

**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

ARC	The American Red Cross
ARVs	Antiretrovirals
CARAN	Caribbean Red Cross AIDS Network
CCMs	Country Coordinating Mechanisms
CC	Community Council (local coordinating body for the project)
CSM	Community and Social Mobilization
Federation	International Federation of Red Cross and Red Crescent Societies
FM	Field Manager
GRCS	Guyana Red Cross Society
HRCS	Haitian Red Cross Society
IFRC	International Federation of Red Cross and Red Crescent Societies
IR	Intermediate Result
ITs	Instructor Trainers
MTs	Master Trainers
NRCS	National Red Cross Society
OD	Organizational Development
PEs	Peer Educators
PLWHA	People Living with HIV/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
UNAIDS	Joint United Nations Program on HIV/AIDS
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. PROGRAM OVERVIEW

A. INTRODUCTION

The Scaling-Up Together We Can (TWC) project (GPO-A-00-04-00005-00) is a 5 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. The program's primary recipient, the American Red Cross, is responsible for providing funding and technical assistance to the project'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 are the primary TWC project strategies used to promote positive behavior change among youth. The peer education component of the project is based on the 12 hour, 17 activity *Together We Can* curriculum that has been used by the American Red Cross and the International Federation of Red Cross and Red Crescent Societies with over twenty Red Cross Societies in the Caribbean, Central America and Africa since 1993. The curriculum uses dynamic, participatory techniques to improve youth's knowledge, attitudes and skills relating to HIV/AIDS. The prevention messaging emphasizes abstinence (including secondary abstinence), being faithful to one's partner, and other healthy behaviors including condom use for at-risk youth. Abstinence is the key message for all age groups.

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, NGO staff and other community leaders. In this manner, the American Red Cross and its sister Red Cross societies in Guyana, Haiti and Tanzania capitalize on the synergy of working at the both the individual and community level, assuring a holistic, grassroots response to the HIV pandemic.

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

This report was prepared by the American Red Cross in tandem with its sister Red Cross Societies in Guyana, Haiti and Tanzania. These National Red Cross Societies are run and staffed by citizens of these three respective countries. 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: FY06 TWC Annual Results
(October 2005 - September 2006)**

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
Prevention/Abstinence and Be Faithful Community Outreach												
<i>Total number of individuals trained</i>	31	36	116%	79	83	105%	120	132	110%	230	251	109%
Number of female youth (10-24) reached	7,500	7,479	100%	29,250	42,873	147%	50,000	69,004	138%	86,750	119,356	138%
Number of male youth (10-24) reached	7,500	6,694	89%	29,250	47,431	162%	50,000	72,689	145%	86,750	126,814	146%
<i>Total number of youth (10-24) reached</i>	15,000	14,173	94%	58,500	90,304	154%	100,000	141,693	142%	173,500	246,170	142%

**C. Emergency Plan Indicators Table: TWC Life of Award Results
(February 2004 - September 2006)**

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
Prevention/Abstinence and Be Faithful Community Outreach												
<i>Total number of individuals trained</i>	562	200	36%	1,295	212	16%	1,885	567	30%	3,742	979	26%
Number of female youth (10-24) reached	33,000	24,891	75%	125,000	85,301	68%	225,000	117,389	52%	383,000	227,581	59%
Number of male youth (10-24) reached	33,000	20,518	62%	125,000	86,283	69%	225,000	121,052	54%	383,000	227,853	59%
<i>Total number of youth (10-24) reached</i>	66,000	45,409	69%	250,000	171,584	69%	450,000	238,441	53%	766,000	455,434	59%

D. PROJECT OVERVIEW AND PROGRESS TO DATE

Strategic Objectives, Key Approaches and Activities

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

Strategic Objective 1

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

Curriculum based interventions via 12 hour, 17 activity TWC workshops

The highly participatory workshops are designed to help youth avoid HIV infection by providing them with knowledge and skills so they are empowered to make informed and healthy choices concerning their sexual behavior. Each workshop is facilitated by a pair of peer educators for approximately 20 youth and generally takes one month to complete.

Peer to peer outreach

Peer Educators ask each participant in TWC workshops to share HIV prevention messages with 10 of their peers 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 implicated in HIV prevention in their communities.

Edutainment events. Edutainment events (also referred to as community mobilization events) 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. When edutainment events are held in schools and project sites where numerous TWC workshops have already been held, this method allows for continued post-curriculum follow-up and message reinforcement.

Youth clubs: Existing youth clubs, often school based, are targeted for specific interventions such as role plays 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 project primarily uses radio shows and PSAs to share TWC messages with the majority of youth living in target areas. With primary emphasis placed on interpersonal communication (curriculum based interventions and peer to peer outreach), less than 1% of project funds are spent on mass media programming and diffusion. In Tanzania, the project receives donated air time, lowering costs even further.

Strategic objective 2 focuses on **strengthening each National Red Cross Society's capacity to manage and expand youth HIV prevention projects**. This is accomplished internally through organizational development trainings offered by American Red Cross staff and other NGO partners. Training topics include volunteer supervision, project planning, finance and compliance, monitoring and evaluation and curriculum adaptation. Externally, capacity is built by encouraging partnership building with other NGOs and national youth HIV prevention taskforces. These partnerships allow the National Red Cross Societies 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 efforts is reduced, leading to a more efficient and rational use of project resources. Lastly, in attempts to identify and disseminate best practices, exchange workshops are held between Red Cross branches within the same country and between Red Cross societies and Red Cross Movement partners at the regional level.

TWC's third strategic objective is to **enhance the community environment for the adoption of safer sexual practices**. Community is defined here as adult stakeholders who influence directly or indirectly 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 and private sectors. The TWC project informs, seeks permission to operate, and solicits direct involvement of adult community members in the fight against HIV/AIDS and in the safer reproductive lives of youth through the organization of **town hall meetings**. These meetings are held in schools, churches and town centers. TWC National Red Cross Society staff invite core groups of adults attending town hall meetings who are already members of existing **community councils** (such as parent teacher associations and local AIDS taskforces) to become involved in day to day project implementation. Examples of direct community council engagement include help in planning TWC workshops in schools, consensus building on appropriate messaging for younger youth ages 10-14, in-kind contributions to project activities, promoting TWC sessions via letters to parents, and offering feedback after observing project activities.

Key Accomplishments

As the Emergency Plan Indicators Table demonstrates, the Together We Can project has exceeded its annual objective of youth reached by over 140%. TWC also surpassed its training objectives for FY06 with 251 new field managers and peer educators joining the project. Over the life of the award, over 455,000 youth have benefited from TWC outreach interventions representing 59% of TWC's five year life of project target goal. As TWC is exactly at its halfway point, this figure demonstrates that the project is slightly ahead of schedule in its performance in numbers of youth reached. In order to minimize double counting issues, these figures represent 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 trained only 26% of anticipated peer educators and field managers per life of project goals stated in the original project proposal, representing half of

the number expected at this juncture in the project. These lower numbers of individuals trained reflect a deliberate strategy since mid 2004 to achieve high retention rates for volunteers and field staff. The project believes that more experienced staff and volunteers will deliver better programming and therefore increase the likelihood of positive behavioral impact with youth beneficiaries. Project annual workplans such as the one for FY06 incorporate this strategy of quality over quantity in numbers of individuals trained to implement TWC's peer education system.

The vast majority of youth reached through TWC sessions in Guyana and Haiti were in-school youth. Tanzania has the largest number of out-of-school youth completing TWC sessions with approximately half of their youth multipliers in this category. All three National Red Cross Societies conducted interventions for high risk groups this reporting period including armed forces in Guyana, orphans in Haiti, and orphans, handicapped children and blind youth in Tanzania.

All six new project expansion sites listed in the FY06 Workplan were opened during or immediately prior to the current reporting period. The expansion process included recruiting and training field managers and peer educators for each new area. All of the newly opened branches offered the full mix of outreach interventions to youth beneficiaries with the exception of Region 1 in Guyana and Fort Liberté and Anse-a-Pitre in Haiti. TWC workshops were not held in FY06 in these latter three sites.

The American Red Cross facilitated four workshops, all held during the months of February and March. Haitian, Tanzanian, and Nigerian¹ Red Cross youth peer education project managers together with a representative of the IFRC attended TWC's first ever exchange workshop. Held in Tanzania, the ten day workshop covered a mix of presentations and direct observation of activities covering the following themes: best practices in youth peer education, curriculum adaptation, working with 10-14 year olds, peer educator incentives, supervision processes, M&E, community and project planning mapping and working with adult stakeholders. Some of the most useful aspects of the exchange workshop were building a sense of community among project staff in different regions and comparing technical strengths and weakness through a rigorous peer review process. The Haiti project team benefited in particular from observing the Tanzanian Red Cross Society's more established PE supervision and adult stakeholder methodologies.

In March, a Haitian curriculum specialist engaged as a consultant for the HRCS presented her findings as part of TWC's curriculum review and adaptation workshop. Participants included several key representatives of the IFRC, Haitian MOH, Netherlands Red Cross and the President of the Haitian Red Cross. The findings, covering all aspects of the curriculum from age and cultural appropriateness, clarity of instructions, comprehension and participation levels and accuracy, were based on an extensive series of focus groups held in three project sites with beneficiaries, peer educators, field managers and project coordinators. All three donors—the ARC, IFRC and Netherlands Red Cross—agreed to retain the consultant so that she can, based on her recommendations, revise the curriculum and pilot the new version. Once completed, this new curriculum will improve upon the TWC methodology and implementation in all countries currently using the curriculum which extend well beyond the three countries formally part of this

Emergency Plan cooperative agreement. A significant number of the consultant's recommendations have already been incorporated into revised curriculum activities that are currently being used by Haitian peer educators with beneficiaries. Project coordinators trained Haitian field managers on these new activities in June and they in turn trained peer educators on the adaptations in the last quarter of the fiscal year.

Rounding out the workshops for the period, ARC's regional Finance and Admin Delegate and Deloit and Touche consultants lead a finance and compliance performance workshop for TRCS finance and program staff in Dar-es-Salaam and Kigoma. Lastly, the American Red Cross engaged a respected security training firm to facilitate a security training for its Americas staff including TWC project managers based in Washington and local project staff in Haiti. While very relevant to the TWC project in Haiti, this latter training was not funded by Emergency Plan funds.

Reinforcing its collaborative relationship with the IFRC, TWC Guyana project managers, field managers and peer educators benefited from an inter-region lessons learned workshop led by two expert Federation trainers in March. The participants agreed that introducing the program to and training adult stakeholders in the basics of HIV transmission and prevention were critical to the program's success and could be considered best practices. After a detailed review of the curriculum, project staff made several revisions to activities enhancing cultural relevancy and entertainment value to increase participation levels and comprehension among youth reached. The IFRC trainers clarified the methodology behind several of the curriculum's activities to field managers and peer educators, enhancing their capacity to facilitate future TWC sessions.

In April, project coordinators and several field managers from the Guyana and Haitian Red Cross together with ARC project and technical managers attended IFRC's 6th Bi-Annual Caribbean Red Cross HIV/AIDS Network Meeting. Highlights of this meeting uniting all 16 Caribbean Red Cross societies using TWC included presentations on IFRC's new HIV/AIDS mass media campaign, explorations of how to reach most at-risk populations and trainings on TWC management and M&E. ARC headquarters and field staff and the Tanzania Red Cross' Health Director attended the 2006 International AIDS Conference (IAC) in Toronto where the Haitian Red Cross project coordinators presented a poster on their peer education work with youth in the slum area of Cité Soleil. The TWC Haiti team's IAC presentation was filmed and diffused by Canadian and Haitian television.

As part of the TWC project's goal to engage the wider community in which we work, close to 2,500 adult stakeholders including local government leaders, parents and teachers attended TWC town hall meetings in Guyana, Haiti and Tanzania. Tanzania and Guyana had 27 active community councils involved with the project during the fiscal year. The HRC linked its town hall meetings to the delivery of project equipment to intervention sites, reinforcing project transparency and community understanding of the TWC project.

All three National Red Cross Societies have developed brochures to hand to youth participants to better guide and systematize the transfer of key messages during TWC sessions, peer to peer outreach and edutainment events. Nevertheless, these materials need to be better pre-tested and further modified using a logic model in order to improve their efficacy as behavior change

materials. The American Red Cross will continue to provide support to the National Red Cross Societies both in materials development and, where possible, adaptation and use of existing BCC materials designed by other NGOs working with youth.

Major Issues/Constraints

Flooding in Region 9, low numbers of youth reached by peer to peer outreach and the absence of a lead field manager in Region 1 in Guyana contributed to the Guyana Red Cross falling just shy of reaching their goal of 15,000 youth reached during FY06. The American Red Cross also feels that more youth can be reached in the population dense area of Region 4 and is recommending that an assistant field manager be engaged by the GRC to ramp up outreach in the Georgetown area.

Record levels of kidnappings and civil unrest related to repeated postponements of presidential elections created an extremely difficult working environment for Haiti project staff. Several meetings with ARC staff had to be held outside of Haiti as a result. The Haiti program has just begun to conduct town hall meetings during the last quarter of the fiscal year and has yet to form community councils with adult stakeholders. With the prolonged absence of local project managers as well as technical staff from ARC regional and national headquarters, project oversight in remoter and newer branches has suffered. With the currently improved security situation, site visits by ARC staff have increased and the Haiti TWC project managers have resumed visits to project sites. Two project sites-- Fort Liberté and Anse-a-Pitre—were only partially active during this reporting period.

As the Tanzanian Red Cross expands to ever more remote districts in the Kigoma region, attendance at some field manager-peer educator planning meetings has suffered due to transportation issues. Even with issued motorcycles, the supervision of peer educators by field managers has become more and more challenging. A fourth project vehicle will be ordered during the next fiscal year to help address transportation issues.

The TWC program continues to explore methodologies for identifying at-risk youth between the ages of 10-14. Haiti and Tanzania have yet to reach the objective of 40% of youth beneficiaries falling in this youngest age cohort. The Haitian Red Cross in particular has only reached some 8,000 youth ages 10-14 during FY06. Approximately thirty percent of youth reached in Tanzania are 10-14 years old. In order to best match the current curriculum with the cognitive and physical development of early adolescents, the American Red Cross has recommended increasing the number of beneficiaries in the 10-14 year old age group with particular emphasis on 12-14 year olds.

In Haiti, only 647 out of a total of over 90,000 youth reached were out-of-school/at-risk, falling well short of the year's objective of having 10% of youth fall in this category. Community mapping of orphanages and restavec (marginalized domestic servants) has occurred and the HRC should reach an increased number of at-risk youth in FY07.

The database for the entry and analysis of pre-post questionnaires by individual question and composite indicators, while near completion, was not finalized during FY06. It is hoped that the database will be completed during the first quarter of FY07.

Planned Activities

The TWC project was evaluated in Haiti in May and in Tanzania in July by MEASURE Evaluation. The major goal of TWC during the next fiscal year is to implement the evaluation's recommendations including finalizing curriculum adaptations and introducing targeted follow-up interventions for youth multipliers to increase the likelihood of long-term positive behavioral impact. A consultant has been hired to assist the American Red Cross and the National Societies achieve these goals. In March 2007, TWC will hold its second Exchange Workshop in Haiti in order to share best practices, disseminate key updates in the field of youth peer education and facilitate dialogue between the three National Red Cross Societies implementing the project.

¹The American Red Cross managed a youth peer education program with the Nigerian Red Cross similar to the TWC project.

II. GUYANA PROGRESS REPORT

FY06 Results for Guyana

SO	Key Country Level Workplan FY06 Indicators	October 05 - September 06		
		Planned Target	Actual	% of Target Met
SO1	Number of age, gender and culturally appropriate adaptations to TWC curriculum	1	1	100%
	Number of Field Managers (MT/IT) and Peer Educators trained	31	36	116%
	Number of youth completing entire TWC curriculum	1,500	1,407	94%
	Number of youth reached by peer to peer outreach	11,124	6,474	58%
	Number of youth reached by community mobilization events	2,376	6,292	265%
	Total youth reached with community outreach programs	15,000	14,173	94%
	Number of youth reached by mass media programs	50,000	0	-
SO2	Number of operational partnerships	19	23	121%
	Number of operational national project task forces	4	4	100%
	Number of staff trained in organizational development	5	8	160%
SO3	Number of adults attending Town Hall meetings	1,000	656	66%
	Number of operational community councils	8	3	38%

Key Accomplishments

The TWC Guyana project is operational in all three project sites—Regions 1, 4 and 9. Thirty-six instructor trainers and peer educators were trained during the reporting period, exceeding planned objectives. Existing peer educators and field managers benefited from a series of refresher trainings held over the course of the fiscal year.

The Guyana Red Cross did not meet its goals for youth reached through curriculum based and peer to peer outreach interventions. The low number of youth benefiting from peer to peer outreach is due in part to the remote nature of project sites in the Guyana hinterland. In isolated boarding schools, youth beneficiaries are unable to interact with youth outside of their school, limiting the effectiveness of the youth multiplier effect. In total, over 14,000 youth were reached through TWC's three main outreach methods. Slightly more female youth were reached than male youth. Over 40% of youth fell in the 10-14 age bracket and under 20% in the 20-24 age cohort. The majority of beneficiaries were in-school youth, however the GRC did work with a small number of high risk groups including police and military in Lethem, a number of whom were referred to VCT and STI testing centers. Over 150 youth benefited from TWC interventions to 6 youth clubs in Regions 4 and 9.

Eight GRC staff received training in a variety of subjects including QuickBooks accounting software, Epi-Info, M&E, project design and gender mainstreaming. The organizations offering these trainings ranged from the CDC, US Peace Corps, UNDP and IFRC/CARAN. The field manager and assistant field manager in Lethem continue life skills and income generation training for their peer educators. Subjects include computer training and leather crafts, the latter displaying HIV prevention and anti-stigma messages.

In March, two IFRC expert trainers led an inter-region lessons learned workshop for TWC Guyana project managers, field managers and peer educators. The participants agreed that introducing the program to and training adult stakeholders in the basics of HIV transmission and prevention were critical to the program's success and could be considered best practices. After a detailed review of the curriculum, project staff made several revisions to activities enhancing cultural relevancy and entertainment value to increase participation levels and comprehension among youth reached. The IFRC trainers clarified the methodology behind several of the curriculum's activities to field managers and peer educators, enhancing their capacity to facilitate future TWC sessions.

Exceeding its objectives, the GRCS collaborated with 23 organizations including: the National Blood Transfusion Service, the Guyana HIV/AIDS Reduction and Prevention Project, CARAN, US PEPFAR cluster, the Rupununi Indigenous Development Association, the Rupununi Chamber of Commerce, CDC, Lethem AIDS Committee, Conservation International, CRS and the US Peace Corps. Of these organizations, the first four are national or regional project task forces. Of particular interest is the heightened collaboration between the GRC and the U.S. Peace Corps. Three Peace Corps Volunteers are working with the project on a regular basis assisting in trainings and other activities in Regions 4 and 9 with an additional Peace Corps Volunteer providing occasional support in Region 1.

TWC field managers and peer educators continue to build upon partnerships with community based organizations including Amerindian chiefs, local government leaders and parents and teachers. Field managers organized town hall meetings reaching 656 adult stakeholders and three community councils were active in the day to day implementation of the project. The GRC continues to receive strong support from high level government officials including the governors of Regions 1 and 9.

Major Issues/Constraints

The Guyana Red Cross has been unable to fill the position of Field Manager for Region 1. Without clear leadership, Region 1 peer educators were only able to participate in a single edutainment event benefiting 350 youth. Peer educators in this newly opened region did not facilitate any TWC workshops. Establishing a lead field manager and further solidifying the relationship with the US Peace Corps in this region are key goals to increasing outreach to youth in this intervention area.

Low levels of activity in Region 1, flooding in Lethem and disproportionately low numbers of youth reached in Georgetown (compared to more rural intervention sites) contributed to the GRC falling just shy of meeting their objectives of 1,500 youth completing the TWC curriculum. Due in part to the three above mentioned constraints as well as the remote conditions of working with boarding schools in the hinterland areas of Guyana, the TWC project only met 58% of the objective for youth reached by peer to peer outreach. Youth in these areas simply don't have the ability to conduct numerous outreach interventions during the course of TWC workshops as their community of peers is limited to their boarding school.

Only 58% of peer educators remained in the program for one year or more. Due to economic and educational reasons, many have either relocated or engaged in other pursuits. The American Red Cross will explore the reasons behind these dropout rates and work towards defining measures to address this problem which may include a more robust incentive system for peer educators. It is important to note that the retention rate for field managers and instructor trainers has risen from 66% at the beginning of the fiscal year to 75% at fiscal year's end. Reasons behind this higher retention rate could be the fact that field managers are paid staff and instructor trainers, while volunteers, must display a high degree of commitment due to their increased responsibilities relative to volunteer peer educators.

Planned Activities

Numbers of youth to be reached for FY07 are the same as those for FY06. The GRCS will attend the upcoming TWC Exchange Workshop planned for March in Haiti. The American Red Cross intends to rollout the pre post questionnaire database in all project countries during the first half of FY07. The GRCS, with ARC's help, hopes to benefit from BCC technical assistance from GHARP, especially in refining print materials that can be used during peer to peer outreach and community mobilization events.

Monitoring and Evaluation

GRCS peer educators administered pre post tests to youth beneficiaries at 29 TWC workshops over the course of this reporting period. These tests showed a 28% increase in knowledge and skills acquisition which represents a slight decline from the 32% increase reported during the first half of the fiscal year.

Program Management

No changes in key personnel occurred during FY06.

Story from the Field

American Ambassador Visits TWC Intervention during Amerindian Heritage Celebrations

This year's annual Region 9 Amerindian Heritage celebration was observed from September 10th to 16th. Launching the event this year was Guyana President Jagdeo and Ministers from Education, Amerindian Affairs, Health and Local Government, as well as village chiefs from Region 1, 4, 6 and 9. During the week long celebration, economic and development work being done in the region was showcased.

For this event, the GRCS partnered with Lethem Hospital (Ministry of Health) and UNV with the latter providing VCT services and the GRCS providing support on information and awareness. GRCS volunteer peer educators used posters, brochures, books, and small group discussions to promote HIV prevention messages to over 500 youth. Red Cross volunteers also used two games developed by TWC staff. One of the games was in the form of a week long quiz and the other a 'Wheel of Knowledge' game. Questions asked during the game included: *What is VCT, What is ARV, Name two materials condoms are made from, Where can I get tested, If I am*

faithful I will not be infected with HIV, and many more. The games aimed at being an interactive means to encourage youth to learn more about HIV and VCT and also persuade them to visit other booths to find answers to the games' questions. The GRCS team was made up of Region 9 staff, peer educators and Peace Corps volunteers. US Ambassador David M. Robinson, who was visiting the celebrations, took the opportunity to spend some time in the GRCS booth and speak with volunteers.



Above left: American Ambassador David M. Robinson visits Guyana Red Cross information booth at a community mobilization event targeting Amerindian youth.
Above right: Youth receives prize from TWC peer educator as part of the 'Wheel of Knowledge' game.

III. HAITI PROGRESS REPORT

FY06 Results for Haiti

SO	Key Country Level Workplan FY06 Indicators	October 05 - September 06		
		Planned Target	Actual	% of Target Met
SO1	Number of age, gender and culturally appropriate adaptations to TWC curriculum	1	1	100%
	Number of Field Managers (MT/IT) and Peer Educators trained	79	83	105%
	Number of youth completing entire TWC curriculum	5,850	6,304	108%
	Number of youth reached by peer to peer outreach	40,950	52,021	127%
	Number of youth reached by community mobilization events	11,700	31,979	273%
	Total youth reached with community outreach programs	58,500	90,304	154%
	Number of youth reached by mass media programs	640,000	1,000	0.2%
SO2	Number of operational partnerships	9	6	67%
	Number of operational national project task forces	3	2	67%
	Number of staff trained in organizational development	18	25	139%
SO3	Number of adults attending Town Hall meetings	2,045	256	13%
	Number of operational community councils	9	0	0%

Key Accomplishments

The Haitian Red Cross Society successfully expanded program activities to 4 new branches-- Fort Liberté, Ouanaminth, Anse-à-Pitre and Petite Goâve. The TWC project continued to reach youth in its more established branches of Pétiion-Ville, Cité Soleil and Cap Haitian. Achieving their twelve month training goals in the first four months of the fiscal year, the TWC Haiti project coordinators recruited and trained a total of 83 field managers and peer educators to staff the 4 newly opened project sites.

Continuing this positive trend, and despite election related security issues, the TWC Haiti team exceeded all of their objectives for youth reached with over 90,000 youth benefiting from key HIV prevention messages. While TWC workshops were only held in five branches, field managers organized edutainment events in all 7 project sites. These events were met with particular enthusiasm by project beneficiaries in Cité Soleil as they rarely have the opportunity to attend such lively and educational attractions. The TWC project managers in Haiti note that, *“...not only are gang members in Cité Soleil allowing TWC activities to happen in their controlled areas, but they themselves are also participating in these activities. The acceptance and just as important the participation of these young people is a lesson learned for future program development in similar high security risk environments.”*

Most youth reached were in-school youth, with small numbers of higher risk youth including orphans and gang members. Forty-seven percent of youth reached were female. Over half were between the ages of 15-19 and just 9% of youth fell within the 10-14 age cohort.

While failing to reach their objective in terms of number of active partnerships and taskforces, the Haitian Red Cross Society maintained long established and productive relationships with six

organizations, most of which they have been working with since the inception of the program. These partners include FOSREF, PSI, UNFPA, Promo-Sante, the PEPFAR BCC cluster and the AIDS Control and Coordination Unit of the MOH, the latter two designated as a national taskforces. The HRCS collaborates with these organizations on a variety of interventions including the organization of edutainment events, curriculum adaptation, and message standardization.

Both Haitian project coordinators attended the TWC Exchange workshop in Tanzania and organized the curriculum review and adaptation workshop. Both events were highly successful and can be considered milestones for the TWC project (*see page 8 for full description of the workshops*). In January, the HRC TWC National Coordinator had the honor of being invited to a working session organized in Panama by the IFRC to finalize a TWC monitoring and evaluation toolkit as well as develop training tools for peer educators—tools to be used throughout the Caribbean. This work was followed-up at the 6th Annual CARAN meeting in April and combined with project management and M&E training for both TWC Haiti project coordinators. At the 2006 International AIDS Conference, the TWC Haiti coordinators presented a poster on their outreach work in the slum area of Cité Soleil. This presentation was filmed and presented on Canadian and Haitian TV.

Twenty-five staff benefited from organizational development training, primarily through a field manager and branch treasurer refresher training held in June. This training included extensive application of the adaptation consultant's recommendations through the development of revised curriculum activities which were then flowed down to peer educators in subsequent trainings during the last quarter of the fiscal year. The refresher training also reinforced finance and compliance, rollout of a decentralized accounting system to handle operations in remote project sites, working with at-risk youth, outreach to adults via town hall meetings and community councils, and peer educator supervision techniques.

Major Issues/Constraints

Due to security concerns including large numbers of kidnappings as well as election related unrest, a number of project sites encountered down months in January and February where they were unable to conduct activities. American Red Cross staff were unable to visit Haiti for an extended period of time and Haitian project coordinators had to meet with ARC managers out of country. Because the TWC project had carefully planned for civil unrest by increasing numbers of youth reached in months predicted to be more stable, the project was still able to exceed overall targets for youth reached. To better address the security situation in Haiti, the project has procured car radios, walkie-talkies and satellite phones and collaborates with the ICRC to heighten safety when staff travel to project sites and move about Port-au-Prince. In March, American Red Cross TWC managers and both Haitian project coordinators attended a security workshop facilitated by a well-known personal security training firm.

The Haiti program only met 13% of its goals for adults reached through town hall meetings and was unable to begin work with community councils. This is in part due to the timing of the refresher training which addressed gaps in field managers' ability to engage adult stakeholders but occurred too late to engage school administrations which were on break during the latter part

of the fiscal year. Several key town hall meetings did take place as part of a community level outreach and transparency campaign that will continue into the next fiscal year (*see story from the field*).

With the prolonged absence of local project managers as well as technical staff from ARC regional and national headquarters, project oversight in remoter and newer branches has suffered. Two project sites—Anse-a-Pitre and Fort Liberté did not hold TWC sessions and can only be considered partially operational during this report period. With the currently improved security situation, site visits by ARC staff will be increased and the Haiti TWC project managers will resume their visits to all project sites with more regularity.

The Haiti TWC team was unable to meet its mass media diffusion goals for radio and TV. Due to the great strain placed on the project through its expansion to four new branches and the curriculum adaptation process, the American Red Cross instructed project coordinators to focus on their primary objectives of curriculum-based and peer to peer outreach.

The project also fell well short of its goal to have 10% of its beneficiaries as at-risk and out-of-school youth with only 647 youth falling in this category. Improvements are expected in the coming fiscal year as field managers were trained in June on how to conduct community mapping to locate orphans and restavek (marginalized domestic servants). Collaboration with the education sector's IDEJEN out-of-school youth life skills project will also build the capacity of the HRCS in this area during FY07.

Planned Activities

The TWC project was evaluated in Haiti in May by MEASURE Evaluation. The major goal of TWC Haiti during the next fiscal year is to implement the evaluation's recommendations including finalizing curriculum adaptations and introducing targeted follow-up interventions for youth multipliers to increase the likelihood of long-term positive behavioral impact. A consultant has been hired to assist the American Red Cross and the HRCS achieve these goals. In March 2007, TWC will hold its second Exchange Workshop in Haiti in order to share best practices, disseminate key updates in the field of youth peer education and facilitate dialogue between the three National Red Cross Societies implementing the project. The project also intends to continue its town hall campaign and increase numbers of at-risk and out-of-school youth reached including collaboration with the IDEJEN project. The numbers of youth to be reached during FY07 are the same as those targeted for FY06. A new, more targeted, gender specific and locally adapted brochure for peer to peer outreach will be developed prior to the end of the calendar year.

Monitoring and Evaluation

The project coordinators were unable to tabulate results from pre post tests during this reporting period. A database entry person will be hired during the next reporting period to address this problem. The adaptation consultant conducted a number of focus groups on strong and weak points in the TWC curriculum with beneficiaries, peer educators and project staff. Findings included the need to improve the clarity of instructions, incorporate more Haitian specific

contexts to stories and activities including risk behaviors, add in sections on antiretrovirals and self-esteem, and reorganize some activity sequencing. A large number of these recommendations have already been made and are being implemented in the field.

Program Management

No changes in key personnel occurred during this reporting period.

Story from the Field

Delivery of Project Equipment in a Town Hall Setting: A Demonstrated Best Practice in Promoting Project Transparency and Improved Community Involvement.

Signs of a successful community based project are reflected in project activities that demonstrate transparency and promote community ownership and responsibility. In its over 70 years of existence in Haiti the Haitian Red Cross Society (HRCS) has established itself as a permanent and key community actor and the Emergency Plan funded TWC project has afforded the HRCS to build upon its programmatic reach to TWC program branches. As a natural reflection of this commitment to the community, in FY 2006 the HRC prioritized and initiated a transparent process to deliver TWC project materials and equipment to each of the seven project branches in open town hall meeting formats. Through this process the HRCS local committees invited important members of the community such as local government and ministry of health and education authorities, local directors of other NGOs and CBOs, religious leaders and youth leaders to town hall meetings where project equipment and materials were delivered together with information about the project. In each town hall meeting an average of 40-60 people participated.

Part of the success of the town hall process was that the HRCS put a very high priority on the town hall meetings with the HRCS President attending and leading each one. In each meeting the HRCS President, with assistance from the national TWC project coordinator and local field managers, presented the overall project including objectives and strategies and its progress to date in that community. The participants also received very basic HIV education and guidance on the importance of supporting youth in the community. As part of the town hall process participants even partook in games and key messages used in the TWC curriculum and the HRCS program staff fielded questions about the project from the participants.

As a last activity for each town hall meeting project equipment and materials were shown to community participants including motorcycles, computers, generators and projectors. Emphasis was placed on these materials as “community owned goods” and the importance of their use to support the project and the responsibility of the community to ensure their correct usage and maintenance. The activity was very well received in the communities where it was conducted and there were many complements and comments made to the HRCS facilitators such as *“I must say that the TWC method is a very good one for it engages the youth in an interactive way; additionally, whatever concerns youth and their education is very positive”* Local NGO coordinator (VDH).

From the positive reactions received from the communities where the town hall meetings were conducted the HRC decided to adopt this approach of transparently delivering project equipment and materials as a best practice to promote community ownership and participation not only for the Emergency Plan funded TWC program but as a model for other HRCS programs throughout the country.



The Haitian Red Cross Society's President and TWC Project Coordinator conduct a town hall meeting with community leaders in rural Haiti highlighting that the project and its equipment are intended as 'community owned goods' for the benefit of local youth in order to reduce the incidence of HIV.

IV. TANZANIA PROGRESS REPORT

FY06 Results for Tanzania

SO	Key Country Level Workplan FY06 Indicators	October 05 - September 06		
		Planned Target	Actual	% of Target Met
SO1	Number of age, gender and culturally appropriate adaptations to TWC curriculum	1	1	100%
	Number of Field Managers (MT/IT) and Peer Educators trained	120	132	110%
	Number of youth completing entire TWC curriculum	10,000	14,290	143%
	Number of youth reached by peer to peer outreach	70,000	82,701	118%
	Number of youth reached by community mobilization events	20,000	44,702	224%
	Total youth reached with community outreach programs	100,000	141,693	142%
SO2	Number of youth reached by mass media programs	280,000	362,813	130%
	Number of operational partnerships	26	20	77%
	Number of operational national project task forces	4	3	75%
SO3	Number of staff trained in organizational development	25	23	92%
	Number of adults attending Town Hall meetings	720	1,583	220%
	Number of operational community councils	36	24	67%

Key Accomplishments

The TWC project in Tanzania operated in all four project sites during this period. Located in the Kigoma Region, these districts include Kigoma Urban, Kigoma Rural, Kasulu and Kibondo. The last site, an expansion area planned for FY06, was already opened ahead of schedule during the previous reporting period. The TRCS expanded to new wards in the four operational districts and accordingly trained a new group of 132 peer educators and field managers. The TRCS, in consultation with the American Red Cross, further adapted the TWC curriculum, enhancing the participatory nature of one activity and developing a clearer standard format and instructions for conducting all activities.

The Tanzanian Red Cross exceeded their targets for youth reached during FY06, reaching over 141,000 youth through TWC's three main outreach methods. Forty-nine percent of beneficiaries were female and over half were out-of-school youth—the largest percentage of youth for all three project countries in this critical category. Over 40% of youth fell in the 15-19 age bracket, with over 30% in the 10-14 age range and 25% in the 20-24 age cohort. Some 120 high risk and handicapped youth including orphans and the blind benefited from a special 2 day 'Youth Training' on HIV prevention. Peer educators and field managers facilitated HIV prevention activities with 6 youth clubs benefiting more than 150 youth. In order to avoid double counting beneficiaries—a problem that is most pronounced in rural areas currently reached by the Tanzania arm of the TWC project--the numbers of youth reached by peer to peer outreach and community mobilization events were reduced by half.

A new partnership was formed with a private radio station called Radio Kwizera which broadcasts in the northern portions of the Kigoma Region. Project staff broadcast

announcements of edutainment events, other project activities and HIV prevention messages on Radio Kwizera and Radio Tanzania reaching over 360,000 youth.

The American Red Cross facilitated a finance and compliance performance workshop for 14 TRCS finance and program staff based in Dar-es-Salaam and Kigoma. Tanzanian Red Cross Society TWC program staff hosted TWC's first Exchange Workshop for the Haitian and Nigerian Red Cross Societies (*see write-up on this event on page 8*). In August, the TRCS Health Director attended the International AIDS Conference and information from the conference was shared with TWC field managers. Together with a refresher training for field managers, 23 staff received training in organizational development.

The TWC Tanzania program did not meet its objectives in terms of active partnerships and national taskforces, due in part to the fact that a number of government taskforces did not meet during the reporting period. Collaboration with the AB-Y Partners and FHI/YouthNet Coordination Committee for Youth Programs (CCYP) continues with a particular focus on input on a guide for helping partner organizations develop training materials and the organizational development of the CCYP. The Tanzanian Red Cross Society joined with 20 partner organizations, half of which were local NGOs, to conduct edutainment events, project planning and sharing of BCC materials. These organizations include ISHI, Tanganyika Christian Refugee Services and Save Kigoma AIDS Orphans Foundation.

TWC project staff reached over 1,500 adult stakeholders through town hall meetings, exceeding planned targets by 220%. Falling short of their objective for operational community councils, the Tanzania TWC project worked with 24 community councils on day to day project activities including planning and implementing TWC workshops. These councils comprise Tanzania government district and ward level HIV/AIDS taskforces as well as parent and teacher associations linked to specific local schools. Working with traditional dance troupes, TWC field managers trained over 100 entertainers on how to incorporate HIV/AIDS messages into their songs and folk media.

Major Issues/Constraints

As the Tanzanian Red Cross expands to ever more remote districts in the Kigoma region, attendance at some field manager-peer educator planning meetings has suffered due to transportation issues. Even with issued motorcycles, the supervision of peer educators by field managers has become more and more challenging. A fourth project vehicle will be purchased to help improve site supervision in Kigoma.

Only 18% of peer educators and 69% of field managers have been with the program for a year or more. Field managers, many of whom hail from urban areas of the country, have had difficulty living and working in remote project sites. Some have obtained better salaries with other NGOs. The low retention rate for peer educators reflects project expansion to new sites and therefore a large number of newer volunteers. TRCS project coordinators, with assistance from the American Red Cross, have conducted a detailed three year plan on how the program can best expand to new villages while retaining volunteer peer educators for at least one year and ensuring field managers are able to supervise their activities. The project is also examining how

it can better retain field managers to avoid further disruptions in programmatic oversight at the branch level. These efforts may be beginning to have an impact as retention rates for both peer educators and field managers have risen during the latter half of the fiscal year.

Planned Activities

The TWC project was evaluated in Tanzania in July by MEASURE Evaluation. The major goal of TWC Tanzania during the next fiscal year is to implement the evaluation's recommendations including finalizing curriculum adaptations and introducing targeted follow-up interventions for youth multipliers to increase the likelihood of long-term positive behavioral impact. A consultant has been hired to assist the American Red Cross and TRCS achieve these goals. In March 2007, TWC will hold its second Exchange Workshop in Haiti in order to share best practices, disseminate key updates in the field of youth peer education and facilitate dialogue between the three National Red Cross Societies implementing the project. The TRCS, with assistance from the American Red Cross, will improve its referral system for youth attending TWC Workshops and develop improved, better targeted and culturally relevant print media for peer to peer outreach. Numbers of youth to be reached in FY07 are the same as the targets for FY06.

Monitoring and Evaluation

Field managers and peer educators conducted two post event surveys at community mobilization events which demonstrated a range of 85% to 93% ability by youth participants interviewed to cite at least one key HIV prevention message disseminated at the events. The average TWC workshop participant's increase in knowledge and skills acquisition dropped slightly from 29% to 24%.

Program Management

No changes to key personnel occurred during this reporting period. However, a number of important changes in project staff did take place including the hiring of a new Regional Program Officer (RPO) in September to replace the original RPO who left in July. The TRCS National TWC Program Officer was relocated from Dar-es-Salaam to Kigoma and the American Red Cross placed a Finance and Admin Delegate in Dar-es-Salaam to ensure better project oversight. The latter position was formerly run through ARC's regional office in Kenya. Lastly, the American Red Cross Head of Programs, Cynthia Ayers, was replaced by Sergio Denegri, acting Head of Programs, in July.

Story from the Field

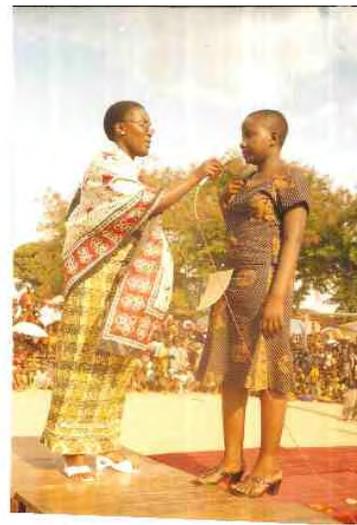
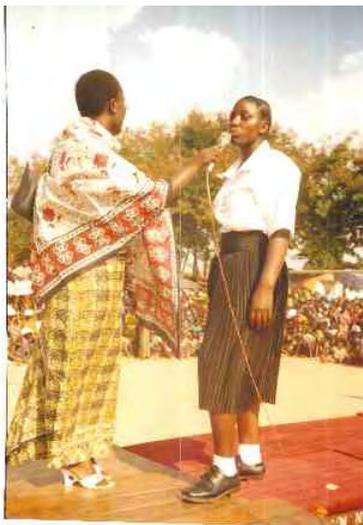
TWC Focuses on Girls in Rural Kigoma

In September 2006 a community mobilization event was conducted in one of the most rural and isolated areas in Kigoma Region, a trading town called Nguruka in Kigoma Rural district. The small town is located on a road which is in extremely poor condition 90 kilometers away from the district headquarters and almost 200 kilometers away from the regional headquarters in Kigoma. During the rainy season, this road often becomes impassable and the town is completely

cut off from the rest of Kigoma Region. Communication to the district and regional headquarters is extremely limited and dependent on the few vehicles that come and go as the town has no electricity, phone lines or cell phone coverage. There are very few NGOs and CBOs and few health and youth related services operating in the town and its surrounding areas.

It is within this context that the TWC Field Managers in Kigoma Rural district went about organizing a community mobilization event called a "Khanga party". The event was specifically meant to appeal to girls from Nguruka town and the surrounding villages. A Khanga is a traditional piece of cotton cloth, cheap but very popular for girls and women in the country, that can be made into different beautifully tailored clothing.

The Khanga party, which showed off kangas in various styles, was used to recruit a large number of girls to the event. Over 9,000 young girls attended! All of the local leaders including the local health centre officials could not believe that TWC was able to mobilize so many people in such a rural area, especially girls, to attend the event. The local health centre staff came to the TWC Field Managers and confessed that they had never seen such a large event in the area, despite attempts by themselves and others to mobilize the community. The khanga show was preceded by sports and games mainly for girls only, which gave girls a chance to break from their daily routines of farming, housework and fetching water to build teamwork, communication and negotiation skills and to have fun!



A field manager from Kigoma Rural district in Tanzania asks HIV/AIDS related questions to girls during a community mobilization event targeting young women and their mothers.

Although extremely fun for the girls, the main purpose of the event was a serious one. The field managers used the opportunity of having a large audience of girls and women (including mothers) to encourage girl's participation in TWC workshops. It was important for mothers to be at the event so that they could also learn of the importance of their daughters attending the workshops. The field managers explained the content and importance of the classes. HIV/AIDS prevention messages were also stressed throughout the event in various ways. A question and

answer game was held whereby a field manager passed through the crowd and asked questions relating to HIV/AIDS. In addition, messages were delivered through choir, rap and dancing activities. Several coaches and PEs (particularly female PEs) repeatedly delivered messages throughout the event. A young woman living with HIV also called for the girls to be more careful in all their friendship with other male youth as well as older men. Abstinence and being faithful were stressed as ways to avoid HIV/AIDS. Finally, some basic skills were imparted to the girls on how to say NO and be firm on saying NO for any sexual advances from boys and men until they become older.

A post event survey was conducted to 40 attendees and over 85% could give at least one correct HIV/AIDS prevention message learned during the course of the event. The event was highly successful in disseminating HIV/AIDS prevention knowledge and skills to a large number of girls who might never have had the chance to access such knowledge. As the event also emphasized the importance of girls to attend TWC workshops, it is expected that many of these girls will be followed up in a repeat contact in the form of curriculum based interventions which will give the girls more in depth knowledge of HIV/AIDS in a smaller group setting.