

**SCALING-UP *TOGETHER WE CAN*:  
A Proven Peer Education Program and  
Community Mobilization Strategy  
for Youth HIV Prevention**

**(GPO-A-00-04-00005-00)**

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**Guyana, Haiti and Tanzania**

**Annual Report  
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*In collaboration with*  
**The Tanzania, Haitian, and Guyana Red Cross Societies  
The International Federation of Red Cross and Red Crescent Societies**

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## LIST OF ACRONYMS AND ABBREVIATIONS

ABC	<u>A</u> bstinence, <u>B</u> e faithful, and correct and consistent <u>C</u> ondom use
ACC	Adult Child Communication
ARC	American Red Cross
CC	Community Council (local coordinating body for the project)
CME	Community Mobilization Event (also referred to as edutainment events)
CWE	Community-Wide Event (term to replace Community Mobilization Event)
Federation	International Federation of Red Cross and Red Crescent Societies
FM	Field Manager
FUI	Follow-up Intervention
GRCS	Guyana Red Cross Society
HRCS	Haitian Red Cross Society
IFRC	International Federation of Red Cross and Red Crescent Societies
ITs	Instructor Trainers (interchangeable with Master Trainers or MTs)
NRCS	National Red Cross Society
NT	National Trainer
OD	Organizational Development
PEs	Peer Educators
PLWHA	People Living with HIV and AIDS
SO	Strategic Objective
TRCS	Tanzania Red Cross Society
TWC	“Together We Can”
TWC Workshops	PE-led workshops based on the 12 hour TWC curriculum
YM	Youth Multiplier (youth participants in PE-led TWC workshops)
YP	Youth Participant (youth beneficiaries reached by YMs via TWC take-home assignments [peer to peer outreach] and/or via community mobilization/ edutainment events)

## I. EXECUTIVE SUMMARY

### A. INTRODUCTION

The Scaling-Up Together We Can (TWC) program (GPO-A-00-04-00005-00) is a five year, \$7 million abstinence and be faithful program that will reach 766,000 in and out-of-school youth ages 10-24 with curriculum, peer-to-peer, edutainment, and mass media based HIV prevention messages in the countries of Guyana, Haiti, and Tanzania. This program was recently granted a full cost extension (\$2.9 million including \$650,000 for expansion activities in Haiti) through June 2010, increasing our target to over one million youth that will be reached through both Abstinence and Be Faithful and Other Prevention approaches to prevent the sexual transmission of HIV. The program's primary recipient, the American Red Cross (ARC), is responsible for providing funding and technical assistance to the program's implementers--the Guyana, Haitian, and Tanzania Red Cross Societies.

Peer education, community and social mobilization, and capacity building for the three national Red Cross societies (NRCs) are the primary strategies used to promote positive behavior change among youth. The peer education component of this program is based on the 12-15 hour, 17-22 activity *Together We Can* curriculum that has been used by ARC and the International Federation of Red Cross and Red Crescent Societies (Federation) with over 30 NRCs in Africa, Central America, and the Caribbean since 1993. The curriculum, which has undergone an intensive adaptation in both Haiti and Tanzania, uses dynamic, participatory techniques to improve youth's knowledge, attitudes, and skills related to HIV and AIDS and unintended pregnancy and parenthood. Prevention messaging emphasizes abstinence (including secondary abstinence), being faithful to one's partner and reducing multiple partners, and other healthy behaviors including condom use and accessing sexual and reproductive health services.

In addition to working directly with youth, TWC creates an enabling environment for youth behavior change by actively seeking the participation of parents, teachers, religious leaders, host-country government officials, non-government organization (NGO) staff, and other community leaders. In this manner, ARC and its sister NRCs in Guyana, Haiti, and Tanzania capitalize on the synergy of working at both the individual and community level, assuring a holistic, grassroots response to the HIV pandemic.

Another critical strategy — improving NRCs' ability to manage and expand youth HIV prevention programs — is accomplished through formal trainings, individual coaching, systems development, and the dissemination of best practices. Focus areas include volunteer management, curriculum adaptation, monitoring and evaluation, community mobilization techniques, and establishing accurate and agile management information systems.

This report was prepared by ARC in tandem with its sister NRCs in Guyana, Haiti and Tanzania. Each of these NRCs is run and staffed by citizens of that particular country. They are sovereign, nationally recognized entities with extensive grassroots volunteer bases and possess intimate knowledge and longstanding experience in responding to public health emergencies in their local communities.

**B. Emergency Plan Indicators Table: TWC FY08 Annual Results  
(October 2007 – September 2008)**

Indicator	Guyana			Haiti			Tanzania			Project Total		
	Planned Target	Actual	% of Target Met	Planned Target	Actual	% of Target Met	Planned Target	Actual	% of Target Met	Planned Target	Actual	% of Target Met
<b>Prevention/Abstinence and Be Faithful</b>												
<b>Community Outreach</b>												
<i>Total number of individuals trained</i>	15	17	113%	50	148	296%	120	105	88%	185	270	146%
Number of female youth (10-24) reached	4,750	5,438	114%	19,000	15,161	80%	47,500	41,403	87%	71,250	62,002	87%
Number of male youth (10-24) reached	4,750	5,225	110%	19,000	13,445	71%	47,500	45,229	95%	71,250	63,899	90%
<i>Total number of youth (10-24) reached</i>	<i>9,500</i>	<i>10,663</i>	<i>112%</i>	<i>38,000</i>	<i>28,606</i>	<i>75%</i>	<i>95,000</i>	<i>86,632</i>	<i>91%</i>	<i>142,500</i>	<i>125,901</i>	<i>88%</i>

**C. Emergency Plan Indicators Table: TWC Life of Agreement Results  
(February 2004 - September 2008)**

Indicator	Guyana			Haiti			Tanzania			Project Total		
	Planned Target	Actual	% of Target Met	Planned Target	Actual	% of Target Met	Planned Target	Actual	% of Target Met	Planned Target	Actual	% of Target Met
<b>Prevention/Abstinence and Be Faithful</b>												
<b>Community Outreach</b>												
<i>Total number of individuals trained</i>	562	263	47%	1,295	360	28%	1,885	827	44%	3,742	1,450	39%
Number of female youth (10-24) reached	33,000	38,878	118%	125,000	159,744	128%	225,000	220,074	98%	383,000	418,696	109%
Number of male youth (10-24) reached	33,000	33,394	101%	125,000	159,987	128%	225,000	229,105	102%	383,000	422,486	110%
<i>Total number of youth (10-24) reached</i>	<i>66,000</i>	<i>72,272</i>	<i>110%</i>	<i>250,000</i>	<i>319,731</i>	<i>128%</i>	<i>450,000</i>	<i>449,179</i>	<i>100%</i>	<i>766,000</i>	<i>841,182</i>	<i>110%</i>

## **D. PROGRAM OVERVIEW AND PROGRESS TO DATE**

### ***Strategic Objectives, Key Approaches, and Activities Overview—ALL COUNTRIES***

In order to achieve its goal of **reducing the incidence of HIV among youth**, the TWC program has three primary strategic objectives (SOs).

#### **Strategic Objective 1**

The first SO is to **strengthen HIV related life skills for 10-24 year old youth**. This is accomplished by setting up viable and well managed peer education structures through the recruitment and training of field managers (FMs) (as well as instructor trainers- ITs and master trainers- MTs) who in turn train and supervise peer educators (PEs). Youth reached through this program will benefit from the following outreach strategies:

#### **Curriculum-based interventions via 12-15 hour, 17-22 activity TWC workshops**

These highly participatory workshops are designed to help youth avoid HIV infection by providing them with opportunities to build knowledge and skills so that they are empowered to make informed and healthy choices concerning their sexual behavior. Each workshop is facilitated by a pair of PEs for approximately 20 youth and generally takes one month to complete. The TWC program in Haiti is making use of an enhanced curriculum, and some time in FY09 an improved curriculum will be ready for use in Tanzania.

#### **Peer-to-peer outreach**

PEs ask each participant in the TWC workshop to share HIV prevention messages with the same ten peers at different intervals as “take-home assignments.” This outreach strategy is referred to as the “multiplier effect” due to the vast networking power of using youth as a vehicle for transmitting key behavior change messages to their siblings, schoolmates, and friends. In this manner, youth attending TWC workshops are not passive learners, but are directly involved in HIV prevention in their communities. In FY09, youth participants in TWC workshops will continue to deliver four complementary, reinforcing knowledge and self-efficacy building messages and activities for the same 10 peers at four different junctures during the course of the TWC workshop.

#### **Edutainment events**

Edutainment events (also referred to as community-wide events- CWEs) include concerts, street theater, film viewings, and sports events. They are designed to disseminate vital prevention and solidarity messages to larger groups of youth ranging from several dozen to several thousand per event. In FY09 and FY10, the term “interpersonal community-wide events” will replace “small-scale community mobilization events” to draw a distinction between interactive and more passive interventions. This change in terminology also responds to USAID guidance to replace the descriptor for “community mobilization” events (CMEs) with the more accurate term: “community-wide.” Interpersonal CWEs, typically consisting of no more than 500 youth attending, will be counted as part of the number of individuals reached by the Emergency Plan according to the community outreach indicator. Events that do not afford a high level of interaction between Peer Educator/Field Manager and youth will now be counted separately as

general diffusion CWEs and not be included in the overall tally of individuals reached. ARC and its partner NRCSs will concentrate on these more intense and personalized community outreach via TWC workshops, peer-to-peer outreach, and follow-up interventions.

### **Follow-up interventions (FUIs)**

In FY09 and FY10, TWC will strengthen both the content and coverage of FUIs. Specifically, TWC will target 70% of youth “graduates” of TWC workshops three to six months and nine to 12 months after they have completed their last TWC curriculum-based session. Follow-up interventions are intended to provide a “booster effect” to increase the likelihood of long-term message retention. Program staff tailor messages to local needs by analyzing the results of pre- and post-tests administered during TWC workshops, population level and national youth behavioral studies, and the expressed needs of youth beneficiaries. In order to maximize the quality of these interventions, participant numbers are limited in size with multiple activities scheduled during each event including small group breakout and skills-building practice.

### **Youth clubs**

Existing youth clubs, often school based, are targeted for specific interventions such as interactive educational exercises and film viewings. Since many of the club members have already benefited from TWC workshops, this method allows for continued post-curriculum follow-up and message reinforcement.

### **Mass media**

The program primarily uses radio shows and public service announcements to share TWC messages with the majority of youth living in target areas. With primary emphasis placed on interpersonal communication (curriculum-based interventions, peer-to-peer outreach, and FUIs), less than 1% of program funds are spent on mass media programming and diffusion. In Tanzania, the program receives donated air time lowering costs even further. Currently, the Tanzania, Haitian and Guyana Red Cross Societies focus on referring their youth beneficiaries to the US Centers for Disease Control or USAID partner sponsored mass media programming and generally avoid developing and implementing mass media programs of their own.

## **Strategic Objective 2**

The second SO - capacity building - focuses on **strengthening each NRCS’s capacity to manage and expand youth HIV prevention programs**. This is accomplished internally through organizational development (OD) trainings offered by ARC, the Federation and other NGO partners. Training topics include volunteer supervision, program planning, finance and compliance, monitoring and evaluation, curriculum adaptation, and content development. Externally, capacity is built by encouraging partnership building with other NGOs and national youth HIV prevention taskforces. These partnerships allow the NRCSs to learn from and leverage each partner’s expertise in the domain of HIV prevention, care, and treatment. Common goals, strategies, and messages are established and duplication of effort is reduced, leading to a more efficient and rational use of program resources. Lastly, to identify and disseminate best practices, exchange workshops are held between Red Cross branches within the same country and between Red Cross societies and International Red Cross and Red Crescent Movement (Movement) partners at the regional and cross-regional levels.

### Strategic Objective 3

TWC's third SO is to **enhance the community environment for the adoption of safer sexual practices**. Community is defined as adult stakeholders who directly or indirectly influence the environment in which youth make safe or unsafe sexual decisions. These adult stakeholders include parents and teachers as well as religious and secular community leaders from the public, non-governmental, informal, faith-based, and private sectors. The TWC program informs, seeks permission to operate, and solicits direct involvement of adult community members in the fight against HIV and AIDS and in fostering the safer reproductive lives of youth by organizing **town hall meetings**. These meetings are held in schools, churches, and town centers. TWC NRCS staff invites core groups of adults, who are already members of existing **community councils** (CCs), such as parent teacher associations and local AIDS taskforces, to become involved in day-to-day program implementation. Examples of direct CC engagement include help in planning TWC workshops in schools, consensus building on appropriate messaging for younger youth ages 10-14, in-kind contributions to program activities, promoting TWC sessions via letters to parents, and offering feedback after observing program activities.

#### Key Accomplishments

As the Annual Emergency Plan Indicators Table demonstrates, the Together We Can project reached only 88% of the *youth reached* target but exceeded the *individuals trained* target (146% target reached), reflecting an emphasis on training up a new cadre of Peer Educators. In order to minimize double counting, these figures for youth reached include a 50% reduction in youth reached by edutainment and peer-to-peer outreach in Tanzania. Double counting among TWC's three main outreach interventions is most pronounced in rural areas where high numbers of youth are being reached. Currently these factors most apply to the Tanzania portion of the program.

Over the life of the award, the program has exceeded its target for youth reached by 10%. However, it has trained only 39% of anticipated PEs and FMs, reflecting a deliberate strategy since mid-2004 to achieve high retention rates for volunteers and field staff by prizing quality over quantity. Evidence from our pre-/post-test database demonstrates a positive correlation between the experience of PEs and the impact of TWC sessions on youth multipliers.

The majority of youth reached through TWC sessions were in-school youth. Beneficiaries are split evenly by gender with a slightly greater proportion of females reached in Haiti and Guyana, and the inverse in Tanzania. While Tanzania has the largest proportion of out-of-school youth completing TWC sessions with over 25% of their youth multipliers in this category, the percentage in Guyana is 14% and in Haiti 8%. Numbers of out-of-school youth have decreased over the past year as a result of challenges both identifying and retaining this more diffuse group of youth. Efforts are being made to reach out to organizations that serve out-of-school youth such as: orphanages; organizations that serve marginalized domestic servants (*restavek*) and street children particularly in the case of Haiti; and vocational schools for youth exposed to little formal schooling. In addition, the project will strive to provide an incentive for youths to return and complete all four sessions such as condensing the period over which sessions are delivered

to two full days, and providing a meal.

There were several important program developments during the FY08 reporting period. First, the curriculum adaptation process in Tanzania got underway with a core group of youth volunteers and staff developing a first draft, which was followed by a critical reviewers' workshop in country to analyze the curriculum and offer feedback. Second, in both Tanzania and Haiti, with the anticipated expansion and geographic shift into new areas, program coordinators reached out to NRCSs, the host-country government, donor, and other community based organizations to pinpoint TWC's relocation and to start engaging local Red Cross and other NGO, government and community representatives in implementing TWC and targeting appropriate audiences. Third, TRCS started collecting and analyzing pre and post test data from FUIs at 3-6 months and 6-9 months that demonstrated positive gains, and RCS and GRCS will follow suit in early FY09. This positive effect will presumably continue as NRCSs continue to improve the relevance and depth of follow-up activities in all three countries, and will work to interpret results of the pre-/post-test database to better shape content for events. Fourth, the team has begun to improve the content and supporting materials of the multi-day, intergenerational ACC workshops in Tanzania. Fifth, with the focus on quality over quantity, all three societies continued to strengthen their internal systems to deepen the impact of interventions. For example, referrals systems were strengthened by updating lists, presenting lists in a more eye-catching way, and working with partners to make sure the referral sites are well-equipped. Finally, TWC continued to share monitoring and evaluation systems and adaptation tools among NGO partners within and beyond the Movement as well as increase its visibility by participating in international meetings, like the HIV implementers meeting and International AIDS Conference.

### **Major Issues/Constraints**

While each Society and the TWC program as a whole surpassed its five year goal by the end of its fourth year, the program experienced slippage in terms of youth reached in 2008. Only GRCS achieved its youth reached targets. In part, this can be explained by a shift in focus on quality which had a positive effect of inducing NRCSs to assess, improve, document, and institutionalize systems, thereby increasing the sustainability of programs. On the flipside, the lack of focus on deliverables was compounded by several unanticipated events. In late 08, Hurricanes Gustav, Hannah, and Ike swept through Haiti wreaking damage on nearly all sites where TWC is operational, causing a temporary halt to operations. In Haiti and Guyana, higher than anticipated drop out rates of PEs resulted due to both natural attrition and migration caused by socioeconomic conditions and educational opportunities. Furthermore, while the TWC team did make strides in both updating curricula and piloting a new parent-child curriculum in Tanzania, a protracted final approval process on the part of HRC leadership impeded the printing of the finalized curriculum, and led to the halting of outreach for a few months.

It is also possible that the number of movements of key ARC personnel proved distracting, with: the senior field representative David Hintch's departure from Guyana in early 08; ARC head of projects, Matt Marek, assuming a greater role supporting TWC in Haiti, the project manager Kendall RePass's movement to Tanzania in mid 08 at a reduced level of effort; and the

assumption of day-to-day program backstopping at ARC headquarters by a new Project Officer, Lindsay Lincoln.

### **Planned Activities**

During the first quarter of FY09, the NRCSs will look to roll out condom distribution and other outreach activities through their branches, while continuing to update and highlight their referral systems, particularly in the case of Haiti where PEs and FMs will start systematically visiting referral sites to be able to better speak from experience to the type and quality of services. The Haitian Red Cross will work to expand into two new sites, while the Tanzania Red Cross Society (TRCS) will reduce its outreach in Kigoma to one of the four sites while planning for a shift to the higher seroprevalence region of Shinyanga where the project hopes to be operational by April. TRCS will also finalize Adult Child Communication curricula materials, as well a second draft of the adapted TWC curriculum to be ready for field-testing in Shinyanga during the second quarter. The Guyana Red Cross Society (GRCS) will work on increasing the emphasis of take home assignments to enhance the peer effect by better equipping Coaches and PEs with Take Home Activity tracking forms, and training Coaches to impress upon PEs the importance of these assignments. GRCS will also ensure that messages and referrals around preventing mother to child transmission are integrated into TWC outreach. To better organize outreach, GRCS will focus on outreach to adults to gain access to youth for TWC sessions. All three societies will work on targeting 70% of TWC curriculum-based session “graduates” with Follow-up Interventions. To do so, NRCSs will apply a systematic process of analyzing pre-/post-test data and selecting activity options to address major gaps. Finally, all three country programs will enhance their monitoring tools to track FUIs and in the case of Haiti, referral site visits.

### **Budget**

Funding requested under the FY08 Workplan totaled \$1,748,506 including ARC and sub-recipient projected expenditures. Actual program expenditures for the year totaled \$1,566,091. During FY08, the TWC program received obligations totaling \$1,148,414.

## II. GUYANA PROGRESS REPORT

### FY08 Annual Results for Guyana

SO	Key Country Level Workplan FY08 Indicators	October 07 - September 08		
		Planned Target	Actual	% of Target Met
SO1	Number of age, gender and culturally appropriate adaptations to TWC curriculum	0	0	
	<b>Number of Field Managers (MT/IT) and Peer Educators trained</b>	<b>15</b>	<b>17</b>	<b>113%</b>
	Number of youth completing entire TWC curriculum	1,500	1,762	117%
	Number of youth reached by peer to peer outreach	5,000	4,631	92%
	Number of youth reached by interpersonal community wide events (CWE)	3,000	4,270	142%
	<b>Total youth reached with community outreach programs</b>	<b>9,500</b>	<b>10,663</b>	<b>112%</b>
	Number of youth completing entire TWC curriculum reached through follow-up interventions	500	419	<b>84%</b>
	Number of youth reached by general diffusion community wide events	3,000	3,350	<b>112%</b>
	Number of youth reached by mass media programs	0	0	0
SO2	Number of operational partnerships	15	19	127%
	Number of operational national project task forces	5	2	40%
	Number of staff trained in organizational development	11	10	90%
SO3	Number of adults attending Town Hall meetings	800	794	99%
	Number of operational community councils	5	3	60%

### Key Accomplishments

GRCS surpassed its FY08 youth reached targets, exceeding targets for youth to be reached via TWC sessions and interpersonal CWEs. Youth reached via peer-to peer outreach increased in the aggregate compared to past years, though not reaching set targets. The program was active in Regions 1, 4 and 9, in a total of 24 schools, health centers, community centers and faith-based organizations. Less than anticipated activity occurred in Mabaruma in Region 1 due to lack of PEs' availability caused by schools' competing demands for youth's time, depressed socio-economic communities, and difficulties scheduling PEs to work in their own schools/community. While female attendance at TWC sessions continued to be higher than that of males, the disparity reduced significantly this year compared to past years. The equal gender breakdown ratio goal of target youth was nearly attained: 48% youth reached were males compared to 52% females. In terms of targets according to age cohort, a slightly greater number of younger youth 10-14 were reached than targeted, and vice-versa for the oldest cohort 20-24. This can be attributed to the relative logistical ease in organizing services for the more cohesive and accessible 10-14 year old group. The proportion of out of school/non-traditional youth reached in FY08 was 14%,

falling well in the 10-15% target that was set. This achievement was in part due to outreach to youth centers, vocational centers, and sports clubs targeting high risk youth.

The GRCS trained 17 PEs in 2008 to join the ranks of over 40 other active PEs to conduct curriculum-based and edutainment outreach in Regions 1, 4, and 9. Twelve of the seventeen PEs were from the Dorothy Bailey Center, which offers programming to higher risk youth. PE drop out across all four regions was around 75% and was mainly attributable to out-migration for education or employment purposes (for example, from regions 1 and 9). GRCS continued to concentrate on providing incentives to encourage retention including the intangible draw of being part of a team of outreach workers, and the support received by mentors. Tangible benefits include opportunities for development through trainings such as all PEs being offered first aid classes and other life skills development opportunities such as writing (for those involved in the newsletter), and/or IT skills. Participation in regional or international conferences and camps provides yet another incentive. For example, this past year, during World AIDS Day, a PE participated in a panel discussion to share his experiences with local youth and World Bank staff in Washington, DC. More recently in July, Peer Educators participated in the first regional youth forum designed to promote youth participation and leadership.

In FY08, the ratio of PEs to FM was around 15-20: 1. However, only about five or six PEs were active at any time in one region, as the others were working or studying full-time. In some cases, lack of active PEs resulted from their availability being limited to weekends and the challenges of drawing youth multiplier (YM) attendance during that time. In response, the project will try to strengthen outreach to groups amenable to weekend sessions such as certain clubs and church groups. Changes introduced during the latter part of FY07 were institutionalized, including: the elimination of the family tree activity due to difficulties in facilitating this activity and in grasping concepts on the part of YMs; separation of female and male YMs during particularly sensitive activities; and streamlining the training structure by merging oft-overlapping roles of National Trainer (NT) and Instructor Trainer (IT). All FMs have been trained as NTs, and one serves as a Regional Trainer. While the Federation had intended to hold a lessons-learned workshop this year, some institutional changes meant that it was deferred until FY09. An emphasis on training and refreshers, coupled with a strong supervision system, helped support and ensure quality PEs, which included pairing a more experienced PE with a less experienced one. However, quality was sometimes compromised due to a lack of time allotted to sessions in schools, forcing a reduction in the length of time devoted to activities. Regular supervision of TWC sessions by FMs, and in their absence an NT, together with feedback provided to PEs to reinforce their strengths and suggest improvement, enhances quality. Further, the most difficult blocks (1 and 4) are always supervised/ observed, while the FMs supervise the other two blocks at random.

GRCS participated in and hosted a number of smaller interpersonal CWEs, improving the quality of outreach by increasing emphasis on interactive engagement. GRCS participated in one large CWE this year, and efforts were made to make outreach more personal, while reaching targets at the same time. Follow-up Interventions continued to be met with enthusiasm, giving PEs the opportunity to reinforce the messages previously delivered in TWC sessions. GRCS continued to work with youth clubs although targeting clubs proved difficult to reach due to competing demands for their time by other NGOs and Ministries. The program maintained 16 operational

partnerships, with two new partnerships formed in FY08:- Voluntary Service Organisation (VSO) around referrals and the provision of health services; and the Kids Education Enrichment Programme Committee around coordinating outreach to their summer youth programs. GRCS continued to partner with organizations to collectively offer comprehensive health services, such as pairing with a mobile medical team to offer cancer screenings, and working with organizations to get condoms to partners' health service sites. In particularly remote communities that demand a great investment in time to access, GRCS continued to supplement TWC outreach with the raising of health awareness on issues relevant to and demanded by the community such as substance abuse.

Opportunities for organizational and professional development were centered on direct trainings. One FM was trained in Project Management; the TWC coordinator was trained in Planning, Monitoring, Evaluation and Reporting; and an FM trained eight fellow staff members in a Project Planning Processes training. The Project Planning Processes training, which lasted 3 ½ days, was led by a field manager and accomplished the following: provided participants the opportunity to develop and analyze an HIV/AIDS intervention at the national and regional level to practice planning, goal and objective setting, stakeholder and internal analysis, barrier analysis, building budgets and designing implementation systems. In addition, FMs, trainers and PEs participated in one NT training to get up to speed with new developments and research from the field. Finally, FMs and PEs benefited from participating in a Regional Youth Forum hosted by the GRCS, which was designed to increase meaningful participation of youth as staff, volunteers, and beneficiaries of Red Cross Societies individually and collectively. A Peer Educator from Region 9 shared key elements of GRCS' HIV prevention outreach through a presentation of the TWC program. The meeting ended with commitment and a sub-committee to establish a Regional Red Cross youth network to interact, advocate for, and improve youth-related programs.

GRCS has been selected as one of four NRCSs in the region to be part of the first phase of the Federation Global Alliance on HIV & AIDS which means that TWC will likely be an integral part of a more comprehensive outreach plan and could be expanded. For example, in FY09, the Federation plans to support the training of additional TWC PEs as well as continue supporting the billboard-based condom-promoting mass media campaign.

Significant energy has been devoted to supporting and strengthening local CCs which have worked better in the hinterland where commitments are matched by follow-through: CCs actively supported PEs and FMs in reaching out to the community, and met to discuss and plan TWC and FUI sessions. Outreach to adults through CCs and town halls continue to generate more demand not just for youth services but for TWC-type outreach to adults.

### **Major Issues/Constraints**

While targets were surpassed, GRCS will make a more concerted effort to strengthen the peer-to-peer outreach element. This includes advocating the importance of take home assignments to the Federation-run TWC faculty as well as GRCS tightening its support and supervision of FMs. This will ensure that PEs are equipped with both the training and tools (forms) to give adequate

support to this outreach method, as well as educational materials for distribution to YMs that are then disseminated to their peers and also serve to initiate conversation.

With regards to capacity and partnership building targets for strategic objective 2, GRCS saw the continuation of 16 partnerships and the start-up of three new partnerships but was only able to maintain the three operational CCs during this period, along with two national task forces. GRCS will continue to work on strengthening existing CCs in the hopes that they become sustainable beyond the life of the program and operational even when GRCS is not present in the community. A more concerted effort will also be made to reach out and promote GRCS participation in national task forces.

Again, the drop out rate of PEs affected the program, and GRCS will try to better match recruitment criteria to the community’s needs and availability for PE sessions, including application questions pertaining to their availability and time commitment as well as contracts reflecting required commitments. Meanwhile, GRCS staff will work to try to schedule sessions around PEs’ availability to the extent possible.

### Planned Activities

GRCS will continue to strengthen TWC outreach through training, refreshers, supervision, and hopefully an improved curriculum. GRCS will also enhance the impact of TWC outreach on youth by striving to reach 70% of graduates with Follow-up Interventions. In light of the time-constrained situation with PEs (in the case of those working and studying), GRCS may have to train more PEs than was originally planned for FY09 although this demand will be at least partially met by training new PEs in Region 1 with funding from the Federation-supported Global Alliance.

### Monitoring and Evaluation

**Table 1: Guyana Red Cross Pre-/Post-Test Results**

<i>Question/Indicator</i>	<i>Pre-test</i>	<i>Post-test</i>	<i>% Increase</i>
<i>Knowledge</i>			
Comprehensive correct knowledge (female)	20%	43%	<b>115%</b>
Comprehensive correct knowledge (male)	21%	43%	<b>105%</b>
<i>Attitudes</i>			
HIV+ female teacher allowed to teach in school (female)	57%	71%	<b>25%</b>
HIV+ female teacher allowed to teach in school (male)	49%	70%	<b>43%</b>
Accepting attitudes towards those living with HIV (female)	23%	39%	<b>70%</b>
Accepting attitudes towards those living with HIV	16%	28%	<b>75%</b>

(male)			
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**Skills**

Ability to negotiate abstinence (female)	60%	66%	10%
Ability to negotiate abstinence (male)	48%	50%	4%
Ability to negotiate condom use (female)	74%	84%	14%
Ability to negotiate condom use (male)	75%	88%	17%

**Data based on 584 pre and 607 post-tests (311/340 female and 273/267 male) administered between October 2007 and August 2008**

Table 1 demonstrates results from the 594 pre and 607 post tests that peer educators administered to youth beneficiaries attending TWC Workshops during the reporting period. The greatest gains occurred in knowledge with comprehensive correct knowledge for both genders showing an increase of over 100%, and an average end score great than those tested last year. Accepting attitudes towards HIV positive individuals also improved. On the self-efficacy front, TWC Workshops did improve stated abilities to negotiate condom use. However, only in the case of female respondents did we see a respectable percentage increase for negotiating abstinence. While the increase for males was only 4%, that figure reflects an improvement from results seen at the midyear point. Efforts have been made over the past six months to address negotiation skills during FUIs, and will continue to be made to assess the content and activities that address both male norms and skills acquisition related to the ability to negotiate abstinence in order to determine solutions for improvement.

**Program Management**

A change in key personnel occurred during this reporting period. ARC Regional Field Representative David Hintch, whose level of effort on TWC was 35%, left Guyana in December and ARC in January. DC-based TWC Project Officer, Lindsay Lincoln, was selected and approved to support the GRCS as part of her job description.

**Budget**

GRCS program expenditures from October 2007 through September 2008 totaled \$171,911, representing a burn rate of 90% compared to the FY08 planned budget total. This amount and burn rate does not include ARC field and headquarters expenses.

## Story from the Field

### From deep in the Guyanese hinterland to downtown D.C., the TWC team from Region 9 takes World AIDS Day to new frontiers

In the span of a few days and a few thousand miles, Guyanese Red Cross Society (GRCS) youth and volunteers from the Lethem Branch shared songs and poems, facilitated discussions and arts and craft activities, addressed an international audience, hosted a concert, and launched a Red Cross-affiliated billboard heralding HIV prevention messages.

Close to home in Lethem's Wadapa (Wapishana for 'the place where people meet') or community center, GRCS hosted a community concert where over 300 attendees were challenged by performers whether they had the courage to: stop violence and abuse; to stop the spread of HIV and other STIs; to get tested; to stop discrimination; to resist peer pressure; and to learn the facts. A peer educator sang a song she composed about a 15 year old girl becoming infected with HIV to a silent and awe-struck audience. After the song, the audience observed 20 seconds of silence in remembrance of those persons who died due to the infection. Throughout the ceremony, 14 lit candles served as a reminder of the estimated number of new HIV infections around the world per minute. This statistic when first announced brought a complete hush to the crowd. The concert also showcased the various ethnic groups of Guyana during which models spoke briefly about HIV in the homeland of their ancestors, and featured involvement from community members spanning teachers, soldiers, and police in addition to Red Cross volunteers and supporters.



*A performer sings during the "Have the courage" concert*



*Launching ceremony for the Faces Campaign*



In collaboration with community partners, the GRCS Lethem Branch launched the Faces campaign at Lethem's airstrip during a ceremony chaired by leaders from GRCS and the Multisectoral AIDS Committee. The Faces campaign, effectively implemented by the Red Cross in other parts of Latin America and the Caribbean, advertises the fact that: "Nobody has the truth written on their face. Protect yourself. Use a condom." This IFRC-sponsored campaign targets

sexually active at-risk youth and adults. The brief program also featured peer educators performing a song and reciting a poem, four local HIV awareness champions delivering empowering messages, and the awarding of two young regional poetry competition winners with discmans (compliments of an authorized Digicel phone dealer).

A little outside Lethem, in the small neighboring community of Hiowa, peer educators facilitated an HIV awareness discussion at a community gathering at the request of the community health worker (CHW) who translated the entire presentation into the local Macushi dialect. Following a very interactive discussion around HIV and AIDS, transmission, prevention, treatment, testing and myths, villagers requested that the GRCS return to conduct a condom demonstration and to show a video on HIV. Meanwhile, a TWC trainer (also a Peace Corps volunteer) facilitated HIV sensitization sessions in the villages of Nappi and Parishara where youths were given prizes for participation and correct answers during a quiz on HIV.

South of Nappi, 6 youths and TWC Trainers (including another Peace Corps volunteer) cycled the long bumpy miles from Shulinab to Sand Creek to work with community youth on creating posters and poems. By the end of the session, youth displayed posters depicting transmission while sporting and passing out head bands with slogans like "think about the future" as they walked around Sand Creek trying to get people to fall in with walk. The posters were presented to the audience, and some health workers delivered a few short speeches.

Further afield, over 2500 miles away in Washington DC, the World Bank selected and sponsored peer educator Noel Prudencio to participate in discussions commemorating World AIDS Day. Alongside a youth leader from Mexico, Noel shared his experience in HIV/AIDS peer education and the benefits and problems related to youth participation in prevention. He also conducted outreach through TWC's condom demonstration and HIV true or false quiz to a group of over 30 school students (aged 14-16), community members and World Bank staff. Noel continues to keep in touch with World Bank staff and his counterpart from Mexico, whose use of radio has inspired him to explore similar programming in Guyana.



*Noel Prudencio addresses a group of youth, community members and staff at the World Bank*



*The Faces campaign billboard stands in Lethem's principal intersection*

Noel, who was awarded best performer and most active volunteer in Region 9, was selected for this opportunity to honor his commitment and strong performance. Opportunities like these serve as an incentive to Peer Educators, and as in the case of Noel, have an energizing effect that extends beyond the person selected. Noel is clearly headed other places too. When asked by the head (Secretary General) of the Guyana Red Cross where he sees himself in ten years, he replied “in your position.”

### III. HAITI PROGRESS REPORT

#### FY08 Annual Results for Haiti

SO	Key Country Level Workplan FY08 Indicators	October 07 - September 08		
		Planned Target	Actual	% of Target Met
SO1	Number of age, gender and culturally appropriate adaptations to TWC curriculum	1	1	100%
	<b>Number of Field Managers (MT/IT) and Peer Educators trained</b>	<b>50</b>	<b>148</b>	<b>296%</b>
	Number of youth completing entire TWC curriculum	6,000	2,813	47%
	Number of youth reached by peer to peer outreach	30,000	24,238	81%
	Number of youth reached by small-scale community mobilization events	2,000	1,555	78%
	<b>Total youth reached with community outreach programs</b>	<b>38,000</b>	<b>28,606</b>	<b>75%</b>
	Number of youth completing entire TWC curriculum reached through follow-up interventions	4,000	2,986	75%
	Number of youth reached by general diffusion community mobilization events	5,000	23,614	472%
	Number of youth reached by mass media programs	0	0	-
SO2	Number of operational partnerships established	10	3	30%
	Number of operational national project task forces	2	2	100%
	Number of staff trained in organizational development	21	2	9%
SO3	Number of adults attending Town Hall meetings	1,500	891	59%
	Number of operational community councils	10	13	130%

#### Key Accomplishments

This grant continued to support TWC project implementation in seven sites of the Haitian Red Cross, representing four of the country's seven departments. Sites in the West are Cité Soleil, Petit Goave, and Pétion Ville; in the South East department, Anse-à-Pitres; in the North, Cap Haitien; and in the North East, Fort Liberté, and Ouanaminthe.

During this reporting period, upgrades made to the curriculum and the successful field-testing of the curriculum were major achievement. The document is still divided in 4 blocks but now contains 22 activities, compared to 14 in the original version. Activities in the first block focus on self-esteem and the basics of reproductive health, while in the second block, activities focus on transmission and the ABC and health service-seeking prevention behaviors relating to HIV and AIDS. In the third block, participants explore their individual values, their values in general, and the link between values and discrimination and stigma. In the fourth and final block, youth practice skills to support protective and preventive behavior including how to protect themselves with condoms, and through communicating assertively to avoid peer pressure and to negotiate abstinence and condoms. The revised curriculum also includes a more robust set of take home activities centered on youth multipliers reaching out to the same ten peers on four separate occasions with distinct activities. By the end of the Fiscal Year, Field Managers and Peer

Educators had been trained up in its new content but were relying on a draft document as will be explained further below.

While only three quarters of the target for Follow-Up Interventions was achieved, the number of youth multipliers participating in FUIs was 136% of total youth multipliers due to follow up occurring with youth multipliers from the previous fiscal year. The FUIs also improved in content and fluidity, and will be further formalized by constituting the final step in the curriculum-based program required to receive a certificate of participation and completion. In FY09, the project will put into practice a second FUI at between six and nine months following completion of the curriculum-based sessions, with a post test to measure their retention on knowledge, attitudes, and skills.

The referral table of youth friendly reproductive and sexual health services in the community was well received. PEs and FMs will continue to update and reference the list of health centers and their services including VCT and free condom distribution, particularly as referral site knowledge and visits assume a more prominent role with the roll out of the adapted curriculum which incorporates site visits into the third take home assignment.

Only 47% of youth multipliers were reached this year. Of those reached over the year, the project achieved near gender-balance with 53% of participants being female and 47% male. The proportion of participants by age bracket - 10-14, 15-20, and 20-24 was 36:42:22. The increase of the age group 10-14 years old resulted from a shift in focus to centers serving non-traditional groups that happened to target younger youth: these included schools that tailor to domestic servants (restaveks), orphanages, and center for street children.

While only 81% of the target for youth reached by peer to peer outreach was achieved, the ratio of youth multipliers to youth participants was 1:8 and the intensity of this contact is presumed to have increased due to improvements in the content and frequency with which youth multipliers conduct take home assignments with the same youth participants. While only 78% of the planned target for interpersonal community wide events was attained, 472% of the target for larger (or general diffusion) edutainment events was achieved.

Following the refresher training held in June 2007, the coordination defined two strategies for FY08: small group trainings to address knowledge gaps of FMs, and program-specific training on management and administrative issues, or interventions. A great emphasis was placed on refresher trainings for FMs with trainings during this reporting period covering: HIV/AIDS facts at the small group level at individual branches (in response to gaps gleaned from post tests of the previous refresher); and larger-group training on: administration and management, new curriculum content, interpersonal community wide events, and adult outreach (Town Hall Meetings and Community Councils).

Central coordination staff also benefited from capacity building including the HRC TWC coordinator's opportunity to present on the TWC curriculum adaptation process at the HIV Implementers Meeting in Uganda, and the ARC TWC coordinator's participation in the International AIDS Conference in Mexico, which provided an opportunity to reinforce

partnership with many Haitian organizations working in the field, as well as to strengthen TWC's affiliation with the Ministry of Health.

Only 59% of the target for adults reached through town hall meetings was achieved. However, the refresher training in March 2008 focused on the concepts for organizing and reaching out to adults through Town Hall Meetings which led to improved performance on the part of branches in this area. Refreshers will continue to address adult outreach, and more targeted support will be provided to the branches facing difficulties in that point, particularly in light of increased demand and interest expressed by adult populations for the kind of outreach that engages youth. Branches continued to follow the principle established at the outset of the project whereby at least one Community Council would be created from a THM. The program exceeded its target for community councils, and at the end of FY08, 13 Community Councils were active, representing an array of community interests from religious, health, schools, and even HIV prevention. However, since the achievement was uneven between branches, further refresher trainings will reinforce the model, and allow those field managers who have achieved this goal with ease to co-facilitate the training for those struggling.

Partnerships and collaboration strengthened between TWC and NGOs such as Health Communication Partnership (HCP), FOSREF, and PSI, and included the sharing of training materials and authorization to reproduce some of the materials suitable with the type of interventions in the field. The TWC/Haiti team participated in nearly all task force meetings held during FY08, principally the Technical Working Group of PEPFAR partners working in the field of HIV prevention among youth. TWC is also part of the UCC/MOH task force group but meetings took place only in the first semester of the fiscal year. TWC's presence in the field, especially in Cité Soleil, became a reference to many organizations working with youth aged 10-24 years old and USAID representatives interviewed FMs on several occasions to get insight on implementing PEPFAR projects in Cite Soleil. Within the Movement, HRC has been selected as one of four NRCSs in the region to be part of the first phase of the Federation Global Alliance on HIV & AIDS which means that TWC will likely be an integral part of a more comprehensive outreach plan or even expanded. In FY08, a TWC Field Manager assisted an Federation-assisted program reaching PLWHA by conducting curriculum-based sessions.

### **Major Issues/Constraints**

While the curriculum was updated and successfully field-tested, the Haitian Red Cross's delay in formally approving the curriculum was the greatest determining factor explaining the significant drop in youth multipliers reached during the latter half of the fiscal year. A final document was presented to the Haitian Red Cross in the spring of 2008, and while the project had the go ahead to use a draft document to train 148 PEs in the new curriculum, the program continues to wait for HRC leadership to finalize their edits. Without the final edits in place and an approved curriculum in hand, curriculum-based programming was halted for a few months until the program could no longer wait and printed a next-to-final draft of the curriculum which could be used in the field on an interim basis—a solution that should have been employed several months earlier.

Another contributing factor was that 84% of PEs dropped out of the program resulting in the need to dedicate three full months to recruiting and training new PEs on the revised curriculum.

A large number of PEs left project sites to pursue their university studies in the capital or in another country. Further compounding this interruption in outreach towards the end of FY08 were natural disasters and their impact on transport and communications infrastructure. The active hurricane season and subsequent destruction and flooding hurt outreach in Petit Goave and Anse a Pitres, by restricting or impeding road access altogether which led to the cancellation of sessions, as well as of field visits in August and September. In Anse a Pitres, the hardest hit site in terms of flooding, hurricanes wiped out road access, and with sea transport options deemed unsafe, project management decided to provide Dominican Republic visas to both field managers and members of the team on supervision visits.

The project also struggled to reach out of school youth, reaching only 8% of youth from this group compared to the 10% targeted because of poor mapping and less-than-anticipated success in recruitment of IDEJEN PEs. A partnership with IDEJEN led to the recruitment of several IDEJEN youth into the PE training, but only one PE qualified. The program will look at better tailoring the training to out of school youth, and work to identify and reach out to other community based organizations serving out of school youth.

### **Planned Activities**

HRC will get core activities back on track, relying on an improved but not formally approved TWC curriculum while continuing to encourage HRC leadership to complete final edits and hand over an approved document. TWC will continue to strengthen its referral system, and take home assignments, and will support FMs to increase their comfort in reaching out to adults through THMs and CCs, as well as improve the content to include discussions about gender norms and as well as the merits of adult child communication. The project will work to improve outreach to non-traditional youth through revising their recruitment of PEs from this group and through developing new and shaping existing partnerships with organizations that specialize in engaging nontraditional youth. The project will also improve incentives and capacity building opportunities to encourage retention. Finally, the project will assess the quality of follow-up interventions through focus group discussions and/or interviews.

Meanwhile, the project is in the midst of expanding its program scope to include condom distribution through a combination of TWC outreach and free distribution at branches. Geographic expansion will be rolled out in the first quarter into Nippes and North West Departments, establishing a presence at the branch level, and reaching out to stakeholders to get buy in into the program and to help direct recruitment efforts.

### **Monitoring and Evaluation**

To improve project monitoring, upgrades were made to the monthly report format which improved accuracy and simplified the monitoring process. Upgrades included: standardizing the format and locking certain cells, consolidating all months of the fiscal year into one file, adding a key to differentiate traditional and non-traditional youth reached during TWC sessions, tracking FUIs and TWC sessions separately, and including a column for FMs to state the “lessons learned during the month” and “planned activities for the next month.” Further, another version of the country level workplan was developed in order to help branches set targets and plan, and monitor

themselves the achievement of these targets over time. Finally, on the TWC session roster, a column was added to insert the number written on the FUI card which featured the date and time of the FUI, and was distributed after the last block.

As to the pre/post test database, results pointed to significant gains across the board except in the ability to negotiate abstinence and condom use (2% increase in ability to negotiate abstinence for males). While the new curriculum addresses self-efficacy to a far greater extent, refreshers will continue to stress the importance of skills-building activities. A refresher training for FMs will also emphasize the skills-building activities of the last block of the curriculum to reinforce the FMs' capacity to support PEs in effectively implementing these crucial activities.

**Table 2: Haitian Red Cross Pre/Post-Test Results for Curriculum-based Sessions**

<i>Question/Indicator</i>	<i>Pre-test</i>	<i>Post-test</i>	<i>% Increase</i>
<b>Knowledge</b>			
Comprehensive correct knowledge (female)	18%	51%	<b>183%</b>
Comprehensive correct knowledge (male)	19%	51%	<b>168%</b>
<b>Attitudes</b>			
HIV+ female teacher allowed to teach in school (female)	41%	68%	<b>66%</b>
HIV+ female teacher allowed to teach in school (male)	43%	64%	<b>49%</b>
Accepting attitudes towards those living with HIV (female)	9%	24%	<b>167%</b>
Accepting attitudes towards those living with HIV (male)	10%	29%	<b>190%</b>
<b>Skills</b>			
Ability to negotiate abstinence (female)	51%	67%	<b>31%</b>
Ability to negotiate abstinence (male)	45%	46%	<b>2%</b>
Ability to negotiate condom use (female)	66%	75%	<b>14%</b>
Ability to negotiate condom use (male)	75%	81%	<b>8%</b>

**Data based on 887 pre and 851 post-tests (472 female and 379 male) administered between October 2007 and September 2008**

## **Budget**

HRC program expenditures from October 2007 through September 2008 totaled \$244,081 representing a burn rate of 48% compared to the FY08 planned budget total. This amount and burn rate does not include ARC field and headquarters expenses.

## Story from Field

### *Testimony of a young peer educator from Petion Ville*

Name: Ronald Pierre Charles

Age: 23 years old



*I am a student in my last year of High school, and an active member of the Protestant Church. Until recently, my fellow students at church knew nothing of HIV and AIDS. In my community, it was taboo to pronounce these words. The Minister of my congregation said in nearly every sermon that this disease originated from a curse from God to people devoted to sexual perversion. If at the far end of their conscience, my church friends were in disbelief, I was well obliged to respect the Minister who asserted total control of his congregation. It wasn't until last May that my pastor authorized TWC sessions within his church and community. When I presented basic facts around HIV and AIDS, their existence in the world, the taboos and the myths surrounding them, my friends finally believed how it could affect anyone of us in Haiti. I also shared with them the effects that HIV and AIDS has on the economy, families and society as a whole – including disease and death for those who do not get treatment to prolong your life. At the end of this training, my peers made the decision to further spread the news in our community where several of our brothers and sisters walk around daily without knowing the existence of this disease.*

***Testimony of a youth multiplier from Petion Ville***

Name: Emmanuel Seraphin

Age: 16 years old



*Activity 16 – Yo pèdi yon bagay*



*Activity 18 – Si ou te renmen vre, ou ta...*

*The principal of my high school invited us to participate in a workshop session that the Haitian Red Cross was offering on Sexual Health and HIV. Being a basketball fan and star player of my school, I did not want to spoil my favorite sports training given by our coach every Saturday, especially since the opening of the inter-schools championship would start in two weeks. Nevertheless, I attended the ANK sessions in my school and I was surprised to see a good number of players attending the same gathering. I already knew the existence of HIV, but I didn't know a lot about the subject. During the activities, I learned a great deal for myself and from my friends and after participating, I frequently spoke to other friends in my neighborhood of the ravaging and the death that surrounds us because of HIV and AIDS. Having a certain weakness for girls who see me as a superstar because I play basketball well, I decided to get tested, and then to protect myself because I do not want to put my future in jeopardy.*

*My parents noticed some changes in my behavior and went to the school to ask exactly what happened and what they were doing. They were told that the only known activity attended by the whole basketball team was the Red Cross sessions. They asked me to ask the younger athletes if they could provide the same information to them. I very much would like to be trained as a peer educator so I can teach my basketball friends that despite being a superstar not knowing certain things can mislead you.*

#### IV. TANZANIA PROGRESS REPORT

##### FY08 Annual Results for Tanzania

SO	Key Country Level Workplan FY08 Indicators	October 07 - September 08		
		Planned Target	Actual	% of Target Met
SO1	Number of age, gender and culturally appropriate adaptations to TWC curriculum	1	1	100%
	<b>Number of Field Managers (MT/IT) and Peer Educators trained</b>	<b>120</b>	<b>105</b>	<b>88%</b>
	Number of youth completing entire TWC curriculum	12,000	12,959	108%
	Number of youth reached by peer to peer outreach	80,000	68,475	86%
	Number of youth reached by interpersonal community wide events (CWE)	3,000	5,197	173%
	<b>Total youth reached with community outreach programs</b>	<b>95,000</b>	<b>86,631</b>	<b>91%</b>
	Number of youth completing entire TWC curriculum reached through follow-up interventions	5,000	5,997	<b>120%</b>
	Number of youth reached by large-scale community wide events	10,000	20,577	<b>206%</b>
	Number of youth reached by mass media programs	250,000	250,00	100%
SO2	Number of operational partnerships	10	11	110%
	Number of operational national project task forces	4	4	100%
	Number of staff trained in organizational development	20	46	230%
SO3	Number of adults attending Town Hall meetings	720	581	81%
	Number of operational community councils	18	12	67%

#### Key Accomplishments

The Tanzania Red Cross Society trained 105 peer educators and field managers and held refresher trainings for all existing peer educators and field managers in FY08. Coaches and peer educators continued to organize a comprehensive mix of outreach activities in all four project districts—Kigoma Urban, Kigoma Rural, Kasulu and Kibondo. These activities included TWC curriculum-based workshops; peer-to-peer outreach; youth follow-up interventions; adult child communication workshops; and community mobilization events. Retention of PEs and coaches continues at approximately 90%. In July of FY08, two TRCS field staff including one district coach left the program to pursue Master’s degrees. A long time coach swiftly replaced the district coach, and the coach’s position was filled by a PE.

With this year’s focus on improving quality over quantity, numbers of youth reached through all methods totaled 86,631-- 91% of our 12-month target. Because the project is no longer counting youth reached in large-scale public gatherings under the Emergency Plan individuals reached indicator, only gatherings of 500 youth or less are counted in youth reached, reducing the overall

number of youth counted as being reached and thereby affecting overall numbers. Half of youth reached were female with a 74%/26% mix of in-school and out-of-school youth, and 40% of youth reached were between the ages of 15-19. 46% of youth fell into the 10-14 year age bracket and 15% fell into the 20-24 year age bracket. In order to avoid double counting beneficiaries, these figures reflect a 50% reduction in youth reached through peer-to-peer outreach and community mobilization events. Currently these reductions are only applied to the Tanzania portion of the three-country project due to its extremely rural intervention sites, which tends to increase the potential for double counting. Peer to peer outreach also improved in FY08 with the addition of take home assignments to the Youth Multiplier (YM) curriculum. Take-home assignments consist of three separate activities distributed throughout the curriculum (an additional activity will be added with the adoption of the new curriculum). Youth are asked to reach the same ten youth with each take-home assignment, and are given tools such as key messages and referral information to assist them with spreading key information and practicing particular skills. This interaction between YMs and Youth Participants (YP) occurs informally during the course of their normal daily activities. Assignments include: sharing key TWC messages, facts, and skills; making site visits to local facilities offering sexual and reproductive health services; and role-plays to resist pressure to have sex. After speaking with youth participants, YMs record the names of YPs reached and with which activity they are reached on a special monitoring form which is then provided to their lead PE, who in turn records the names on their monitoring forms. This enables the program to track each individual reached through peer to peer outreach.

In line with the new focus on quality over quantity, and in an effort to promote interactions with youth and to improve long-term retention of TWC messages, an enhanced focus was placed on follow-up interventions. In FY08, TRCS reached 5,197 TWC workshop ‘graduates’ with follow-up interventions from 3 to 12 months after completion of the curriculum (120% of the target, as compared with 38% reached last year). In addition to the scale up of FUI activities, interventions were improved to include additional curriculum components, utilizing pre/post test data analysis to determine gaps or weaknesses in uptake of messaging and to guide curriculum decisions for individual interventions.

Youth clubs continued to be extremely popular, providing additional avenues for reaching youth. Seven clubs were routinely active, engaging in TWC activities, raising awareness through spreading TWC messaging, and participating in local events such as secondary school graduations and World AIDS Day celebrations. In FY08, two youth clubs had the opportunity to perform a concert and spread TWC messaging at a secondary school graduation. Their performance was recorded and rebroadcast on national radio and TV stations, providing an excellent marketing opportunity for TWC.

An additional 250,000 Tanzanian youth benefited from regular 15 minute TRCS organized public service emissions aired on Radio Kigoma and Radio Kwizera. Efforts continued to develop partnerships between TRCS and organizations specializing in media services such as Stradcom and T-Marc. Joining forces with these USAID funded organizations would allow for access to more sophisticated programming to be broadcast on local Kigoma stations.

Over the past four years, the TWC curriculum has undergone extensive changes to accommodate the needs, risks, and protective factors identified through the programmatic experience in the field. In the latter part of FY08, the TWC team in Tanzania began a systematic adaptation process of the curriculum, modeled after that which occurred in Haiti, utilizing a core team (of both volunteers and staff) and enlisting a local curriculum consultant, to revise the curriculum to better address local risk and protective factors and cultural issues, and to better tailor content for target populations and sub-populations. Several activities were modified to increase the focus on building skills such as: negotiating abstinence and condom use; managing risky situations; and communicating assertively. Utilizing new information on drivers of the epidemic in Tanzania as well as knowledge generated through the use of the previous curriculum, the new curriculum includes activities that address risk factors such as transactional sex, cross generational sex, multiple concurrent partnerships, and gender inequity, as well as protective factors such as self-esteem and assertive communication and refusal skills. The adaptation process will continue into FY09, with field-testing in the new site and finalization of the product in time to begin training and implementation in the spring of 2009.

In addition to providing TWC messages and skills-building opportunities to youth, the TWC team in Tanzania continued to strengthen efforts to link youth with the various health services in their communities. TWC created local referral booklets, broken down by district, by using the information collected from community mapping exercises in program areas. These booklets were designed to be easily and regularly updated as information and services change. Booklets include information on the various health and youth services in the program communities, noting which ones are perceived as youth-friendly. The locations, hours, and prices of services are also provided. Booklets were reviewed, discussed, and updated at PE and YM trainings and management meetings. PEs were each given a copy and are trained to assist their peers in accessing various services in their respective communities. By the end of FY08, TWC was in the process of creating a poster for each district, to prominently display key referral information for that area.

In FY08, the program continued to benefit from strong relationships with the Regional and Local Ministries of Health, Education, and Youth, Labor and Sports, due to TRCS's long standing work in the Kigoma region, and close collaboration with the various government offices. Likewise, TRCS continued to foster close ties with the various NGOs in the region, and participate in Regional and District HIV and AIDS task forces. The program also implemented joint activities with both government agencies and NGOs such as the Jane Goodall Foundation and the International Youth Foundation. TWC staff also consulted on and gave feedback to a Ministry of Health working group putting together PE standards.

TRCS project coordinators continued their participation on the Coordination Committee for Youth Programs (CCYP), AB-Y partner meetings, USAID Prevention Partner meetings, and the Men Engage Tanzania (MET) meetings to facilitate collaboration between partners and to share best practices with others working in the field of HIV in Tanzania. In addition, TWC participated in its own community-level task force in the Kigoma region. This task force is made up of community leaders, Government representatives, and partners in the field of HIV prevention, and meets twice a year to discuss news and data surrounding the epidemic, to coordinate projects, and to plan events surrounding HIV awareness and behavior change

communication. In FY08, project staff maintained active partnerships with eleven different organizations at local and national levels and continued to partner with local ministries and Government organizations. Further, the program continued to participate in national events including National Day of the African Child, World AIDS day, and Red Cross day, spreading HIV and AIDS messaging through songs, rap, dance, and theatre.

Organizational development and capacity building of TRCS occurs through formal trainings as well as informal day-to-day input from American Red Cross and TRCS technical staff. In FY08, 46 TRCS staff received organizational development training through four American Red Cross-led management, finance and compliance trainings. Additional capacity was built through the development, printing, and distribution of organizational manuals for finance, procurement, and human resources as well as the co-funding of an organization-wide audit to be completed in FY09. Further, TRCS Health Director Dr. Seif represented the Society and its TWC program during his participation in the International AIDS Conference in Mexico.

In FY08, beneficiary targeting was modified in line with recommendations from USAID and Measure Evaluation, to focus on higher risk, more densely populated populations, necessitating some overlap into areas already reached in FY04 and FY05. In both new and revisited areas, TWC continued to place emphasis on stakeholder buy-in in communities, leading town hall meetings for 581 government, village and religious leaders. These meetings are extremely important to the success of TWC, ensuring that adults in the TWC communities support the program by allowing community members to provide input on appropriate messaging and to contribute to the implementation of the TWC program in their communities. This is particularly important for the interventions targeting youth in Cohort I (10-14 year olds) as it is crucial that adults, particularly parents, support the messages delivered to this younger group.

In FY08, the TWC team began development and implementation of an Adult-Child communication curriculum. The curriculum was rolled out in Kigoma with great success, and has reached 873 participants (423 youth, and 450 adults) to date. The three day curriculum, designed in response to community demand, will further help to create safe and supportive environments that promote healthy behavior choices and sustained behavior change through encouraging communication between youth and adults who are influential in the lives of youth, around topics such as HIV, prevention of unintended pregnancy and parenthood, reproductive health, and healthy social and gender norms. This curriculum is in the process of formal development through a partnership with Family Health International (FHI), which will see its publication and roll out on a large scale throughout Tanzania.

In FY08, the program continued to sustain strong relationships with several community councils in all of the districts in which it operates. The project continued active membership in District Multi-Sectoral AIDS Committees in Kigoma Urban, Kasulu, Kigoma Rural, and Kibondo districts. In addition, TWC worked with a variety of other community councils involving teachers, religious leaders, and other influential adults in project communities. In FY08, twelve community councils including Tanzanian government district councils and village development committees collaborated with TWC on activity planning and implementation. TWC Kigoma hosted site visits from USAID on two occasions in FY08 (March and September), both resulting in extremely positive reviews. Supervision systems and project improvements such as improved

targeting and improvement of follow-up interventions were lauded, as well as overall management and organization.

### **Major Issues/Constraints**

For the first time in the history of the program, the program did not reach all of its set annual targets. However, this is not necessarily indicative of poor performance, but more likely resulted from changes in the project focus to improve program quality. In response to feedback from the Measure Evaluation review in 2006, and in line with changing priorities from USAID, FY08 saw a more focused approach to village and target group selection. High-risk populations in larger, more centrally located communities were targeted, allowing the program not only to reach higher risk populations, but also to cut costs by reducing numbers of Peer Educators, and to focus on more centrally located towns and villages, reducing travel distances and strain on supervision systems. The FY08 work plan estimated the need for 120 FMs and PEs, but in practice only 105 were necessary. Despite the decreased number of Peer Educators, the target for youth completing the entire curriculum was surpassed with 108% of the target reached. Peer to peer outreach numbers were below forecasted FY08 targets due to over-ambitious target setting based on a higher than average performance from FY07. Overall youth reached met 91% of FY08 targets. This can also be attributed to the overly ambitious peer-to-peer outreach indicator. Low performance on SO3 indicators for town hall meetings (81%) and operational community councils (67%) are explained by the change in targeting, with efforts focused on fewer towns and villages resulting in the formation of fewer councils and fewer meetings. It should be noted that FY08 changes in focus solved last years transportation and supervision constraints as well as last years budget constraints. No such problems occurred this year.

The percentage of in school and out of school youth continued to be heavily weighted in favor of in-school youth due to multiple issues. First, because the program targeted more urban populations, it meant revisiting areas that previously received outreach. In order to avoid re-reaching youth already exposed to the program, the program focused on younger in-school populations that would have been too young to participate in TWC programming in FY04/05 when the project was in operation initially in these areas. Second, PEs admitted to facing difficulties reaching out of school and high-risk youth with their current level of training and with the current curriculum. PEs expressed concern that the current curriculum was more appropriate for younger or sexually inexperienced youth, and not applicable to sexually active populations. In addition, they voiced difficulties approaching these higher risk groups, saying that their facilitation skills and training had not adequately prepared them to deal with this 'edgier' population. These challenges will be addressed with the development of new training modules and new high-risk youth curriculum content in FY09.

Additional challenges included aging vehicles which were in greater need of repair, demanding more of the budget than anticipated. All project vehicles were in need of new tires, and two vehicles had major breakdowns requiring expensive repairs. In addition, three motorcycles were out of commission due to unavailability of parts. It should be noted for future reference that efforts made to save money by buying lesser quality Chinese motorcycles did not actually result in savings as breakdowns were more common, and parts harder to obtain.

Finally, through the first half of FY08, the program continued to struggle with TRCS's financial management systems both at the field and at headquarters. Considerable confusion existed with regards to the timing of funding released to the field, documentation of expenses, and coordination of accounts between headquarters and the field. A special finance meeting was coordinated in January in conjunction with the Quarterly Management Meeting to review systems and address challenges. A release of special funds to cover outstanding expenses and streamlining of systems through the efforts of the ARC Finance Delegate and the TRCS Finance Team at headquarters led to the resolution of this problem.

### **Future Activities**

Early FY09 project activities will focus on finishing the curriculum adaptation process for the TWC curriculum, on developing both curriculum and training of trainer manuals for the Adult Child Communication workshops, and on project closeout in Kigoma. In the fall, the core adaptation team will work to develop a second draft of the curriculum that takes into consideration feedback from local and international critical reviewers. This second draft will later be field-tested in Shinyanga prior to rolling out the program. From January to March of 2009, most activities except for outreach in Kigoma Town will be suspended to allow for movement of the TWC team to Shinyanga region. Activities to support the move will include: identification and development of infrastructure including office buildings; transfer of goods and staff to Shinyanga; community mapping and identification of districts together with stakeholders and local leaders' community outreach; identification, orientation, and training of new TWC staff; and recruitment and training of coaches and PEs. Regular TWC project activities will resume in Shinyanga in April, with an enhanced focus on high-risk youth including out of school, and working youth populations as well as orphans and vulnerable children. The new Shinyanga program will be connected to a new integrated program being implemented in Shinyanga region by the TRCS and ARC, as well as Pathfinder International, which will provide a greater range of services for prevention and treatment of HIV including care and treatment services, counseling and testing, and OVC programming.

In addition to the continued improvement of the TWC curriculum and the development of the Adult Child Communication curriculum, TWC intends to further refine certain curriculum activities so they specifically address high risk, sexually active youth, as well as develop new training modules for PEs and coaches to increase confidence and skills in interacting with these populations. This new focus will help to address the low numbers of out-of-school and non-traditional youth currently being reached.

Staff will continue to improve upon the new referral system, developing additional support materials and developing a new referral system for Shinyanga districts. Project staff will continue to improve upon the format and messaging of follow-up interventions, making sure the content is informed by pre/post-test results, population level surveys and on the expressed needs of youth who have completed TWC workshops. ARC will also work with TRCS to improve the format of town hall interventions for adult stakeholders assuring greater focus on social and gender norms.

## Monitoring and Evaluation

By the end of FY08, supervision and monitoring forms at the field level were in the process of undergoing an overhaul to reduce redundancy and to simplify reporting processes. Finalized forms will be ready for implementation in Shinyanga in April.

The TWC program continues to utilize its highly lauded evaluation system which tracks output level indicators from the field level and allows information flow through direct supervisors and on to program coordinators. As a means for program assessment, Tanzania Red Cross peer educators administer pre and post-tests to youth beneficiaries in TWC workshops on a quarterly basis which are then entered into the ACCESS database for analysis. The greatest improvements among youth benefiting from TWC workshops were knowledge-based, with females demonstrating a 67% increase in complete comprehensive knowledge about HIV, and a 35% increase in accepting attitudes, a huge improvement in terms of combating stigma, which remains a major barrier to care and treatment in Tanzania. In terms of skills and self-efficacy building, female TWC ‘graduates’ demonstrated an 11% increase in their stated ability to negotiate abstinence. TWC workshops in Tanzania did not seem to be having a similar impact on male youth and in the case of abstinence negotiation appear to be having a negative impact. A 7% gain in males stated ability to negotiate condom use is seen however, with an average of 90% of male youth reporting a willingness to use condoms. To take advantage of this positive attitude towards HIV prevention, activities in FY09 will increase their focus on condom distribution and condom use, through new activities in the improved curriculum which demonstrate and practice condom application on phalluses in FY09, helping to encourage safer sexual practices among youth.

**Table 3: Tanzania Red Cross Pre/Post-Test Results for TWC Curriculum-based Sessions**

<i>Question/Indicator</i>	<i>Pre-test</i>	<i>Post-test</i>	<i>% Increase</i>
<b><i>Knowledge</i></b>			
Comprehensive correct knowledge (female)	45%	72%	67%
Comprehensive correct knowledge (male)	51%	70%	43%
<b><i>Attitudes</i></b>			
HIV+ female teacher allowed to teach in school (female)	75%	91%	21%
HIV+ female teacher allowed to teach in school (male)	76%	87%	14%
Accepting attitudes (female)	57%	72%	35%
Accepting attitudes (male)	65%	74%	15%
<b><i>Skills</i></b>			
Ability to negotiate abstinence (female)	75%	83%	11%
Ability to negotiate abstinence (male)	76%	73%	-4%
Ability to negotiate condom use (female)	87%	92%	6%
Ability to negotiate condom use (male)	87%	93%	7%

**Data based on 578 pre and 501 post-tests (529 female pre/post, and 550 male pre/post) administered between October 2007 and September 2008**

As illustrated in Tables 3 and, 4 and 5, pre/post test results for FUIs mirrored those of curriculum-based TWC sessions in showing significant gains at the knowledge and attitude change levels, but with less satisfying results when it came to self-efficacy, particularly that of males to negotiate abstinence and of females to negotiate condom use. The fact that pre-test scores tended to start at a lower percentage than those of curriculum-based TWC sessions was curious and demands further investigation. The Swahili translation of the abstinence negotiation questions for males also needs to be examined further, as well as the negative results in the ability to negotiate condom use among females which suggests greater attention to practice this kind of negotiation.

**Table 4: Tanzania Red Cross Pre/Post-Test Results for FUIs at 3-6 Months**

	YM FUI, 3-6 Months		
<i>Question/Indicator</i>	<i>Pre-test</i>	<i>Post-test</i>	<i>% Increase</i>
<b>Knowledge</b>			
Comprehensive correct knowledge (female)	31%	59%	<b>103%</b>
Comprehensive correct knowledge (male)	48%	69%	<b>50%</b>
<b>Attitudes</b>			
HIV+ female teacher allowed to teach in school (female)	65%	78%	<b>20%</b>
HIV+ female teacher allowed to teach in school (male)	74%	78%	<b>5%</b>
Accepting attitudes (female)	50%	62%	<b>36%</b>
Accepting attitudes (male)	62%	67%	<b>9%</b>
<b>Skills</b>			
Ability to negotiate abstinence (female)	61%	75%	<b>23%</b>
Ability to negotiate abstinence (male)	70%	64%	<b>-9%</b>
Ability to negotiate condom use (female)	84%	81%	<b>-4%</b>
Ability to negotiate condom use (male)	90%	91%	<b>1%</b>

**Data based on 397 pre and 344 post-tests (383 female pre/post, and 358 male pre/post) administered between October 2007 and September 2008**

**Table 5: Tanzania Red Cross Pre/Post-Test Results for FUIs at 7-12 Months**

<i>Question/Indicator</i>	<b>YM FUI, 7-12 Months</b>		
	<i>Pre-test</i>	<i>Post-test</i>	<i>% Increase</i>
<b>Knowledge</b>			
Comprehensive correct knowledge (female)	31%	52%	77%
Comprehensive correct knowledge (male)	46%	62%	41%
<b>Attitudes</b>			
HIV+ female teacher allowed to teach in school (female)	69%	82%	19%
HIV+ female teacher allowed to teach in school (male)	73%	82%	12%
Accepting attitudes (female)	49%	58%	27%
Accepting attitudes (male)	59%	63%	8%
<b>Skills</b>			
Ability to negotiate abstinence (female)	57%	70%	23%
Ability to negotiate abstinence (male)	71%	67%	-6%
Ability to negotiate condom use (female)	82%	79%	-4%
Ability to negotiate condom use (male)	88%	89%	1%

**Data based on 448 pre and 397 post-tests (429 female pre/post and 416 male pre/post) administered between October 2007 and September 2008**

### **Budget**

Total project expenditures October 07 through September 08 totaled \$511,860 representing a burn rate of 97%. This amount and burn rate does not include American Red Cross field and headquarters expenses.

## Story from Field

### **Beyond Program Improvements: Opportunities for Youth Participation Create Incentives for Engagement**

It took her three bumpy hours to get to Kigoma Town on the western border of Tanzania on Lake Tanganyka, but it was well worth the trip for Valentina as it signified another opportunity to build her capacity as a Tanzania Red Cross HIV prevention peer educator.



Valentina demonstrates proper condom application as the core group adapts an activity for condom use: the condom relay race.

The occasion for this visit to the Tanzania Red Cross regional office: participating in a process to improve and adapt the Together We Can curriculum, in use in Tanzania since 2004 in partnership with the American Red cross, and made possible through funding and support from the Office of the Global AIDS Coordinator through USAID. The adaptation process would span two weeks of meetings, and would combine Valentina's insights and experience with the skills of her colleagues and other members of the core adaptation group. Facilitated by Dr Lugoi, the Health Manager of the Together We Can program in Kigoma, the core adaptation group included coaches, university students, a Health Delegate and a Project Officer from the American Red Cross, and a team of professional illustrators. Valentina would review reference materials relevant to the adaptation process including the Ministry of Health's Peer Education standards; qualitative studies on risk and protective factors for transmission of HIV (including multiple concurrent partnerships); and Doug Kirby's logic model; as well as draft activities, script role plays and weigh in on creating youth appropriate illustrations.

As a Peer Educator, Valentina has also participated as a peer representative in

programming quarterly management meetings where she gains exposure to program management, coordination, administration, and financial processes. Consistent with the

program's emphasis on youth participation and transparent decision-making processes, the Program Manager invites Peer Educators to attend these meetings to allow the program to profit from their perspective and to reward excellence (in performance and/or commitment) of individual educators, thereby adding to a list of volunteer incentives that already includes bicycles, uniforms, training opportunities and more. During the quarterly management meetings, Valentina participates in discussions around quarterly plans, program targeting, training agendas, trouble-shooting, problem resolution, programmatic quality improvements and even budgeting. Meetings also provide opportunities for Valentina to offer constructive criticism and propose programmatic improvements. Her most recent contribution was advocating for the distribution of condoms to fill what she perceives as an unmet demand in the field.

Such opportunities for genuine youth participation not only benefit the program but also serve as an incentive for continued participation in the program. They motivate Valentina, and keep her engaged as a Red Cross Volunteer and Peer Educator, a position she's held for the past three years. Her responsibilities include committing approximately three hours per week to deliver sessions and attend monthly meetings with other Peer Educators and coaches. The stipend she receives for her work as a volunteer barely covers her travel and food expenses while on the job, so to support herself she farms a small plot and sells her crops on the side of the road. The money she makes from her small trade also allows her to put herself through night school. Now 25, she was orphaned as a teenager, and unable to continue with secondary school when she failed her final primary exams. The same commitment and drive that makes her excel as a peer educator also feeds her determination to finish night school and become a nurse. Valentina feels that working as a Red Cross Volunteer for the Together We Can program provides her with opportunities for growth and skills-building that will help her to have a successful future. The Red Cross is fortunate to have volunteers like Valentina to teach Tanzania's youth the skills to prevent new HIV infections, and to provide an example of success in the face of immense challenges.