

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

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

Guyana, Haiti, and Tanzania

**Annual Report
October 1, 2004 – September 30, 2005**

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In collaboration with
**The Tanzanian, 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	Anti-retrovirals
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. EXECUTIVE SUMMARY

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 Tanzanian 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 a dozen Red Cross Societies in Africa and the Caribbean 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--will be accomplished through formal trainings, individual coaching, systems development, and the dissemination of best practices. Focus areas include: volunteer management, community mobilization techniques, and establishing accurate and agile MIS systems.

This annual report, covering the period October 1, 2004 through September 30, 2005 represents a full year of project activities. The preceding period of March through September 2004 corresponds to the initial project start-up phase with the first beneficiaries reached in June 2004.

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 nationals 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: FY05 TWC Results (October 2004 - September 2005)

Service Area/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												
Number of Master Trainers trained	1	1	100%	0	0	-	2	2	100%	3	3	100%
Number of Instructor Trainers trained	7	14	200%	2	0	0%	6	5	83%	15	19	127%
Number of Peer Educators trained	37	56	151%	100	114	114%	400	417	104%	537	587	109%
Total number of individuals trained	45	71	158%	102	114	112%	408	424	104%	555	609	110%
Number of female youth (10-24) reached	6,600	9,902	150%	22,625	40,799	180%	50,000	88,927	178%	79,225	139,628	176%
Number of male youth (10-24) reached	6,600	7,034	107%	22,625	34,796	154%	50,000	88,088	176%	79,225	129,918	164%
Total number of youth (10-24) reached	13,200	16,936	128%	45,250	75,595	167%	100,000	177,015	177%	158,450	269,546	170%

C. PROJECT OVERVIEW

Strategic Objectives, Key Approaches and Activities

The TWC project has three primary strategic objectives. The first objective is to **strengthen HIV related life skills for 10-24 year old youth**. Components of this strategic objective include 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 increase knowledge, and improve attitudes and skills in order to provide necessary life skills so that participants can avoid becoming infected with HIV. 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. Each participant in TWC workshops is asked to share HIV prevention messages with 10 of their peers as a ‘take-home assignment’. This 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.

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 societies’ 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 youth live in and make safe or unsafe sexual decisions in. 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 solicits 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 Indicator Table demonstrates, the Together We Can project continues to exceed its objectives in all three project countries. To date, 587 peer educators have been trained to lead TWC curriculum based workshops and over 16,000 youth completed the entire 12 hour TWC curriculum. As part of the TWC multiplier effect, these youth reached in turn an average of 9 of their peers via TWC take home assignments, sharing important information with their friends, schoolmates and siblings on how to avoid HIV infection. A three country total of 155,035 youth were reached in this manner (*see Chart 1 below*). Over 98,000 youth attended TWC sponsored edutainment events including concerts, puppet shows and street theater. Radio programming reached close to one million youth with PSAs in Guyana and Haiti and a public health radio show in Kigoma, Tanzania.

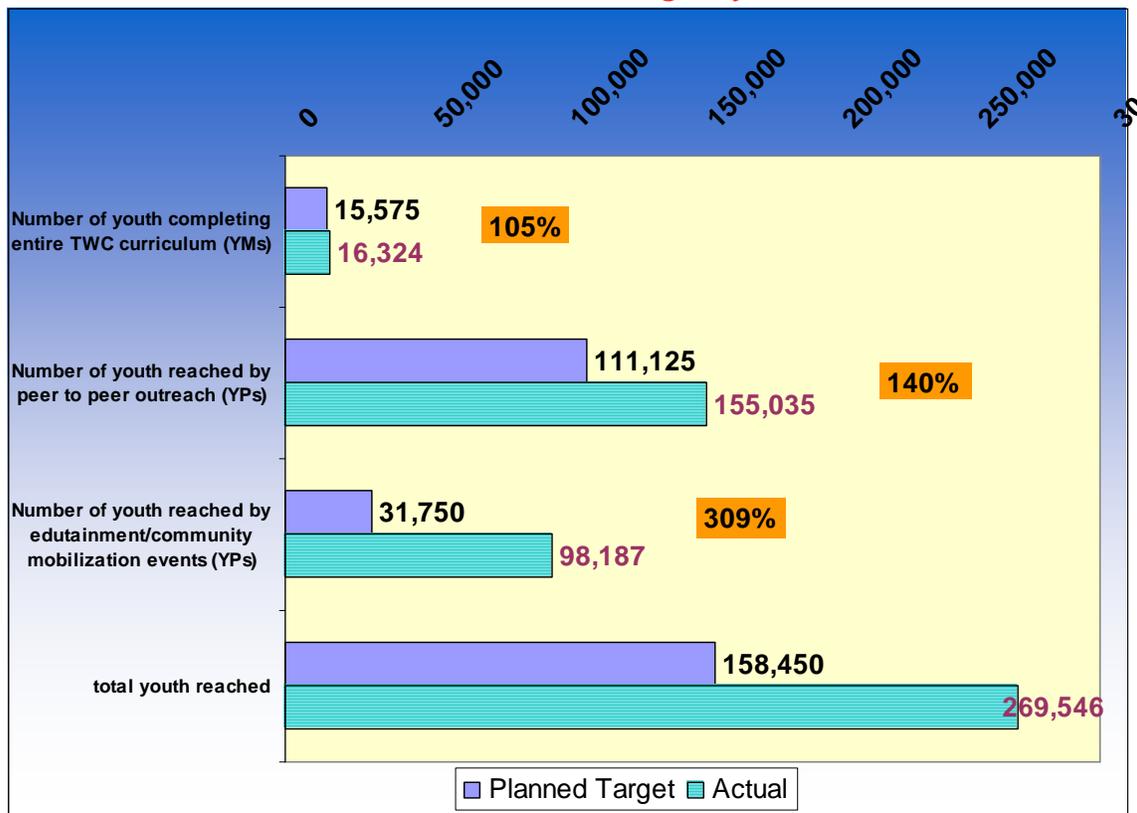
Both the Guyana and Tanzanian Red Cross Societies expanded project activities to cover all project sites through the opening of Region 1 and Kibondo branches. The Haitian Red Cross began the field manager recruitment process to open an additional 4 project sites and completed its first TWC workshops benefiting over 1,700 at-risk youth in the extremely volatile slum of Cité Soleil. Each Red Cross Society has greatly increased the number of productive partnerships at national, regional and local levels. The Guyana Red Cross has built collaborative relationships with governmental and community organizations working with the Amerindian population, the Haitian Red Cross has taken the lead in forming a 10-14 ABY taskforce, and ARC's Health Delegate and the Tanzanian Red Cross are actively participating in FHI/Youthnet's Coordinating Committee for Youth Programs. At the grassroots level, the GRCS and TRCS have reached over

7,600 adult community members through town hall meetings, obtaining local support for the project and addressing parental concerns relating to the reproductive health of their children.

During this reporting period, the American Red Cross developed and disseminated several programmatic and M&E tools including a revised interview and selection process for peer educators, peer educator evaluation forms, and a post-event survey and protocol for evaluating community mobilization events. The National Red Cross Societies are currently testing these new tools in the field.

FY05 project performance by community outreach method (all countries)

TWC exceeds overall target by 170%



The Together We Can project exceeded its overall goal of youth reached by 170%, and met 105%, 140%, and 309% of its respective targets for youth completing the entire 12 hour TWC curriculum, youth reached by peer to peer outreach, and youth reached by edutainment events.

B. Major Issues/Constraints

Security remains a major concern in Haiti. On June 9, 2005 one of the HRC's peer educators and the local HRC branch secretary general were wounded by crossfire as gangs fired upon UN peacekeepers they were meeting with directly outside the Haitian Red Cross branch in Cité Soleil. Kidnappings are a frequent occurrence in certain zones of Port-au-Prince and one ICRC local staff member was kidnapped and killed during the same month of June. The ARC and Movement partners have updated their security plans which are closely followed by all staff including TWC project members. The TWC project coordinators now have internet access in their homes to allow them to work when security situations prevent them from coming to the office.

To date, the HRC has no active community councils and only reached a handful of adult community members through town hall meetings. In August, the American Red Cross provided the HRC training in how to better define and plan outreach to parents, teachers and local leaders. An admin manager was also hired in order to free up more of the senior staff's time to organize these activities.

During the first quarter of 2005, Guyana experienced its worst flooding in over a generation. Schools were closed in Georgetown, preventing peer educators from holding TWC sessions with students. While the project finally hired a highly qualified TWC health delegate for the Tanzanian portion of the project, the delegate did not arrive in Kigoma until May, 2005.

The project is currently experiencing high turnover rates among its volunteers in Guyana and Tanzania. The percentage of currently active peer educators who have been with the project for a year or more is 44% in Guyana and a shockingly low 7% in Tanzania. The low retention rates in Guyana are due in part to the large number of Guyanese youth who leave the country to pursue better economic opportunities abroad. In Tanzania, expansion to rural areas and a new district required a large number of new peer educators. A number of peer educators were also 'let go' due to poor coordination between the TRCS HQ and branch office on planning expansion to new sites. Retention rate figures are currently unavailable for Haiti as the first TWC HRC volunteers were trained less than a year ago. The American Red Cross together with the TRCS will examine planning, mapping, logistical, and budgetary methods that will allow peer educators to remain active for longer periods of time. The ARC Health Delegate in Tanzania has also helped improve communications through the institutionalization of quarterly management meetings and regular phone calls between TRCS headquarters and field staff.

C. Next Year Plans

During fiscal year 2006, the three Red Cross National Societies will train 230 peer educators and field managers and reach 173,500 youth with key HIV prevention messages. In order to meet these objectives, each National Red Cross Society is expanding its operations into new and underserved regions:

Fiscal Year 2006 Project Sites

Status	Guyana	Haiti	Tanzania
Current Project Site ¹	Region 4 (Georgetown)	Pétionville	Kigoma
	Region 9 (Lethem)	Cap Haitian	Uvinza
		Cité Soleil	Kasulu
Expansion Site	Region 1 (Mabaruma) ²	Fort Liberté Ouanaminthe Anse-à-Pitres Petite Goâve	Kibondo ²

¹Current project sites will remain active during FY06

²Project activities began in Mabaruma and Kibondo in August and September 2005. Expansion to these sites will be reinforced in FY06.

The Tanzania Red Cross will be moving away from urban centers to more rural areas and the Haitian Red Cross will begin work in smaller towns. The Mabaruma region in Guyana, similar to Lethem, is located in a remote and sparsely populated region of the country. Once the following expansions are completed, all project sites will be active in all three countries.

All National Societies will place greater emphasis on reaching out-of-school youth. Adult outreach, particularly to parents, will be greatly increased, especially in Haiti where the project has yet to work with significant numbers of adult community members at the local level. National Red Cross Society staff will engender direct community involvement in daily project activities.

The American Red Cross, at the request of the Haitian Red Cross and in collaboration with the Dutch Red Cross and the IFRC, will hire a consultant to revise the TWC curriculum to reflect the unique cultural and linguistic characteristics of Haiti. Similar adaptations will occur in Tanzania and the Guyana Red Cross will better document the changes it has already made to its curriculum and continue translating key messages into Amerindian dialects. Each National Society will further advance their methodologies for reaching youth ages 10-14 with appropriate HIV prevention messages. Peer to peer HIV prevention messages delivered through take-home assignments will be reviewed, simplified and translated into specific media products such as bookmarks, stickers and brochures that can be handed out by youth multipliers to their fellow youth. Referrals to counseling and testing centers and other youth friendly services will be incorporated into the TWC curriculum in order to assure that all youth attending TWC workshops benefit from this information.

The American Red Cross together with each National Society will pilot and improve upon monitoring tools including post-event surveys for edutainment events, pre-post questionnaires

for TWC curriculum based workshops, and evaluation forms and databases for assessing peer educator performance.

In order to share information and best practices across the diverse range of countries where TWC is active, the American Red Cross will organize two project exchange workshops in Haiti and Tanzania benefiting staff from all three National Societies. Regional collaborations with the IFRC and CARAN will continue to play an important role in the implementation of TWC, especially in the Caribbean.

II. GUYANA PROGRESS REPORT

FY05 Guyana Results by Strategic Objective

Indicators by Strategic Objective	October 2004 - September 2005			Project to Date
	Planned Target	Actual	% of Target Met	
SO1: Strengthen life skills for 10-24 year old youth				
Training				
Number of age, gender and culturally appropriate adaptations to TWC curriculum	1	1	100%	1
Number of Master Trainers (MTs) trained	1	1	100%	11
Number of Instructor Trainers (ITs) trained	7	14	200%	29
Number of Peer Educators (PEs) trained	37	56	151%	124
Total number of individuals trained	45	71	158%	164
Beneficiaries by type of community outreach				
Number of youth completing entire TWC curriculum (YMs)	1,050	947	90%	1,247
Number of youth reached by peer to peer outreach (YPs)	9,450	5,582	59%	5,582
Number of youth reached by edutainment/community mobilization events (YPs)	2,700	10,407	385%	24,407
Total beneficiaries reached by community outreach (YMs+YPs)				
Total number of female youth reached	6,600	9,902	150%	17,412
Total number of male youth reached	6,600	7,034	107%	13,824
Total number of youth reached	13,200	16,936	128%	31,236
Beneficiaries (%)				
Percent out-of-school (YMs only)	20%	12%	60%	12%
Percent female (YMs+YPs)	50%	58%	117%	56%
Percent 10-14 (YMs+YPs)	NA	NA	-	NA
Percent 15-19 (YMs+YPs)	NA	NA	-	NA
Percent 20-24 (YMs+YPs)	NA	NA	-	NA
Youth Clubs Benefiting from TWC Interventions				
Number of clubs reached	1	3	300%	3
Number of active club members in clubs reached	50	56	112%	56
Mass Media				
Number of youth reached by mass media programs	50,000	50,000	100%	50,000
SO2: Strengthen local Red Cross Societies' capacity to manage and expand youth HIV prevention projects				
Number of active partnerships	4	18	450%	19
Number of active national project task forces	3	3	100%	3
Number of staff trained in organizational development	6	6	100%	6
SO3: Enhance Community Environment for Adoption of Safer Sexual Practices				
Number of adults attending Town Hall meetings	90	352	391%	852
Number of active community councils	2	3	150%	3

Key Accomplishments

The Guyana Red Cross organized 2 project launch events, one for the region of Lethem in October 2004 and another in Mabaruma in September 2005. The project is now operational in all three planned intervention sites. Seventy one trainers and peer educators were trained including 38 peer educators in the newly opened Regions 1 and 9. The GRC held three refresher trainings benefiting existing PEs in Georgetown and Lethem.

Guyana Red Cross peer educators and field managers reached close to 17,000 youth in Regions 1 and 9, exceeding FY05 objectives by 128%. When broken down by outreach method, the project fell short of its goals for youth completing the entire curriculum (90% of objective) and youth reached by peer to peer outreach (59% of objective). Due to continued emphasis on reaching in-school youth, only 12% of beneficiaries reached were out-of-school youth. Adaptations to the TWC curriculum include translation of some messages into Amerindian dialects and improving the cultural relevancy and participatory nature of several activities.

During this report period, the GRCS collaborated with the following organizations: UNICEF, the National Blood Transfusion Service, the Guyanese Network of PLWHA, the National AIDS Committee, the Guyana Responsible Parenthood Association (GRPA) and the Guyana HIV/AIDS Reduction and Prevention Project. Of these organizations, three are National Project Task Forces (National AIDS Committee, UNICEF and the National Blood Transfusion Service). As the project matures, TWC field managers and peer educators have formed partnerships with an ever increasing number of community based organizations including Amerindian chiefs, women's and religious groups. Over 350 parents, teachers and community leaders were reached by town hall meetings and three community councils are now active in the day to day implementation of the project. The GRC receives strong support from high level government officials including the governors of Regions 1 and 9.

Six Guyana Red Cross staff benefited from 6 organizational development trainings. The American Red Cross provided one of these trainings, covering M&E, project planning and budget development and tracking. The International Federation of Red Cross and Red Crescent Societies organized additional trainings on logistics, log frames and communications. The GRC conducted computer trainings for its Lethem based field managers and peer educators and has incorporated income generation training on leather crafts for its PEs in Region 9. Two GRC field managers attended IFRC's/CARAN's regional National TWC Trainers training in Curacao in April.

The Guyana Red Cross Society re-aired its 15-second public service HIV prevention announcements called 'Tips of the Day'. The Tips feature the voices of GRC peer educators. The messages were broadcast on Georgetown's popular radio station 98.1FM, reaching 50,000 Guyanese youth. The numbers of youth reached are estimates based on the total population of youth ages 10-24 living within the radio station's coverage area.

The GRC spent \$107,212 in FY 2005, representing approximately 90% of their budgeted funds.

Major Issues/Constraints

Due to flooding and resulting school closings in the Georgetown area, the project fell short of its goals both in youth completing the entire TWC curriculum (947 of an expected 1,050) and in youth reached via peer to peer outreach (5,582 of an expected 9,450). Greater efforts need to be made in order to locate appropriate venues to reach out-of-school youth as well as to improve peer educator retention rates.

Next Year Plans

During FY 2006, the TWC project in Guyana plans to train 31 instructor trainers and peer educators and reach 15,000 youth through community outreach. The GRC will formally document the changes it has made to the TWC curriculum, and continue to improve implementation of the peer evaluation and supervision tools and methodologies. TWC staff and volunteers will reinforce their expansion efforts in Region 1.

Monitoring and Evaluation

A non-random sample of youth in 8 separate workshops that completed the entire TWC curriculum showed a 33% increase in average post-test scores over pre-test scores. Since pre-tests scores average 50% correct, an even greater increase in test scores is needed. The pre and post tests measure changes in HIV related knowledge and attitudes and do not measure changes in behavior.

The 12 month or greater retention rate for GRC peer educators is only 44%, indicating a need to examine reasons for peer educators leaving the system and corresponding incentives to induce PEs to remain with the project longer. The retention rate for master and instructor trainers, a number of whom are paid staff, was much higher at 66%.

Because peer educator performance evaluation forms were just introduced in August, this indicator will be examined in the next reporting cycle.

Program Management

There were no changes to key personnel, their level of effort, or to the organizational structure during the reporting period.

Stories from the Field

Combining Emergency Flood Relief and HIV Prevention

In January 2005 Guyana experienced its worst flooding in over a generation. Heavy rains inundated coastal areas, affecting close to half the country's population. The Guyana Red Cross became a staging center for flood relief efforts with local staff working with International Federation of Red Cross and Red Crescent and other Red Cross donor societies. TWC peer educators and staff, unable to work in most TWC sites due to flood-related school closings, conducted HIV health talks at community shelters set up for flood victims. During this period project efforts were redoubled in unaffected areas in the interior of the country.

Honoring Tradition, Addressing Contemporary Concerns

The Governor of Region 9, impressed with the Guyana Red Cross’s HIV prevention interventions at several community mobilization events in this remote region of Guyana, requested that the Guyana Red Cross participate in the annual Amerindian Heritage Celebration. Amerindian tribes gather in a local village to showcase their culture and talents at these Heritage Celebrations. The TWC peer educators set up an information booth, and performed educational songs and skits, reaching over 150 Amerindian youth. They were the only NGO present at this unique event. Guyana Red Cross Peer Educators have translated a number of their messages into indigenous dialects. A sample of the words of one of the songs follows:

*Now it’s being a Red Cross Peer Educator
We promote 3 main things
So listen carefully to what I have to say.....*

*Now we need to get serious and open our eyes to our ABCs
Make it part of our daily lives
so that we can all be safe.....*



Amerindians perform at the Heritage Celebrations honoring their tribal traditions. An invited guest at this event, the Guyana Red Cross reached 150 youth through songs and skits on HIV prevention.

III. HAITI PROGRESS REPORT

FY05 Haiti Results by Strategic Objective

Indicators by Strategic Objective	October 2004 - September 2005			Project to Date
	Planned Target	Actual	% of Target Met	
SO1: Strengthen life skills for 10-24 year old youth				
Training				
Number of age, gender and culturally appropriate adaptations to TWC curriculum	1	1	100%	1
Number of Master Trainers (MTs) trained	0	0	-	11
Number of Instructor Trainers (ITs) trained	2	0	0%	4
Number of Peer Educators (PEs) trained	100	114	114%	114
Total number of individuals trained	102	114	112%	129
Beneficiaries by type of community outreach				
Number of youth completing entire TWC curriculum (YMs)	4,525	5,962	132%	5,962
Number of youth reached by peer to peer outreach (YPs)	31,675	47,733	151%	47,733
Number of youth reached by edutainment/community mobilization events (YPs)	9,050	21,900	242%	27,585
Total beneficiaries reached by community outreach (YMs+YPs)				
Total number of female youth reached	22,625	40,799	180%	42,428
Total number of male youth reached	22,625	34,796	154%	38,852
Total number of youth reached	45,250	75,595	167%	81,280
Beneficiaries (%)				
Percent out-of-school (YMs only)	5%	1%	19%	1%
Percent female (YMs+YPs)	50%	54%	108%	52%
Percent 10-14 (YMs+YPs)	40%	0.2%	1%	1%
Percent 15-19 (YMs+YPs)	40%	67%	166%	65%
Percent 20-24 (YMs+YPs)	20%	33%	166%	34%
Youth Clubs Benefiting from TWC Interventions				
Number of clubs reached	0	0	-	0
Number of active club members in clubs reached	0	0	-	0
Mass Media				
Number of youth reached by mass media programs	640,000	640,000	100%	640,000
SO2: Strengthen local Red Cross Societies' capacity to manage and expand youth HIV prevention projects				
Number of active partnerships	8	12	150%	12
Number of active national project task forces	2	2	100%	2
Number of staff trained in organizational development	8	9	113%	9
SO3: Enhance Community Environment for Adoption of Safer Sexual Practices				
Number of adults attending Town Hall meetings	55	37	67%	37
Number of active community councils	0	0	-	0

Key Accomplishments

Two new sites were opened with 26 peer educators trained and over 1,700 youth reached in Cité Soleil and a community mobilization event held in Fort Liberté. IFRC and HRC national and instructor trainers trained 114 peer educators during this reporting period. Despite the continued unstable political and operational environment, the project exceeded its goal of youth reached by 167%. Close to 6,000 youth completed the entire TWC curriculum and in turn reached over 47,000 of their peers with HIV prevention messages through peer to peer outreach in Cap Haitian, Cité Soleil and Pétionville. An additional 21,900 youth were reached through

community mobilization events including World AIDS Day and Carnival. One TWC peer educator who is living with HIV/AIDS gave a moving testimony to Haitian youth at an edutainment event held in the town of Fort Liberté. Most youth attending the event had never encountered another youth who was infected with HIV. Several dozen participants were inspired to get tested at regional VCT centers as a result of the testimony.

As part of Carnival outreach activities, the Haitian TWC program launched its first mass media campaign reaching over 600,000 youth in Port-au-Prince with over an hour of HIV prevention programming on both radio and television (*see 'Preventing AIDS Caribbean Style' under the Stories from the Field section*). The numbers of youth reached are estimates based on the total population of youth ages 10-24 living within the radio station's coverage area.

The Haitian Red Cross formed 12 operational partnerships over the last year. Key partners involved in joint community mobilization events, message harmonization and in the curriculum adaptation workshop include the MOH, MOE, FOSREF, VDH and PSI. In order to assure the security of TWC staff, the HRC is collaborating with the ICRC in all operations in Cité Soleil.

American Red Cross staff conducted individualized training exercises for five HRC and TWC staff on the following subjects: curriculum adaptation, project planning, budget development, and finance and compliance. In August, nine HRC staff attended a 2 week workshop in the Dominican Republic hosted by the American Red Cross. Topics included M&E, FY06 workplan development, peer educator supervision and evaluation, and partnership and team building. Both the Haitian Red Cross President and Executive Officer attended the workshop, demonstrating the high level of commitment the HRC has for the TWC project. Both TWC project coordinators participated in IFRC's/CARAN's National Trainer TWC refresher training in the Dominican Republic in April, 2005.

One of the more significant organizational development activities occurring during this reporting period was initiated by the Haitian Red Cross. Their TWC National Youth Coordinator traveled to Fort Liberté and Ouanaminthe in June to establish branch level Red Cross committees as a first step in ensuring a branch structure was in place prior to expansion of project activities to these sites. The National Youth Coordinator introduced the TWC project and began the recruitment process for field managers at this time.

The HRC spent \$157,807 in FY 2005, representing approximately 60% of their budgeted funds. This burn rate is expected to increase substantially as the project will double the number of intervention sites in the coming year.

Major Issues/Constraints

Due to security issues, access to Cite Soleil is limited and project implementation at that site was delayed for several months. In order to provide the necessary level of technical assistance and oversight to achieve project objectives, the American Red Cross has increased the number of site visits by regional and headquarters staff. The Haitian Red Cross hosted a workshop on adapting the TWC curriculum for 10-14 year olds in February. Due to the complexity of the curriculum adaptation process, only one modification was made, assuring that only at-risk youth are exposed

to condom use and negotiation activities in accordance with Emergency Plan guidelines. Currently, less than 1% of TWC Haiti's beneficiaries are between the ages of 10-14, a figure that will need to be increased in the coming year. Similarly, the project is almost exclusively reaching in-school youth as project staff is having difficulty locating appropriate sites and transferring their approaches to out-of-school youth.

Due to the poorer quality of schools in Cite Soleil, peer educators from this slum area need greater support and training than their counterparts in Cap Haitien and Petionville. TWC staff was unable to review pre-post questionnaire data for youth multipliers and as a result currently lacks information on knowledge and attitudinal changes resulting from beneficiaries' exposure to the TWC curriculum.

Only 37 adults and community leaders have benefited from town hall meetings and to date there are no operational community councils. This could be explained in part to under-reporting of contacts made with parent and teacher associations. It is clear, however, that the TWC staff's time is consumed by planning and managing TWC workshops in order to meet youth beneficiaries reached targets. As a result, the adult outreach and community mobilization component of the project has suffered.

Next Year Plans

The Haitian Red Cross plans to train 79 field managers and peer educators in order to open 4 new project sites in FY06. These sites include Fort Liberté, Ouanaminthe, Anse-à-Pitres and Petite Goâve. Project staff and peer educators will reach 58,500 youth in the coming year. In collaboration with the IFRC, Dutch Red Cross and American Red Cross, a consultant will be hired to adapt the TWC curriculum to the unique social and cultural needs of Haitian youth.

Monitoring and Evaluation

The American Red Cross, through its August workshop, assisted the HRC in the development of the following tools: peer educator observation and evaluation forms, a pre-post questionnaire protocol, and a post event survey and protocol for evaluating community mobilization events. Consultants will be hired to develop a pre-post questionnaire data entry and reporting database. The questionnaires themselves will be administered on a quarterly basis and, in order to free up staff time for the more important task of data analysis, additional part-time contractors will be hired to perform data entry of questionnaire results. The American Red Cross also developed a new interview guide for the peer educator selection process. This guide, which places emphasis on candidates actually *demonstrating* facilitation skills and the ability to accurately fill out activity forms, was successfully pre-tested by the HRC field staff. All of these tools have been shared with the Guyana Red Cross and the Tanzanian Red Cross.

Program Management

No changes to key personnel or their level of effort were made during this report period. The HRC hired an admin manager for the TWC project in order to allow the national project coordinators to concentrate their efforts on doubling the number of project sites and increase outreach to parents, teachers and other adult community members.

Stories from the Field

Preventing AIDS Caribbean Style

This February, most islands in the Caribbean were celebrating Carnival and Haiti was no exception. Because Carnival is typically associated with risky sexual behavior, most HIV prevention organizations organize specific prevention interventions around this annual festivity. The Haitian Red Cross felt that Carnival was an opportune moment to launch their first TWC related mass media intervention. A radio spot featuring the voices of Joseph Zenny of the popular Haitian band Konpa Kreyol and several peer educators was aired seven times per day from February 6-8 on two Port-au-Prince radio stations. The recorded vignette encouraged youth to avoid being tempted by peer pressure to become sexually active or to seek out occasional partners during Carnival under the tag line: *'When it comes to AIDS, no one will watch out for you better than yourself'*. A live television show covered TWC Carnival interventions and messages. The radio spot was also played from a float during the Carnival parade.



Haitian singer Joseph Zenny and TWC peer educators recording Carnival radio spot.

The Haitian Red Cross—uniquely suited to reach youth in one of the toughest and neediest localities on earth.

Cité Soleil, “City of the Sun”, is a vast concrete-block shantytown with a population of about 400,000 people. There is no visible infrastructure, scarce electricity, no sanitation, and limited access to potable water. It is often described as “the poorest neighborhood on the planet.” Cité Soleil is served by a local Haitian Red Cross branch office and is one of 7 sites targeted by the TWC project in Haiti.

Because of violence and unrest in Cité Soleil, most daily activities in the area came to a halt. Fear and insecurity keep public transportation from flowing normally. Many people, especially the inhabitants have been forced to leave their homes to escape the violence that has engulfed their commune over the past months. The youth who had nowhere to go had to stay in the Cité with very little to keep themselves occupied.

In March 2005, the TWC team began training sessions with 30 peer educators from Cité Soleil. The training sessions, held in a safe zone outside the Cité in the IFRC’s and TWC administrative building, lasted two weeks with 26 peer educators successfully completing the course. Because of the poor quality of the schooling system in Cité Soleil, additional practice and follow-up training continued for several weeks after the initial training event in order to assure that the peer educators could perform at the same level as their more fortunate counterparts in the better off neighborhood of Pétionville.

In the ensuing months, numerous planned activities were put on hold due to ever present security concerns. Yet, upon the insistence of the peer educators eager to try out their newly found skills, activities tentatively began in June 2005. By September, over 1,700 youth in Cité Soleil were reached through TWC workshops, peer to peer outreach and one-on-one outreach and recruitment sessions conducted by the newly trained peer educators. To minimize security risks, all activities were closely coordinated with the ICRC and the local HRC branch. The general sentiment of partners and project staff alike is that this is a very important beginning that will flourish despite the difficult conditions in which it was launched. This sentiment is shared by the beneficiaries themselves, one of whom, after participating in a TWC workshop said that “mwen vle ke tout Cite-an konnen sa maladi sa-a vle di ak ki konsekans li nan vi nou” (*I want all my peers from the Cité to know what AIDS means and the consequences it has on our lives*).



This group of peer educators is the first to be trained from Cité Soleil. The TWC program is one of only a handful able to operate in this extremely unstable, poverty-stricken zone within the capital city of Port-au-Prince.

IV. TANZANIA PROGRESS REPORT

FY05 Tanzania Results by Strategic Objective

Indicators by Strategic Objective	October 2004 - September 2005			Project to Date
	Planned Target	Actual	% of Target Met	
SO1: Strengthen life skills for 10-24 year old youth				
Training				
Number of age, gender and culturally appropriate adaptations to TWC curriculum	1	1	100%	2
Number of Master Trainers (MTs) trained	2	2	100%	4
Number of Instructor Trainers (ITs) trained	6	5	83%	14
Number of Peer Educators (PEs) trained	400	417	104%	417
Total number of individuals trained	408	424	104%	435
Beneficiaries by type of community outreach				
Number of youth completing entire TWC curriculum (YMs)	10,000	9,415	94%	9,415
Number of youth reached by peer to peer outreach (YPs)	70,000	101,720	145%	101,720
Number of youth reached by edutainment/community mobilization events (YPs)	20,000	65,880	329%	72,946
Total beneficiaries reached by community outreach (YMs+YPs)				
Total number of female youth reached	50,000	88,927	178%	92,060
Total number of male youth reached	50,000	88,088	176%	92,021
Total number of youth reached	100,000	177,015	177%	184,081
Beneficiaries (%)				
Percent out-of-school (YMs only)	20%	49%	245%	49%
Percent female (YMs+YPs)	50%	50%	100%	50%
Percent 10-14 (YMs+YPs)	40%	32%	81%	33%
Percent 15-19 (YMs+YPs)	40%	42%	104%	42%
Percent 20-24 (YMs+YPs)	20%	26%	129%	26%
Youth Clubs Benefiting from TWC Interventions				
Number of clubs reached	37	45	122%	45
Number of active club members in clubs reached	680	431	63%	431
Mass Media				
Number of youth reached by mass media programs	300,000	300,000	100%	300,000
SO2: Strengthen local Red Cross Societies' capacity to manage and expand youth HIV prevention projects				
Number of active partnerships	28	24	86%	24
Number of active national project task forces	1	2	200%	2
Number of staff trained in organizational development	8	17	213%	17
SO3: Enhance Community Environment for Adoption of Safer Sexual Practices				
Number of adults attending Town Hall meetings	7,260	7,332	101%	7,504
Number of active community councils	8	9	113%	9

Key Accomplishments

The Tanzanian Red Cross Society officially opened its Kibondo branch in August and is now fully operational in four districts (Kibondo, Kasulu, Kigoma Rural (Uvinza) and Kigoma Urban). The TWC Tanzanian program trained 424 field managers and peer educators during this report period. The peer educators facilitated TWC workshops with 9,415 youth completing the entire 12 hour TWC curriculum, falling slightly short of their target of 10,000. These youth in turn reached more than 100,000 of their peers with HIV prevention messages delivered as part of

their TWC workshop take-home assignments. An additional 65,880 youth benefited from edutainment and community mobilization events. Overall, the TRCS met 177% of its objective with 177,015 youth reached by all three community outreach methods.

Close to half of the youth completing the entire curriculum were out-of-school youth—the highest percentage of all three project countries. TWC Tanzania also has the highest percentage of beneficiaries between the ages of 10-14. With over 45 TWC sponsored youth clubs, the TRCS reached 431 club members with HIV prevention interventions. A number of these club members have in turn reached out to their peers, sharing the valuable information they have learned (see story below).

Important adaptations to the TWC curriculum made during FY05 include adding in culturally specific risk factors in abstinence and safer health behavior negotiation role plays and changing some story lines and characters in activities to better reflect local contexts.

The TRCS has established 24 operational partnerships including the following organizations: Amref, ISHI, ANGAZA, Action-AID, Youth Net, KIVEDEA, SHEDEPHA, African Youth Alliance, Right to Play, Africare, World Vision and Family Care International. The Tanzanian Red Cross formed a new partnership with Global Dialogues through the implementation of their *Scenarios from Africa* contest where Kigoma youth were asked to submit scenarios on various HIV/AIDS themes. Winning scenarios are filmed and aired as PSAs throughout Africa and are made available as VHS cassettes and DVDs for viewings in local schools and for youth clubs.

The TRCS is an active member of the Kigoma Region's AIDS Task Force called the Regional Administrative Secretariat. Members of the Secretariat include government and religious leaders. Recently, both ARC's Health Delegate and her TRCS counterparts have joined the Coordinating Committee for Youth Programs taskforce which is coordinated by FHI/Youthnet.

The American Red Cross organized two finance and compliance sessions and one M&E training for a total of 8 TRCS staff. In addition, 17 TRCS staff benefited from a Branch Capacity Assessment and Vulnerability Capacity Assessment Training. These trainings focused on building the capacity of the TRCS to systematically assess the vulnerability of communities in the Kigoma Region and to evaluate the corresponding capacity of their Red Cross branches to address these vulnerabilities.

Over 7,000 community and religious leaders attended town hall meetings over the course of the year. Nine community councils were involved with day to day project implementation. These councils include district and ward level HIV/AIDS taskforces as well as teacher's councils linked to local schools.

Over 300,000 youth were reached with 375 minutes of educational radio programming. TRCS staff present HIV prevention messages every Monday on Kigoma's most popular radio station-- Radio Kigoma. Radio Kigoma donates airtime to the TRCS, representing a significant savings to the project. The numbers of youth reached are estimates based on the total population of youth ages 10-24 living within the radio station's coverage area. Based on new information on radio

listenership within the Kigoma region, these figures were revised downwards from previous estimates.

The TRCS spent \$314,511 in FY 2005, representing approximately 80% of their budgeted funds.

Major Issues/Constraints

The project is currently experiencing high turnover rates among its volunteers. Expansion to rural areas and a new district required a large number of new peer educators. A number of peer educators were also 'let go' due to poor coordination between the TRCS HQ and branch office on planning expansion to new sites. The American Red Cross together with the TRCS will examine planning, mapping, logistical, and budgetary methods that will allow peer educators to remain active for longer periods of time. The ARC Health Delegate in Tanzania has also helped improve communications through the institutionalization of quarterly management meetings and regular phone calls between TRCS headquarters and field staff. Improved communications and budgetary and programmatic planning that takes TRCS field needs into account are critical issues that will require continued attention during the course of the next year.

Next Year Plans

During FY 2006, the TWC project in Tanzania plans to train 120 field managers and peer educators and reach 100,000 youth through community outreach. The TRCS will conduct focus groups with Kigoma youth and hold a workshop as part of its continued efforts to adapt the TWC curriculum to local cultural contexts. TWC staff and volunteers will reinforce their expansion efforts in Kibondo district. The Tanzanian Red Cross will also host an exchange workshop with their Haitian TWC counterparts in 2006.

Monitoring and Evaluation

From July through September 2005, all participants in TWC workshops took pre and post test questionnaires showing a 37% average increase in post test scores over pre test scores. The pre and post tests measure changes in HIV related knowledge and attitudes and do not measure changes in behavior.

The percentage of currently active peer educators who have been with the TWC project for a year or longer is only 7%. Hypotheses on why this is the case are explained in the constraints section above. In contrast, over half of field managers have been active for 12 months or longer and this number would be even higher if it weren't for 4 new staff hired for the new Kibondo branch. Field managers are full-time paid staff whereas peer educators are volunteers who receive a small monthly stipend.

Peer educator performance evaluation forms and a more formal supervision system were introduced in August. Initial reports show 80% of peer educators receiving a rating of satisfactory or above. Evaluation criteria include preparation, recordkeeping, accuracy, delivery, facilitation and message reinforcement.

Program Management

There were two changes in key personnel during this report period. Meghan DiCarlo, the American Red Cross Health Delegate assigned to the TWC project, began work in Kigoma in May 2005. Secondly, in response to an increasing health project portfolio, Dr. Seif, the TRCS Health Director, reduced his level of effort from 50% to 25%. With the presence of the ARC Health Delegate and full time TRCS national and regional coordinators, the TWC project will not be negatively impacted by Dr. Seif's decreased time on the program.

Stories from the Field

Amina's Story

"Amina" is 20 years old, unmarried, and lives in Kibingo village just south of the town of Kibondo. When two TWC peer educators in her village organized a TWC workshop, Amina eagerly joined in. It was not easy for her to attend the educational sessions as she has a 5 month old baby that needs her constant care. As her baby slept on her back, Amina listened intently to the peer educators as they facilitated the various lessons in the TWC curriculum. She participated in the games and activities fully, ever mindful of her infant. For this particular workshop, Amina was one of 4 single mothers, all in their early 20's and primary school dropouts. These young women said they were attracted to the TWC sessions to learn how to prevent sexually transmitted infections, unwanted pregnancy, and HIV/AIDS. As Amina said, *"I am glad to have the chance to learn about HIV/AIDS and also unwanted pregnancy. It is important to learn and know these things. It is sometimes difficult to attend the sessions with my daughter because when she cries I have to take her outside the classroom, but I am glad that the peer educators include me and the other mothers in their sessions. It is very important to us."*

Quick Start-Up Time for New Project Site Commended

The official opening of the TWC program in Kibondo District took place on August 12, 2005. The District Commissioner of Kibondo, Lt. Col. John Mzurikwao was the guest of honour. During his speech, the Commissioner commended the Red Cross for starting TWC program activities in Kibondo just two months after the opening of the TRCS branch in the district. He stated that this short lag time between opening an office and starting a project is a record in Kibondo and that many other organizations have taken over a year to start programs after opening their offices. He also commended the Red Cross for expanding its activities to the Tanzanian population which surrounds the many refugee camps in the area, emphasizing that the Tanzanians had been graciously hosting the refugees for several years and that the local population also needed development support.

The Tanzanian Red Cross--Mobilizing Entire Communities to Practice Safer Behaviors

On February 25, 2005, about 6,000 youth (2,662 males and 3,338 females) converged on the “Umoja” Grounds for an HIV/AIDS community mobilization event organized by the TWC team in Kasulu. The event included various performances by local artists and youth groups that delivered HIV/AIDS related messages through short plays, songs, and poems. Many NGOs, CBOs, government officials and teachers attended this event and set up displays that described their community activities. Youth were able to peruse the displays to familiarize themselves with the various health and social services existing in their communities. The guest of honor was the Community Development Officer, who was representing the District Executive Director.

One youth group performing at the event (*pictured below*) is a choir group from Mwenge Primary School in Kasulu--one of many youth clubs supported by TWC. Many of the club’s members were motivated to join after attending TWC workshops. The youth leader at Mwenge Primary School, a young teacher who has worked closely with the Tanzanian Red Cross team, helped the youth put the songs together. Their lyrics covered the following themes:

- How HIV is and is not transmitted
- Anyone who has sex can get STIs/HIV/AIDS. It doesn’t matter how old you are or what your level of education is.
- PLWHAs need to be cared for and valued like all others.
- You cannot tell that a person has HIV just by looking at them.

One youth perusing the displays and listening to the edutainment said, *“I am so happy I attended today. I did not know there were so many services here in Kasulu. I also really like the entertainment- especially the songs and raps. I have learned a lot today- not only about HIV/AIDS, but also about my community.”*



TWC youth club members perform HIV awareness building songs before thousands of their peers in Kasulu, Tanzania.