



D.R.E.A.M.S.

Determined. Resilient. Empowered. AIDS-Free. Mentored. Safe.

USAID Uganda/ Communication for Healthy Communities (CHC)



Role of CHC in D.R.E.A.M.S

CHC is a 5-year, USG mechanism that supports GOU & USG IPs to design and implement quality Health Communication (HC) interventions that contribute: **to reduction in HIV Infections, total fertility, maternal & child mortality, malnutrition, malaria & tuberculosis.**



1. Works with the National BCC WG, TWGs, USG IPs, Districts & AGYW to develop standardized materials, tools and IP guides to ensure consistent and harmonized rollout. *Materials are developed using data and relevant HC theories to tackle key barriers to uptake of DREAMS services.*
2. Provides on-going technical assistance to USG IPs & districts to enhance targeted mobilization, right intensity and saturation required to achieve DREAMS targets.

DREAMS Communication support

I stop HIV by:

1. Saying no when I'm not ready.
2. Abstaining from sex.
3. Using a condom.
4. Testing for HIV and receiving results.
5. Knowing where to go for Prep and PEP.
6. Saying no to multiple concurrent partners.

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I prevent unplanned pregnancy by:

1. Saying no when I'm not ready.
2. Abstaining from sex.
3. Using a condom.
4. Going for Family Planning services.

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TALK TO A TRUSTED PERSON ABOUT
SEX, HIV, UNPLANNED PREGNANCY
INCOME GENERATING ACTIVITIES AND EDUCATION
OR CALL TOLL FREE 0800220333.



**My life - My choice
I'M STOPPING HIV.**



COUSELLING FLIP CHART ON SEXUAL AND REPRODUCTIVE HEALTH



PICTURE CODES & TALKING POINTS



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Facts about Male Condoms



WHAT'S UP?



He has asked for sex
but I don't want to get pregnant.

WHAT'S MY CHOICE?

TALK TO A TRUSTED PERSON OR CALL,
TOLL FREE NUMBER 0800120333

Obulamu?

- As you grow up, it's normal for boys to ask for sex and for you to want to have it, but it's okay to say NO.
- However, sex has consequences like HIV, pregnancy and rejection.
- Talk to a trusted person about healthy relationships with boys.



WHAT TO DO IF YOU THINK YOU ARE PREGNANT

1. You can be pregnant if you:
 - Have had unprotected sex.
 - Feel dizzy and tired
 - Are vomiting
2. Go to the health center to confirm the pregnancy.
3. If you are pregnant, ask the health worker about how to care for your pregnancy.

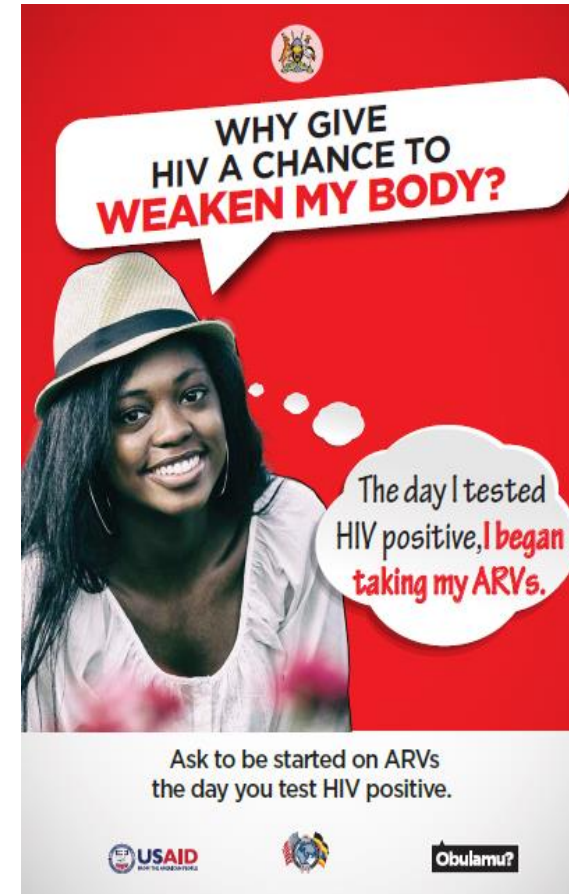


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Facts about Female Condoms



Latest materials/campaigns



1. What does a pregnancy mean to you now?
2. Targeted HTS- Men
3. Test and Treat

1. CHC leads the design process and produces seed copies.
2. Orients IPs to facilitate reproduction and scale-up.

HC material reproduction and dissemination

- CHC supported with materials
- Provided TA in reproduction : 8000 T-shirts reproduced by AVSI foundation
- 6,000 passport pouches, 6 pull up banners, 100 posters for DREAMS life stage 4 messages, 500 key holders by reproduced MUWRP
- Innovations – 500 key holders with messages 'I know my status, 1000 aprons for health workers and VHTs.
- Worked with DREAMS IPs to place 16,711 print materials in the communities & safe spaces.
- Oriented 80 stepping stones and SINOVUYO facilitators on the use of the available Health Communication materials and integration in Stepping stones and SINOVUYO sessions.



Targeted Placement & Dissemination Materials & Messages

- ❖ Worked with IPs to reproduce and scale-up reach of available print materials.
- ❖ Oriented 100 IPC agents on the use of the materials and IPC skills.
- ❖ Integrate the use of the materials in Stepping Stone & SINOVUYO sessions.
- ❖ Placed 16,711 SBCC print materials in the communities & safe spaces.
- ❖ Conduct targeted media buying & placement of messages on 4 radio stations in Central 2

REGIONS	RADIO NAMES
Central	Buddu Broadcasting Services Ltd
	Sun FM Ltd
	Mbabule FM
	Radio Kiboga Limited
	Dunamis Broadcasting Centre Limited
	Prime FM Ltd
Kampala	Capital Radio (2015) Limited/Capital FM
	Capital Radio (2015) Limited/Beat FM
	Central Broadcasting Service Ltd/CBS FM
	Monitor Publications Limited/KFM
	Impact Media Consortium/Impact FM
	Simba Radio
	Sanyu F.M (2000) Ltd/Sanyu FM
	Galaxy FM Limited



Targeted IPC Mobilization & Linkage to Services

- ❖ IPC skills strengthening for peer champions.
- ❖ Home visits target vulnerable AGYW & parents.
- ❖ Mobilization and referral to services.
- ❖ Activities integrate exhibition & mentorship on income generating activities by peers.
- ❖ Integrate nutrition, WASH, Malaria and other areas.

- **10** Youth bashes conducted in the Central.
 - **2,712** AGYW & ABYM reached. **940 AGYW & 1,772 ABYM**
 - **1,142 AGYW & 848 ABYM** received HTS - **140** referred for ART.
 - **232** received FP methods.
 - **53,480** Male and **1,932** Female condoms distributed
 - **143** ABYM received SMC
- **2,663 AGYW & 2,320 ABYM** reached through home visits
- **3,432** AGYW & ABYM reached through SGDs



Key Highlights What Is Working

- ❖ Joint planning, implementation and review of interventions with IPs.
- ❖ Layering of activities during youth bashes where IPs provide different services.
- ❖ Involvement of IPs in the design of health communication materials and tools: formative research, reviews, pre-test and photo shots.
- ❖ Use of health communication materials and tools to improve interaction during Sinovuyo, stepping stones, HTS outreaches and FP sessions.
- ❖ Resource Leveraging/Cost sharing with IPs during jointly implemented activities.



Implementation Challenges

- ❖ Provision of STI drugs has not been prioritized despite mobilization of
- ❖ Low saturation of HC materials which affects achievements of the right dosage.
- ❖ Low usage of radio air time to respond and clarify issues emerging from implementation.



What Your Program Will Highlight for World Aids Day

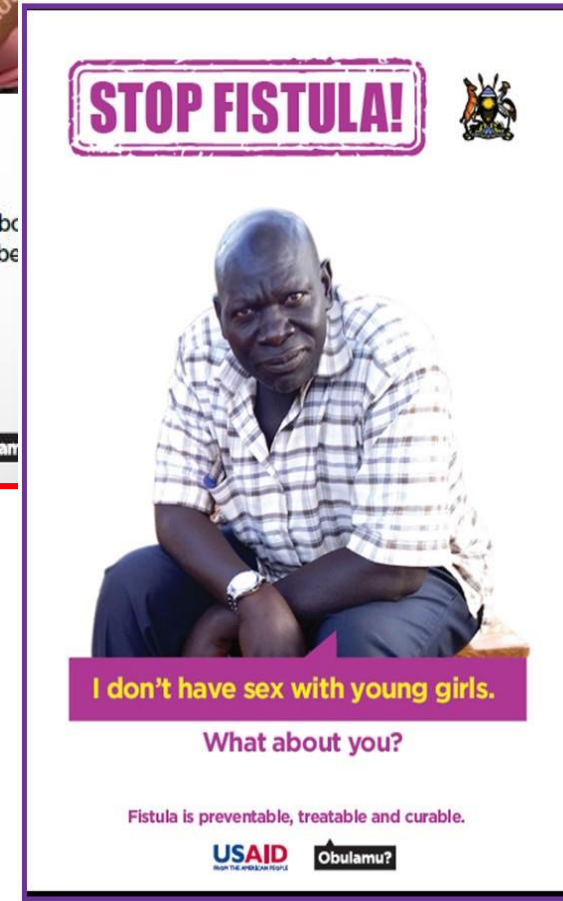
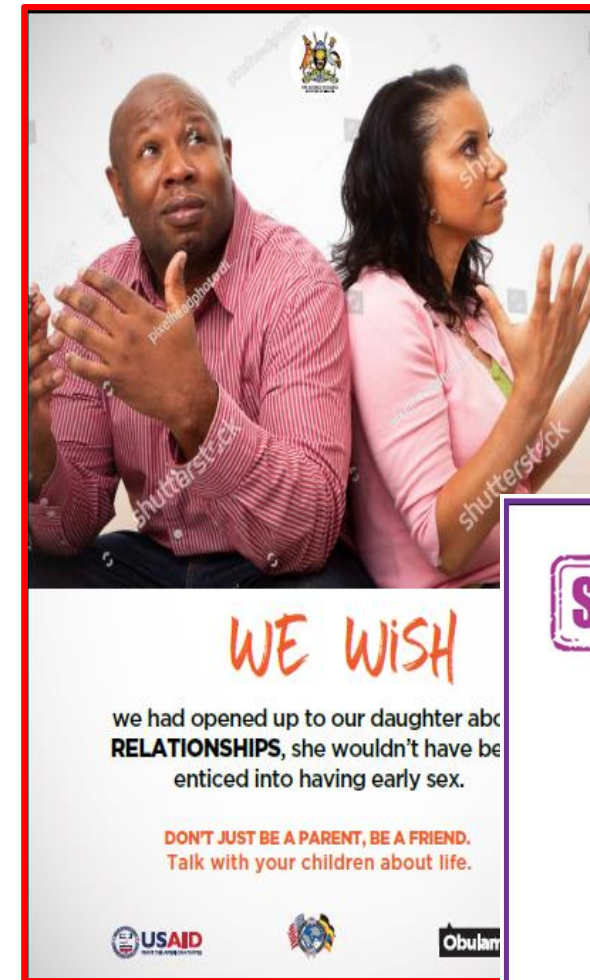
1. Interventions conducted in collaboration with other DREAMS IPs
2. Positive deviants: testimonies from beneficiaries of the different DREAMS interventions
3. Contribution of SBCC interventions in uptake of services and positive behaviors
4. Visual HC materials and Job aides used under DREAMS

Proposed Activities:

- ❖ Participate in planning and implementation of 16 days of activism and World AIDS day activities at the National and regional level
- ❖ In collaboration with IPs, conduct media engagements to increase visibility of DREAMS activities.
 - Schedule a series of radio and television talk shows with IPs, beneficiaries, Districts and community gate keepers.
 - Conduct media excursions to IP implementing sites.
 - Produce a newsletter that highlights achievements and testimonies of the DREAMS partners in the last two years.

On going/upcoming Activities

- ❖ Roll out new campaigns to support DREAMS interventions: Parenting, PrEP for the KPs and Fistula to supplement pregnancy preventions.
- ❖ Collate and disseminate all HC materials and how-to-do guides to IPs.
- ❖ Work with the IPs to strengthen the capacity of peer champions in use of communication materials and IPC approaches.
- ❖ Integrate messages on WASH, nutrition, malaria, tuberculosis and MNCH into DREAMS activities.



Thank you!



What's your dream?

