



Entertainment Education at CCP

Rock Point 256 - Uganda

Rock Point 256, a 30-minute radio serial drama for young people in Uganda, was voted the best radio program of 2010 by readers of *New Vision*, the leading daily newspaper in Uganda.

Rock Point 256 tells the story of people who live in a fishing and farming community in Uganda. The radio serial is designed to influence the actions of its young listeners by modeling behavior change among the “transitional characters” who are similar to the program’s intended audiences. It seeks to help young people choose attitudes and lifestyles that protect them from HIV, unplanned pregnancies and other social problems.

The storylines are designed by a team of young Ugandan scriptwriters based on issues identified by the Uganda AIDS Commission and its partners. Over the course of the year, transitional characters travel the rocky road from pre-conscious decision-making to adopting and maintaining healthier practices. Past storylines have included couple HIV counseling and testing, transactional sex, HIV/AIDS stigma among students, multiple concurrent sexual partnerships, violence against women, and alcohol abuse.

Now in its sixth year of production, Rock Point 256 broadcasts weekly in four languages on 16 radio stations across Uganda. According to a survey conducted by the Johns Hopkins Center for Communication Programs in 31 districts of Uganda, more than half the young people had listened to the series and one half of listeners tune in weekly or more often.

Overall, 75 percent of young people who listened to Rock Point 256 reported that it had influenced them to take an action. In addition,



exposure to Rock Point 256 increased young people’s intentions to practice safer sex. Young people who listened were significantly more likely than those who did not to plan to use condoms during their next sexual encounter, get circumcised, get tested and counselled and discuss HIV status with spouse/partner. Rock Point 256 listeners were more knowledgeable about HIV and had more gender equitable attitudes.

Y.E.A.H. (Young Empowered and Healthy) also produces Rock Point 256 comic books and interactive tools, and trains peer-educators to use them. Tens of thousands of young people in Uganda have participated in peer-led discussion groups on HIV prevention, alcohol abuse, transactional sex, and other topics.

Rock Point 256 is produced by Y.E.A.H., with technical assistance from the Johns Hopkins Center for Communication Program’s Health Communication Partnership-Uganda, and funded by USAID. Y.E.A.H. is a national communication initiative by and for 15 – 24 year olds managed by Communication for Development Foundation Uganda (CDFU) for the Uganda AIDS Commission.