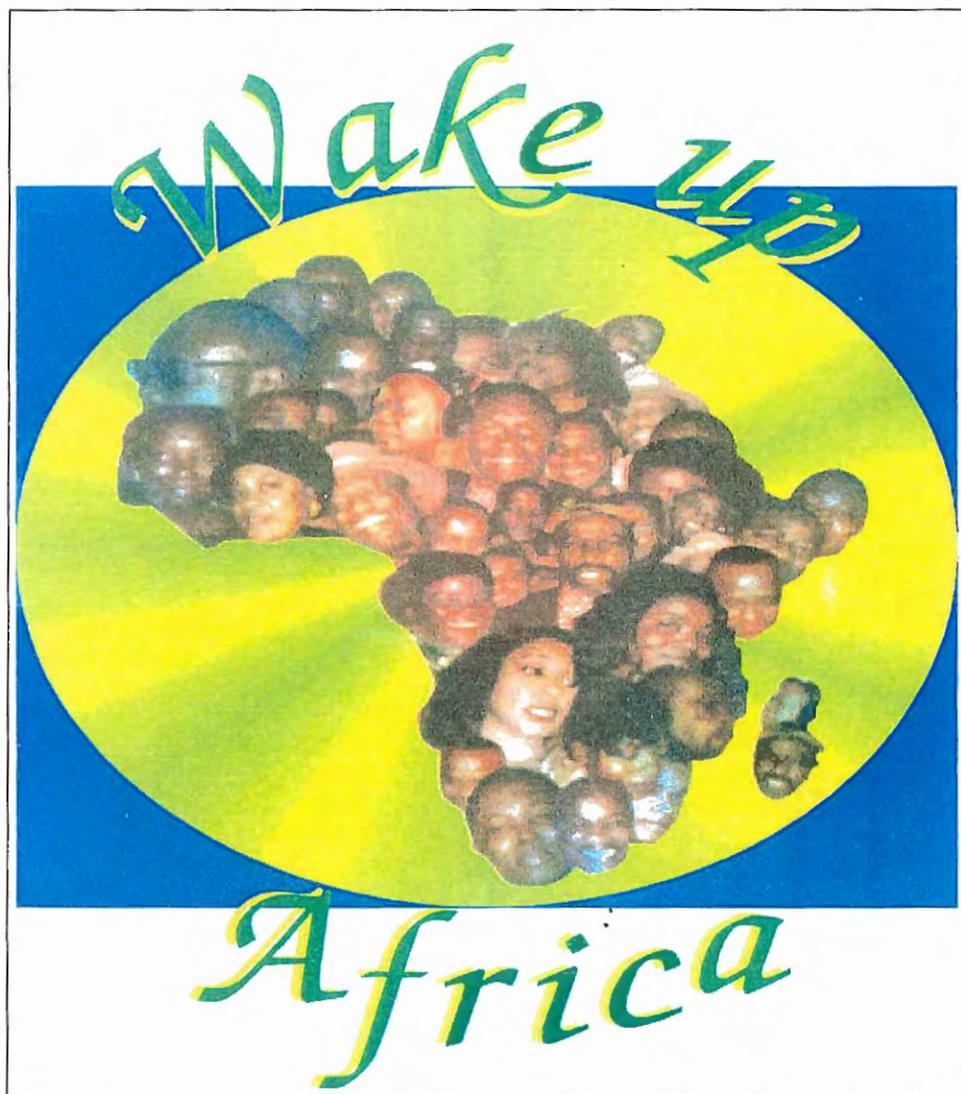


**WAKE UP CAMPAIGN**  
**ACTIVITIES AND BROADCAST**  
**REPORT**



**Projet Santé Familiale et Prévention du SIDA (SFPS)**

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### List of Acronyms

ABBEF	Association Burkinabé Pour le Bien-Être Familiale
AIDS	Acquired Immunodeficiency Syndrome
AJED	Association des Jeunes pour le Développement
APJAD	Association Pour la Promotion de la Jeunesse Africaine et le Développement
CACIEJ	Comité d'Actions pour la Coopération International et l'Epanouissement de la Jeunesse
CD	Compact disc
CHP	Cameroon Health Program
CIPS	Centre d'Information pour la Prévention du SIDA
CISMA	Conférence Internationale sur le SIDA et les Maladies Sexuellement Transmissibles en Afrique
FESADE	Femme, Santé et Développement
FFSIDA	Femme Face au SIDA
HIV	Human immunodeficiency virus
IRESKO	Institut de Recherche et des Etudes de Comportements
NGO	Non-governmental organization
NIRMA	Nouvelle Initiative pour la Reinsertion des Margineaux par l'Art
PSAMAO	Prévention du SIDA sur les Axes Migratoires de l'Afrique de l'Ouest
PSI	Population Services International
SFPS	Santé Familiale et Prévention du SIDA
STD	Sexually transmitted disease
USAID	United States Agency for International Development

## EXECUTIVE SUMMARY

One of the objectives of the Santé Familiale et Prévention du SIDA (SFPS) Project is to increase HIV/AIDS awareness throughout Francophone Africa. SFPS, with the support of the United States Agency for International Development (USAID), organized an awareness campaign around *Wake Up*, a collection of AIDS prevention messages presented in a variety of mass media materials. The *Wake Up* Campaign was developed over two years and was implemented during an eight-month period; the organized efforts ended in August 1999, but the materials and the messages will continue to be used in the region for some time to come.

The materials disseminated centered on the *Wake Up* song, which was composed and performed by a selection of more than twenty of Africa's leading musicians. *Wake Up* succeeded in capturing the attention of the targeted urban Francophone youth, a group at high risk for HIV/AIDS, because of the allure of the musicians and the appeal of the music. The song was supplemented with a music video, a television 'magazine' presentation of the making and the meaning of the *Wake Up* Campaign, and a series of seven message-specific spots about HIV/AIDS.

The *Wake Up* Campaign disseminated the song and associated materials through the coordinated communications efforts of twenty-two radio stations, five television stations, and twenty-eight national-level NGOs in Côte d'Ivoire, Cameroon, Togo, and Burkina Faso. All components of the Campaign – the materials, the dissemination of the materials through the media and through local organizations, and the overall implementation strategy – contributed to the success of *Wake Up*. SFPS estimates that the Campaign reached at least 110,000 people through interpersonal channels. The actual number of people reached through the efforts of the selected NGOs is higher and will increase as NGOs continue to use the *Wake Up* materials in their activities. Combining the broadcasting range of all participating television and radio stations, with the variety of the materials, the frequency of play, and the length of the Campaign, an estimate can be given that an audience no smaller than fifty million people may have been exposed to the *Wake Up* messages through mass media efforts.

## BACKGROUND

In December 1997, at the 10<sup>th</sup> annual Conference on STDs and AIDS in Africa, the Santé Familiale et Prévention du SIDA (SFPS) Project organized a live concert for the debut of an AIDS-awareness song, entitled “Afrique, Lève-toi” (*Wake Up* Africa). This song became the centerpiece for the *Wake Up* Campaign - a systematic presentation of the song and associated materials about HIV/AIDS prevention - for the people of Francophone West and Central Africa. A music video, a series of seven spots for radio and television broadcast, and a short television program about *Wake Up* were developed to reinforce the AIDS awareness messages of the song after the concert.

A wide mix of Campaign activities was planned, including presentation of the song and other materials to health officials and journalists, media broadcasts, and the incorporation of *Wake Up* into ongoing community mobilization activities. Intensive dissemination of the *Wake Up* messages occurred in late 1998 and the first half of 1999 in SFPS’s four focus countries of Cameroon, Côte d’Ivoire, Togo, and Burkina Faso.

The following is a presentation of the materials, strategy, implementation, and estimated reach of the *Wake Up* Campaign.

### *WAKE UP* MATERIALS

The target population for *Wake Up* was women and men of reproductive age in major urban areas in Togo, Cameroon, Burkina Faso, Côte d’Ivoire, and other Francophone countries throughout West and Central Africa. The music and the materials were designed to appeal to younger adults and adolescents, which are groups at high risk for STDs and AIDS.

The media campaign was designed to flood the airwaves with AIDS messages, resulting in the development of a range of spots and programs for broadcast on a variety of channels and stations in each country. The messages expressed in the song were straightforward appeals:

- to become aware of the risks of AIDS
- to minimize those risks through taking action to protect yourself and your partners, primarily through fidelity, condom use, and testing
- to increase the acceptance of people living with AIDS.

The song was conceived and produced with more than twenty renowned African musicians selected for their ability to serve as role models for youth. (See Appendix A for song lyrics.)

The materials were initially developed for radio and television broadcast, but were subsequently made available on audio tapes and videocassettes for community level activities.

### Video

In addition to the song itself, which was made available on both cassette and on CD, SFPS developed a music video. The music video shows images of the artists at work in the studio

during the recording of the song and incorporates some of the live footage from the debut concert. There are also images of street scenes in Abidjan and highlights of the 10th International Conference on STDs and AIDS in Africa. The video is about six minutes, thirty seconds in length.

### Magazine Program

During the studio recording of the song, individual interviews were conducted on-camera in order to film the artists' unscripted responses to a series of questions about AIDS. Each artist gave very personal advice to different audiences to help them reduce their risk of HIV infection. This advice was combined with footage from the recording sessions and from the debut concert to create a fifteen-minute television "magazine" program.

### Radio and Television Spots

SFPS then developed a series of seven spots for television and radio broadcast. Each thirty-second spot reinforced the other materials by combining a lyric from the song with a message from the interviews with the musicians. Each spot addressed one of the *Wake Up* messages: the promotion of condom use (three spots), mutual fidelity as a means of AIDS prevention (one spot), the importance of psycho-social well-being of people living with AIDS (one spot), and the encouragement of testing to determine one's serostatus (one spot) as well as a means of protecting one's partner (one spot).

## **WAKE UP CAMPAIGN STRATEGY**

To attract the greatest possible audience, SFPS developed a dissemination plan that operated on several levels simultaneously. These included radio and television broadcasts and outreach and communication activities conducted by country-level, non-governmental organizations active in health promotion in the four countries. A press conference/presentation of *Wake Up* in each country launched the Campaign.

### **Campaign Structure**

The Campaign activities were coordinated by the SFPS Project's Mass Media Advisor, based in Abidjan, Côte d'Ivoire. Because of the administrative complexity of overseeing broadcasts and community level activities in four countries, SFPS selected one organization in each of the four countries to organize and monitor the broadcasts, local activities, and any other launch or promotional events associated with the *Wake Up* Campaign. These "prime" organizations were responsible for the following activities, the specifics of which varied by country:

- Organize a launch ceremony, which would precede the planned *Wake Up* Campaign activities.
- Work with selected non-governmental organizations (NGOs) to include the *Wake Up* materials in ongoing community outreach and educational activities.
- Coordinate with national level private and public radio and television stations to broadcast the *Wake Up* materials.

- Coordinate with selected video clubs to incorporate the *Wake Up* video materials into their daily shows.
- Monitor all activities throughout the entire Campaign.

### **Launch Activities**

In order to stimulate media coverage of the *Wake Up* Campaign – and of AIDS issues in general – SFPS held launch events in each of the countries before beginning the Campaign activities. (See Appendix B for examples of media coverage.) The specifics of these events, such as presentations by local NGOs, were organized by the prime NGO, in conjunction with the participating NGOs and SFPS. Among the invitees to these launch events were Ministers of Health and Communication, print and electronic media representatives, participating in-country organizations, AIDS organizations, donors, and SFPS Project partners. Representatives from SFPS and/or the prime NGOs presented speeches explaining how the Campaign and its products were developed. Each participant received a copy of the CD and/or the cassette of the *Wake Up* song and a promotional brochure.

### **National/Local Promotional Activities**

Selected national-level NGOs doing community-based HIV/AIDS work received copies of the *Wake Up* materials and limited supplementary funding to defray the costs of their Campaign activities. (See Appendix C for a full list and description of participating NGOs.) Most of the participating NGOs incorporated the materials into their standard interventions and activities, using the video or the song as a means to begin discussions about AIDS and risk reduction. Other groups elected to use the materials during larger community events, such as soccer tournaments or contests, where the *Wake Up* materials provided both a theme and a prize. (See Appendix D for a selection of photographs from community events.)

### **Media Activities**

The government-run television stations of the four focus countries participated in the *Wake Up* Campaign. The broadcast plans for the national TV stations varied by country. Days and times of broadcast were selected by the target audiences' viewing habits, and the availability and affordability of the desired times. The spots were broadcast at least one time per week per country throughout the media Campaign effort. The broadcast of the music video was at the discretion of the television stations; they generally incorporated it into musical variety shows, and occasionally broadcast it as a time filler between programs, for an average of at least one broadcast per week. The magazine, which was longer and had less entertainment appeal, was broadcast less often than the other materials, about once per month.

Much like the television broadcasts, the radio broadcasts varied according to country and station. In addition to the government-run national stations, selected commercial stations participated in the *Wake Up* media Campaign. SFPS also arranged with Africa N°1, the large regional radio station

that covers all Francophone African countries, to incorporate the *Wake Up* materials into its programming. The specific times selected for broadcast again depended upon the availability and the affordability of the time slots, with preference given for those times identified as popular among the target audience. Twenty radio stations throughout the region broadcast the *Wake Up* song and the spots according to individually negotiated schedules.

In addition to the community outreach activities conducted by the local level NGOs and the media Campaigns, SFPS also used several "unconventional" means for reaching wider audiences. In Cameroon, a number of video clubs agreed to project the *Wake Up* video and spots before showing their main features. In Côte d'Ivoire, the videos were shown during a film festival as well as during national concert tours by *Wake Up* musicians.

Although no funds were available for an evaluation of the Campaign throughout the region, SFPS was able to track the reach of *Wake Up* from the reports submitted by the stations and NGOs. It should be noted, however, that these reports vary in level of detail and are not necessarily objective. This information has been augmented with information gleaned from conversations with the stations and NGOs and personal observations of the SFPS staff to form the following overview.

## **WAKE UP CAMPAIGN OVERVIEW**

### **Côte d'Ivoire**

In Côte d'Ivoire, the number of organizations and agencies expressing interest in the *Wake Up* Campaign, coupled with the high media costs, led SFPS to form agreements with two prime agencies to manage different aspects of the Campaign. Population Services International - Côte d'Ivoire (PSI) agreed to oversee the media activities while Femme Face au SIDA (FFSIDA) was selected to coordinate the use of the *Wake Up* materials by local non-governmental organizations.

The launch of the Campaign occurred in two steps. The *Wake Up* Campaign was launched internationally during the opening ceremony of the Tenth Annual CISMA in December 1997, in Abidjan, in the presence of Presidents Jacques Chirac, Blaise Compaore, and Henri Konan Bedie. The Côte d'Ivoire Campaign launch took place in December 1998, during World AIDS Day events. On this occasion, SFPS officially presented the Campaign to Ivoirian authorities.

### **Population Services International (PSI)**

PSI managed the media-related Campaign activities in Côte d'Ivoire, coordinating the activities of seven radio stations, two television stations, and their own mobile video units. From December 1998 through June 1999, PSI accomplished the following tasks:

- MEDIA BROADCASTS
  - **Radio Activities**

PSI negotiated with seven commercial radio stations (Fréquence 2, Radio Yopougon, Radio Nostalgie, Radio Bouaké, Radio San Pédro, Radio Man, and Radio Péléforo Gon of Korhogo) to broadcast the *Wake Up* song and spots. Instead of the 684 planned broadcasts on six stations, PSI was able to coordinate for 712 broadcasts of the spots. Most of these occurred on Radio Yopougon, which played the spots in rotation 480 times, as compared with an average of thirty-eight broadcasts on each of the other six stations. Both the spots and the song were broadcast on all of these stations for a six-month period.

- **Television Activities**

La Première and TV2, the two national television stations in Côte d'Ivoire, participated in the *Wake Up* media Campaign. The spots were broadcast over a six-month period, for a total of eighty-two broadcasts. The magazine was broadcast at least once on each station, and the video clip was shown thirty-nine times on TV2, and sixteen times on La Première.

- **Other Media Activities**

In addition to the regular broadcast of the *Wake Up* materials, PSI organized extra coverage of the *Wake Up* Campaign through a series of radio and television specials. These specials incorporated the *Wake Up* materials with further details and information about AIDS in Côte d'Ivoire through interviews and presentation of local resources. Seven specials were aired, which resulted in more than three hours of extra *Wake Up* coverage.

PSI also coordinated coverage of the *Wake Up* Campaign in Côte d'Ivoire through the articles in the print media, examples of which can be seen in Appendix B.

- **COMMUNITY PROJECTIONS**

PSI incorporated the *Wake Up* materials into their regular condom promotion activities throughout Côte d'Ivoire. During ten community events in thirty-three towns and in seven Abidjan communities, PSI projected the *Wake Up* spots and video at least forty-five times. Included among these events were concerts by *Wake Up* musicians Meiway and Gadji Celi, who were happy to promote the materials during their national tours. The materials were also projected during the International Cinema Festival of Abidjan (FICA 99).

### **Femme Face Au Sida**

The community-based activities of the Ivoirian *Wake Up* Campaign were managed by Femme Face au SIDA (FFSIDA). FFSIDA, in addition to the oversight of four other NGOs' activities, also incorporated the *Wake Up* materials into their own outreach efforts. From March through July 1999, FFSIDA accomplished the following activities:

- **NGO ACTIVITIES**

- **Femme Face au SIDA(FFSIDA)**

FFSIDA began their awareness activities in June with the broadcast of the *Wake Up* materials in the central market of Bouaké. They then incorporated the materials and the messages into their weekly outreach events at the market. Through these efforts, FFSIDA estimates that they reached about 400 people per week. The Bouaké branch also conducted two outreach sessions per month to small neighboring villages, reaching about 150-200 people per village. FFSIDA/Bouaké also provided copies of the *Wake Up* audio materials to gas stations and garages, where they were played for the customers. FFSIDA/Abidjan conducted five AIDS educational sessions in the most populous areas of Abidjan, including Port-Bouet 2 for 200 participants, MACA-Prison Centrale for 150 prisoners, Blokosso for 250 people, and Yopougon for 250 people. In addition to these sessions, FFSIDA/Abidjan held two special outreach events, one in Oume where more than 500 people were reached and the other in Gnaboundoua, where more than 3,000 people were exposed to the *Wake Up* messages.

- **Lumière Action**

Lumière Action, because of scheduling conflicts, was able to complete only two of the planned sixteen educational events at schools in Abidjan. Approximately 340 students were reached through these efforts. Lumière Action intends to continue to use the *Wake Up* materials during the upcoming school year.

- **Renaissance Bouaké**

Renaissance Bouaké used the *Wake Up* audio and video materials during AIDS educational talks for trucking union leaders, truck and truck company owners, tow-truck garage owners, and employees in Bouaké. No details were provided by FFSIDA as to the number of events held or the number of people reached.

- **Centre d'Information et de Prévention du SIDA (CIPS)**

CIPS played the *Wake Up* video and spots in the waiting room of their testing center in Abidjan for a three-month period. CIPS serves an average of 30 people per day, and so it estimates that it reached about 2,700 people with the *Wake Up* messages.

- **Club des Amis**

Club des Amis used the *Wake Up* materials during three education sessions for people living with AIDS in Yamoussoukro, Koumassi, and Port Bouet. No further details were provided about these efforts.

## **Burkina Faso**

Mwangaza, a Burkinabé NGO, launched the Campaign in Ouagadougou for more than 100 invitees, including the Ministers of Health and Communication, print and electronic media representatives, participating in-country organizations, AIDS Organizations, donors, and SFPS Project partners. Each participant received a copy of the CD and/or the cassette of the *Wake Up* song and a promotional brochure. Representatives from Mwangaza and from SFPS/Burkina presented the *Wake Up* Campaign.

### **MWANGAZA**

Mwangaza was responsible for all *Wake Up* media and community-based Campaign activities in Burkina Faso over an eight-month period, from late December 1998 through the end of August 1999. This period was longer than had been planned; Burkina Faso experienced the most difficulties in implementing the *Wake Up* Campaign, and, overall, fewer people were reached in Burkina Faso than in the other countries. Burkina Faso had the latest launch date, experienced some civil unrest which curtailed some of the community-based interventions, and also had difficulties with the media because two stations shut down operations during the Campaign. Moreover, it seems that several of the participating NGOs would not or could not perform their tasks as stipulated in the contract. Throughout the Campaign, Mwangaza worked with five non-governmental organizations, including one of their own programs. They also coordinated the *Wake Up* media Campaign through the national television station and four radio stations. MWANGAZA accomplished the following tasks:

- **NGO ACTIVITIES**
  - **The Association pour la Promotion de la Jeunesse Africaine et le Développement (APJAD)**

APJAD contributed to the *Wake Up* Campaign by projecting the *Wake Up* video materials in high schools in Ouagadougou during AIDS education activities. APJAD held two school-based events during April, reaching approximately 2,500 students at the Lycée Newton Descartes 2 and another 2,500 at the Groupes Scolaires du Plateau. They also conducted six outreach events during May, reaching about 2,500 students at each of the following institutions: Lycée Technique de Ouagadougou, Collège Privé Wend Yam, Lycée Mixte de Gounghin, Lycée Song Taaba, Collège Samora Machel, and Lycée Privé Saint Joseph. In these eight schools, more than 20,000 students were exposed to the *Wake Up* materials. APJAD has also indicated their intention to continue to use the *Wake Up* materials during their educational efforts.

- **Association Burkinabé Pour le Bien-Être Familiale (ABBEF)**

ABBEF conducted two types of activities, discussion groups and health education workshops, to reach community members and to educate their clinic clients about HIV/AIDS.

They averaged seven couples per day through the clinic counseling sessions and weekly outreach sessions in the ABBEF zones of intervention. In addition to these structured sessions, ABBEF used the audio and video clips daily in the waiting rooms of their clinics. ABBEF did not provide a final estimation of numbers of people reached through their Campaign activities.

- **Peace Corps**

The participation of the Peace Corps volunteers in the Campaign has yet to occur. By the time of the official launch of the Campaign in Burkina Faso in March, the volunteers were occupied with another activity which precluded their use of the provided materials and funds. In addition, the Peace Corps was further limited by the demands of the academic calendar, because the planned *Wake Up* activities were to have focused upon the integration of the materials into their outreach efforts at schools. The Peace Corps volunteers intend to use the *Wake Up* materials during the 1999-2000 school year.

- **AfriCare**

AfriCare began to integrate the *Wake Up* materials into the community outreach activities conducted as part of the Prévention du SIDA sur les Axes Migratoires de l'Afrique de l'Ouest (PSAMAO) Project even before the official launch of the Campaign in Burkina Faso. In addition to the provision of the cassettes to the AfriCare peer educators, SFPS also supplied copies of the *Wake Up* materials to selected bars along the PSAMAO trucking routes. Eight bars in Ouagadougou, five bars in Bobo Dioulasso, four bars in Banfora, one bar in Niangoloko, seven bars in Koupéla, one hotel in Tenkodogo, and two bars in Bittou received the materials. Because of this distribution to private establishments, AfriCare was unable to provide an accurate estimation of the number of people exposed to the materials through these efforts.

- **Mwangaza Action**

Initially, Mwangaza had intended to utilize the Campaign materials during their own interventions, particularly during a series of ten health training sessions which were to be held in partnership with INTRAH. Due to external funding issues, these trainings were suspended. In lieu of this activity, Mwangaza made several attempts to develop a radio program with a local FM station to present the *Wake Up* materials as well as other health-related information. The negotiations for this activity are in progress.

- **French Cultural Center**

Mwangaza has provided no reports on the activities of this group, despite the plan to broadcast the video materials before each regular video show at the Center for a period of four months.

- **MEDIA BROADCASTS**

- **Radio Activities**

All four of the selected radio stations - Radio Horizon FM, Radio Energie, Radio Nationale, and Radio Pulsar - began broadcasting the *Wake Up* materials in late February. The stations maintained their planned schedules to the best of their abilities, with Radio Pulsar playing three spots per day for three months, and the other three stations playing four spots per day for four months. Unfortunately, the broadcasts were attenuated due to the closure of Radio Energie and to the five-week, mid-campaign closure of Radio Horizon due to legal difficulties, which resulted in a 20 percent reduction in the overall planned number of broadcasts.

- **Television Activities**

The national television station also presented a challenge. Although the initial plans had called for broadcasting two spots played in rotation daily for a four-month period, the broadcast of the magazine two times per month, and the integration of the video into standard music programming, only the last objective was achieved in full. The station proved difficult during negotiations, demanding more money than had been budgeted. This reduced the amount of airtime available for the Campaign, which resulted in fewer broadcasts than had been planned. Politics also intervened. At the time of Campaign negotiations, one of the musicians highlighted in the *Wake Up* Campaign was allegedly implicated in a political scandal. Because of this association, the government-run television station was unwilling to broadcast the spot. The protracted negotiations over these issues resulted in a late start for the television campaign, which finally ran from May through August. During that period, seven spots were played in rotation each week, resulting in a final tally of 106 broadcasts in Burkina Faso.

## **Togo**

The Director of Arc-En-Ciel launched the Campaign was officially launched on January 20, 1999 in Lomé. All participating NGOs began their planned activities in February as did the media partners.

### **ARC-EN-CIEL**

The *Wake Up* Campaign activities in Togo were managed by Arc-en-Ciel. The media and the community-based activities continued for a four-month period, from February through May 1999. Arc-en-Ciel worked with four national organizations, one television station, and three radio stations. Arc-en-Ciel accomplished the following tasks:

- **NGO ACTIVITIES**

- **Association de Jeunes pour le Développement (AJED)**

AJED began its Campaign activities in February with two workshop sessions that used the *Wake Up* materials to reach the target audiences of hairdressers and seamstresses. In March, it coordinated

a hair and fashion show, which showcased the talents of their target audience. The music for the show was the *Wake Up* song, and many of the hairstyles and the clothes incorporated AIDS prevention themes. AJED conducted a public dictation session on AIDS at one of the schools in Tsevie in April. For their final Campaign activity, AJED organized an event in June that drew in its largest audience yet: the *Wake Up* materials were broadcast over a sound system and a variety of the materials were distributed to the attendees of a multi-day soccer tournament. This event brought the final tally for AJED up to 4,375 people exposed to the *Wake Up* Campaign.

- **Comité d'Actions pour la Coopération Internationale et l'Epanouissement de la Jeunesse (CACIEJ)**

During its four-month Campaign, CACIEJ conducted a series of outreach efforts for students, primarily at high schools in Lomé. Altogether, it held thirteen viewings of the *Wake Up* materials for students in all grade levels, reaching 1,150 students in Lomé.

- **La Colombe**

La Colombe conducted a series of sixteen outreach sessions, primarily targeted for under-educated girls working as seamstresses. During its four-month effort, La Colombe brought the *Wake Up* messages to nearly 1,500 people.

- **Sauvons la Vie**

Sauvons la Vie held AIDS education workshops for a variety of audiences, including medical professionals, hairdressers, and taxi drivers. It averaged two sessions per month from February through June, when it concluded the Campaign work with a large, multi-day effort.

They reached a combined audience of 300 health care workers, taxi drivers, and hairdressers during this event in Kara. In all, Sauvons la Vie exposed 668 people to the *Wake Up* messages.

- **MEDIA BROADCASTS**

- **Radio Activities**

The media portion of the Campaign lasted for 16 weeks on the private stations (Nostalgie and on Tropik FM) and 15 weeks on the National radio station. These three radio stations were selected for their appeal among the target audience groups. Radio Nostalgie, a private, commercial station, has the largest following in the capital for its non-news broadcasts. This station played the spots and the song daily at popular times, particularly between the hours of 6:00 and 7:00 P.M., when many youth listen. Radio Tropik FM consistently reaches a wide range of audiences (outside the capital) due to the variety of programming offered. The station incorporated the spots and the song into its daily broadcast schedule, for an average of nine broadcasts per day. The national radio station, Radio Lomé, had the advantage of covering the entire country and had the best FM transmissions in the principal cities. While the broadcast of the spots on the national stations was less frequent than on

the other stations, the times of the broadcasts were better just before the main national news broadcasts, at 6:00 A.M., 12:30 P.M., and 7:00 P.M.

- **Television Activities**

The national television station, Télévision Nationale Togolaise, broadcast the *Wake Up* materials throughout the country for the 15-week Campaign period. The Campaign negotiated twenty broadcasts of the video materials at a preferential rate. The materials were broadcast on Mondays at 8:45 P.M., just before the sports programming, Wednesdays at 8:45 P.M., just before a movie, and on Fridays just before a mystery show. Because of these broadcast times, the station reported that there was a large nation-wide audience for the *Wake Up* materials. The popularity of the materials was further shown by the inclusion of the video on the "Top Five" charts of the youth variety television program 'La Fiesta.'

## **Cameroon**

The launch ceremony for *Wake Up* in Cameroon took place on December 5, 1998 as part of the World AIDS Day activities. Dr. Gottlieb Monekosso, Cameroon's Minister of Public Health, presided over the ceremony at the Hilton Hotel in Yaoundé. Nearly 200 people (donors, representatives of the United Nations and various diplomatic missions, representatives of national and international NGOs, journalists, etc.) participated in this ceremony.

## **Institut de Recherche et des Etudes de Comportements**

In Cameroon, the Institut de Recherche et des Etudes de Comportements (IRESCO) was responsible for planning, monitoring, and following up the Campaign. IRESCO worked with five national organizations, four radio stations, and one television station. IRESCO also arranged for selected video clubs to play the *Wake Up* materials. From November 1998 through April 1999, IRESCO accomplished the following tasks:

- **NGO ACTIVITIES**

- **Entre Nous Jeunes**

Entre Nous Jeunes played the *Wake Up* spots and song during the intermission of thirteen soccer matches and one handball tournament. The organization also used the materials during peer education workshops at select schools, including College Sainte Jeanne d'Arc, Manegouba High School, and CETIF in Nkongsamba. Over the four-month Campaign, Entre Nous Jeunes estimates that they reached approximately 4,500 people, primarily among the youth of Yaoundé.

- **Femmes, Santé et Développement (FESADE)**

FESADE used the audio versions of the *Wake Up* materials during its three months of Campaign activities. FESADE reinforced the *Wake Up* messages by distributing copies of the song lyrics during their workshops. Through a series of these workshops held for students, youth groups, and cultural associations for women, FESADE estimates that it reached more than 1,000 people. In addition, FESADE broadcast the *Wake Up* spots and song during its regular Saturday health program on Radio Bafoussam for three months.

- **Nouvelle Initiative pour la Réinsertion des Margineaux par l'Art (NIRMA)**

During the first three months of their Campaign involvement, NIRMA conducted a series of outreach activities involving youth and volunteers in the Bastso Quarter, the Red Cross, artists of Douala, and the French Cultural Center of Buéa. NIRMA also broadcast the *Wake Up* song at the Nkolbisson high school, at the Leclerc general school and in the educational groups of Toussaint Antoine de Ngouso. NIRMA estimates that they reached 1,850 people through these efforts. During the final month of the Campaign, NIRMA based most of its efforts on outreach to primary school instructors. Therefore, they used the *Wake Up* materials during the awareness trainings held for primary school instructors and teaching inspectors in five primary schools in Yaoundé. In all, 250 teachers were exposed to the materials. NIRMA also organized for the broadcast of the *Wake Up* materials over the local radio station in Buéa, a broadcast effort that was well received by the audience.

- **Mission de Récréation in Douala**

The Mission de Récréation focused primarily on outreach to educational institutions, religious groups, and tontines. They also oversaw the use of the audio cassette in nearly all of the education classes in the colleges of La Roche and St. Louis, the Christ-Roi parish, Ste. Trinité, and in several women's associations in the New-bell and Bépanda quarters. In all, 63 associations, or 10,862 people, heard the *Wake Up* song and spots through the Mission's efforts.

- **Cameroon Health Program (CHP)**

Although CHP was to have integrated the *Wake Up* materials into their educational activities for the Public Safety Officials in ten provinces of Cameroon, all but two of the garrisons did not have access to audio-visual equipment, and so could not use of the materials. These two that did use the materials were the naval base in Douala (Littoral) and the gendarmerie of Buéa (South West). In all, 348 Public Safety Officials were reached by CHP.

- **MEDIA BROADCASTS**

- **Radio Activities**

The broadcast of spots began on the National Radio Station in Yaoundé and on FM 94 during December, when IRESCO provided 32 radio hosts with a *Wake Up* kit containing an audio cassette, a CD, and a *Wake Up* T-shirt. A contract was established with FM 94 to promote the *Wake Up* song

for a period of two months. This included eight broadcasts of the song and five spots on a daily basis, as well as the organization of a contest. The national radio station agreed to the same terms of broadcast. This schedule continued throughout February. The intensity of airplay tapered off in March, when the song was played twice per day. FM 105 and Radio Douala, which began their broadcasts in January, also played the *Wake Up* song often, but aired the spots less frequently than the other stations. These two stations reported difficulties in maintaining the agreed upon schedule during February, but the conflicts were resolved by March, when the stations resumed the broadcast of four spots per day on each of the two stations for the remainder of the Campaign.

- **Television Activities**

The national television station in Cameroon was reticent about broadcasting the *Wake Up* materials at the frequency and budget desired, resulting in protracted negotiations. Televised broadcasts finally began in February, when four spots were played in rotation during the week and the video was incorporated into musical variety programming. One spot was aired each Friday before the bilingual news program at 8:30 P.M., another was shown each Saturday before the news at 8:30 P.M., and a third was shown the same day after the news in French. The last spot was broadcast each Wednesday at a time selected by the programming manager. Throughout the entire month of February, the spots were shown sixteen times on TV. All seven spots were each shown at least once during each two week period. In March, the broadcast of the video materials on television continued without problems. Three different spots were shown in rotation each week. One spot was shown each Friday before the bilingual news show at 8:30 P.M., another was shown each Saturday after the news at 8:30 P.M. The other was aired on either Tuesday or Wednesday, at the discretion of the station programmer. All seven spots were each shown at least once during each three-week period. In all, there were twenty-eight broadcasts of the spots during the two-month television Campaign in Cameroon.

- **VIDEO CLUB ACTIVITIES**

Seven video clubs agreed to promote the *Wake Up* Campaign efforts by playing the video and spots prior to their feature film. Depending upon the film schedule of the club, this meant that from two to seven spots per day were shown at each club throughout the Campaign period. Each video club owner received a *Wake Up* kit, containing an audio cassette, a CD and a T-shirt. Two of the clubs began to use the videos on December 28, 1998. These were Club Matchibel, a video club in the Etoudi quarter and Paramount Video Club, in the Essos quarter. The Golden, Relais Plus, VHD Podium and Dragon video clubs, situated in the Mvog-Ada, Ngoa Ekelle, Mini Ferme and Police School quarters, respectively, began their *Wake Up* related activities in early January 1999. The seventh video club, Paramount Plus, in the Ekounou district, began its activities February 1. All video club activities ended by May. The video club audiences were receptive to the *Wake Up* messages to the point where the video club managers requested further AIDS information from SFPS to distribute to their clients. This remarkably successful Campaign effort not only provided SFPS with the kind of immediate general audience feedback not available through the traditional media channels, but also reached nearly 65,000 people.

## Regional

- MEDIA BROADCASTS
  - Radio Activities

The *Wake Up* song was played in regular rotation during a three-month period on the Africa N° 1 regional network of stations, primarily during musical programs. On the play lists in January, February and March, the song reached 11<sup>th</sup> place on the Hit Parade Kilimandjaro. It was still being played on Africa N° 1 as of June.

## COMMENTS AND CONCLUSIONS

All three components of the Campaign – the materials, the dissemination of the materials through the media and through NGOs, and the implementation strategy – contributed to the success of *Wake Up*. The materials appealed to the target audiences. The activities and broadcasts reached a large number of people. The use of prime NGOs to oversee national level activities provided the flexibility necessary for an effective Campaign.

The song and the video held particular appeal for the audiences. According to the reports from all four countries, not only did the audiences appreciate the musical aspects of *Wake Up*, they were also struck by the participation of the musicians and by their AIDS messages. The ranking of the song and the video on popularity charts throughout the region and the continued airplay of both materials further substantiates the appeal. As for the other *Wake Up* materials, the television magazine was the weakest product. The length of this program greatly complicated the scheduling of broadcast times, due both to the cost of airtime and to the difficulties in obtaining fifteen-minute slots on a regular basis for a four-month period. The short length and direct messages of the spots facilitated their broadcast, although the frequency of play quickly depleted their novelty and appeal.

There was no distinct pattern to the number of individuals reached through the efforts of the NGOs. Groups started and ended their campaign activities at different times, depending upon the complexity of arrangements necessary for the implementation of the planned activities. Certain groups that worked primarily with schools had to accommodate their schedules to school calendars. Other interventions, particularly those organized by small organizations, had to be modified in response to financial and political demands. Despite the scheduling changes and the difficulties encountered by several of the groups in implementing the planned activities, incorporating the *Wake Up* materials into ongoing community mobilization activities was a successful way to reach the target audiences. Although difficult to verify actual numbers reached, SFPS estimates that the Campaign reached at least 110,000 people through interpersonal channels. The actual number of people reached through the efforts of the selected NGOs is higher, and will increase as NGOs continue to use the *Wake Up* materials in their activities.

It is difficult, if not impossible, to accurately calculate the size or the demographic composition of

the audience reached by the mass media activities. An estimate might be derived from the known audience of the media stations; the regional scale of Africa N° 1 means that they alone have the potential for reaching about 45 million Francophone Africans. The government-run radio and television stations in each of the four target countries provide national-level coverage. The inclusion of private, local stations in the Campaign allowed SFPS to reach more specific audiences, particularly in the urban areas. Combining the broadcasting range of all of these television and radio stations, with the variety of the materials, the frequency of play (especially for the more popular and entertaining song and video), and the length of the Campaign, it would be possible to estimate that an audience no smaller than fifty million people may have been exposed to the *Wake Up* messages through these mass media efforts. There have been some indications - such as inquiries for further copies of the materials from several stations - that the materials will continue to receive airplay.

The strategic and operational decision to use prime NGOs to oversee the country-specific activities had a varied effect. The local connections and the adaptability of the prime organizations had a definite positive effect upon the impact of *Wake Up* in the countries. Two organizations in particular, IRESCO in Cameroon and PSI in Côte d'Ivoire, adapted to changing circumstances and developed opportunities to maximize the diffusion of the *Wake Up* messages. The video clubs in Cameroon were a highly effective means of reaching a large and diverse audience. The resources required (in terms of materials, funds and oversight) for ensuring projection of the video and the spots during their regular screenings were minimal and the audience reached was in the tens of thousands. Moreover, the audiences for these video clubs tend to not only fall within the parameters for the desired target audience (urban Francophone youth of reproductive age), but also tend to be an audience who was not reached through the other Campaign efforts. PSI, in Côte d'Ivoire, also found other channels for the *Wake Up* messages, such as the development of televised interviews about *Wake Up* and AIDS in general, and the inclusion of the *Wake Up* materials in a film festival and during some concert events. The prime NGOs in all four countries served as local resources for all of the participating organizations while also using the *Wake Up* materials in their own activities.

AFRIQUE, LÈVE-TOI ( 6' 28)

*Wemba*

Voici toute l'Afrique  
S'agenouiller devant toi  
Ah . . . Nzambe . . .  
Ecoute la prière de tes enfants  
Amen

*Olomide*

Il n'est plus question de se laisser  
Briser par le virus

*Koné*

En bonne santé ou sidéen  
Tous pour le même combat

*Celi & Stino Mubi*

Que chaque Africain se lève  
Pour protéger sa vie

*Dibango*

L'amour c'est beau  
L'amour c'est bon  
L'amour c'est noble

Que toute l'Afrique se lève  
Pour protéger sa vie  
Chaque Africain se lève  
Pour protéger sa vie

*Wemba*

Qui peut lever son doigt  
Et dire qu'il n'a jamais eu peur  
De voir un jour sa vie Basculer dans  
l'horreur . . . oh

C'est le Wake Up Africa  
C'est le Wake Up

*Olomide*

C'est drôle mais pour une fois l'Afrique  
Que tout l'Afrique se lève

Souvent la dernière  
n'a pas un instant traîné

Pour protéger sa vie

Pour venir à la première place

*Koné*

Est-ce un mauvais sort  
Ou malédiction  
Il est temps pour l'Afrique  
De préserver sa vie

*Meiway*

Mais où vas-tu donc Africa  
Africa obosso  
Ta route est pleine de dangers  
lamuka na pongi  
Ne vois-tu pas ce torrent  
Africa djoguele  
Qui murmure les voix de disparus

*Nayanka Bell*

Des millions de vies humaines  
Sacrifiées pas le SIDA  
HIV le roi de virus  
A paralysé la mère nature

*Shakara Mutela*

Pourtant le monde nous offre la clef  
Le préservatif  
Pour ne pas finir en martyr  
D'avoir aimé à la folie . . . eh . . .

Finis les ébats sans ton plastic  
Que l'Afrique se lève  
Amour sentiment ou retiens-toi  
Retiens-toi

*Gadji Celi*

Fais-gaffe, faut pas faire pleurer Maman  
Personne n'est à l'abri  
C'est le Wake Up  
De l'immuno-déficience-acquise

Africa  
Si tu sens le moindre doute  
En parler n'est pas un péché

*Koffi Olomide*  
Amour, il faut protection impérativement

*Madeka*  
Si tu passes ton test et tu sais  
Que tu as le virus  
Il faut te protéger  
pour protéger les autres

*Koffi Olomide*  
Na bozoba

*Madeka*  
Hum  
Pour protéger les autres

*Wemba*  
Pour y échapper  
Farafina ayé wili  
Il suffit de savoir voguer  
Fon, Afrique fon  
Toujours avec prudence  
Watoto wa Africa m'si mame  
Ou alors fidélité . . . eh . . .

*Tshala Muana*  
Munzulula meso ndeja dilama dieba . . . eh  
Ouvre-moi les yeux  
Ntshena musua kufna wa bienzenze bieba  
munanga wani . . .  
Montre-moi ta fidélité  
Munanga wani tudilama na Sida . . .  
yoyoyo

*Aby Surya*  
Tu vois je brûle d'envie pour toi  
Et je veux te donner mon corps  
Mais si tu refuses de te protéger  
Je n'irai pas me sacrifier

*Nick Domby*  
Regarde-moi dans les yeux

Et dis-moi si tu vois bien  
Tout l'amour que j'ai pour toi  
Car je me protège aussi

*Afia Mala*  
Il existe une clef pour aimer

*Nyanka Bell*  
Que l'Afrique se lève

*Afia Mala*  
Pour combler tous nos désirs

*Afia Mala*  
Pour protéger sa vie

*Afia Mala*  
Plus jamais de faux pas

*Aicha Koné*  
Agné wili, SIDA bara konon non ban  
C'est le Wake Up Africa  
An bana sira, djantou yere lo, djantou yere  
lo . . . hey  
Que l'Afrique se lève

*Meiway*  
Ouh . . . Africa . . . eh . . .  
Pour protéger sa vie  
Man man SIDA koun wo  
Man man SIDA koun wo . . . oh . . .  
Lamuka na pongi . . . eh . . .

*Nick Domby*  
SIDA . . . oh . . . SIDA  
Bangue youré . . . a tiene youré la kapoté . .  
kapoté

*Lokoa Kanza*  
Watoto wa Africa  
Musi mame . . . eh . . .  
C'est le Wake Up Africa

*Afia Mala*  
Africa tchité . . . la  
Que l'Afrique se lève

*Madeka*

Si on se laisse décourager  
L'Afrique s'en va mourir  
Pour protéger sa vie

*Afia Mala*

He . . . eh . . . Africa . . . fon  
Farafiou ayé wili

*Rev. Titius & Estha*

The AIDS has touched  
All of the world  
America, Europe, Asia  
Together we can win . . . child

*Stino Mala*

Na tango ya kala lozalaki kolingana ma  
caoutchouc te . . . eh . . .  
Lelo ekoma yango, soki okeyi sans yango  
C'est le Wake Up Africa  
Kanisa kufa na yo . . . oh  
Que l'Afrique se lève

*Aby Surya*

Batelaka nzoto, batela mpe molimo  
Pour protéger sa vie  
Tosuki wapi na bokouo mabe . . . eh . . .  
Nzambe . . . eh  
Batoto wa Africa m'si mamae

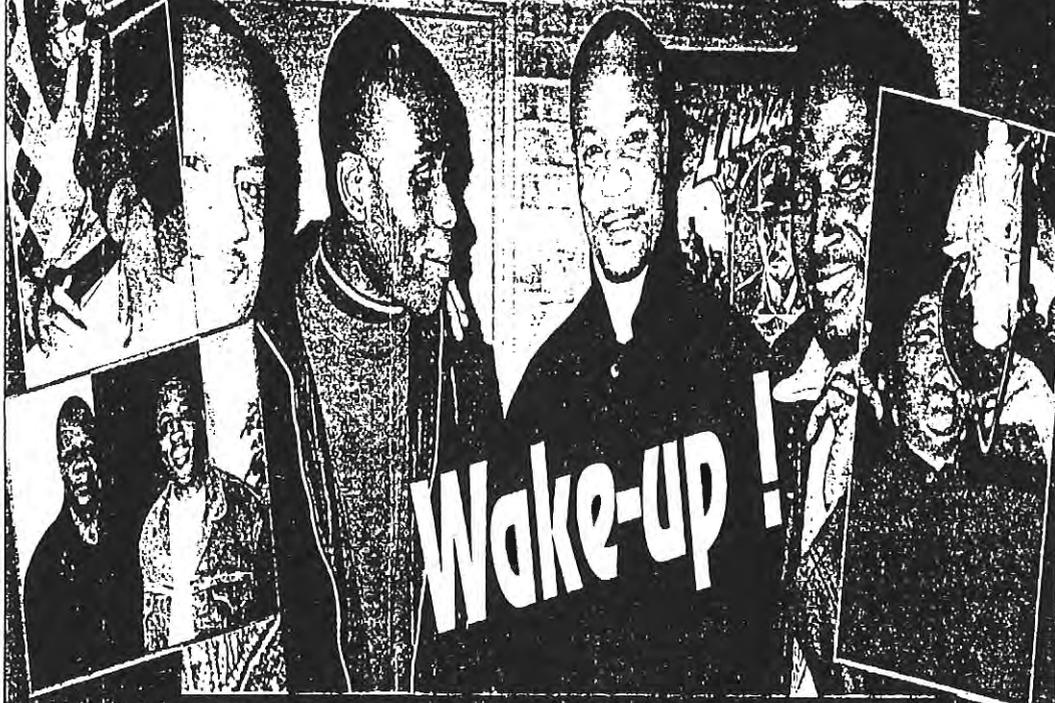
*Aicha Koné*

Angé wili, banan djougou mangni  
Kassi da bla, angné wili  
Angné wili ké  
Oh . . . angné wili san . . .

List of musicians: Papa Wemba, Koffi  
Olomide, Aicha Koné, Gadji Celi, Stino  
Mubi, Manu Dibango, Meiway, Nayanka  
Bell, Shakara Mutela, Madeka, Tshala  
Muana, Aby Surya, Nick Domby, Afia  
Mala, Lokan Kanza, Reverend Titus, Estha

**APPENDIX B :**  
***NEWS COVERAGE OF WAKE UP CAMPAIGN***

# Musique pour sauver l'Afrique



Il s'agit de 24 artistes musiciens africains. Ils font partie des meilleurs du continent. Pour sensibiliser les populations face au fléau mondial qu'est le sida, ils ont unis leurs voix pour une prise de conscience générale. "Wake up Africa" est leur cri de coeur. Un message résumé dans une oeuvre

présentée officiellement à Abidjan à la conférence internationale sur le sida et les maladies sexuellement transmissibles en Afrique (CISMA). C'était le 7 décembre 1997 devant les chefs d'Etat de France, Côte d'Ivoire, Burkina, etc... Le projet soutenu par l'USAID ressemble dans son

objectif au fameux "We are the world", qui avait vu rassemblés les chanteurs américains pour une autre cause noble : celle de la faim. Comme leurs homologues américains, Manu Dibango, Alcha Koné, Okomidi, Tshala Nuaza, Mweny, Nanyika Bell, Alfa Mala, Gadji Cell... jouent ici leur rôle de

leader d'opinion pour cimenter les consciences et donner un écho plus grand message de sensibilisation. Abstinence, fidélité, préservatifs : tel est résumé leur message. "C'est fou de penser qu'on puisse avoir des rapports extra-conjugaux sans préservatifs. Je souhaite que si

l'un des partenaires refuse le port du préservatif, il faut que l'autre partenaire l'exige absolument", prévient Koffi Okomidi. Et Alcha Koné de poursuivre : "Pour éviter le sida, soyons fidèles". Ces messages sont on ne peut plus clairs. Et on espère qu'ils ne sont pas tombés dans des oreilles

de sourds. Car il y va du devenir de l'Afrique, de l'humanité toute entière. Alors chacun doit se réveiller pendant qu'il est encore temps. Wake up Africa !!!

M.D.

## LUTTE CONTRE LE VIH/SIDA

# L'Afrique s'engage... en musique

Pour vaincre le Sida, la médecine ne baisse pas les bras bien qu'elle se heurte à de nombreuses difficultés. La politique cherche des solutions pour permettre l'accès, à tous, aux nouveaux médicaments antirétroviraux. Les médias tirent la sonnette d'alarme, les communautés s'impliquent. Les musiciens africains ne veulent pas rester les bras croisés et regarder leur continent agoniser sous les coups de boutoir d'une pandémie qui infecte 215 personnes en une seconde dans le monde.

Ainsi, vingt quatre artistes parmi les meilleurs du continent ont décidé d'élaborer une campagne de sensibilisation en adressant un

message de prise de conscience, d'espoir et de soutien à chaque fille et fils de l'Afrique vivant avec le VIH.

Chacun y est allé de son inspiration. Tshala Muana "*je sais que beaucoup d'Africains n'aiment pas utiliser le préservatif, même moi aussi je ne l'aime pas, mais je n'ai pas le choix et vous aussi. Il faut que vous vous protégiez*". Aïcha Koné elle, invite à la fidélité ou l'abstinence quand Nayanka Bell insiste sur la nécessité du dépistage etc. En tout état de cause en décidant de se mettre ensemble pour produire «Wake Up» (réveillez-vous) Manu Dibango, Ray Lema, Boncana Maïga,

Meiway et bien d'autres souhaitent pousser la population à prendre conscience des risques d'infection à VIH/Sida, réduire les comportements à risques, utiliser les préservatifs en tous lieux et à tout moment et la prise en charge des personnes vivant avec le VIH/Sida. Notons que «Wake up» rythme en ce moment les campagnes de sensibilisation initiées par International population service (PSIE/écodév) en collaboration avec le Programme national de lutte contre le Sida (PNLS) et Santé familiale, planification, Sida (SFPS).

C.G

## WAKE UP

# Vaincre le Sida en chanson

ELISA VAHA

**L**e Sida. Avant qu'un remède ne lui soit trouvé en appelle à la conscience de tous pour la préservation de la race humaine. Tant il est vrai que le VIH/Sida a un impact négatif sur la santé, la croissance économique, le développement communautaire et l'amélioration des conditions de vie. La population sexuellement active et non active se voit touchée chaque jour par le VIH. Et les conséquences de la pandémie se font sentir dans tous les secteurs. D'où la réduction de la main d'œuvre, la réduction de revenus dans les familles et les entreprises. Certaines fois, des enfants doivent abandonner l'école pour compenser la perte de la main d'œuvre et pour s'occuper des parents malades. Trente millions de séropositifs en Afrique dont 800.000 officiellement déclarés en Côte d'Ivoire, c'est le tribut que le continent paye au Sida. Partant, c'est la peur. Alors pour faire face au Sida, le changement de comportements est à conseiller. En marge des campagnes d'information, d'éducation et de communication à cet effet, vingt-quatre talents africains ont décidé d'élaborer une campagne de sensibilisa-



De G. à D.: Ai N'Zimbi, Aïcha Koné, Eddy Momat, Shakara Mutele, Manu Luvaka, Gadji Céli et Madeka

tion. En adressant en chanson un message de prise de conscience, d'espoir et de soutien à chaque fils et fille de l'Afrique vivant avec le VIH pour qu'ils ne désespèrent pas. Avec *Wake Up*, Papa Wemba, Mamu Dibango, Aïcha Koné, Ray Lena, Afia Mala, Kofi Olomidé, Nayanka Bell, Lokua Kanza, Meivay, Boncana Maïga, Tshala Muana, Gadji Céli, Madeka... invitent chaque africain à se lever. **"Debout pour lutter ! Debout pour tendre la main à celui qui souffre ! Oui, debout car chacun a en lui les armes pour se protéger de la contami-**

**nation contre le VIH/Sida"**. C'est le message essentiel que lance *Wake up*. Sous la direction artistique de Shakara Mutele, la composition-arrangement de Ai N'Zimbi, cet album produit par ACS, et le projet de santé planning familial "SFPS" a été financé par l'USAID. La vente des 9700 cassettes et 12 mille CD ont leurs recettes qui reviendront à la prise en charge des personnes vivant avec le VIH/Sida.

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**APPENDIX C :**  
***PARTICIPATING COMMUNITY ACTIVITIES / ORGANIZATIONS***

## A. CÔTE D'IVOIRE

### 1. Lead NGOs:

PSI (Population Services International) focuses on media promotion of the Campaign through coordination of radio and television broadcasts and the organization of press coverage. They also use the Wake Up products in the motivation activities conducted by their team of mobile promoters.

La Femme Face au SIDA works with local women's groups. They include Wake Up materials in their discussion groups and activities.

### 2. Local partners:

a. CIPS (Centre d'Information pour la Prévention du SIDA) shows Wake Up materials in the waiting rooms of their AIDS testing clinics.

b. Lumiere Action is an association of People Living with AIDS who promote AIDS awareness in Abidjan and show Wake Up materials before their sessions.

c. Club des Amis works in Abidjan and Bouaké doing voluntary awareness raising in schools and in the community.

d. Renaissance Bouaké works in and around the second largest city in Côte d'Ivoire in AIDS awareness and motivation, and includes the Wake Up materials as part of their community interaction activities.

## B. BURKINA FASO

### 1. Lead NGO:

Mwangaza works in community mobilization in Gourma and Bazega Provinces.

### 2. Local partners:

a. ABBEF (Association Burkinabé Pour le Bien-Être Familiale) has three youth clinics in Ouagadougou, and one each in Bobo Dioulasso and Koudougou.

b. AfriCare conducts periodic AIDS education activities and peer educator trainings for truck drivers, assistants and mechanics as part of the PSAMAO project.

c. Peace Corps conducts AIDS education activities in high schools in the zones of intervention of Peace Corps health extension volunteers throughout the country.

d. APJAD (Association Pour la Promotion de la Jeunesse Africaine et le Développement) uses the Wake Up products in the motivation activities conducted throughout schools in Ouagadougou.

## C. TOGO

### 1. Lead NGO:

Arc-en-Ciel is an NGO working in Lomé in the domain of AIDS prevention that reaches women and youth through work associations, such as auto mechanics, hair salon employees, carpenters, etc.

### 2. Local partners:

a. La Colombe works with women's organizations, such as groups of seamstresses, through a variety of educational activities.

b. Sauvons la Vie is primarily involved in AIDS education work based in Lomé.

c. AJED (Association des Jeunes pour le Développement) is a Christian organization working in STD/HIV prevention in all parishes in Togo.

d. CACIEJ (Comité d'Action pour la Coopération International et l'Epanouissement de la Jeunesse) works with students groups and youth activities, with chapters in high schools and colleges throughout the country.

## D. CAMEROON

### 1. Lead NGO:

IRESCO (Institut de Recherche et des Etudes de Comportements) is a formal partner of the SFPS Project. They are active in the raising of AIDS awareness through discussion groups and similar forums through the use of peer education, primarily targeted at adolescents in the city of Nkongsamba.

### 2. Local partners:

a. FESADE (Femme, Santé et Développement) raises AIDS awareness through trainings and workshops for associations of women and youth in Yaoundé, Mbouda, and Tiko.

b. NIRMA (Nouvelle Initiative pour la Reinsertion des Margineaux par l'Art) increases AIDS awareness through educational activities for youth associations in Yaoundé.

c. Mission de Recreation organizes educational and interpersonal talks on STDs/AIDS in Douala for youth, women's associations, men's associations, and marginalized

peoples.

d. CHP (Cameroon Health Project) conducts STD/AIDS prevention courses for the military and police in 10 provinces of Cameroon.

**APPENDIX D :**  
***PHOTOGRAPHS***



Students in Togo displaying condoms during Wake Up session.



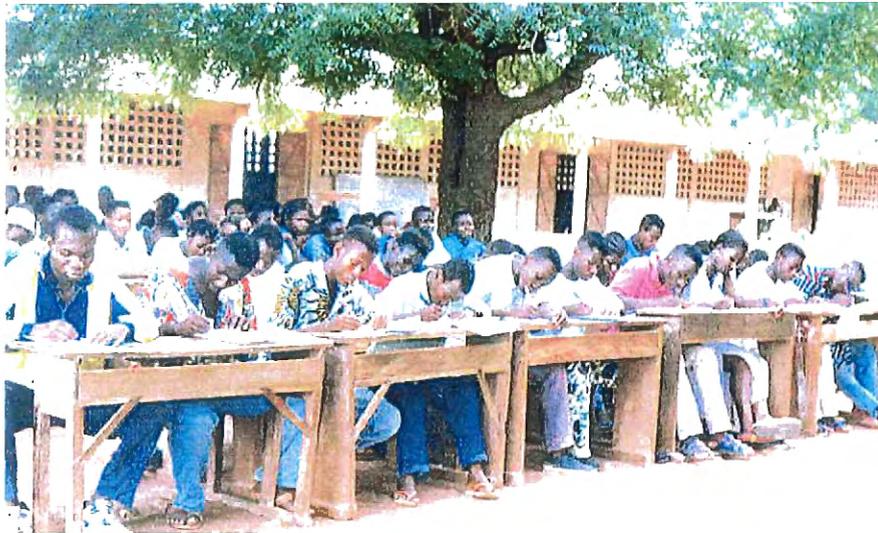
Seamstresses listening to the Wake Up song



Taxi drivers watching the Wake Up video



Distribution of Wake Up materials during soccer match



Students write about AIDS during school outreach event in Lomé

