waiting rooms, NGOs, Mobile Video Units, workplaces.

AWARDS
- 2004 Silver Hugo (Best Non-Broadcast Documentary) at the Chicago Film Festival
- 2005 Silver World Medal (Health/Medical Issues) at the New York Film Festival’s 40th Annual Film and Video Awards
Malaria

**TITLE**

*Annie the Anopheles* animated films
Changing malaria related prevention and treatment behaviours

**YEAR**

2009

**CHANNEL**

Video - 4 short film 5 minutes each

**AUDIENCE**

General public (especially heads of households)

**LANGUAGES**

English, plus 7 Zambian languages

**PARTNERS**

NMCC, MACEPA, db Studios, LACO, Prime Images

**DISTRIBUTION**

Films - aired on ZNBC and on Mobile Video Units through ZANIS
DVD- 250 distributed to partners

**DESCRIPTION**

There are four animated spots in the Annie series. Each spot covers a different malaria-related behaviour: one on case management, one on indoor residual spraying (IRS), one on insecticide treated nets (ITNs) and one on intermittent presumptive treatment (IPT) for malaria in pregnancy. This series of short clips feature an animated Zambian anopheles mosquito called “Annie” who comically tries to mislead Zambians into doing the “wrong thing” for malaria prevention and treatment before being swatted at the end of each spot.
Malaria Toolkit: Communication for Prevention and Treatment of Malaria
Helping community leaders and volunteers to address malaria in the community

YEAR
2008

CHANNEL
Toolkit includes:
5 posters - 5 messages
1 Audio CD - 2 Action for Health with Sister Evelina episodes, 5 malaria spots
1 Drama set - 4 sample scripts
1 Quiz - malaria quiz and answers
1 Handbook
2 Annie the Anopheles plastic bags

AUDIENCE
NHC members, community leaders and volunteers

LANGUAGES
English (posters, drama, quiz, handbook), plus 7 Zambian languages (radio)

PARTNERS
MOH, Roll Back Malaria

DISTRIBUTION
Toolkit - 5,000 to NHCs through the Malaria Task Force

DESCRIPTION
This toolkit was created to help Neighborhood Health Committees, community health workers, other and community volunteers and leaders to educate their communities about all malaria prevention methods and perform behaviour change activities in their communities that will lead to the prevention of malaria. All the activities can be done using people’s time, materials and support available in their own communities, and with little or no outside funding.
Reproductive Health

TITLE
Our Family Our Choice
Helping PLHA make informed fertility choices

YEAR
2007

CHANNEL
Video
Discussion guide
Family Planning Information booklet - 2 messages (one for PLHA, one for general public)

AUDIENCE
Men and women of reproductive ages who are HIV positive, general public

LANGUAGES
English (guide, booklets), plus 7 Zambian languages (video)

PARTNERS
NAC, MOH, Prime Images

DISTRIBUTION
Video- 2,500
Guide - 2,000
Booklet - 5,000 of each type

DESCRIPTION
Our Family Our Choice aims to help people living with HIV and AIDS make the informed choices about their fertility. This includes the importance of parents knowing their HIV and health status (ideally before getting pregnant) as well as decision-making around having a child or not if you are HIV+. If the couple decides to have a child, the film provides guidance on the best time to get pregnant and the steps they should take to ensure least risk to the health of the mother and child. Our Family Our Choice materials were distributed to ART sites, PLHA support groups, Mobile Video Units, NGOs, and workplaces with peer educators.
Reproductive Health

TITLE

Youth Brochures: Girls and Growing Up!, Boys and Growing Up!, Frequently asked questions about STIs
Answering youth’s questions during puberty

YEAR

2007

CHANNEL

Brochures - 3 messages

AUDIENCE

Male and female youth

LANGUAGES

English

PARTNERS

NAC, Youth Media, DFID

DISTRIBUTION

5,000 of each type

DESCRIPTION

The Growing Up brochures talk about the main changes that boys and girls go through as they pass through puberty and what to expect, in a straight forward and simple question and answer format. The FAQ about STIs brochure uses a similar format to answer the most important questions that youth commonly have about STIs, how they are transmitted, and how they can be prevented.
Choose Life
Educating youth on the issues related to sexual and reproductive health and relationships

2008

Magazine

Youth 10-18 years

English with key words translated

ZCCP, Soul City, DFID

92,000

Choose Life is a magazine for Zambian youth. It focuses on sex and relationship issues including HIV and AIDS. Reading through the magazine, teens learn all about how to prevent HIV, how it is transmitted, and what their peers have to say about important issues such as condom use. The magazine encourages youth to talk amongst themselves about these issues in order to learn more about themselves and others and to increase awareness.
Reproductive Health

**TITLE**
*National Family Planning Guidelines*
Giving service providers up to date information about family planning service delivery

**YEAR**
2005

**CHANNEL**
Guidelines

**AUDIENCE**
Healthcare providers, partners in IRH

**LANGUAGES**
English

**PARTNERS**
HSSP (and other partners), MOH

**DISTRIBUTION**
Produced by MOH for national distribution

**DESCRIPTION**
The *Family Planning Guidelines* provide the national standards for FP service delivery. Originally produced in 1997, HCP provided technical assistance to revise and reformat these updated *National Family Planning Guidelines*. 
Reproductive Health

**TITLE**

*Family Planning Campaign*  
Re-promoting family planning in Zambia

**YEAR**

2009

**CHANNEL**

- TV - 3 spots 5 minutes each  
- Radio - 3 spots 5 minutes each  
- Posters - 4 messages  
- Badges

**AUDIENCE**

Men and women of reproductive age

**LANGUAGES**

English, plus 7 Zambian languages

**PARTNERS**

MOH

**DISTRIBUTION**

- TV - ZNBC, MUVI TV  
- Radio - ZNBC and community radio stations  
- Posters - 5,000 of each design distributed to health facilities  
- Badges - 12,000 to service providers

**DESCRIPTION**

This campaign includes three spots set in a rural environment, where fertility rate tends to be much higher. *Everyone’s Choice* targets married women and focuses on the benefits of family planning while addressing common misconceptions. *Be a Man* targets married men and focuses on the benefits of family planning and the fact that they should support their wives to go for family planning. *Are you ready for it?* targets younger married couples and models how a young woman can approach a provider and her husband to get more information and support for family planning, respectively. The spots are supported by posters, take home materials for clients (to be distributed to health facilities), and “Ask me about family planning!” buttons for health providers that display the national family planning logo.
The words and phrases used in Zambia to describe the human reproductive systems are often regarded as vulgar, disrespectful, uncultured and sometimes simply insulting. This barrier to communication has presented great difficulties to health service providers and communicators. This glossary, updated from the 1998 original, was developed in order to guide such people in how to best communicate important sexual and reproductive health issues in an appropriate, consistent and inoffensive way in the seven official languages of Zambia.
Reproductive Health

**TITLE**

*Men’s Health Kit*

Providing service providers, counselling men, with complete and accurate information on men’s health issues

**YEAR**

2008

**CHANNEL**

Counselling kit- reference manual and flip chart

**AUDIENCE**

Health providers

**LANGUAGES**

English

**PARTNERS**

MOH, MC Task Force, Jhpiego

**DISTRIBUTION**

13,000 - distributed to public and private health facilities and community health workers

**DESCRIPTION**

This well-illustrated counseling tool for providers integrates a broad range of men’s health (and relevant women’s and family health) issues, while maintaining a focus on male sexual and reproductive health and men’s participation in family health. Some of the topics covered include male circumcision, family planning, multiple and concurrent partnerships, alcohol abuse, domestic violence, malaria and maternal and child health. The counselling kit is comprised of two parts - a reference manual and a flip chart. The reference manual is to be used primarily by the health provider when he/she is in need of further information. The flip chart, however, is to be used by both the provider and client during a consultation.
**Reproductive Health**

**TITLE**

*Men’s Health: Understanding Male Circumcision*

Providing men with accurate information on male circumcision

**YEAR**

2009

**CHANNEL**

Magazine

**AUDIENCE**

Men aged 18-49 years and their partners

**LANGUAGES**

English with translation of key words

**PARTNERS**

UNFPA, DFID, ZCCP

**DISTRIBUTION**

10,000

**DESCRIPTION**

*Men’s Health: Understanding Male Circumcision* provides detailed information about the benefits and risks of male circumcision, in the context of HIV prevention, in a simple and well-illustrated format. The booklet is designed to assist men in making an informed decision about whether or not to be circumcised, while emphasizing the continued importance of comprehensive HIV prevention, including abstinence, partner limitation, and correct and consistent condom use.
Male Circumcision: Real Men, Real Stories
Addressing men’s concerns about male circumcision

Year
2009

Channel
Video - 30 minutes

Audience
Men aged 18-49 years

Languages
English, plus 7 Zambian languages

Partners
MOH, NAC

Distribution
150 - distributed to health facilities and partners

Description
Male Circumcision: Real Men, Real Stories is a documentary that chronicles the experiences of two Zambian men, from different socioeconomic backgrounds, as they seek counseling and undergo male circumcision for HIV prevention. The film combines documentary footage with strategic re-enactments and interviews with the men and their partners. The protagonists discuss their motivations for seeking male circumcision, their concerns leading up to the procedure, their experience with the service and their quality of life following male circumcision.

Produced from a promotional point of view, the film conveys the benefits and risks of male circumcision and the importance of comprehensive prevention (including abstinence, condom use and partner reduction) while addressing common myths and misconceptions about male circumcision. The video will be distributed to health facilities and partner NGOs as well as ZANIS Mobile Video Units.
**Child Health**

**TITLE**
*Child Health Weeks*
Promoting child health services bi-annually

**YEAR**
2005-2009

**CHANNEL**
- Posters - 5 topics
- TV spot
- Radio spot

**AUDIENCE**
Parents, caretakers of children

**LANGUAGES**
- English (posters), plus 7 Zambian languages (TV and radio spots)

**PARTNERS**
NAC, MOH, UCI Secretariat, UNICEF

**DISTRIBUTION**
- Posters - 5,000 each
- TV - ZNBC
- Radio - ZNBC and community radio

**DESCRIPTION**
HCP provides support to the MOH in the planning and implementation of the bi-annual *Child Health Weeks*. The activities during this week include vitamin A supplementation, growth monitoring and promotion, immunizations, de-worming, maternal-neonatal tetanus, re-treatment of mosquito nets, antenatal care and community education. The development and production of radio, print and television programmes and materials to support the *Child Health Weeks* formed a regular and important part of HCP’s support. The TV and radio spots developed promoted *Child Health Weeks* and services bi-annually, while the posters focused on specific health issues such as vitamin A, measles, tetanus, growth monitoring, and de-worming.
**Child Health**

**TITLE**

*National Measles Campaign*

Reducing the incidences of childhood measles in Zambia

**YEAR**

2007

**CHANNEL**

TV spot  
Radio spot  
Poster-

**AUDIENCE**

Caretakers of children, general public

**LANGUAGES**

English (TV, posters), plus 7 Zambian languages (radio)

**PARTNERS**

MOH, UNICEF

**DISTRIBUTION**

TV - ZNBC  
Radio - ZNBC and community radio  
Posters - 5,000

**DESCRIPTION**

HCP served on the Social Mobilization Committee for the Measles Campaign in June 2007 and provided technical and logistical support. The National Measles Campaign was planned to coincide with a regular Child Health Week but with a focus on measles immunization and the goal of achieving universal coverage and subsequent eradication of measles in Zambia. HCP helped the MOH translate the slogan “Kick Measles out of Zambia” into radio, print and television materials that urged caregivers to take their eligible children to get immunized.
Your Child’s Health Depends on You

Providing parents and care-givers with important child health and wellness information

YEAR
2008

CHANNEL
Booklet

AUDIENCE
Parents, caretakers of children

LANGUAGES
English

PARTNERS
MOH, UCI Secretariat

DISTRIBUTION
32,000

DESCRIPTION
Your Child’s Health Depends on You is a simple but comprehensive book on important health issues parents and caretakers must keep in mind when caring for their child, particularly those under the age of 5. Topics covered include nutrition, danger signs of common childhood illnesses, and vaccination schedules.
**Community Action**

**TITLE**

*Action for Health with Sister Evelina*
Promoting community action for health by NHCs

**YEAR**

2008/2009

**CHANNEL**

Radio - 26 episodes 30 minutes each
Discussion guide
Poster

**AUDIENCE**

NHCs, CBOs, and health centre staff

**LANGUAGES**

English (discussion guide, poster), plus 7 Zambian languages (radio)

**PARTNERS**

NAC, MOH, dB Studios, ZNBC

**DISTRIBUTION**

Radio - ZNBC and community radio
Discussion guide - 1,000
Poster - 5,000

**DESCRIPTION**

Sister Evelina is a popular fictional radio personality who has been revived for a second time (since her debut in 2001/2002) to host this distance learning tool designed to build capacity of Neighbourhood Health Committees (NHC) throughout Zambia to take positive actions for health within their communities.

The show includes pre-recorded reality segments where real NHC members from across the country talk about their successful programmes and how they overcame challenges faced in implementing them. There is also a drama segment that provides key messages related to the health theme of the episode. Sister Evelina serves as the host who leads listeners through the various segments. The show is accompanied by a discussion guide for NHCs and radio listening groups.
Your Health Matters
Addressing a broad range of health topics with the general public

YEAR
2009

CHANNEL
TV - 13 episodes of 10 minutes each

AUDIENCE
General public

LANGUAGES
English

PARTNERS
MOH, LACO

DISTRIBUTION
ZNBC

DESCRIPTION
Your Health Matters is a popular prime time TV show that addresses a range of health issues. HCP produced 13 episodes of the show on a variety of topics including male circumcision, multiple and concurrent partnerships, family planning, pediatric HIV and malaria.
**Title**  
*Health Care within the Community - Health Promotion Information for NHCs and CBOs*  
Providing community volunteers with accurate information for health promotion within the community

**Year**  
2007

**Channel**  
Handbook

**Audience**  
NHCs, CBOs, health care providers, DHMTs

**Languages**  
English

**Partners**  
MOH

**Distribution**  
5,000

**Description**  
This handbook helps NHCs and CBOs learn and understand the important role they play in their communities in helping communities to identify their health problems and how to solve them. *Health Care within the Community* identifies the most common health issues, such as malaria, STIs, safe motherhood and family planning, and suggests health care activities the community can do to build a safer and healthier environment. This version of the handbook is significantly updated from the original in 2003.
Community Action

TITLE
Simplified Guide to Participatory Planning and Partnership
Strengthening the planning and implementation skills of community volunteers

YEAR
2007

CHANNEL
Handbook

AUDIENCE
NHCs, CBOs, health care providers, DHMTs

LANGUAGES
English

PARTNERS
MOH

DISTRIBUTION
5,000

DESCRIPTION
The Simplified Guide to Participatory Planning and Partnership is a step-by-step guide to help strengthen NHCs and CBOs working with the health centre to promote community action for health. The handbook describes each step of identifying health issues and developing an action plan.
Community Action

**TITLE**

*Community Health Information Cards: Educating Each Other on Healthy Living*

Providing community volunteers with a comprehensive set of tools for discussing health topics with their communities.

**YEAR**

2008

**CHANNEL**

Flip charts - 5 topics

**AUDIENCE**

NHCs, CBOs

**LANGUAGES**

English

**PARTNERS**

MOH, NAC, NMCC, UCI, MACEPA

**DISTRIBUTION**

3,500

**DESCRIPTION**

The *Community Health Information Cards* are a useful tool for NHCs when making health presentations within their communities. The large A3-sized cards are divided into five separate flip charts, each focusing on a different health topic - HIV and AIDS, Malaria, Child Health, Reproductive Health, and Community Concerns. The flip charts are designed in a way that the side facing the presenter has a detailed outline of how to go about discussing a particular topic and key points to cover, while the side facing the audience has an illustration of the topic. This gives all parties involved a simple way to understand the health issues being discussed and allows for easy participation.
Theatre Facilitation Manual
Improving the effectiveness of community theatre

2008

Manual

Trained community drama groups

English

MOH

1,000

The Theatre Facilitation Manual is a tool designed to be used by community based drama/theatre groups to come up with plays that are readily accessible to most communities. The tool also suggests how to facilitate post-drama discussion. The manual highlights the positive impact of theatre, facilitation techniques, and key facilitation questions for relevant health topics.
Community Action

TITLE
African Transformations - Zambia Adaptation
Improving gender-awareness amongst community members

YEAR
2008

CHANNEL
Video
Discussion guide

AUDIENCE
Trained NHC members

LANGUAGES
English

PARTNERS
Africa Transformations Regional Programme

DISTRIBUTION
Video - 1,000
Discussion guide - 1,000

DESCRIPTION
This video and discussion guide set provides women and men the means to explore how gender norms and social roles operate in their lives and the tools to begin changing those norms and roles that are negative, while reinforcing the ones seen as positive. The objective is to reach a tolerant society in which men and women respect each other, critically examine and change gender-based inequities, and participate in equitable decision-making and resource allocation.
Community Action

TITLE

Campus Talk Point
Engaging college and university students in health discussions

YEAR

2009

CHANNEL

Radio - 16 weekly episodes 30 minutes each
Poster
Flyer

AUDIENCE

University and college students

LANGUAGES

English

PARTNERS

UNZA Radio, Hone FM

DISTRIBUTION

Radio - University of Zambia radio station (UNZA Radio), Evelyn Hone radio station (HONE FM)
Poster - 500
Flyer - 500

DESCRIPTION

University-going students are often a neglected population in public health programming. This innovative show was designed to answer common health questions asked by university students. Each episode consists of vox pops and human interest stories from college students related to the topic of the show as well as an expert panel who answer the questions. Students can SMS, email and write in questions (drop boxes are located on UNZA and Evelyn Hone campuses) each week. These questions are answered in the following week’s episode. Listeners who submit questions are entered into a weekly prize draw. University students helped conceptualize the show and are working on the production as a practical lesson in media and health communication.
Title: Rhythm of Life: move to a healthy beat!

Using the visual and performing arts to engage in health promotion

Year: 2009

Channel:
- Concert - May 16, 10 am-2 am
- Workshop
- Branded merchandise
- DVD - theme song music video, workshop documentary, concert documentary, Studio 53 feature

Audience: General public

Languages: English, Nyanja, Bemba

Partners: 33 health partners, 36 entertainment partners

Distribution:
- Concert - live broadcast on ZNBC and MUVI TV, featured on pan African magazine show Studio 53 (broadcast on M-Net on July 5, 2009), Project (RED) documentary
- Theme song CD - 1,000
- DVD - 500

Description:
Zambia's largest ever free music and arts festival and health fair featured Zambia's top artistes and music legend, Oliver Mtukudzi from Zimbabwe. The show attracted over 12,000 people (with millions watching the live broadcast), making it one of the biggest music events in Zambian history. Thirty-three partners provided various health services, counselling, referrals and materials throughout the day. All performing artistes were trained as ambassadors for key health issues prior to the event. HCP staff in some of the remotest districts in the country organized satellite festivals around the live broadcast showcasing local talent. The event was hailed as a resounding success and other countries have expressed interest in replicating the format.

The Rhythm of Life theme song and music video continue to be broadcast on radio and TV in Zambia.