

Malaria

Child Health

Reproductive Health

HIV & AIDS

Community Action

Radio - Print - Community Drama - Television - Film - Flip chart - Handbook - Guide - Counselling Kit - Internet

HCP MATERIALS CATALOGUE



HEALTH COMMUNICATION
PARTNERSHIP
ZAMBIA



**HEALTH COMMUNICATION
PARTNERSHIP
ZAMBIA**

SEPTEMBER, 2009

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
Chief of Party

Uttara Bharath Kumar
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	Media 365	LACO	Prime Communications
Inzy	Isys	Venus	Image Promotions
Rooneys	Zollywood	Printech	Radio Christian Voice
New Horizons	Grandad	Comlink	ZNBC
Radio Phoenix	Kabili Branding		

TABLE OF CONTENTS

HIV & AIDS - Prevention, Treatment & Care	—1
HEART Life Skills Toolkit	—1
Creative HEART Competition Guide	—2
<i>HEART</i> campaign	—3
One Love Kwasila!	—4
Club Risky Business	—5
One Love Kwasila! Animerts	—6
<i>CHAMP 990</i> Talkline publicity materials	—7
Pediatric ART Flip Chart	—8
The Story of Bobo	—9
Sign Language Poster for the Hearing Impaired	—10
Edukator	—11
Youth Brochures: Risk Reduction: Abstinence, Risk Reduction: Male Condoms, Frequently asked questions on HIV and AIDS	—12
The HIV & AIDS Question and Answers Booklet	—13
<i>Zambia Uniformed Service Personnel</i> materials	—14
Barotse Royal Establishment Against HIV/AIDS (BAA) Campaign	—15
<i>Mwana Wanga</i> video and discussion guide	—16
<i>Care & Compassion</i> movement	—17
Flip chart for Client Education - HIV Prevention, Treatment and Care	—18
<i>Living and Loving Radio</i> materials	—19
Positive Living Handbook	—20
<i>Road to Hope</i> video and discussion guide	—21
<i>Tikambe Let's Talk About It: HIV-related Stigma and Discrimination</i> video and discussion guide	—22
Malaria—23	
<i>Annie the Anopheles</i> animated films	—23
Malaria Toolkit: Communication for Prevention and Treatment of Malaria	—24
Reproductive Health—25	
Our Family Our Choice	—25
Youth Brochures: Girls and Growing Up!, Boys and Growing Up!, Frequently asked questions about STIs	—26
Choose Life	—27
National Family Planning Guidelines	—28
Family Planning Campaign	—29

Reproductive Health & HIV and AIDS Vernacular Glossary—30

Men's Health Kit—31

Men's Health: Understanding Male Circumcision—32

Male Circumcision: Real Men, Real Stories—33

Child Health—34

Child Health Weeks—34

National Measles Campaign—35

Your Child's Health Depends on You—36

Action for Health with Sister Evelina —37

Your Health Matters —38

Community Action —39

Health Care within the Community - Health Promotion Information for NHCs and CBOs
—39

Simplified Guide to Participatory Planning and Partnership —40

Community Health Information Cards: Educating Each Other on Healthy Living —41

Theatre Facilitation Manual —42

African Transformations - Zambia Adaptation—43

Campus Talk Point—44

Rhythm of Life: move to a healthy beat!—45

ACRONYMS

AD	Africa Directions
AIDS	Acquired Immunodeficiency Syndrome
ART	Antiretroviral Therapy
ARV	Anti Retroviral
BCC	Behavior Change Communication
BRE	Barotse Royal Establishment
CBO	Community-Based Organization
CHAMP	Comprehensive HIV/AIDS Management Programme
DATF	District AIDS Task Force
DC	District Commissioner
DDCC	District Development Coordinating Committee
DEBS	District Education Board Secretary
DFID	Department for International Development (UK)
DHMT	District Health Management Team
DVD	Digital Video Discs
EGPAF	Elizabeth Glaser Pediatric AIDS Foundation
FP	Family Planning
HCP	Health Communication Partnership
HEART	Helping Each other Act Responsibly Together
HIV	Human Immunodeficiency Virus
HLST	HEART Life Skills Toolkit
IEC	Information, Education and Communication
IPT	Intermittent Presumptive Treatment
IRS	Indoor Residual Spraying
IR7.1	Intermediate Result 7.1 - "Zambians taking action for health"
ITN	Insecticide-Treated Net
JHU	Johns Hopkins University
MACEPA	The Malaria Control and Evaluation Partnership in Africa
MCP	Multiple Concurrent Partnerships
MOE	Ministry of Education
MOH	Ministry of Health
MNCHW	Maternal, Newborn & Child Health Week
NATAAZ	National Theatre and Arts Association of Zambia
NGO	Non-Governmental Organization
NHC	Neighborhood Health Committee
NMCC	National Malaria Control Centre
NZP+	Network of Zambian People Living with HIV/AIDS
OVC	Orphans and Vulnerable Children
PATF	Provincial AIDS Task Force
PEPFAR	President's Emergency Plan for AIDS Relief
PHO	Provincial Health Office
PLHA	People Living with HIV/AIDS
PMI	President's Malaria Initiative
PMTCT	Prevention of Mother to Child Transmission (of HIV)
PSI	Population Services International (also see SFH)

RAPIDS	Reaching HIV/AIDS Affected People with Integrated Development and Support
SADC	Southern African Development Community
SFH	Society for Family Health (also see PSI)
SHARe	The Support to the HIV/AIDS Response in Zambia
SO7	Strategic Objective 7- "Improved health Status of Zambians"
SRH	Sexual Reproductive Health
STI	Sexually Transmitted Infection
TV	Television
UNFPA	United Nations Fund for Population Activities
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
VCT	Voluntary Counseling and Testing
WHO	World Health Organization
YAG	Youth Advisory Group
ZANIS	Zambian News and Information Services
ZCCP	Zambia Centre for Communication Programs
ZCHC	Zambian Creative HEART Contests
ZINGO	Zambia Interfaith Networking Group on HIV/AIDS
ZNBC	Zambia National Broadcasting Corporation
ZRA	Zambian Revenue Authority

INTRODUCTION

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.



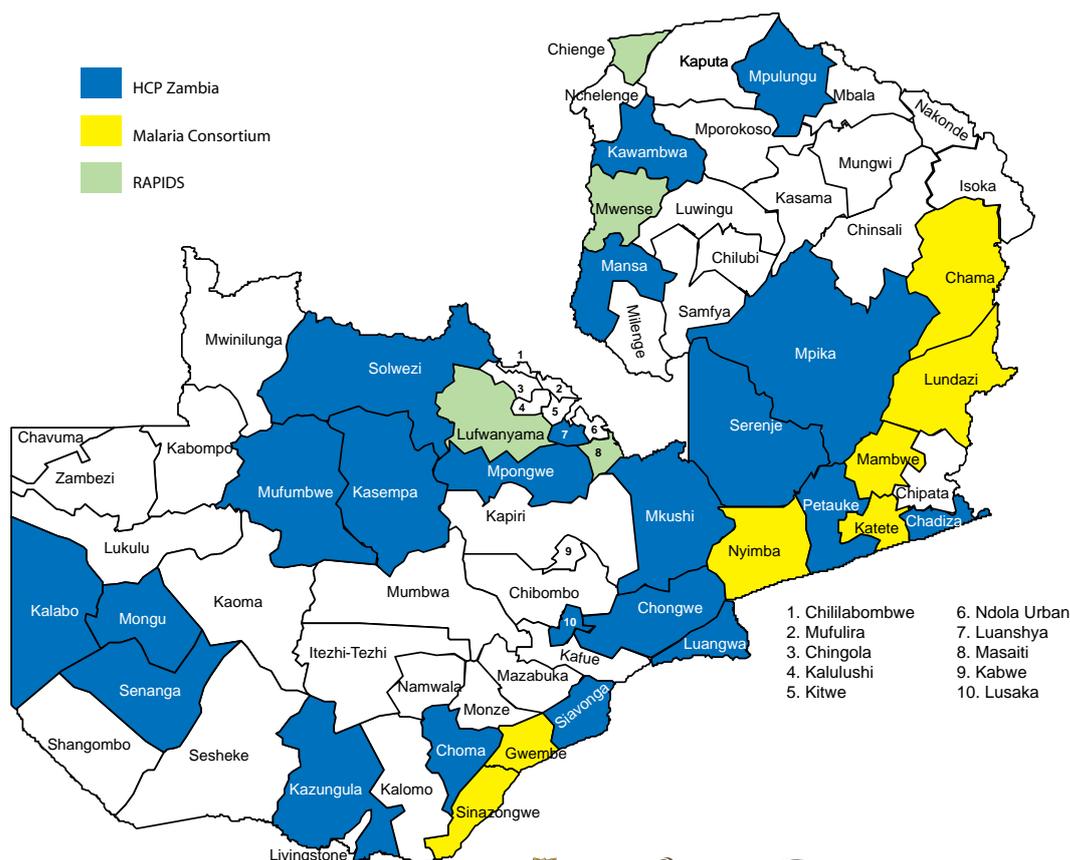
The HCP Zambia program interventions supported activities in the following technical areas as prioritized by the Ministry of Health:

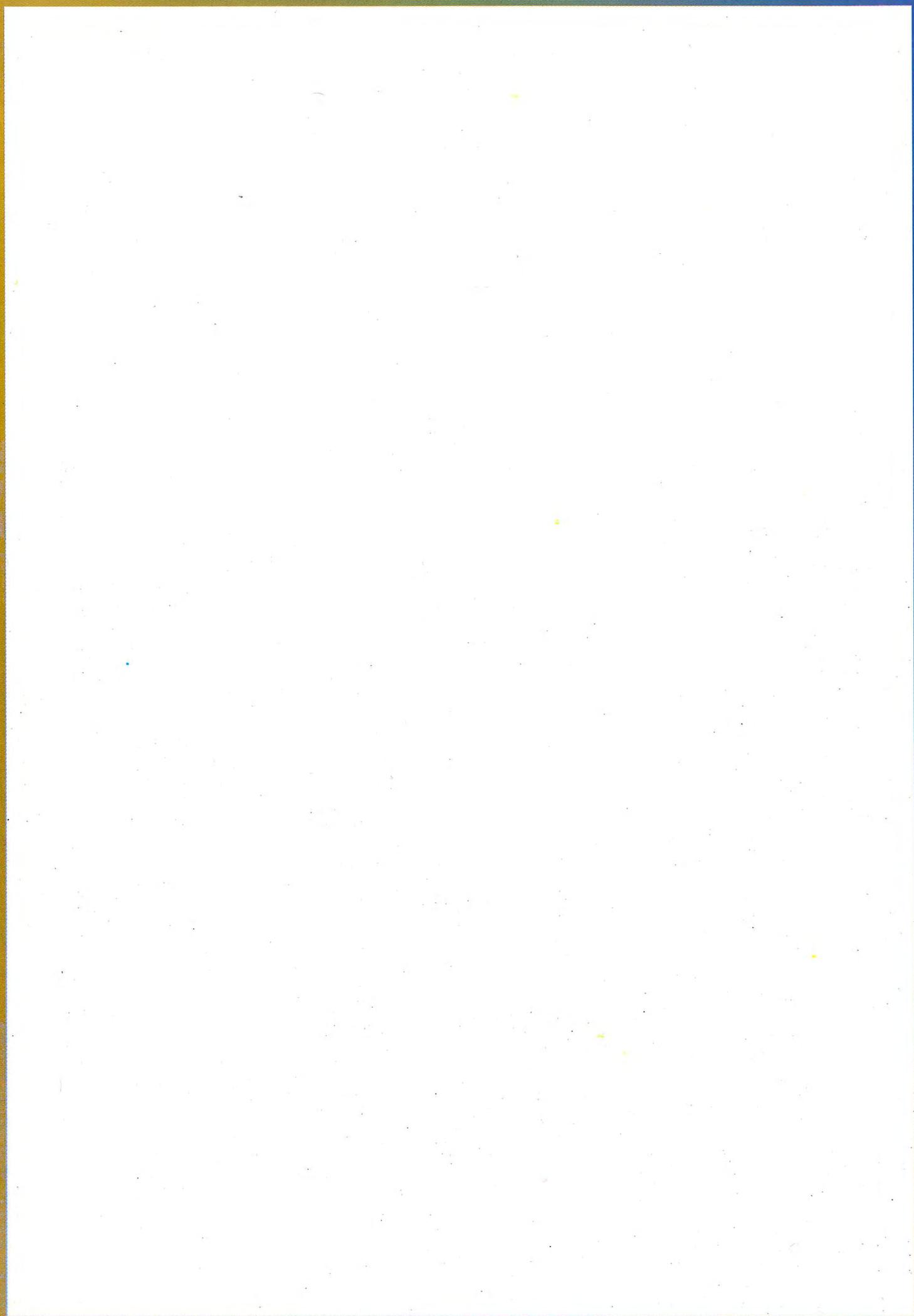
1. Child Health
2. HIV and AIDS
3. Malaria
4. Maternal Health
5. Reproductive Health

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.





HIV & AIDS - Prevention, Treatment & Care

TITLE

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.

HIV & AIDS - Prevention, Treatment & Care

TITLE

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.

HIV & AIDS - Prevention, Treatment & Care

TITLE

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.

HIV & AIDS - Prevention, Treatment & Care

TITLE

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 Pheonix, 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 innovative 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.



HIV & AIDS - Prevention, Treatment & Care

TITLE

CHAMP 990Talkline 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.



HIV & AIDS - Prevention, Treatment & Care

TITLE

Pediatric ART Flip Chart

Providing accurate information on pediatric ART for providers to use when counselling parents and care-givers 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

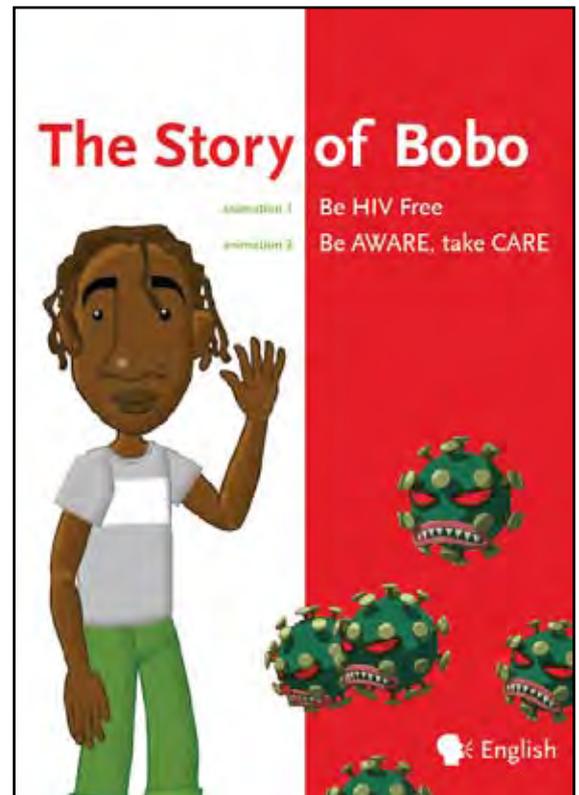
NAC, MOH

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.



HIV & AIDS - Prevention, Treatment & Care

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.



HIV & AIDS - Prevention, Treatment & Care

TITLE

Youth Brochures: Risk Reduction: Abstinence, Risk Reduction: Male Condoms, Frequently asked questions on HIV and AIDS
Providing youth with HIV and AIDS information

YEAR

2007

CHANNEL

Brochures- 3 messages

AUDIENCE

Male and female youth

LANGUAGES

English

PARTNERS

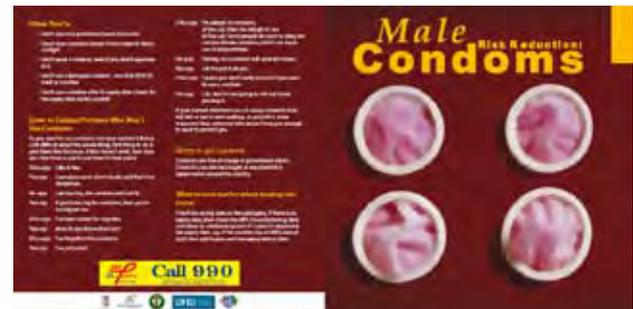
NAC, DFID, Youth Media

DISTRIBUTION

5,000 per brochure

DESCRIPTION

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 addresses 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.



HIV & AIDS - Prevention, Treatment & Care

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

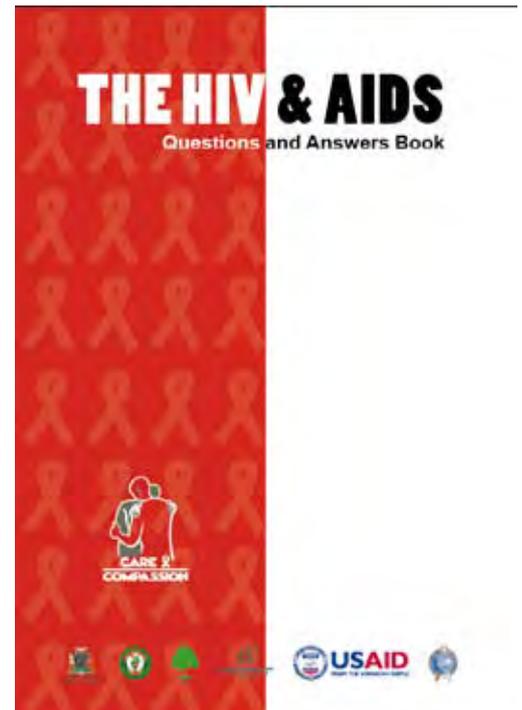
ZINGO, NAC

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

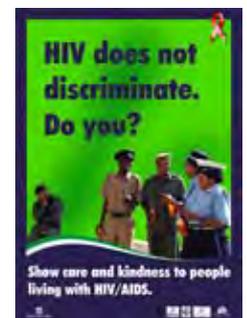
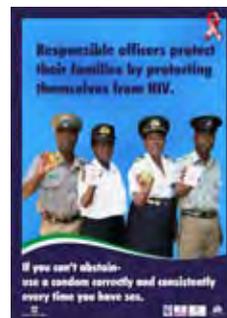
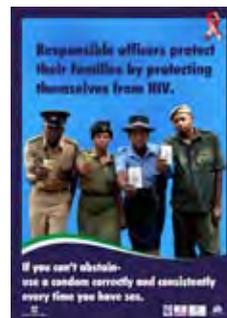
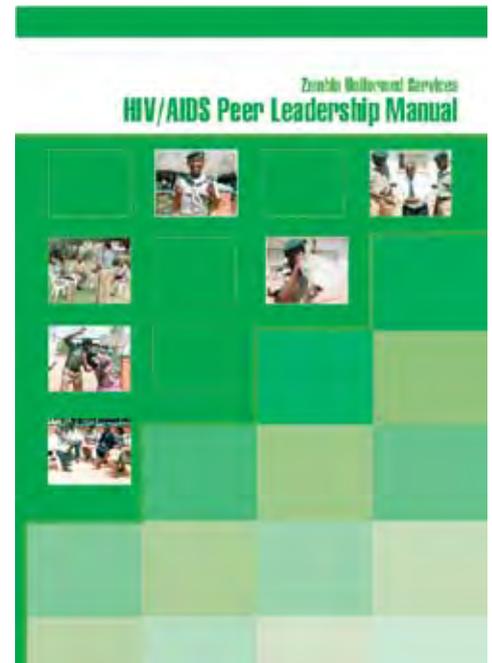
MOH, NAC, SFH

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 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.



HIV & AIDS - Prevention, Treatment & Care

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

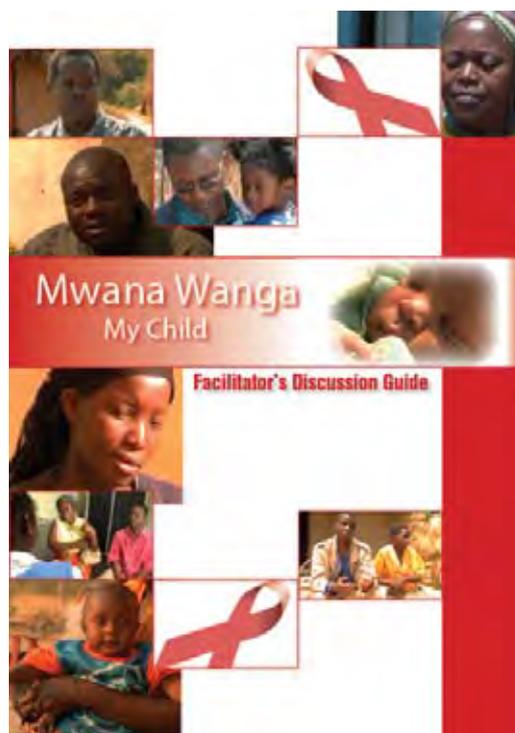
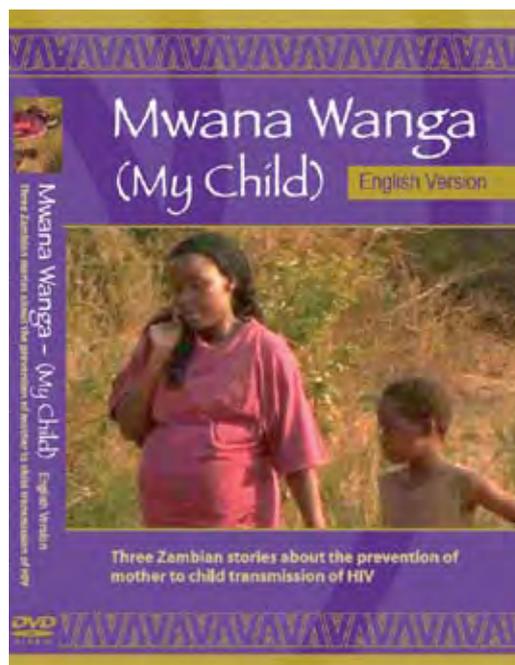
NAC, MOH

DISTRIBUTION

Video - 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

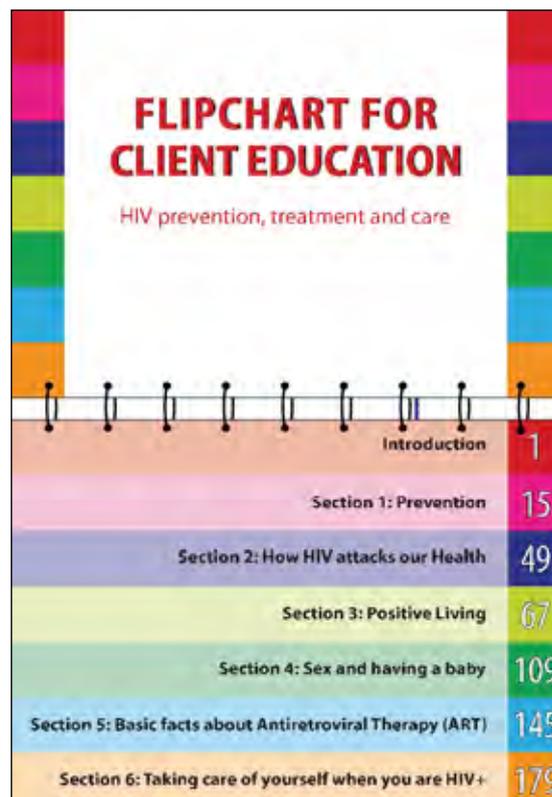
MOH, NAC, WHO

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.



HIV & AIDS - Prevention, Treatment & Care

TITLE

Positive Living Handbook

Providing PLHA and their care givers with critical information on living with HIV

YEAR

2006

CHANNEL

Handbook

AUDIENCE

PLHA and their caregivers

LANGUAGES

English

PARTNERS

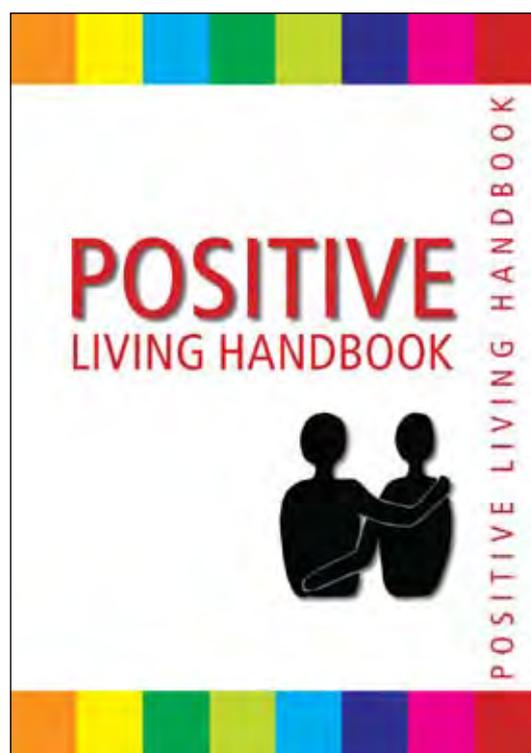
NAC, MOH, Afya Mzuri

DISTRIBUTION

59,000

DESCRIPTION

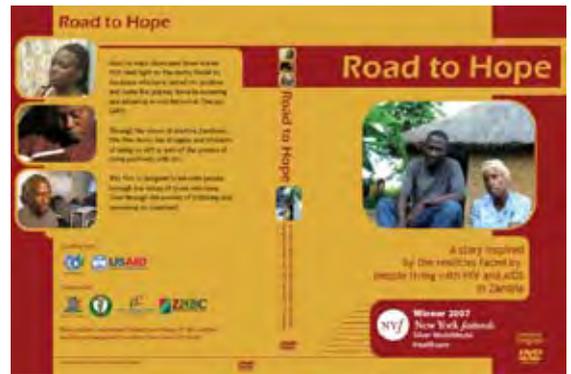
The *Positive Living Handbook* is for people living with HIV who know their status and those living with them or caring for them. There are many of different sections in the handbook including advice on keeping a healthy body and mind, on the right foods to eat, on the types of medicines for HIV positive 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.



HIV & AIDS - Prevention, Treatment & Care

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

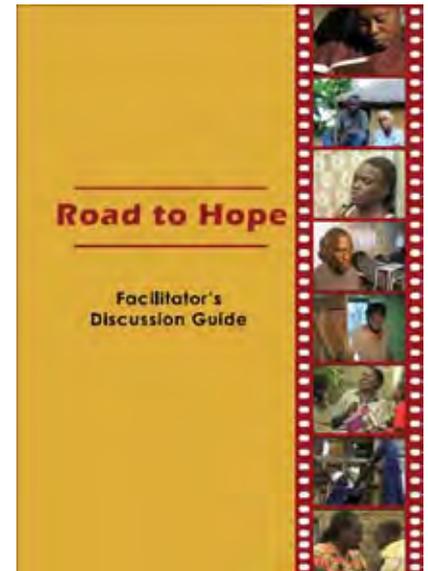
Film- 2,500
Guide- 2,500

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



HIV & AIDS - Prevention, Treatment & Care

TITLE

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

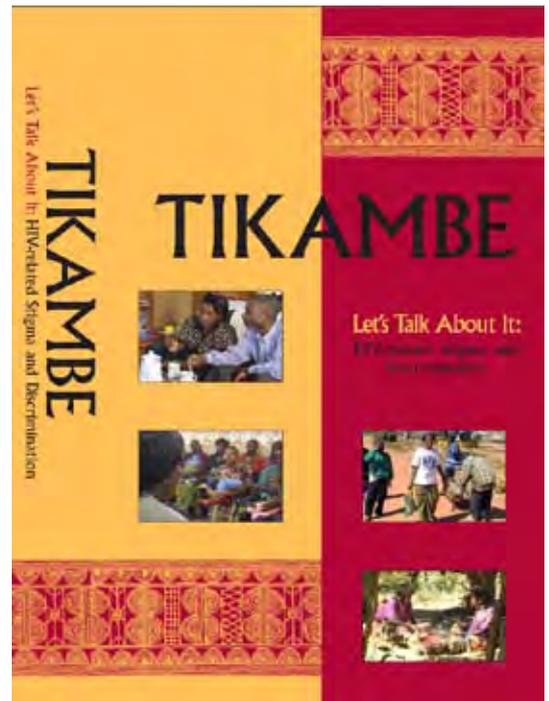
Video- 2,500
Discussion guide - 2,500

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

TITLE

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

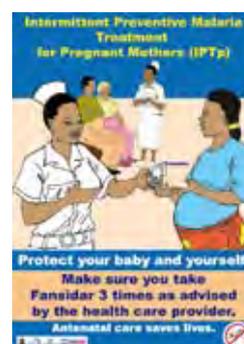
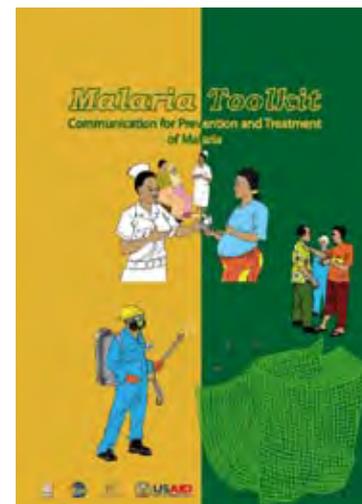
MOH, Roll Back Malaria

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

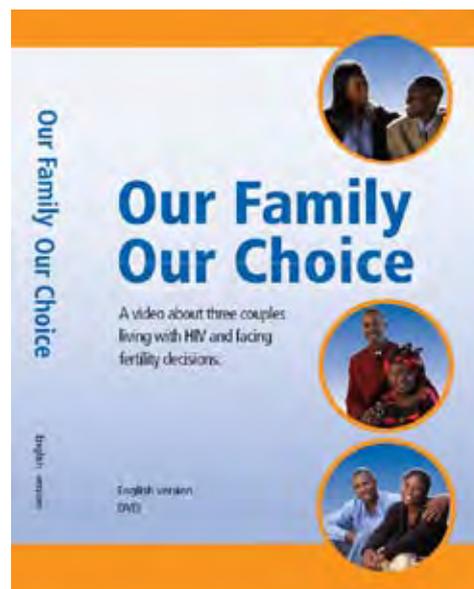
2007

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.



Reproductive Health

TITLE

Choose Life

Educating youth on the issues related to sexual and reproductive health and relationships

YEAR

2008

CHANNEL

Magazine

AUDIENCE

Youth 10-18 years

LANGUAGES

English with key words translated

PARTNERS

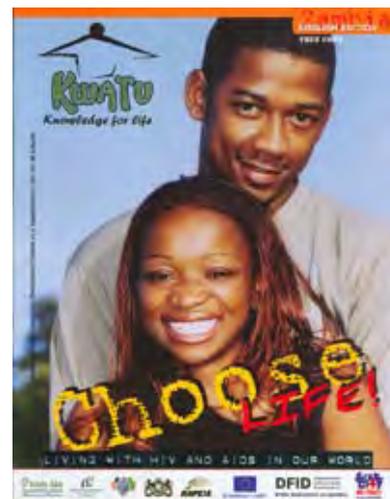
ZCCP, Soul City, DFID

DISTRIBUTION

92,000

DESCRIPTION

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

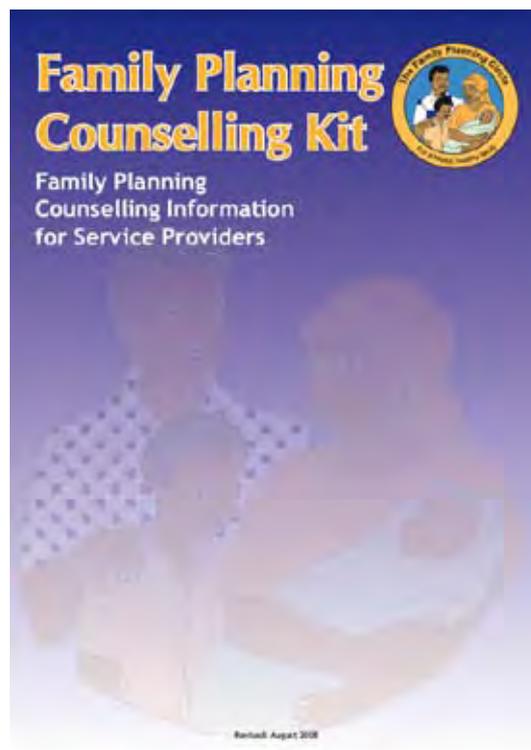
HSSP (and other partners), MOH

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, MUVITV
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.



Reproductive Health

TITLE

*Reproductive Health & HIV and AIDS
Vernacular Glossary*

Providing service providers and communication specialists with appropriate reproductive health terminology in the seven Zambian languages

YEAR

2008

CHANNEL

Booklet

AUDIENCE

Providers of health, counsellors, and materials designers

LANGUAGES

English, plus 7 Zambian languages

PARTNERS

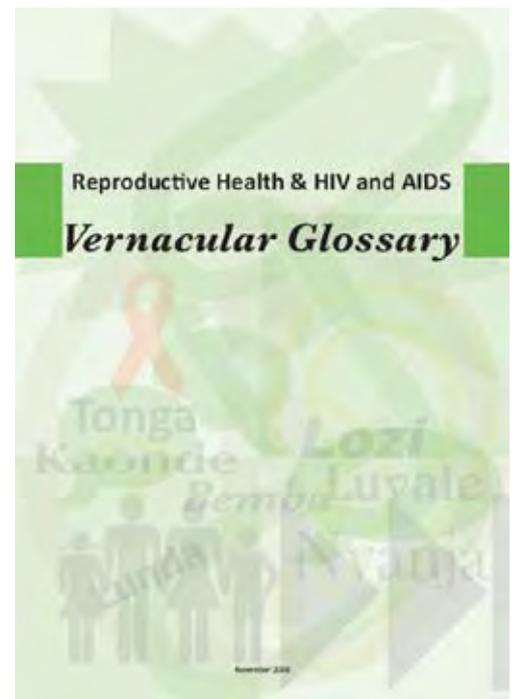
MOH

DISTRIBUTION

3,000

DESCRIPTION

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

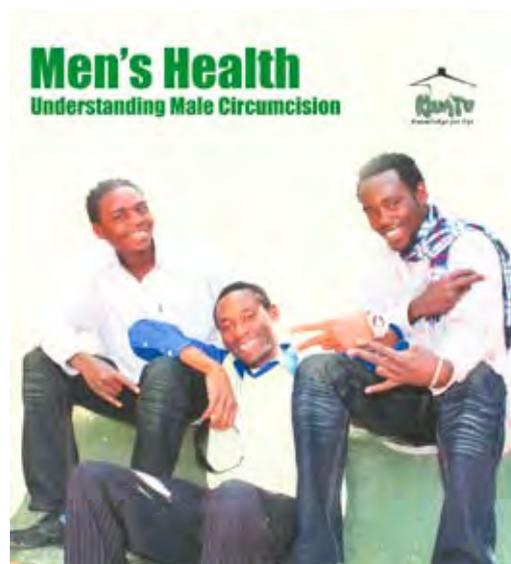
UNFPA, DFID, ZCCP

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.



Reproductive Health

TITLE

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

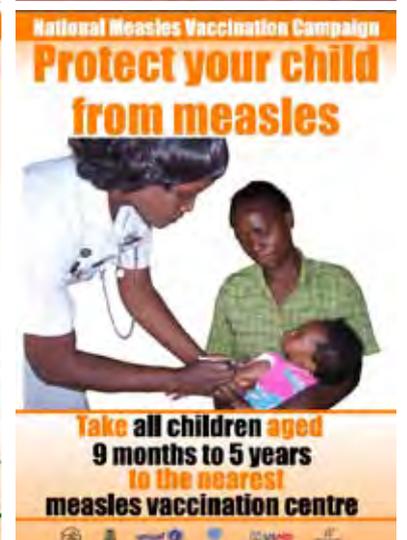
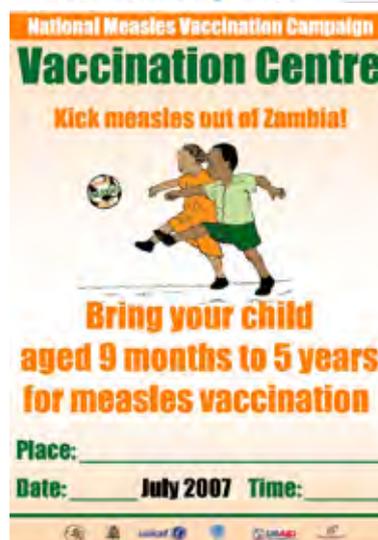
MOH, UNICEF

DISTRIBUTION

TV - ZNBC
Radio - ZNBC and community radio
Poster - 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.



Child Health

TITLE

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

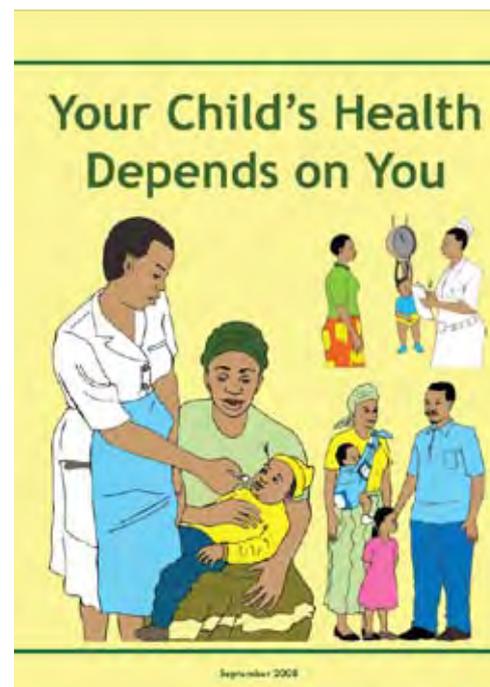
MOH, UCI Secretariat

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

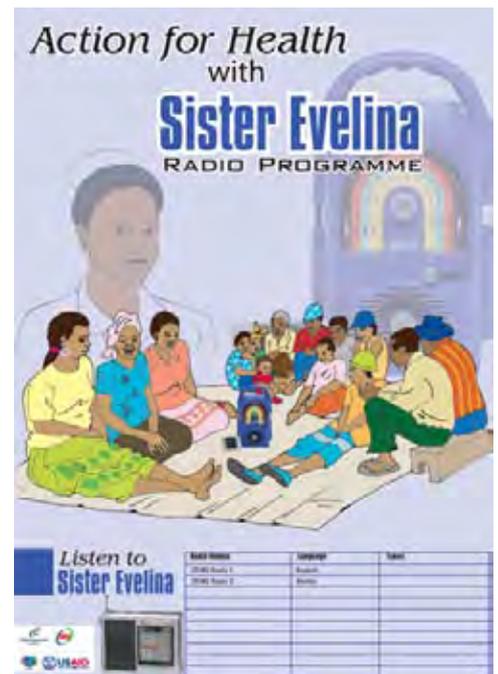
Discussion guide- 1,000

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.



Community Action

TITLE

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.

Community Action

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

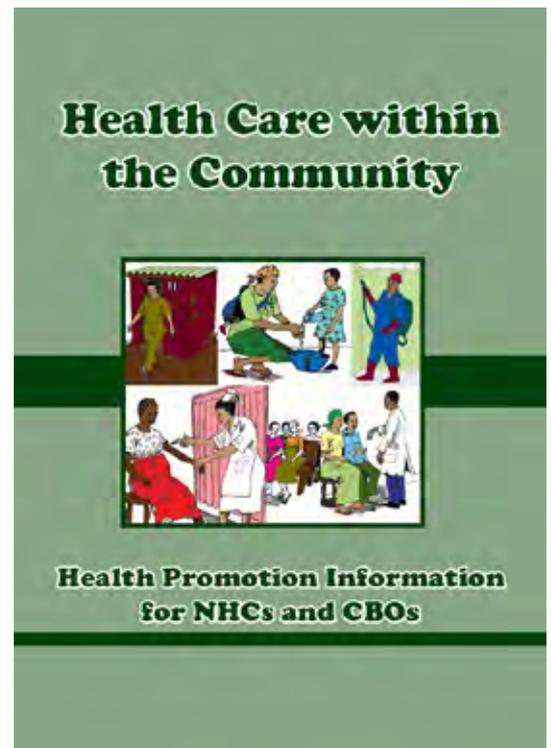
MOH

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

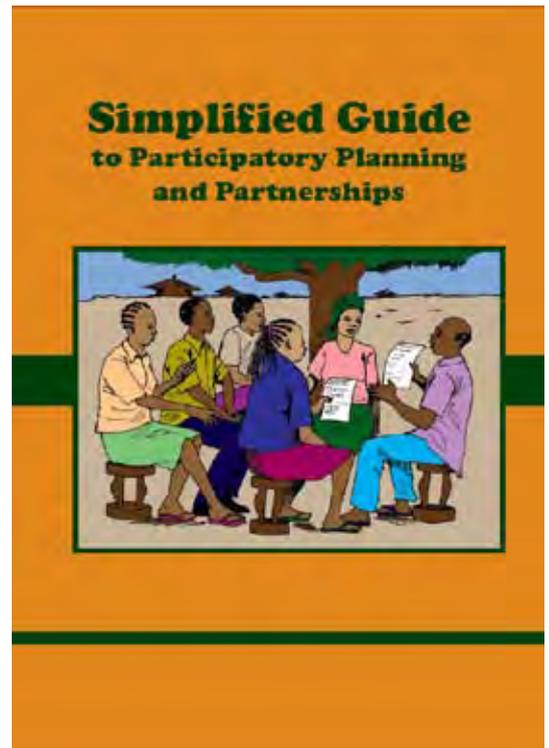
MOH

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.

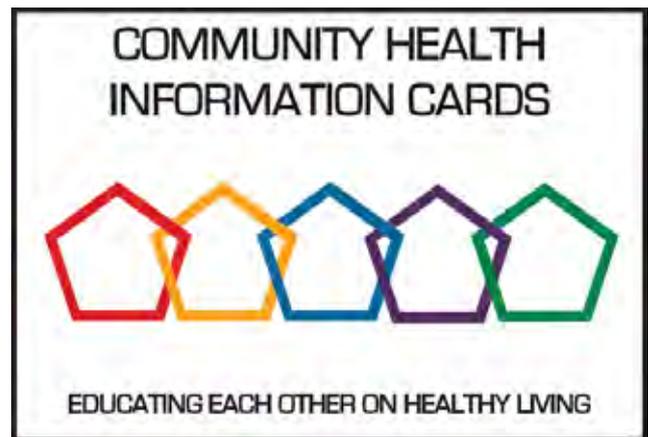


Community Action

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 in 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.

Community Action

TITLE

Theatre Facilitation Manual

Improving the effectiveness of community theatre

YEAR

2008

CHANNEL

Manual

AUDIENCE

Trained community drama groups

LANGUAGES

English

PARTNERS

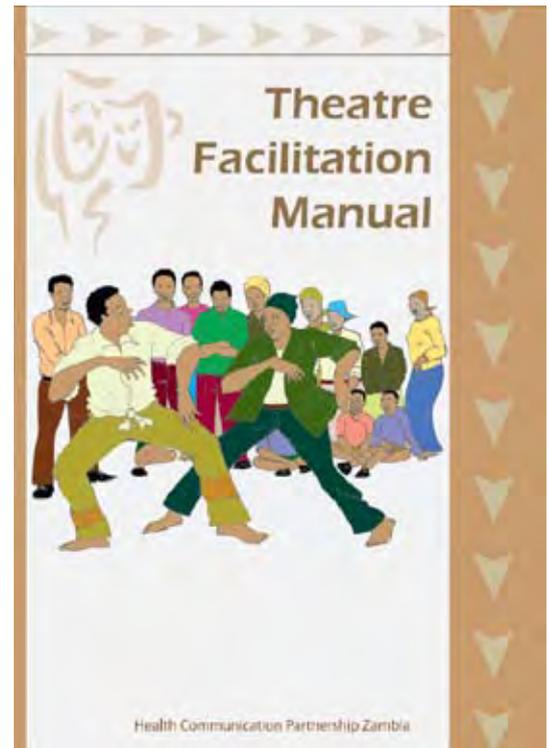
MOH

DISTRIBUTION

1,000

DESCRIPTION

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

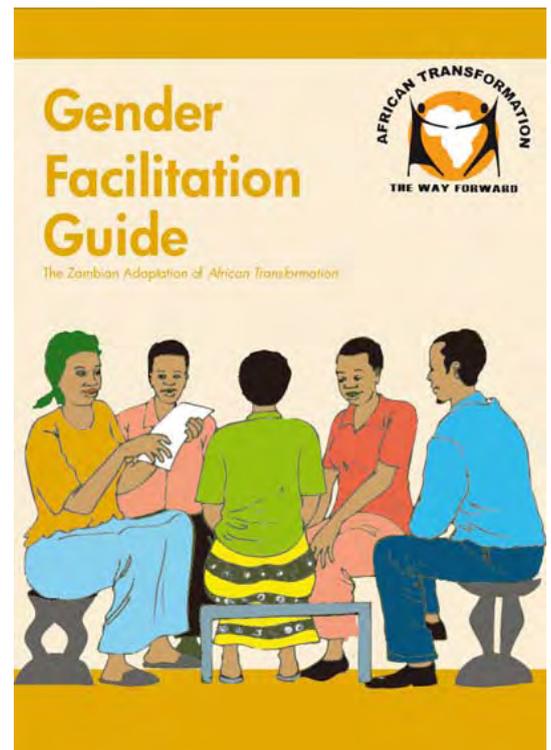
DISTRIBUTION

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.



**Campus
Talk
Point**

Community Action

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

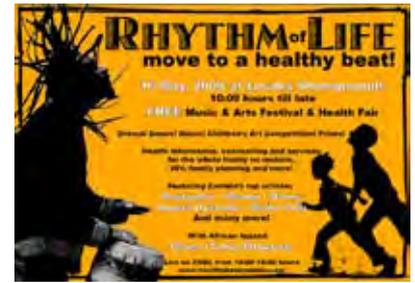
Theme song CD - 1,000

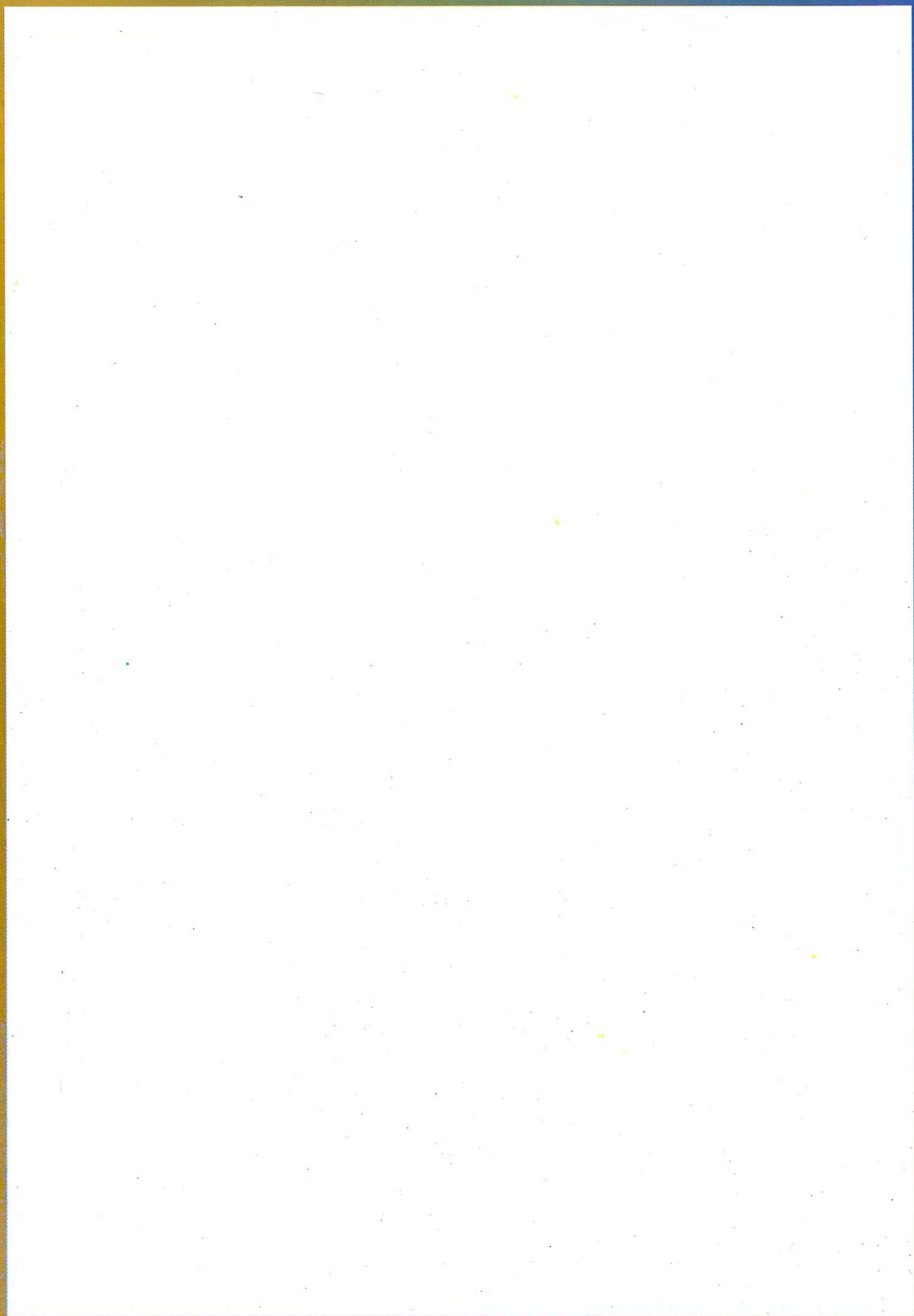
DVD - 500

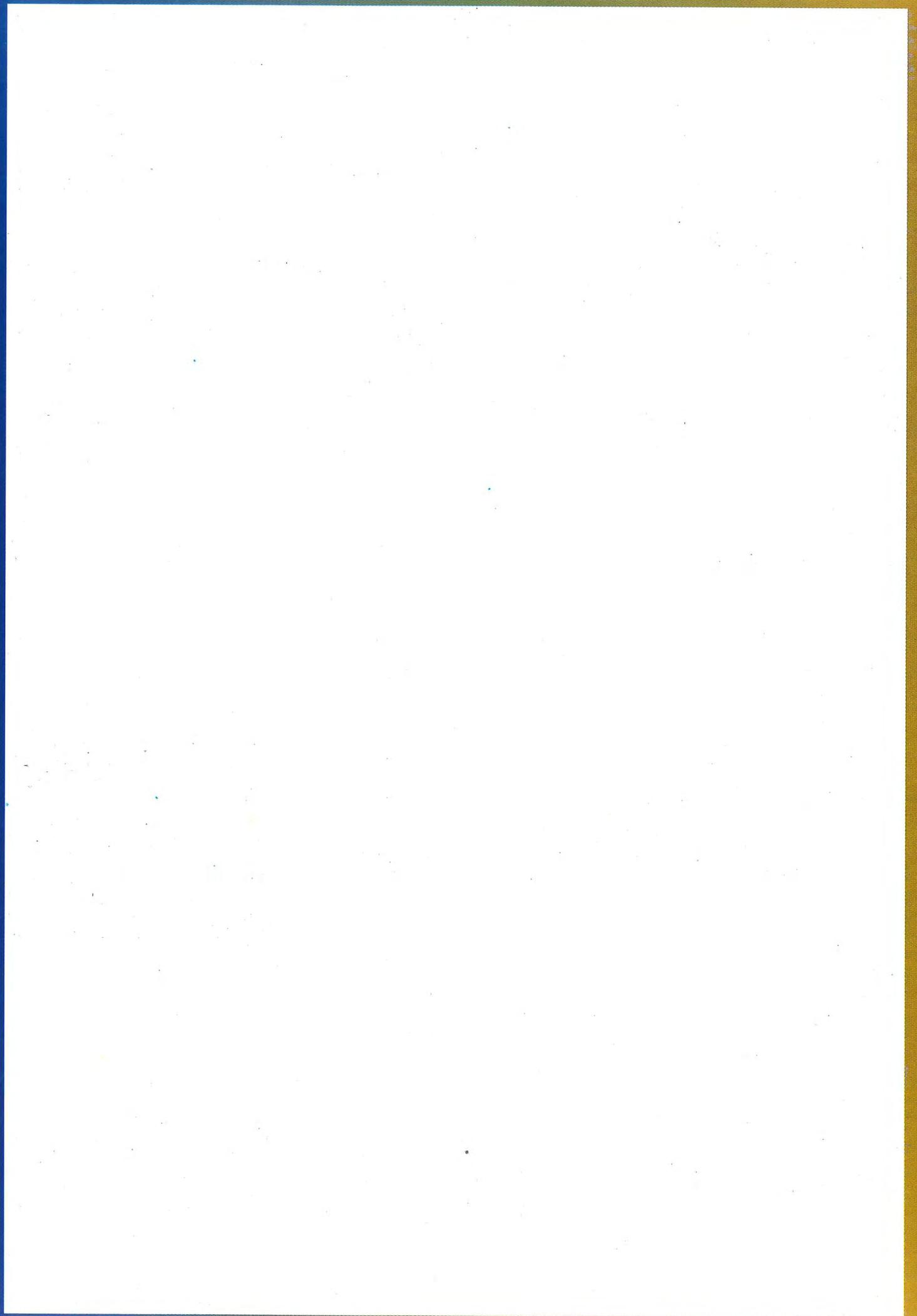
DESCRIPTION

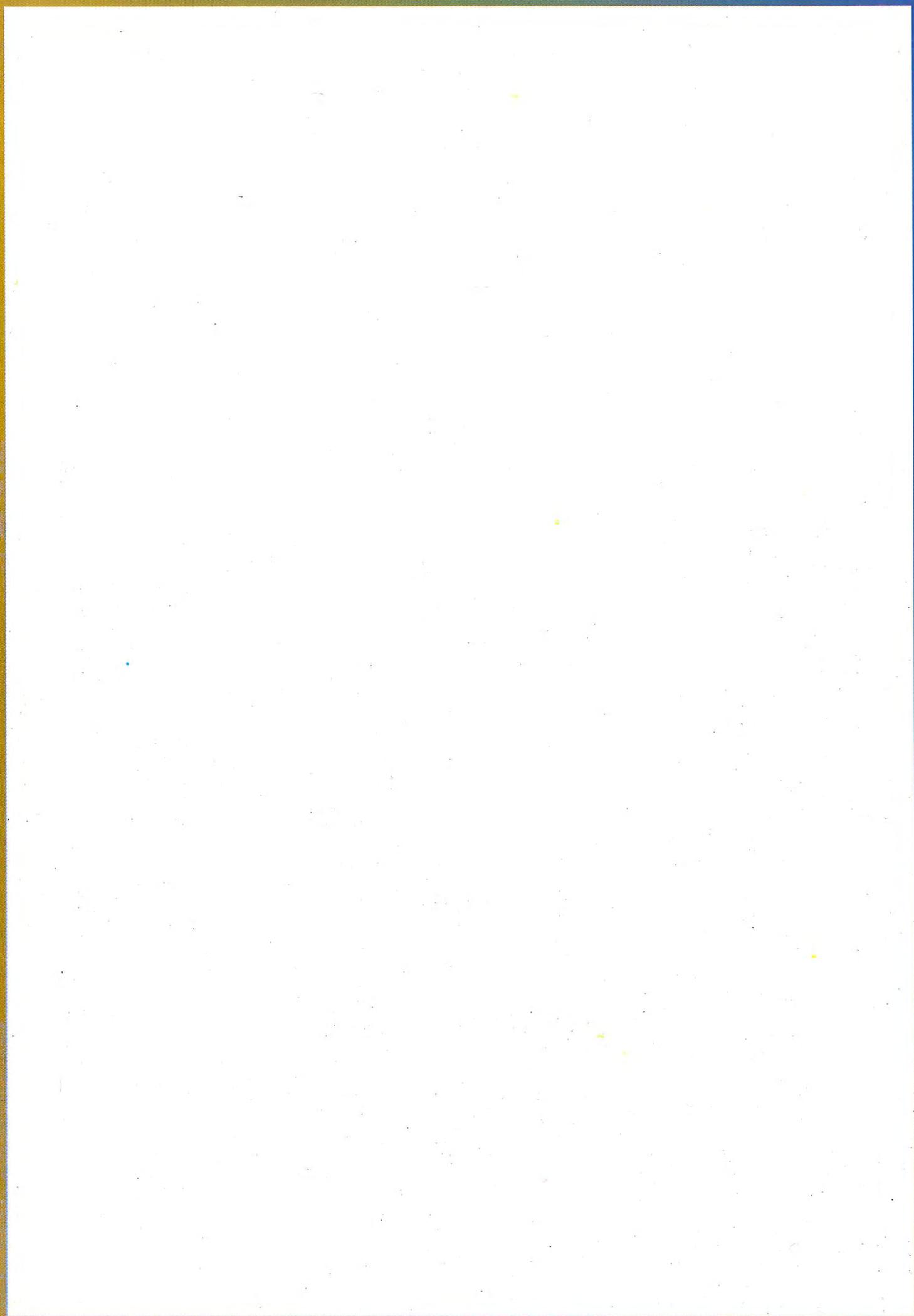
Zambia's largest ever free music and arts festival and health fair featured Zambia's top artistes and music legend, Oliver Mtukudzi from Zimbabwe. The show attracted over 12,000 people (with millions watching the live broadcast), making it one of the biggest music events in Zambian history. Thirty-three 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.











Ministry of Health

