



Sexuality Education and Behaviour Change Communication (BCC) for HIV Prevention



- Integral part of social marketing programmes supported by German Development Cooperation (GDC) through KfW
- Young people in and out of school are an important target group for measures to curb the spread of HIV effectively





Sexuality Education and BCC for HIV Prevention



Some Examples:

- Huge demand for youth magazines and radio programmes in Cameroon (100%Jeunes) and Benin (Amour&Vie)
- Peer education and condom promotion in schools (Ruanda and Guinea)
- “Club en Conexión” – a virtual platform giving enormous access to information and promoting radio programmes and interpersonal communication (Central American Regional Project)
- Working with “Fadas” peer groups gathering in the evenings in Niger through sketches and radio broadcasts



HIV Prevention and Family Planning in Niger



- **German Financial Cooperation:** KfW on behalf of the Federal Ministry for Economic Cooperation and Development
- **Country:** Niger
- **Approach:** Social marketing of SRH/HIV behaviour change incl. condom use
- **Partner:** Coordination Intersectorielle de Lutte contre le SIDA (CISLS)
- **Timeframe:** 2003 until 2012 (and further phases planned until 2015)
- **Total Value:** 13 Million Euro (and additional 10 Mio. Euro for further phases)

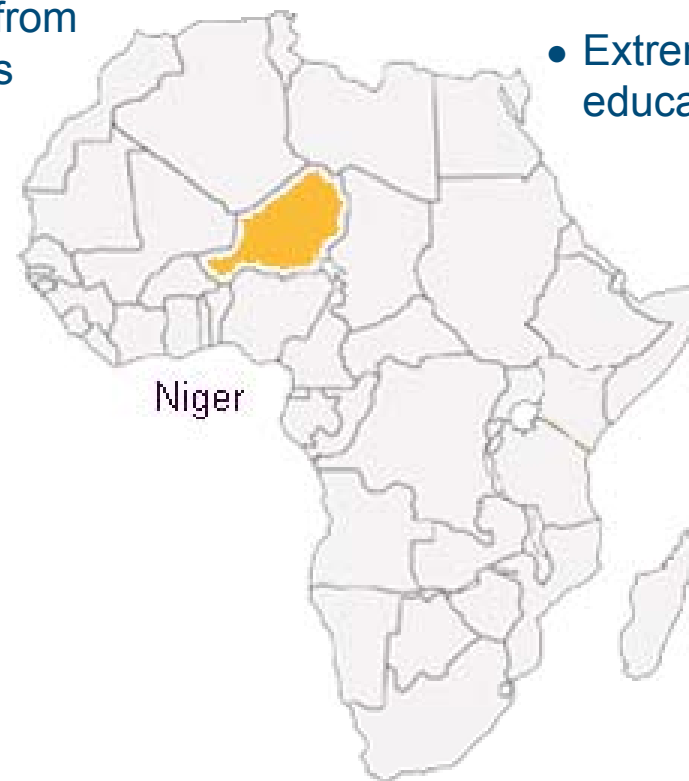


HIV Prevention and Family Planning in Niger: Background



- 2006 Adoption of modern law with regard to reproductive health
- 2007 Population policy is meant to mitigate challenges arising from high population growth rates

- High dependency on agriculture
- Highest population growth rate in the world
- Extreme poverty, low level of education, high political risk





HIV Prevention and Family Planning in Niger: Approach

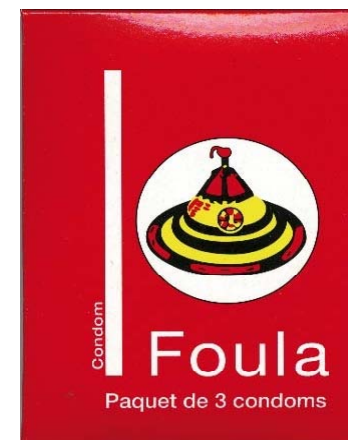


Condoms and contraceptive pills are distributed via commercial sales channels at subsidized prices to the target groups by using locally accepted innovative educational advertising.



Involving **local role models**:
Famous Wrestler,

Using **accepted symbols**: traditional
Foula hat as
sun protection



Targeting Youth



HIV Prevention and Family Planning in Niger: Targeting Youth



- Production and more than 8,000 broadcasts of sketches called “Aventures de Foula” in most commonly spoken languages
- Facilitation of peer education by 8,100 informal discussions in “fadas”, the typical peer-group young people meetings in the streets during the evenings. This involved 185,000 young people
- Use of formal education contexts for 1,200 classroom discussions involving more than 17,500 students
- Launch of almost 600 radio debates





HIV Prevention and Family Planning in Niger: Challenges



- Further scaling up of culturally accepted ways to promote condom use
- Inclusion of religious and social leaders





HIV Prevention and Family Planning in Niger: Results



- Awareness of HIV and family planning issues among rural women rose from 56.5% in 2007 to 83.3% in 2010 (control group) and to even 90.2% among women in villages participating in Animas campaigns
- Knowledge among rural women where to obtain condoms rose from 3.7% in 2007 to 8% in 2010 (control group) and to 49.4% among women in "Animas villages"
- However, complete knowledge on transmission is showing only little progress, demonstrating need for further attention in dispelling myths
- Condom use at last sexual encounter with a married partner or cohabitant rose from 0.6% of rural women in 2007 to 2.1% in 2010 (control group) and to 12.6% in Animas touched villages



HIV Prevention and Family Planning in Niger



Thank you for your attention!

For further information please refer to:

http://www.kfw-entwicklungsbank.de/ebank/EN_Home/Sectors/Health/Project_Examples/Programme_-_HIV_in_Niger.jsp