

IMPLEMENTATION OF THE MEN, CULTURE AND HIV/AIDS PROJECT IN MALAWI, SOUTHERN AFRICA

By

Allan M. Kamanga (Bsoc, MA PS)

**Ministry of Gender and
Community Services,**

P/B 330

Lilongwe 3

E-mail: akamanga@hotmail.com

UNCOMMON

ABBREVIATIONS

- CPEP :The Community - based Population Education Programme
- MCHAP:The Men, Culture, and HIV/AIDS Project
- BCC :Behaviour Change Communication

LIST OF TOPICS

- Background Information
- Objectives
- Implementation Strategies
- Evaluation Results
- Post Evaluation Activities

BACKGROUND

1998 – 2000 CPEP implemented:

- To improve sexual and reproductive health status of Malawian men, women, boys and girls
- Raised people's awareness to over 90%
- Achieved behaviour change to less than 5.0% of total population

BACKGROUND continued

In 2000 CPEP Evaluation Mission recommended:

- CPEP continuation
- Change from emphasis on IEC to BCC

In 2001 UNFPA assisted CPEP to:

- Develop a BCC Project
- By training CPEP and Development partners in Socio cultural Research
 - Data was collected
 - Data sets established for implementing BCC Project

BACKGROUND continued

In 2001 UNFPA further assisted CPEP:

- By training CPEP core staff and development partners in BCC Strategy Development in preparation for BCC Project implementation

In 2001 UNAIDS impressed by CPEP BCC proposal/Approach

- Offered to fund a 1 year project on men, culture and HIV/AIDS Project (MCHAP)
- UNFPA offered technical support

OBJECTIVES

- To Increase the participation of community leaders and Development Partners in addressing cultural practices and values that promote the transmission of HIV/AIDS and limits the participation of men in the provision of care to the sick

IMPLEMENTATION STRATEGIES

- Participatory identification of socio-cultural issues that prevent behaviour change in SRH/HIV/AIDS activities
 - community leaders
 - development partners

MULTI SECTORAL COLLABORATION

- Ministry of Health and Population
- University of Malawi
- Community Leaders/Traditional Authorities
- Religious Leaders
- District Assemblies etc

STRATEGIES continued

- **Multi-channel Behaviour Change Communication**
 - Chiefs and Religious leaders advocacy meetings
 - Peer education for boys and men
 - Community based drama campaigns
 - Radio jingles
 - Posters, murals and leaflets distribution

STRATEGIES continued

- **Promotion and provision of preventive services**
 - VCT promotion and referrals
 - Condom promotion and distribution
 - Checking and stopping indulgencies in risky practices and behaviours

STRATEGIES continued

- **Capacity Building for**
 - Community and religious leaders
 - Extension workers
 - Development partners

EVALUATION RESULTS

- **Training outputs**
 - **In 2001 Trained**
 - 18 CPEP core staff and partners in rapid socio-cultural operational Research
 - 6 CPEP core staff in BCC strategy development
 - 60 Extension workers in BCC and advocacy

TRAINING OUTPUTS

continued

- 20 Community leaders in advocacy for modification of risky cultural practices and behaviours
- 200 Peer educators in Peer Education and counselling, VCT promotion referrals and condom promotion and distribution
- 48 drama artists
- 80 leaders of women groups in peer education and promotion of male participation in care provision

COVERAGE OUTPUTS

- 900 boys reached in peer education sessions
- 8,000 men reached in peer education session
- 3 Effective referrals for VCT
- 3 Effective referrals for STI
- BCC materials produced

FINAL EVALUATION

Effects on attitude and behaviour

- Community leaders are advocating for modification of risky cultural practices
- Religious leaders preaching on behaviour change to prevent HIV/AIDS infection
- Religious leaders more tolerant of condom use promotion

EFFECTS OF ATTITUDES AND BEHAVIOUR

- People are afraid of involvement in risky cultural practices of new polygamy, widow inheritance, impregnating a barren relative's wife
- No incidence of new polygamy, widow inheritance or helping to impregnate a barren relative's wife

EFFECTS ON ATTITUDE AND BEHAVIOUR continue

- No new incidences of rape and defilement
- High demand for condom use for protection against STIs/HIV/AIDS
- Male participation in care provision increasing

EFFECTS ON ATTITUDE AND BEHAVIOUR continue

- BCC approach confirmed to be effective in attitude and behaviour change
- People openly discuss modification of risky cultural practices
- People checking and stopping each other from involvement in risky SRH behaviour

EFFECTS ON ATTITUDE AND BEHAVIOUR Continued

- People use gloves to handle human corpses or corpse bathing and bathing chronically sick patients
- No longer sitting or sleeping around dead bodies: dead bodies kept in separate room

IMPACT ON QUALITY OF LIFE

- Impact study not yet conducted because implementation period was only 1 year (2001–2002)

POST EVALUATION ACTIVITIES

- Community leaders and religious leaders continuing advocacy meetings for safe SRH behaviour
- Peer Education continuing
- Interactive drama continuing

POST EVALUATION ACTIVITIES continue

- Communities demanding for community based VCT centres
- Open discussion on modification of risky cultural practices

POST EVALUATION ACTIVITIES continued

- Peer Educators are forming clubs
- Communities demanding for community based VCT Centres
- Open discussion on modification of risky cultural practices

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POST EVALUATION ACTIVITIES continued

- Smooth cooperation between peer educators and health centre officials is getting stronger
- Referral cases from peer educators to health centres are increasing

POST EVALUATION ACTIVITIES continued

- Community based drama groups are still performing
- MCHAP extension workers and peer educators are being called upon to assist other projects and provide STI/HIV/AIDS talks on religious ceremonies

POST EVALUATION ACTIVITIES continued

- Modification of corpse handling by using gloves and keeping it in separate room is growing/becoming more popular

POST EVALUATION ACTIVITIES continued

- The clergy is becoming more tolerant and understanding of condom promotion for protection against STI/HIV/AIDS
- Peer Educators and drama artists increased demand for identity : Uniforms, Bulges

POST EVALUATION ACTIVITIES continued

- UNFPA offered CPEP funds to use BCC approach on expanded project:-
 - On SRH and Gender Education Programme including HIV/AIDS and Family Planning
 - Target group to include men, women, boys and girls
 - Number of districts = 4
 - Period = 3 years (2003 – 2005)